

Ealing Market Summary October 2007 – October 2017

Presentation

Double Tree Hilton, Ealing

Monday 19 March 2018

5.30pm for 6pm start

Donald Collins, Sales Director

Go View London

Offices in Acton and Ealing

DD 020 8017 7944

Mobile: 07980 836 858

dcollins@goviewlondon.co.uk

Last 20 Year Residential Property Market Performance in Borough of Ealing

Property values in The London Borough of Ealing have risen 363% in the last 20 years at an average of 15.10% per annum according to figures from the Land Registry.

Within the last 2 years given the uncertainty of 'Brexit' and the economic apathy created with the second snap election, the market has raised a total of 5% across the Borough of Ealing.

The 12 months to October 2017 saw the second lowest number of transactions in the Borough of Ealing within the last 20 years at 2678. To put this into context, there was 6581 in 2007.

There is also a significant trend with a much great number of transactions pre 2007. Looking at the Land Registry data you can see a much greater number of transactions for the period pre credit crunch, a total of 57689 transactions, a yearly average of 5768. In this era, mortgage lending ability was more tolerant to individuals from a variety of financial and self-employed backgrounds and for those looking to invest (there were even 125% mortgages – unthinkable in today's property lending climate).

There are a much lower number of transactions in the last 10 years at 38221, an average of 3822 per annum. The level of return measured only in 10 year segment is also measurable. For the 10 years to 1 November 2017 the market rose 59% compared to 156% for the 10 year segment to 1 November 2006.

This could indicate a level of pent up demand which will have a positive effect on prices over the next ten years. Further the period post 'credit-crunch' (2008/09) has been characterised by much higher deposits in the purchase of property indicating a much stronger foundation within the market and less speculators looking to crystallise gains.

In future years, the local market could be influenced by individuals who have purchased in historic years holding and refinancing given the high equity percentage in their property as a consequence of the overall market performance as outlined in the table below.

Above all else the data indicates a great level of return within the market over the medium to long term and if you can pick the right moment to sell then you have the ability to make a strong return from your property. There is also the ability to make a significant short term uplift in your property, but this is much harder to read in terms of market performance.

For those contemplating renting against buying your return can also be measured by how much you are paying in rent against your mortgage capital repayments.

The market in Ealing could further be influenced by the 'Crossrail' rail transport infrastructure improvement programme. While the table below is reflective over the last 20 years of Ealing's position in zone 3 with a variety of transport links to the City there is no doubt the vantage of 'Crossrail' with its halving of journey times and doubling of commuter capacity from 2019 will have a positive micro influence on the market notwithstanding the overall London performance.

The years 2013 – 2015 perhaps indicated the initial ‘Crossrail’ optimism and the next bounce will be felt once commuters benefit from the infrastructure improvements on a day to day basis.

Table: Last 20 Year Residential Property Market Performance in Borough of Ealing

12 months to 1 Nov	Sales volume	Avg Price £	% change (yearly)
1997	5939	105477	23.23
1998	5602	114190	8.26
1999	5092	137400	20.33
2000	5547	157042	14.3
2001	5860	179856	14.53
2002	6231	213391	18.65
2003	6149	224164	5.05
2004	6373	246355	9.9
2005	4691	246674	0.13
2006	6205	270345	9.6
2007	6581	307579	13.77
2008	3237	286906	-6.72
2009	2099	280529	-2.22
2010	3155	302710	7.91
2011	3016	304246	0.51
2012	3180	325862	7.1
2013	3816	345781	6.11
2014	3595	416777	20.53
2015	3626	462653	11.01
2016	3238	477266	3.16
2017	2678	488493	2.35
TOTAL	95910	363%	
AVG		15.10%	

If you are homeowner, developer within the Borough of Ealing or are potentially buying in the area please feel free to contact Donald Collins directly on the above details to discuss this presentation.

To attend the seminar on Monday 19th March which will be held in conjunction with Handelsbanken please email Louise Heasman, Modern Day Marketing, louise@moderndaymarketing.co.uk.