



RECORD  
YEAR



## Quarter 1 2021 - Market Report



# Overview

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Moving into a new year and hopefully leaving the craziness of 2020 behind us, we were tentative to see what Quarter 1 and the rest of 2021 would bring. With the country waiting on the Government to publish the roadmap out of lockdown (22<sup>nd</sup> February) and the Chancellor's budget (3<sup>rd</sup> March) where we would find out if the stamp duty holiday would be extended, the market was undoubtedly impacted by uncertainty in the early parts of Q1.

For the first half of Q1 our levels of enquiries and sales agreed were slightly below our average. This was likely due to a combination of the market conditions alongside the fact we hadn't released any new schemes to the market. Several delays had pushed back launches that were scheduled for January.

However, following the launch of four new schemes in March alongside the confirmation

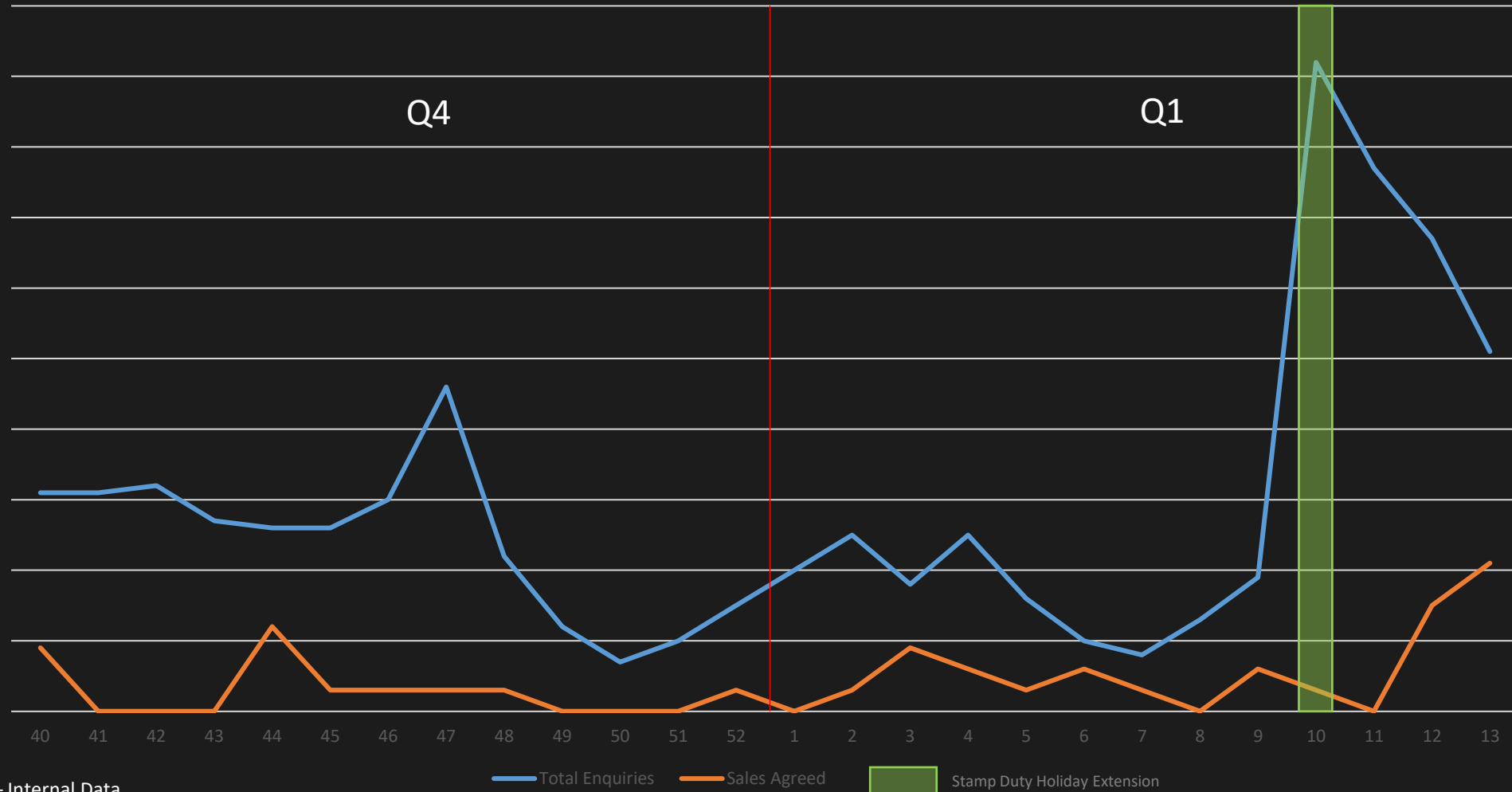
of the stamp duty holiday extension, we saw the market kick into overdrive. Enquiry levels were up to levels we haven't seen since 2015 and subsequently the sales agreed followed suit. The highlight of these launches was a small 7 unit scheme in Tulse Hill that attracted over 60 people to the launch and resulted in all the flats being reserved the following week at asking price or above.

Looking forward to Q2 2021, there are high levels of buoyancy in the market which we believe is driven by the more long term backlog that has built up as a result of Brexit and the pandemic. Our carefully considered, professional marketing and sales setup has once again proved to be highly effective and we're predicting another strong year ahead.

Harry Millington  
Development Director

# Impact of Stamp Duty Extension?

Enquiries and Sales Agreed per Week - Q4 2020 and Q1 2021



Source – Internal Data

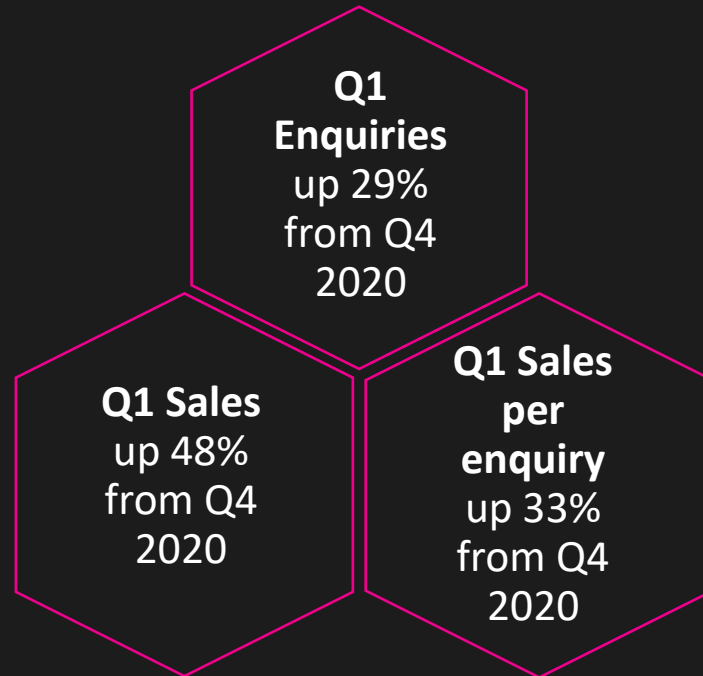


# Surge in Demand

They key indicators would suggest that the market has strengthened since Q4 2020. The total number of enquiries received are up by 29% and the total number of sales agreed are up by 48% in Q1 2021 vs Q4 2020. More enquiries don't always lead to an increase in sales agreed, but the positives are that the sales per enquiry are up 33% from Q4 2020. This shows that not only are there more people actively looking, they are also committing to the purchase rather than canvassing.

We will have to wait to see if this surge in demand will continue through the year or whether the reduction in the stamp duty holiday at the end of Q2 will slow the market. We are anticipating that the market will remain strong as there is still a backlog from the impact of Brexit and the pandemic. There is

also a more positive sentiment as we hopefully lift the restrictions that are in place as the year continues, and people start to move forward with their lives once again.



# Land Market



The land market has been particularly tough over the last 2-3 years, with realistically priced opportunities becoming increasingly scarce. However, it feels as though we have turned a corner as a result of the more positive sales market, giving confidence in GDV's and sales pace, and also vendors expectations on the true values of their sites are more realistic.

In Q1 2021, the land team have brought a handful of sites to the open market and sourced more for our clients. The highlights being a scheme with planning permission in Brixton, SW2 and another scheme without planning in Forest Hill. Strong offers on these sites have been coming in quickly and we

anticipate these sales to be completed in the next quarter.

With more sites coming to market in Q2 2021, and our steady stream of off-market deals, we are well placed to source your next site, sell your scheme or provide invaluable consultancy work.

We are always looking to take on more top quality new homes schemes and land sales/acquisitions so please get in touch to discuss how we can be of assistance:

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Q1  
HIGHLIGHTS  
80%  
Reserved



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