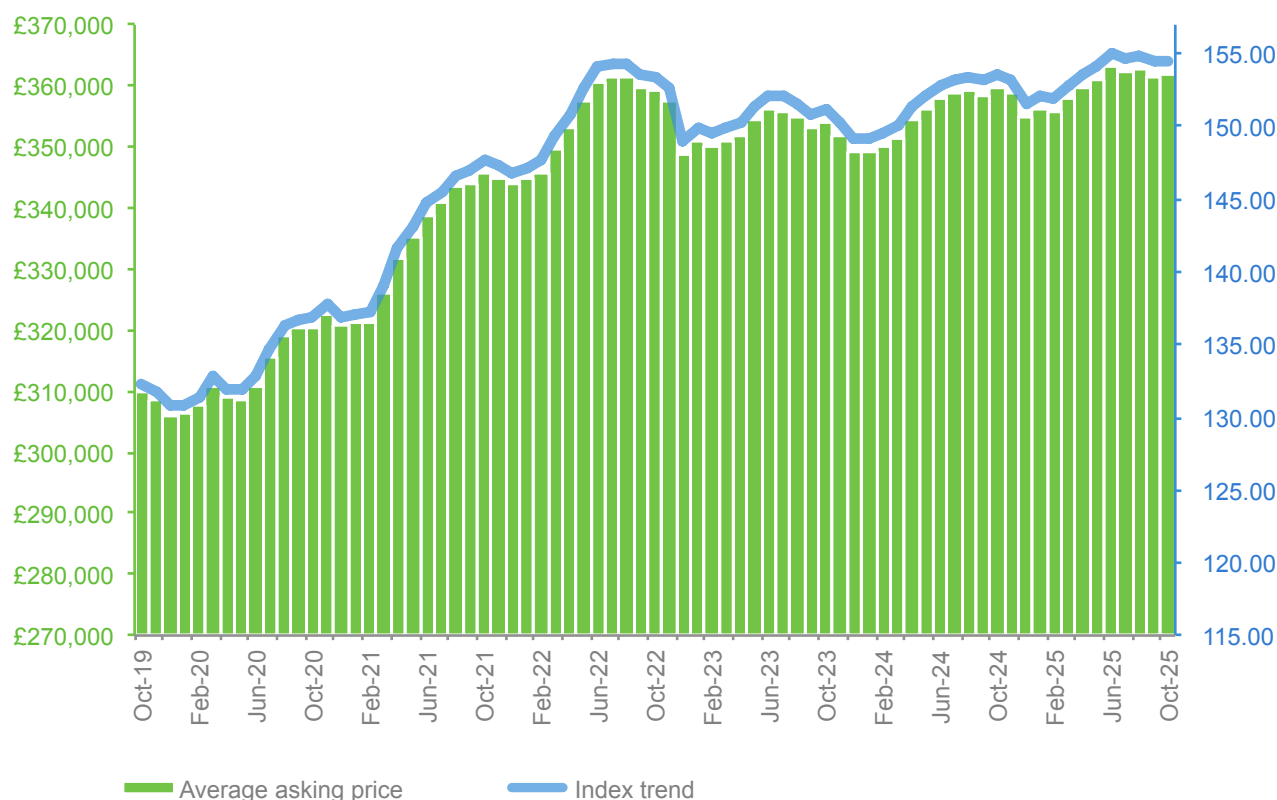


Oversupply Weighs Heavy on Southern Prices

Headlines

- The mix-adjusted average asking price for England and Wales edged up by the smallest of margins during September (0.1%), making the annualised growth figure a mere 0.6%. Scotland and the South West indicated the largest price falls.
- Annualised home price growth across England and Wales continues to be well below the level of inflation at just 0.6% overall. We estimate that overall real growth currently stands at around -4.4%. Even the best-performing regions are being outpaced by the current rate of inflation (RPI ex-housing).
- The unsold sales stock count for England and Wales is at its highest level since October 2013. Oversupply has created a buyer's market in most regions.
- Vendor hesitancy in an increasingly difficult market triggered a drop in supply of new sales properties during September. There were 11% fewer properties entering the market this year than in September 2024.
- Yorkshire is now the top regional property market growth leader with a year-on-year gain of 3.6%, overtaking the North West where growth has slipped to 3.1%. Meanwhile, the South West is now the worst regional performer with a painful annualised loss of 1.0%, narrowly outpacing London's annualised decline of 0.8%.
- Sales market momentum remains elevated compared to previous years. To date, this greater throughput has not been sufficient to significantly reduce the unsold stock total. Typical Time on Market for unsold properties is currently three days higher than in October last year and continues to trend higher.
- The annualised national growth in asking rents slides yet further into the negative (now -2.9%), driven down by a vast and unexpected increase in supply (27% year-on-year). The national growth figure is in the red due mainly to the negative performance of London, but negative contributions also now come from Scotland, Wales and all English regions except the North East.
- Only 13 of the 33 London boroughs indicate positive asking rent growth and five of those are below the 1% mark. In Bexley borough, albeit a relatively small rental market in the capital region, rents are down by 7.5% year-on-year.

Home Asking Price Trend for England & Wales



Source: Home.co.uk Asking Price Index, October 2025, Indexed to May 2004 (Value=100).

Overview

A number of issues are precipitating divestment from the UK property market. As a result, agents' sales portfolios are bulging at the seams as investors attempt to cash out. Higher interest rates, low or negative capital gains, increasing taxation, falling rents and adverse legislation are all factors in the decision-making process for landlords who are faced with a dilemma: do they hold on and hope or exit before the loss of earnings and control over their assets worsens?

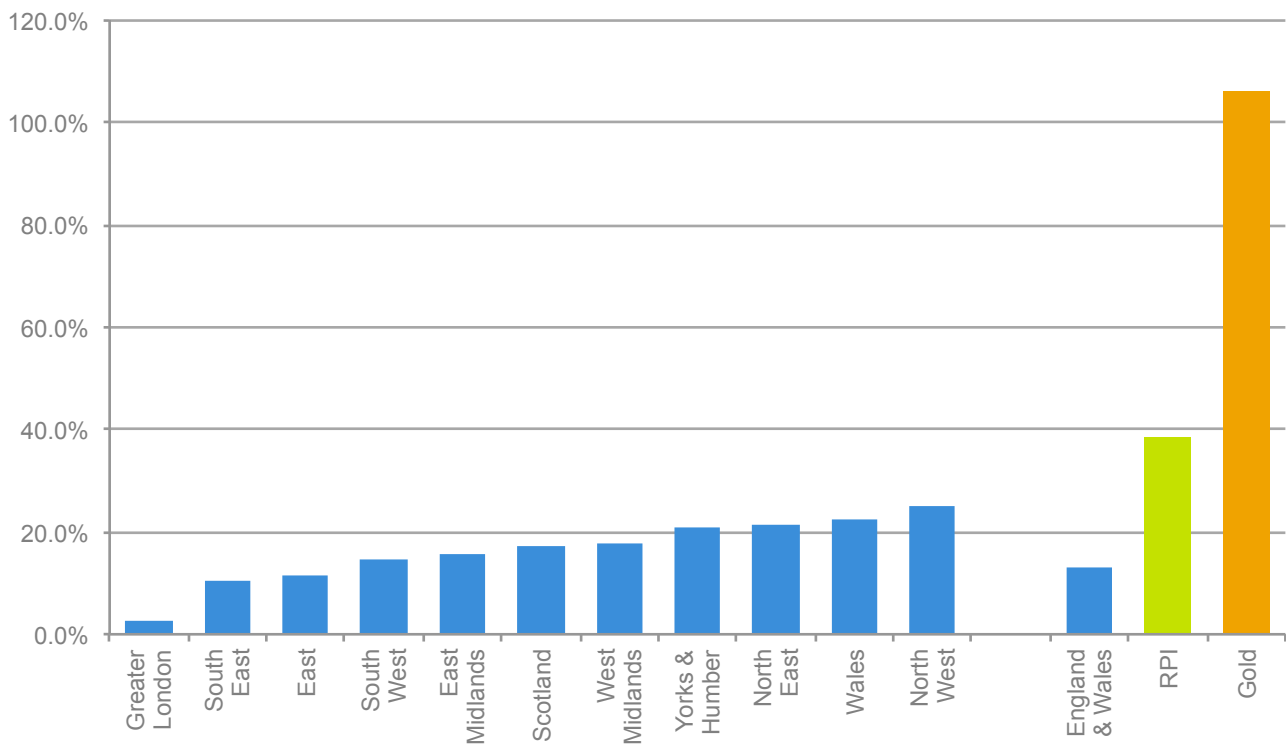
However, the current market also presents a window of opportunity for both aspirant owner-occupiers and corporate landlords. For the bold, there are bargains to be had where pricing is weakest. Offers well below the asking price are more likely to be accepted in the cur-

rent climate, although "catching a falling knife" is always a delicate affair.

For the time being, pricing is weakest in London, the South West, South East and the East of England. Moreover, this slow and painful price correction, in real terms, looks set to persist until confidence picks up again.

A cut in interest rates would certainly boost demand but, given persistent above-target inflation, this possibility looks unlikely in the near term.

5-Year Regional Price Growth, Oct 2025 vs. Oct 2020



Source: Home.co.uk Asking Price Index, October 2025, <https://www.hl.co.uk/tools/calculators/inflation-calculator> and <https://goldprice.org/>



UK Asking Prices

Scotland	Oct-25
Average Asking Price	£240,811
Monthly % change	-0.4%
Annual % change	1.9%

North East	Oct-25
Average Asking Price	£206,193
Monthly % change	0.7%
Annual % change	1.7%

Yorks & The Humber	Oct-25
Average Asking Price	£267,176
Monthly % change	0.1%
Annual % change	3.6%

North West	Oct-25
Average Asking Price	£280,305
Monthly % change	-0.2%
Annual % change	3.1%

West Midlands	Oct-25
Average Asking Price	£314,068
Monthly % change	0.4%
Annual % change	2.4%

East Midlands	Oct-25
Average Asking Price	£288,022
Monthly % change	-0.1%
Annual % change	0.7%

East	Oct-25
Average Asking Price	£396,436
Monthly % change	0.1%
Annual % change	-0.1%

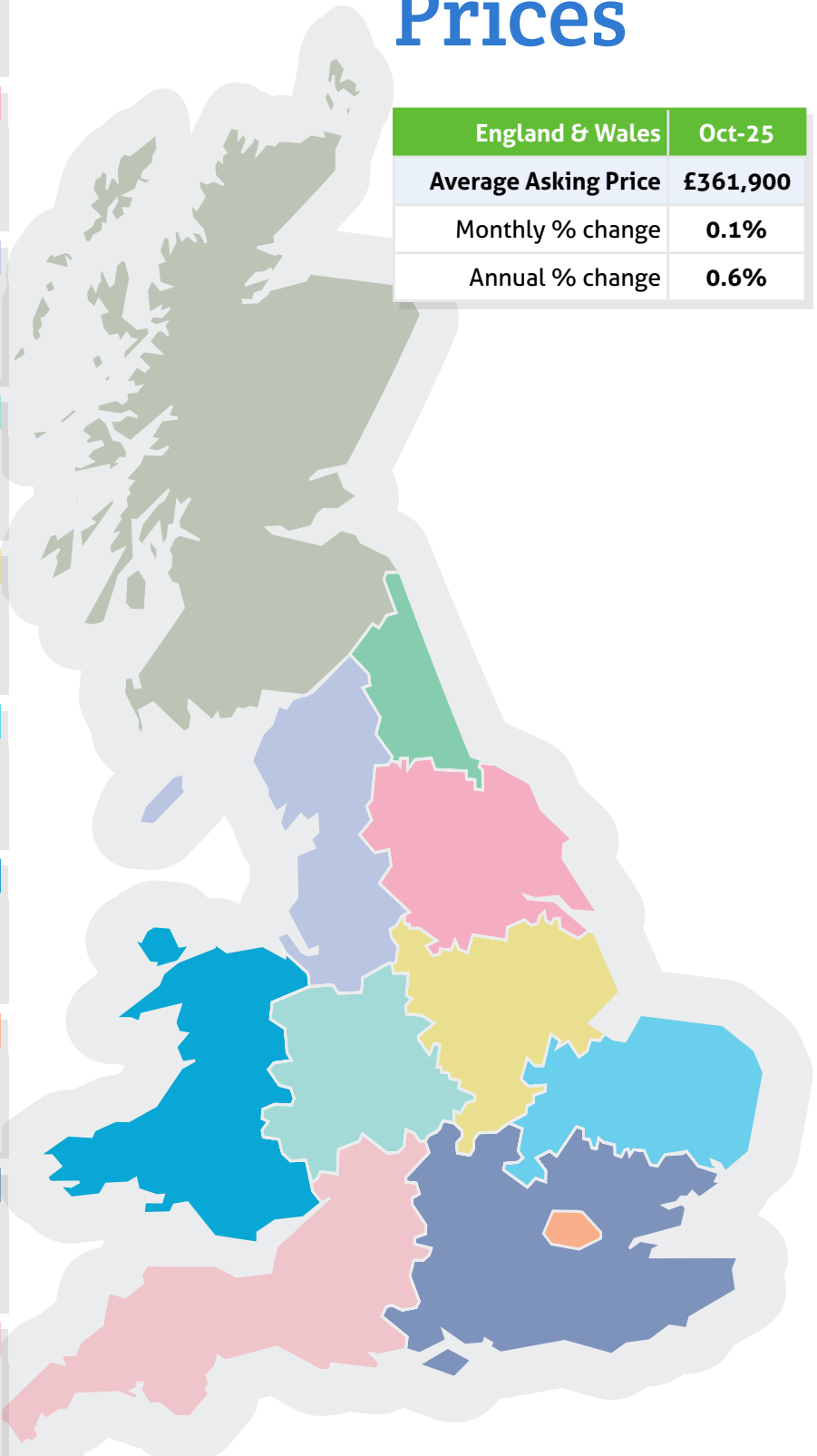
Wales	Oct-25
Average Asking Price	£277,647
Monthly % change	0.1%
Annual % change	1.6%

Greater London	Oct-25
Average Asking Price	£542,280
Monthly % change	0.3%
Annual % change	-0.8%

South East	Oct-25
Average Asking Price	£448,644
Monthly % change	0.2%
Annual % change	-0.1%

South West	Oct-25
Average Asking Price	£380,102
Monthly % change	-0.6%
Annual % change	-1.0%

England & Wales	Oct-25
Average Asking Price	£361,900
Monthly % change	0.1%
Annual % change	0.6%



Source: Home.co.uk Asking Price Index, October 2025

UK Time on Market

Scotland	Oct-25
Average Time on Market	n/a
Typical Time on Market	n/a
Annualised % supply change	n/a

North East	Oct-25
Average Time on Market	163
Typical Time on Market	86
Annualised % supply change	-10%

Yorks & The Humber	Oct-25
Average Time on Market	156
Typical Time on Market	92
Annualised % supply change	-11%

North West	Oct-25
Average Time on Market	164
Typical Time on Market	93
Annualised % supply change	-13%

West Midlands	Oct-25
Average Time on Market	155
Typical Time on Market	88
Annualised % supply change	-12%

East Midlands	Oct-25
Average Time on Market	153
Typical Time on Market	89
Annualised % supply change	-9%

East	Oct-25
Average Time on Market	154
Typical Time on Market	87
Annualised % supply change	-10%

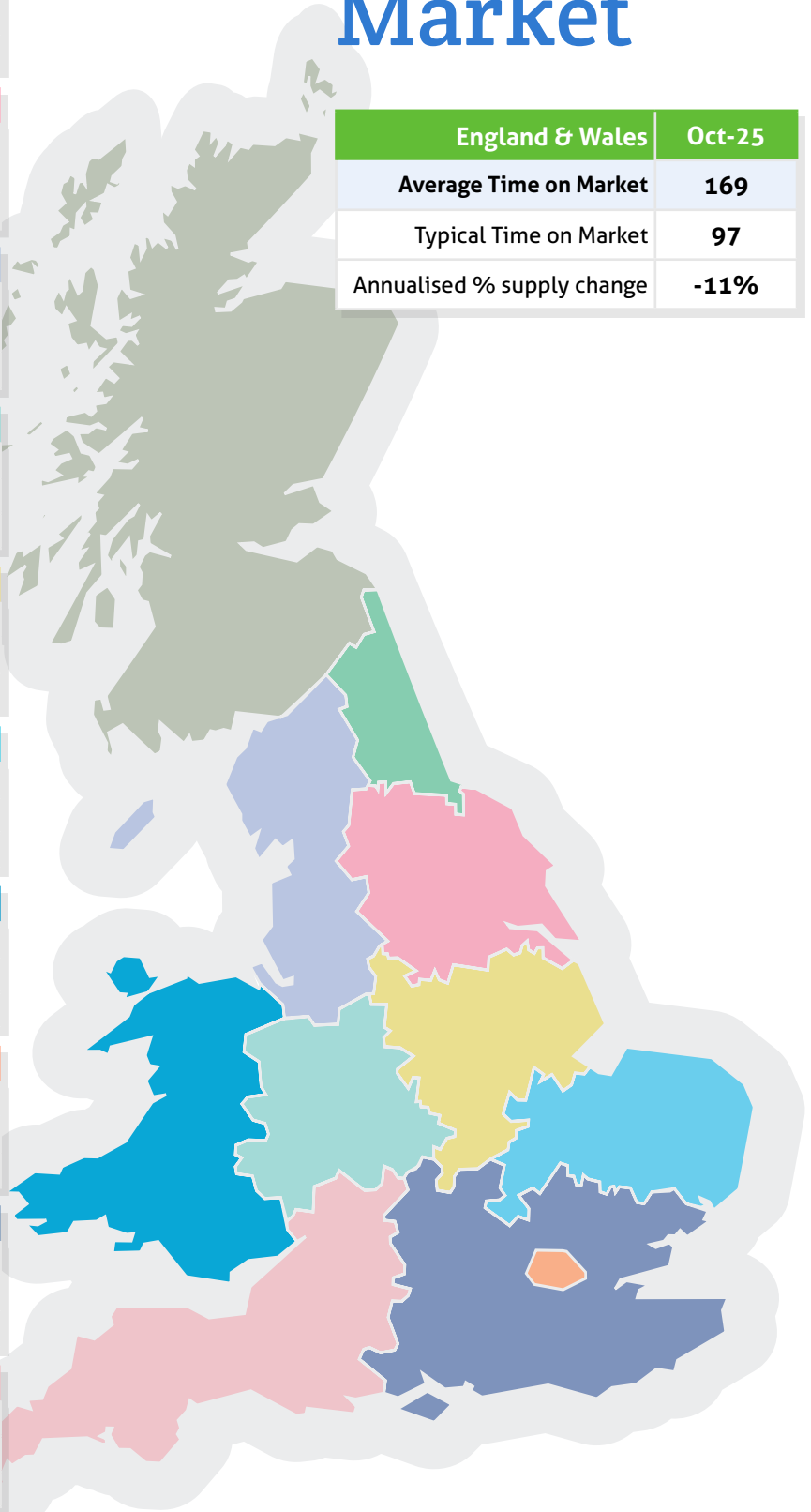
Wales	Oct-25
Average Time on Market	185
Typical Time on Market	106
Annualised % supply change	-15%

Greater London	Oct-25
Average Time on Market	178
Typical Time on Market	96
Annualised % supply change	-9%

South East	Oct-25
Average Time on Market	159
Typical Time on Market	89
Annualised % supply change	-10%

South West	Oct-25
Average Time on Market	170
Typical Time on Market	103
Annualised % supply change	-12%

England & Wales	Oct-25
Average Time on Market	169
Typical Time on Market	97
Annualised % supply change	-11%



Source: Home.co.uk Asking Price Index, October 2025. Average = Mean (days), Typical = Median (days).

About the Home.co.uk Asking Price Index

- The Home.co.uk Asking Price Index was originally devised in association with Calnea Analytics: the statistical consultancy responsible for the production of the official Land Registry House Price Index.
- The Home.co.uk Asking Price Index (HAPI) is calculated using a weighting system based on the DCLG (formerly ODPM) Survey of English Housing Stock (published March 2006). This allows for enhanced regional delineation and conforms to the current geographical orthodoxy as set out by the Office of National Statistics.
- The HAPI is the UK's only independent forward market indicator. The published figures reflect current and historic confidence of buyers and sellers of UK property on the open market. The HAPI is calculated every month using around 500,000 UK property house prices found in the Home.co.uk Property Search Index. This figure represents the majority of the property for sale on the open market in the UK at any given time.
- The HAPI is based on asking price data which means the index can provide insights into price movements around 5 months ahead of mortgage completion and actual sales data – thus making it the most forward looking of all house price indices. Properties above £1m and below £20k are excluded from the calculations.

Contact details and further information

- For media enquiries please contact:
press@home.co.uk
0845 373 3580
- To learn more about Home.co.uk please visit:
<https://www.home.co.uk/company/about.htm>
- For further details on the methodology used in the calculation of the HAPI please visit:
https://www.home.co.uk/asking_price_index/Mix-Adj_Methodology.pdf
- To learn more about Home.co.uk data services please visit:
<https://www.home.co.uk/company/data/>

Future release dates:

- **Wednesday 12th November**
- **Friday 12th December**
- **Wednesday 14th January**