

Why Savvy Movers Thrive During One Of The Market's Quietest Seasons



Chris Whitaker
Managing Director

The past few weeks have brought significant news for home-movers and the property market has been left in a state of flux. Buyer demand noticeably dipped following the Budget announcement at the end of October, which confirmed higher stamp duty charges for most

home-movers, second-home buyers, and some first-time buyers. However, if we pull the camera back slightly, the picture improves. Two rate cuts by the Bank of England in September and November fed a growing sense of optimism and provided a powerful boost to sentiment. While short-term trends remain uncertain, the market is more active than this time last year. If mortgage rates fall enough to materially improve affordability, stronger price growth and higher transaction volumes could follow. There are good reasons to feel very positive about 2025.

I strongly believe that all property market conditions create unique opportunities. In the South West, the market's current lull presents options for those prepared to act. The market always slows down in the run-up to Christmas, but buyers

and sellers who adopt a strategic approach, supported by experienced local professionals, can achieve excellent results. The key factor here is a change in the competition dynamics. Budget-related hesitancy means fewer people are in the market which creates an ideal moment if you're prepared to be decisive. Timing your run is key, and with inflation easing from its peak of 11.1% in October 2022 and the possibility of further interest rate cuts, we may be on the threshold of a period of strong capital growth.

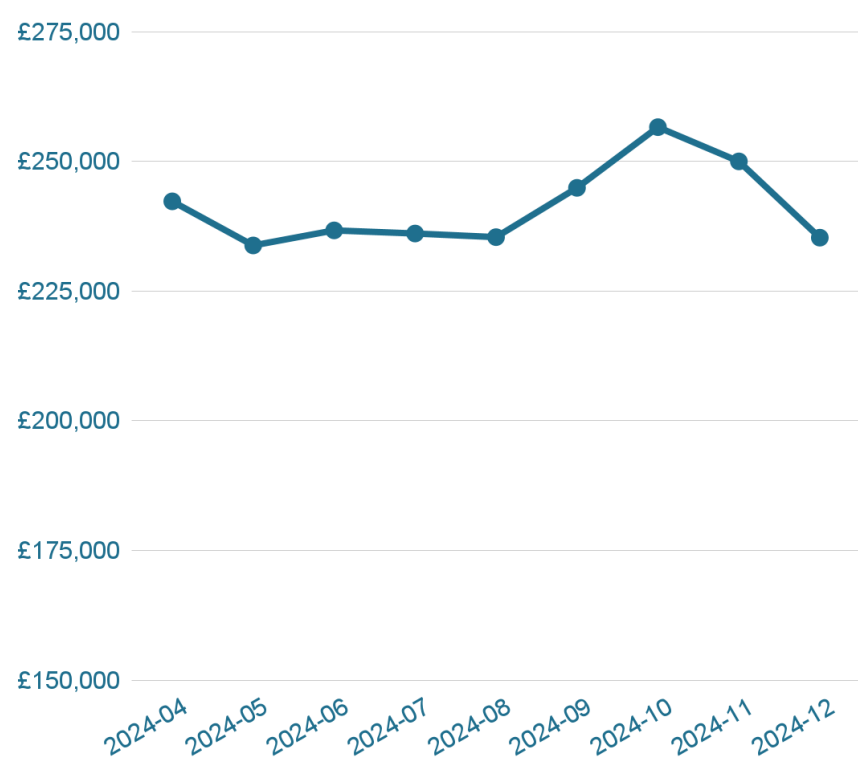
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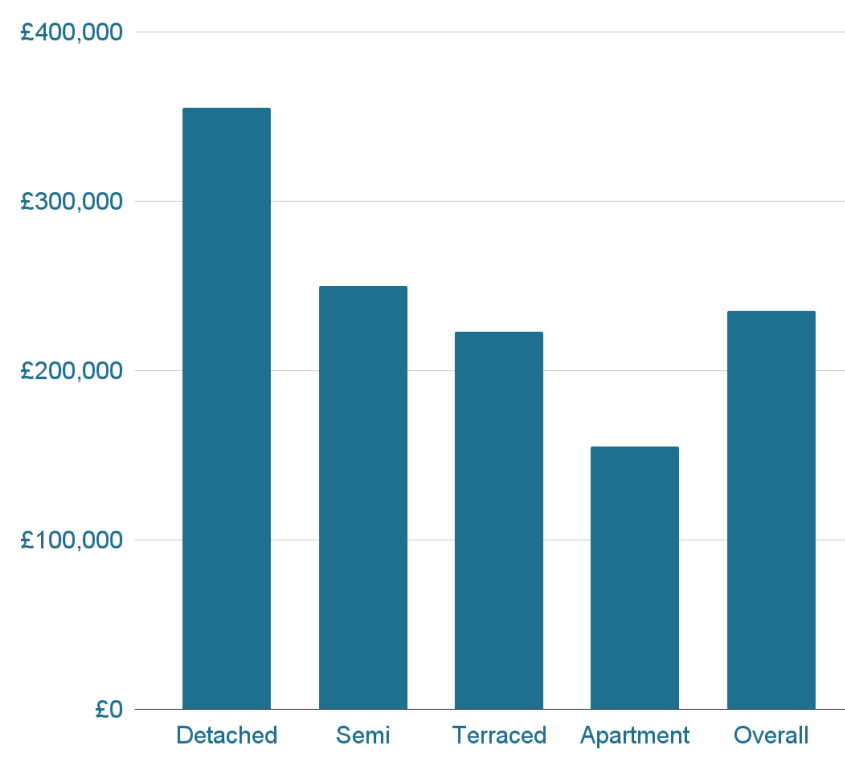
So while the market is far from frenetic, determined buyers and sellers continue to close deals, often spurred by realistic pricing and timely action. The big winners in this environment will be buyers and sellers working with true local market experts. The property market consistently rewards those who navigate it with foresight and professional guidance. Whether buying, selling, or investing, this period offers strong opportunities for those ready to act both carefully yet boldly.

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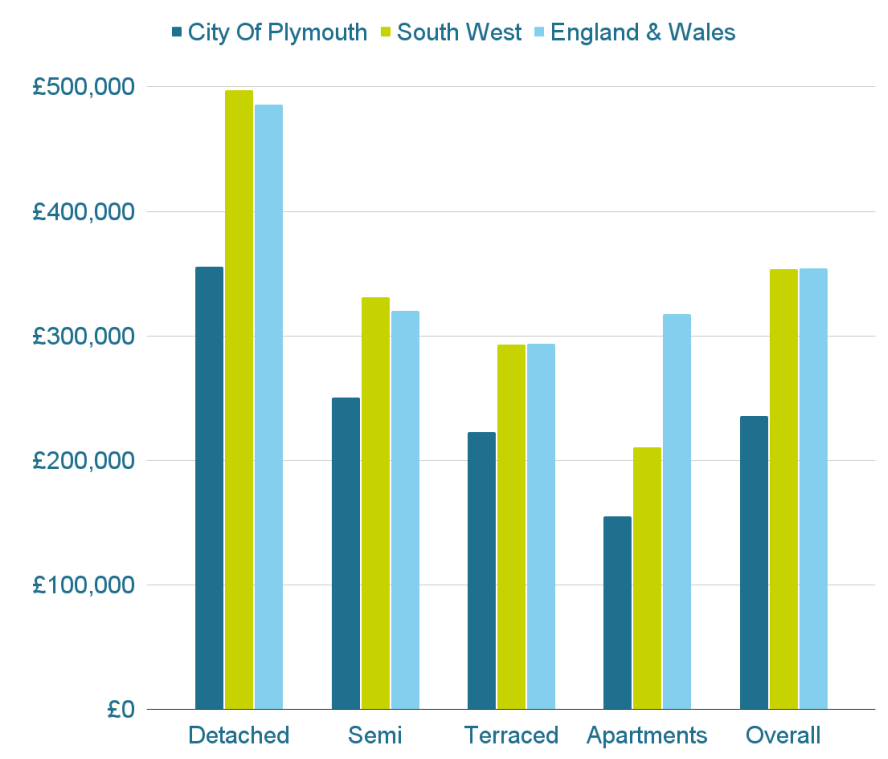
Overall prices over time



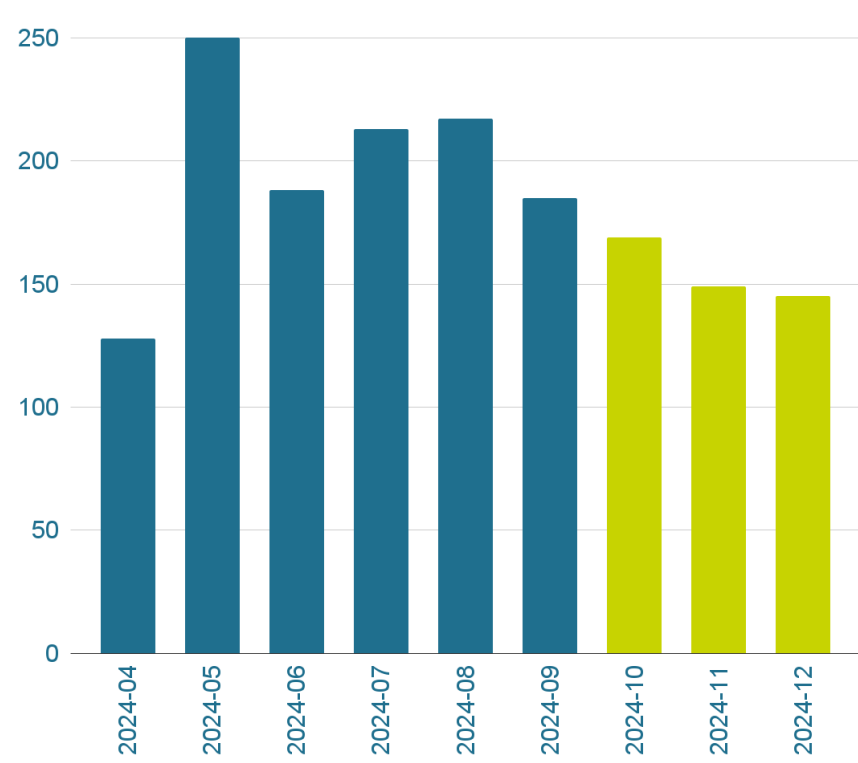
Prices by property type



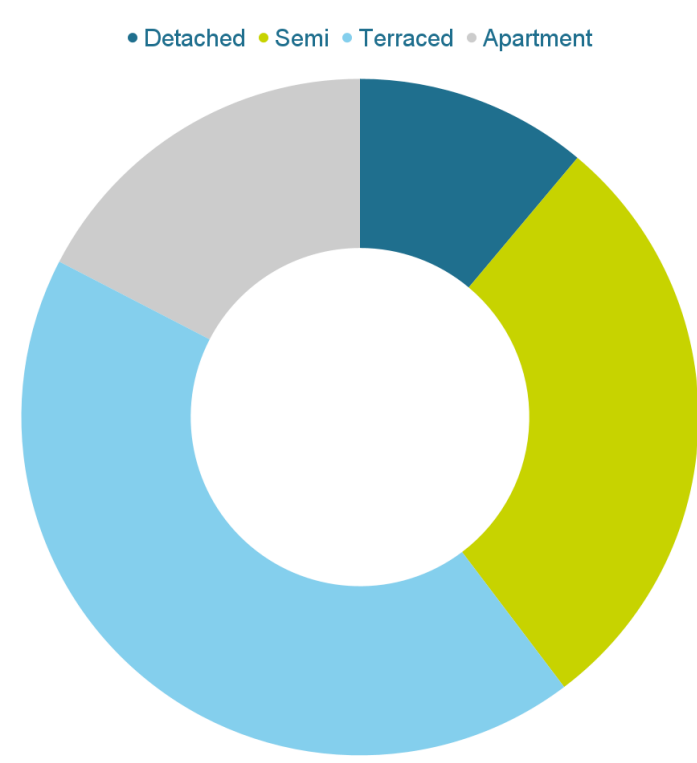
Local vs regional prices



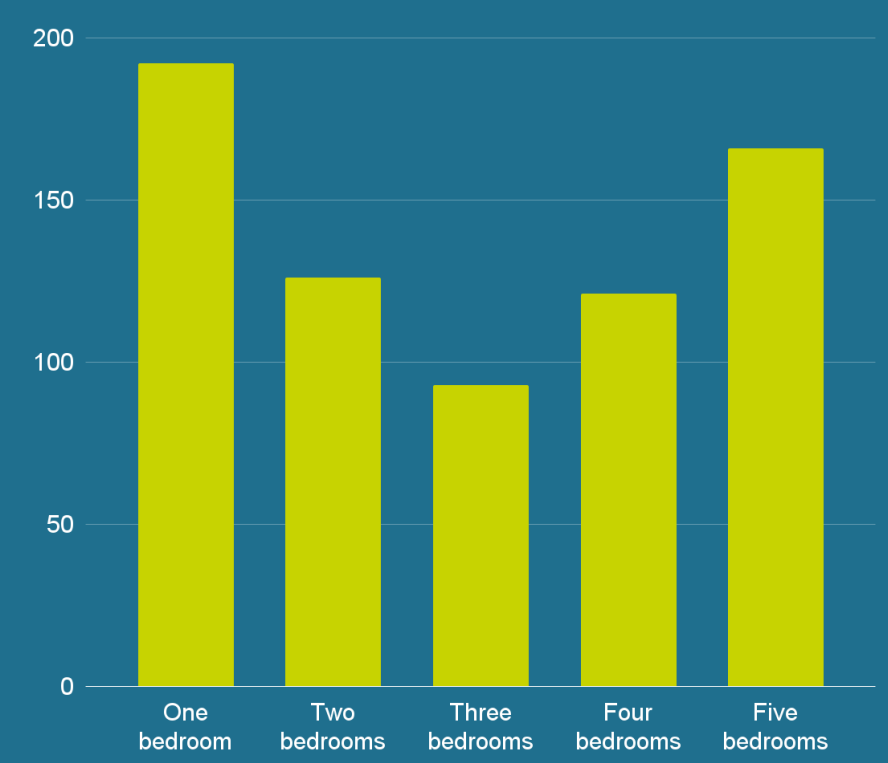
Number of sales



Proportion of sales



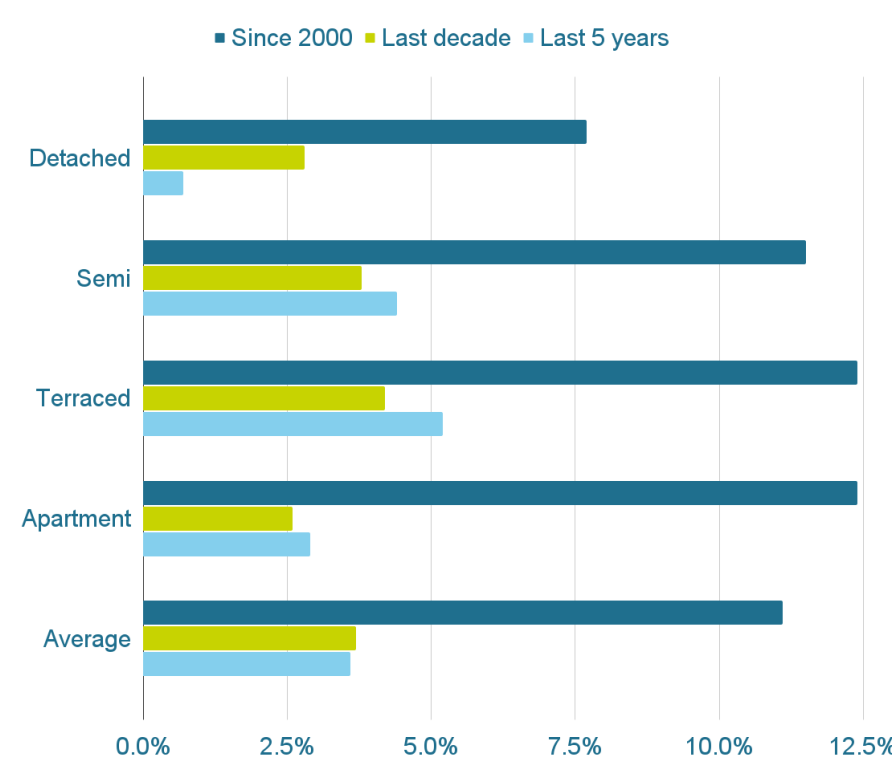
Average days on market



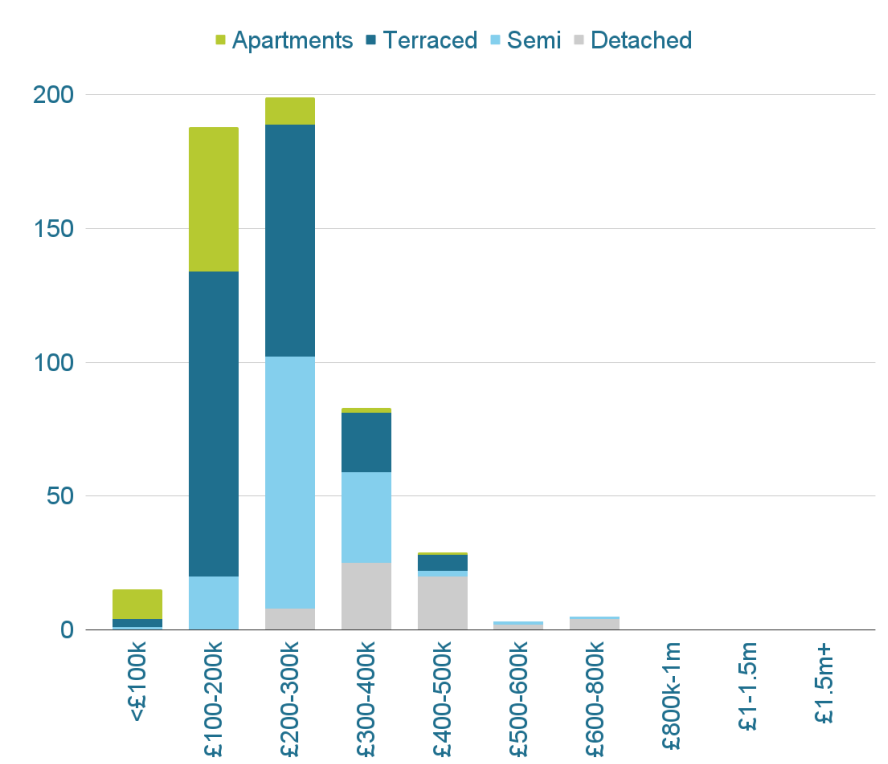
Rents PCM by bedrooms



Annual growth levels



Sales by price band & type



Source: This report has been made by ResiAnalytics for Martin&Co Plymouth. The data in this report comes from HM Land Registry, Office for National Statistics and ResiAnalytics. The last three months of sales data displayed are projections based on historical data. Disclaimer: This property market report is for informational purposes only and should not be used as a substitute for conducting your own research when making a property purchase decision. Please consult with a qualified professional to ensure all factors are considered in your investment choices.



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