

R3 MARKET INSIGHTS June 2024

General Election

Differing opinions abound on how elections might impact the property market. While elections can introduce uncertainty and lead to short-term fluctuations, here at R3, we believe the impact can vary based on several factors, especially in London and the Home Counties:

- **Market Resilience:** The property market has shown resilience in the face of local political events over the years (we've had a few...). Temporary slowdowns have a limited effect on the overall demand for property in London due to its global status.
- **Global Factors:** In fact, the market is influenced by a range of global factors, including international economic conditions, currency exchange rates, and global investor sentiment. These factors can often outweigh the impact of local political events.
- **Long-Term Trends:** Long-term trends in the property market, such as population growth and international investment, often have a more substantial impact than short-term political events. These underlying factors continue to drive the market regardless of election outcomes.
- **Specific Policies:** Unless the election leads to significant and immediate changes in housing policy, taxation, or economic strategy (looks unlikely at this stage), the overall effect will be minimal. Incremental policy changes typically have a gradual impact rather than an immediate one.

A good time to buy

The market is at one of its lowest points in recent years, and generally favours buyers at the moment, and still trending in their directions (**FIGURE 4** Market Type spectrum) so why not come talk to us you need help and advice to purchase a property, contact us for a complimentary consultation.

R3 RESIDENTIAL SALES DASHBOARD

FIGURE 1 - R3 Residential Indices

Average property prices as at the end of the month of the date of this Newsletter

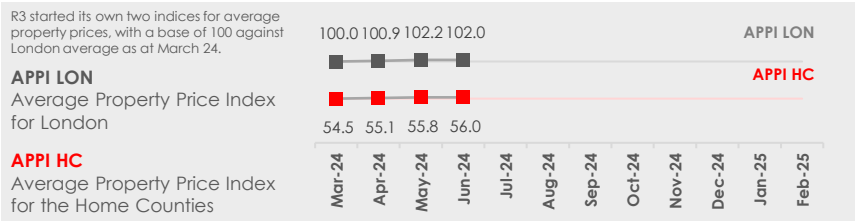


FIGURE 2 - R3 Asking Price per Square Foot (PSF) Indices

Based on average property values as at the end of the month of the date of this Newsletter

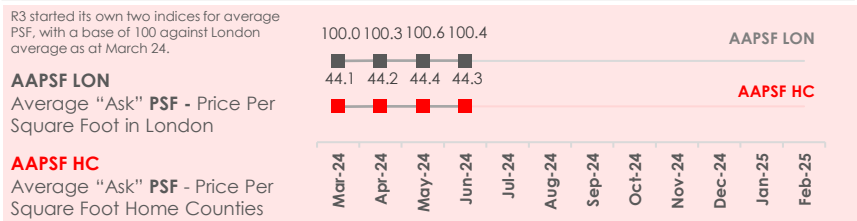


FIGURE 3 – Market Key Performance Indicators

Average property values and average ask and sold PSF, including inherent market discount on sales

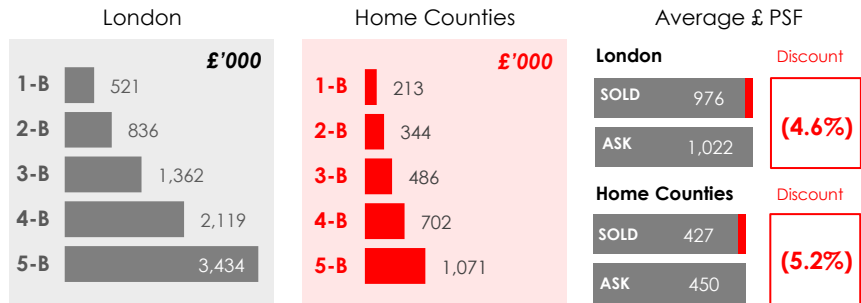
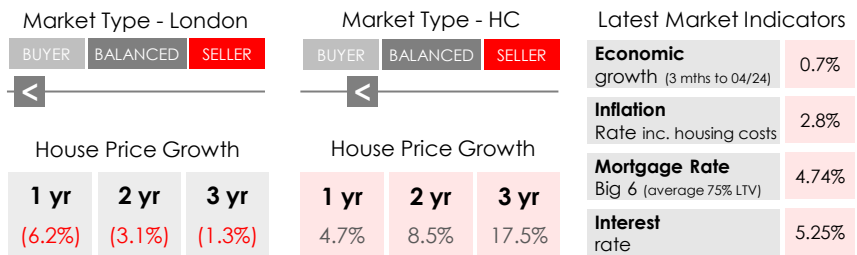


FIGURE 4 – The nature of the market

Market Type and directional trend in London and the Home Counties, and average growth over 1-3 years



Marco Previero

Director and Research Lead at R3

"It's too soon to tell whether and to what degree the general election will impact the property market, but we believe any such impact will be short lived and temporary."

DISCLAIMER: This newsletter is published for general information only. It has not been prepared in accordance with legal requirements designed to promote the independence of investment research. It is Marketing Information prepared to good standards and R3 cannot accept responsibility for any loss or damage arising as a result of use of this data by third parties.