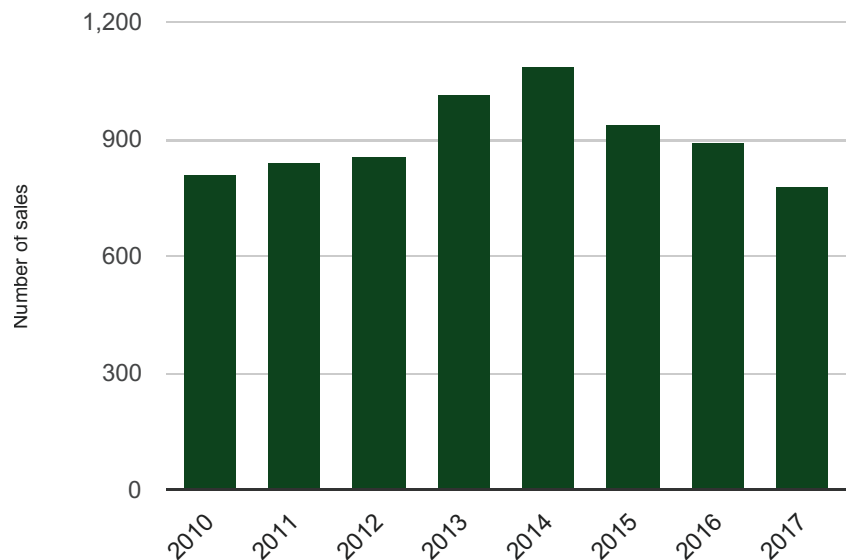


The big winners will be buyers, sellers and landlords who think strategically



Who will be the big winners in the Epsom property market this decade?

There is a myth that winning in the property market depends on when you were born. It's true that people who got on the housing ladder in the 1990s captured substantial capital gains during the last market cycle. Yet, in reality anyone can win, if they understand the nuances of the Epsom market.

For example, a quieter market here actually creates a lot of winners. The simple reason is that there is less competition for your dream home. The competition is certainly less fierce right now. The latest data shows that in the last quarter for which we have data, there were 6.8 per cent fewer sales than the same period one year ago.

The big winners will be buyers, sellers and landlords who think strategically, and having access to market intelligence is key. By working with a local market expert, you can tap into our hard-earned experience and our unrivalled knowledge of hidden value in the Epsom market.

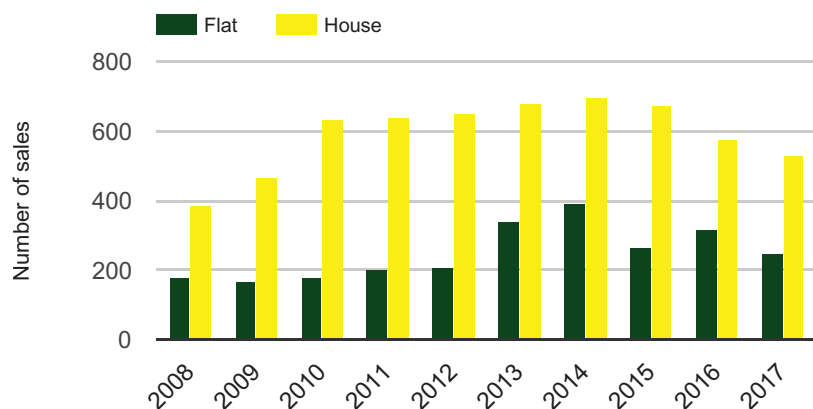
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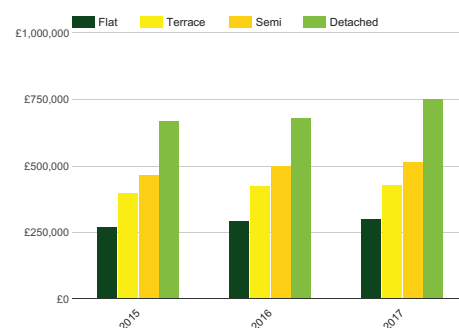
The annual sales split of flats & houses



In some areas, the split of house and flat transactions is very extreme, whereas other areas have more of a balance. It mostly comes down to local geography and how densely populated it is. Rural, semi-rural and suburban neighbourhoods are dominated by houses, whereas urban areas are awash with flats. The chart above shows the picture in our area. The main factor that can shift the pattern on an annual basis is the release of new homes of one type or other into the

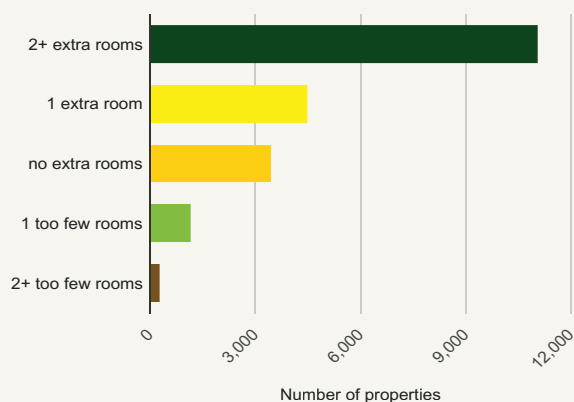
Property prices by house type

The last few years have been something of a rollercoaster ride for property markets up and down the country, and our area is no different. Here we show how prices of different house types have changed relative to one another over time.



Occupancy ratings locally

Some people rattle around in their home like two beans in a can, whilst others are packed in like sardines in a tin. This chart shows how efficiently we use our housing stock. It shows the number of households that have the 'correct' number of rooms per person living in the home, according to an official statistical definition. The chart also shows how many homes are 'too big' or 'too small'.



Source: ResiAnalytics, Office for National Statistics & Land Registry © Crown copyright 2018. Dotted lines & hatched areas on charts are estimates based on historical trends. Sales data labelled '2017' relates to the first 10 months. For full terms of use, please visit resianalytics.com/docs/terms

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