



HOUSE PACE INDEX 2022

REPORT SUMMARY

mpowered.co.uk/house-pace-index





Property is moving **faster than ever**

Since August 2017, over 2.4 million* residential property transactions have been completed. But with the challenges of supply, demand and the cost of living crisis, what does this mean for the pace of the industry?

THE FIRST HOUSE PACE INDEX**

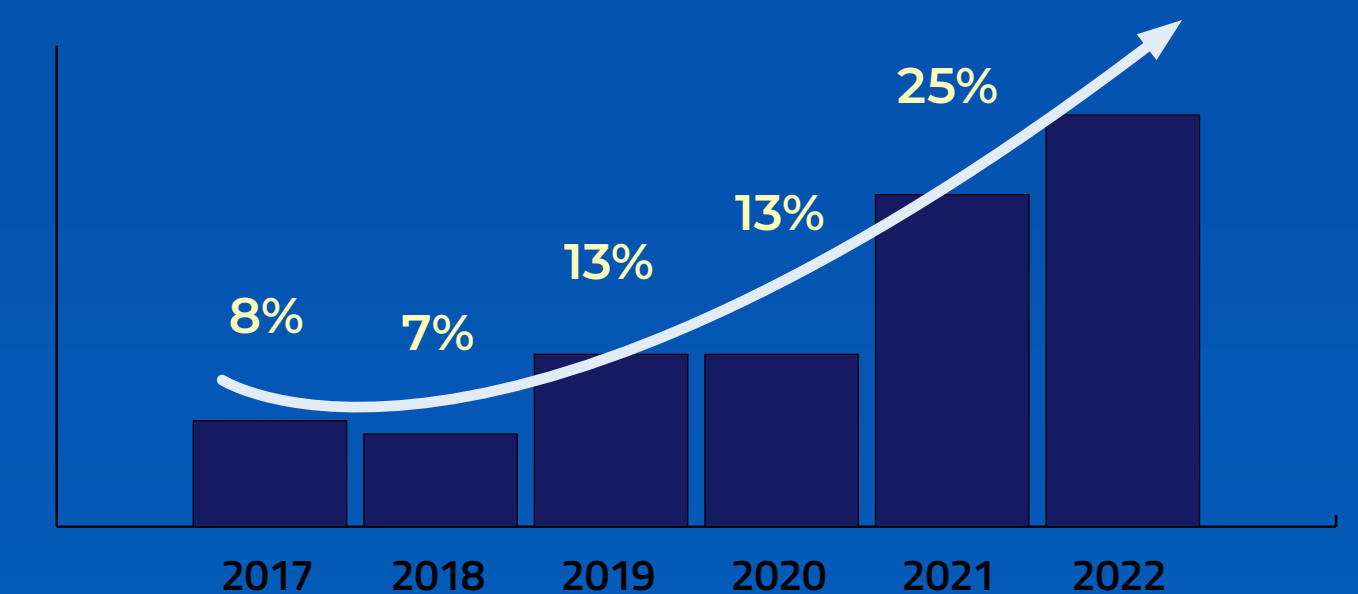
exposes the lengths people will go to secure a property, why transactions are failing, and the speed of the housing market.

High prices, a race against time and bidding wars have dramatically changed the way we buy property. There is a frenzied level of competition, with 51% of buyers placing offers within roughly 24 hours to secure a property and 1 in 5 properties using sealed bids to drive up prices and urgency. In a market designed to benefit the seller, the buyer is at a disadvantage, none more so than those trying to get onto the property ladder.

The House Pace Index reveals that even against the backdrop of rising living costs, interest rate increases and issues with supply and demand, the property market remains resilient and profitable for many sellers. The report does, however, highlight the necessity for systems and processes to match the intensity and pace of the market.

MAJOR FINDING

Offers made **within one hour** of viewing a property



KEY FINDINGS

- **1 in 3 properties** received an offer within one hour of a viewing in 2022
- **48% of properties** received an offer on the same day as a viewing in 2022, up from 26% in 2018
- **60% of 18-34-year-olds** place offers within roughly 24 hours
- **1 in 7 homes** in London receive an offer without the buyer seeing the property in question
- **40% of people** make an offer after viewing only two properties
- **22%** of properties go to sealed bids
- **32% of buyers** are gazumped by a higher offer
- **29%** expect a larger offer from a buyer who is in a chain
- **1 in 10** wait to get five or more offers before agreeing on a sale

*HMRC Monthly property transactions commentary, Figure 4, non-seasonally adjusted data UK monthly property transactions commentary - GOV.UK

**The research was conducted between 09 August 2022 - 12 August 2022 via an online survey among 4,000 UK adults. The results were weighted to be nationally representative of the UK population.



An astronomical change in how homebuyers approach buying a home compounds the necessity for other aspects within the house buying process to change dramatically.

Buyers and sellers are moving with a sense of urgency to secure a home, only to be let down by external factors.

With half of all offers falling through, we must address the disconnect between consumer behaviours and the speed and certainty in our industry.

STUART CHEETHAM

CEO & FOUNDER AT MPOWERED MORTGAGES



Buyers and sellers are acting in unprecedented ways to secure a move. This urgency seems to be becoming the norm rather than symptomatic of the pandemic.

The data shows a desperate need to provide certainty and stability throughout the chain, whilst also acting at pace to keep up with consumer requirements.

EMMA HOLLINGWORTH

DISTRIBUTION DIRECTOR AT MPOWERED MORTGAGES

The pace of changing behaviours



Need for speed



1 in 3

properties received an offer within one hour of a viewing in 2022



48%

of properties in 2022 received an offer in a day, up from 26% in 2018

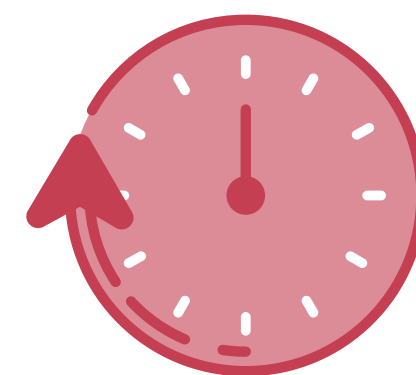
The time to act is now



1 in 7

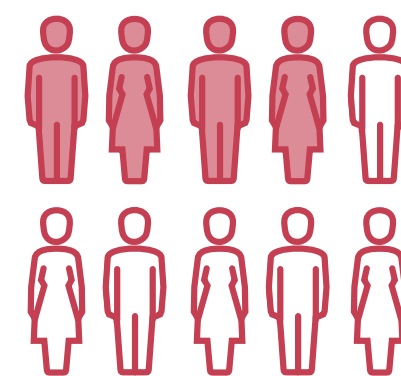
homes in London receive an offer without the buyer seeing the property in question

A view to buy



60% of 18-34-year-olds place offers within roughly

24 hours



40%

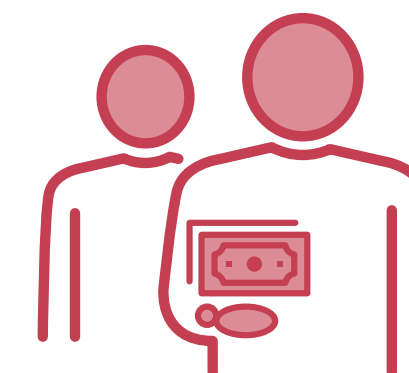
of people make an offer after viewing only two properties

Falling through



50%

of offers don't lead to a sale



32%

of buyers are gazumped by a higher offer



MPowered is on a mission to change the mortgage industry. Launched in 2021 and part of MQube, MPowered Mortgages is a new mortgage lender, focused on providing brokers and their customers certainty. Offering a fully digital platform and giving brokers mortgage decisions in hours, not weeks, MPowered uses artificial intelligence, automation and data modelling to create an unrivalled experience for both broker and customer.

Contact

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mpowered.co.uk/house-pace-index