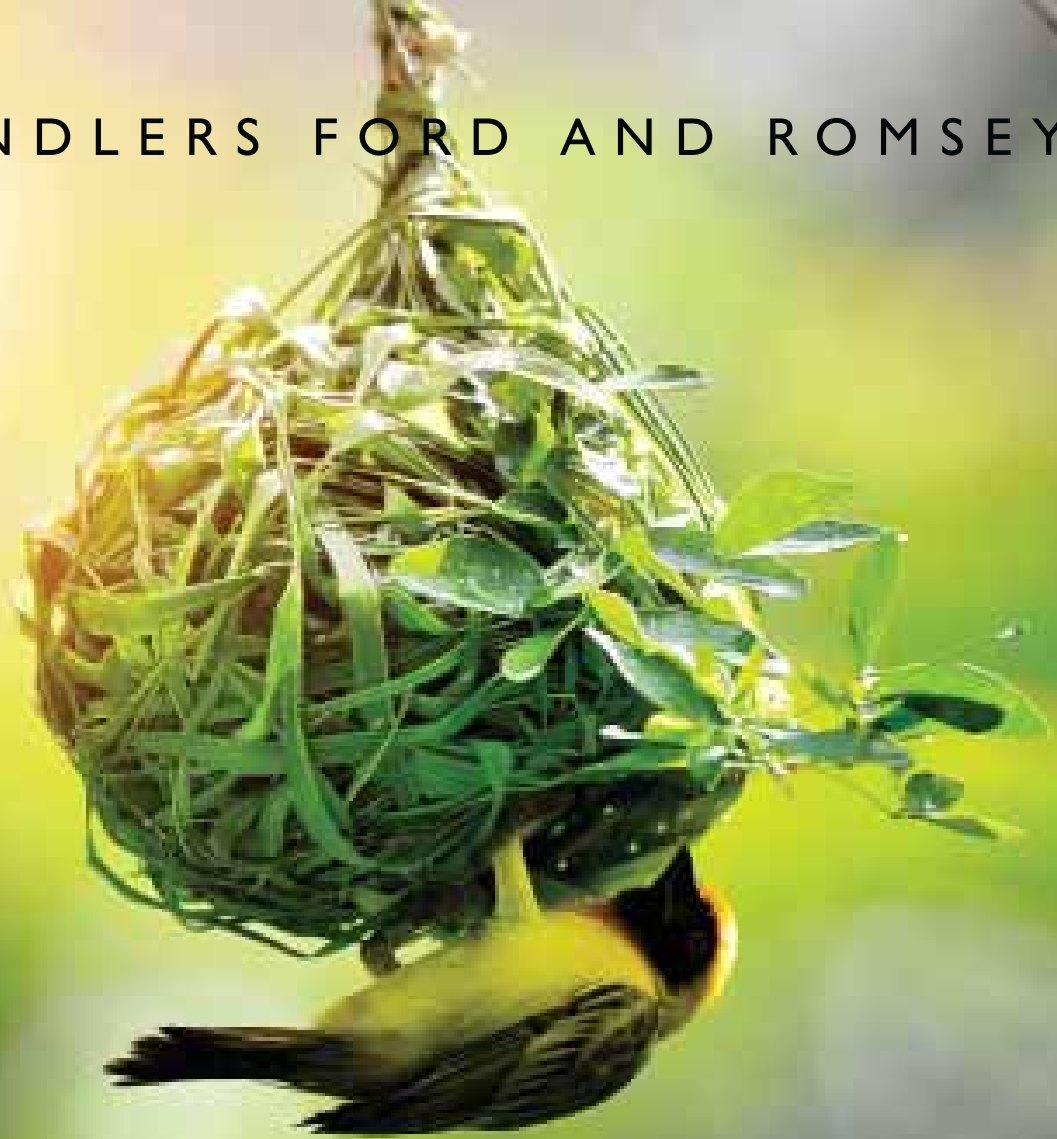


CHANDLERS FORD AND ROMSEY



## NEW NESTS

ONE IN EIGHT PROPERTIES SOLD IN OUR MARKET ARE NEW BUILDS

# MARKET INSIGHT

“As spring takes hold, levels of activity across our market area are on the up.”

ROBERT MOTT

SPRING 2018

- 👑 Market overview
- 👑 Local market
- 👑 New build market
- 👑 North Stoneham Park

  
**Charters**

HAMPSHIRE | SURREY

[www.chartersestateagents.co.uk](http://www.chartersestateagents.co.uk)

CHANDLERS FORD | ROMSEY | WINCHESTER | ALRESFORD | ALTON | FARNHAM

# Market overview

Snow and icy conditions have beset the UK this winter, but the housing market has once again proved its resilience. Home-hunter visits to Rightmove hit over 141 million in January, making it the busiest ever month for the property portal, while UK mortgage approvals rose sharply. As spring bulbs flower, the announcements that inflation fell to 2.7% in February and interest rates will be kept on hold are both positive news for borrowers. A shortage of stock and higher demand in many areas continue to underpin prices.

The housing market continues to attract political attention. The Prime Minister is set to reform the planning process in a bid to speed up new development and create homes in places of need and that people can afford. The NHBC (National House Building Council) report new home registrations were at their highest level in a decade in 2017, and across our area interest in our new homes market is strong.

## FACTS & FIGURES

### £345,311

Average price of a new build property across Chandler's Ford and Romsey during 2017

**dataloft inform**

### 159,500

Number of loans issued to home movers across the South East in 2017, up 3% on 2016

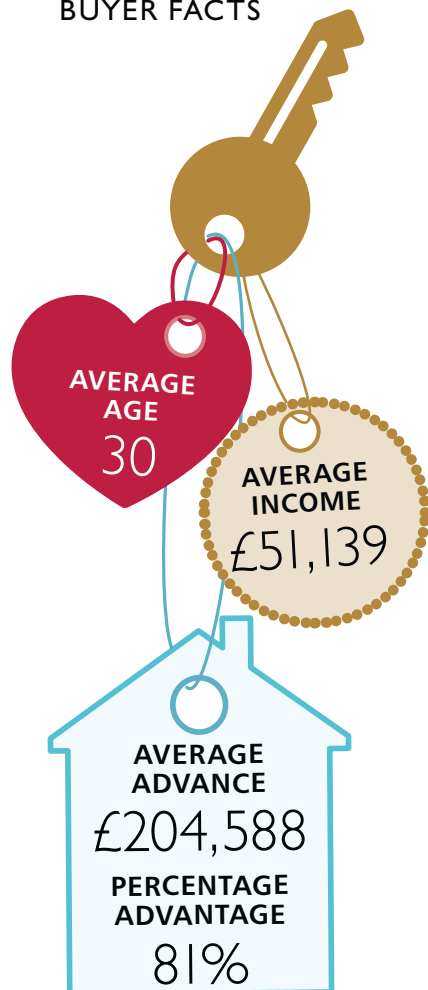
**UK Finance/dataloft, March 2018**

### 1,530

Number of new homes completed during 2017, up 33% on 2016.

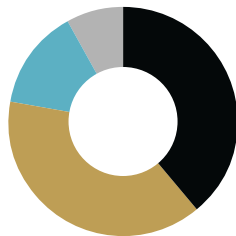
**Ministry of Housing, Communities and Local Government, March 2018. Refers to Eastleigh and Test Valley**

## FIRST-TIME BUYER FACTS



Source: **dataloft inform** UK Finance (based on loans issued to FTBs across the South East during 2017)

## PROFILE OF PROPERTIES LET



Apartments



39%

Terraced



39%

Semi-detached



14%

Detached



8%

Source: **dataloft rental analytics**, based on properties let over the past 12 months

## OUR MARKET

2018 has started strongly for our Chandler's Ford office. Since the start of January we have conducted over 150 valuations, and currently have a good range of properties available across the price spectrum, from one-bedroom apartments to large detached family houses. As the new year has progressed, we have seen an increase in new prospective buyers registering with us, actively seeking viewings on properties of interest. With demand exceeding available supply, prices are remaining stable.

Lured by the quality of life, community vibe, excellent transport links and local schools, many of those who live in Chandler's Ford and Romsey move here as first-time buyers and choose to stay, upscaling or downsizing as per their needs. For first-time buyers, just under a third of sales across our area in the last year were priced under £252,578, the current average first-time buyer purchase price across the South East. Help to Buy has aided over 1300 purchasers across Eastleigh and the Test Valley since its introduction in April 2013. Over 80% of loans have been to first-time buyers, above the UK average.

Across our rental market tenant demand is high and with a shortage of available stock, properties are letting quickly and with minimal void periods. Apartments and terraced properties are the most commonly let across our area, accounting for four in every five properties let over the last year. Particularly popular with those new to the area, who are renting before choosing to buy.

# Around 1 in every 8 properties sold across Chandler's Ford and Romsey each year is new build



## NEW PEOPLE NEW HOMES

Over the next decade the population of Eastleigh is set to rise by over 12,200 people, an increase considerably higher than the UK as a whole and what is certain is that they will need a roof over their head and a place to call 'home'.

Across Chandler's Ford and Romsey, one in every eight properties sold is new build, with a suite of new developments set to add more stunning new homes to the area over the coming years. The current price premium for a new build home is 13.7%, for many a small price to pay for a modern, energy efficient, brand new home.

### NORTH STONEHAM PARK – LAUNCHING IN MAY

One of the largest schemes currently in the pipeline is North Stoneham Park, by Highwood Homes. The development is set to deliver more than 1100 new homes, leisure, retail and sporting facilities, together with a nursery and primary school. Over the next decade, this seven-phase development will create a whole new community within walking distance of Eastleigh Town Centre. Preparation works for the new access to the former deer park are underway, with construction of Phases One and Three of the scheme at Avenue Park already underway. The mix of apartments, 2, 3, 4, and 5 bedroom houses means that there really will be a home to suit everyone. Charters are delighted to have been appointed sole sales agent for the launch of the scheme in May. Do get in contact with our Chandler's Ford office on 023 8235 8888 to find out more.



North Stoneham Park

### WHY BUY A NEW HOME?

New homes appeal for a variety of reasons. Along with government incentives such as Help to Buy, for many the lack of an upward chain removes one of the most stressful parts of the house buying process. When buying off-plan there is the opportunity to start afresh, creating the look you want, the need to refurbish removed. New homes are increasingly more sustainable and energy efficient, as well as easier to maintain; a 10 year building warranty offering peace of mind. For investors too, new builds are an option to consider, offering minimal maintenance costs and due to their popularity with tenants, able to attract a premium rent and longer term tenancy agreements.





# NORTH STONEHAM PARK

## Come home to parkland living

LAUNCHING ON 12TH MAY WITH THE OPPORTUNITY TO RESERVE NOW

Coming soon, North Stoneham Park is an outstanding new collection of 1, 2, 3, 4 & 5 bedroom homes in an historic 120 acre deer park setting. Be one of the first to sample life in this tranquil setting by registering for our forthcoming showhome launch at [northstonehampark.co.uk](http://northstonehampark.co.uk)

PRICES FROM £299,950

023 8001 1620

[northstonehampark.co.uk](http://northstonehampark.co.uk)

SELLING AGENT

CHANDLERS FORD



HIGHWOOD  
HOMES

IN PARTNERSHIP WITH

VIVID

IN NEED OF AN AWARD-WINNING AGENT TO SELL OR LET YOUR PROPERTY?



CHANDLERS FORD  
023 8235 8888

[chandlersford@chartersestateagents.co.uk](mailto:chandlersford@chartersestateagents.co.uk)



ROMSEY  
Coming soon  
01794 511107