

MARKETVIEW

THE PROPERTY MARKET IN 2024

Our aim with the quarterly newsletter is to update and inform people interested in the property market locally and nationally. As one of the leading agents in the area and having been established for over 30 years in Storrington and Pulborough we have seen many highs and lows as market conditions ebb and flow. When we reflect on 2023 it was a tough year economically after the rush of the market post Covid and then a period of economic turmoil from September 2022. Along with conflicts abroad, these factors have caused a marked slowdown in the market. Transaction levels were down in this region from 541 homes in 2022 to 301 homes in 2023. However, 2024 has started with a new confidence and let's face it the property market is built on public sentiment. The view that inflation is more under control and talk of interest rates stabilising and possibly reducing later this year has moved people to get on and plan for their next new home. January 2024 has seen an 11% increase in sale agreed transactions for the same period last year.

We have noticed an increased demand from London buyers and general activity in the lower end price ranges which gradually seems to be increasing the activity in the higher brackets. Many houses last

year were sold without coming to the market formally. People like the discreet approach, it motivates buyers and gives sellers a bit of time to make plans.

The exciting prospect of interest rates levelling out and lenders competing, with many mortgage products coming in at under 4%, is going to help the market. We recommend you contact us, so we can put you in touch with Compass mortgages who have access to all lenders and their most competitive deals.

The challenges this year will be mainly the impact from government news, the budget and potential election. The property market has always been quite resilient and often it is just about the right thing to do for the individual at the time. Any changes to stamp duty will have an impact along with

changes in tax rules. Underlying all this is the desire for sellers and buyers to get on with their lives and it is this that will drive the market and maintain an equilibrium.

For the best advice on when to sell, buy or let contact our offices, after all we have been advising customers for 32 years and they still keep coming back!



A selection of properties currently marketed with GL & Co.

GL & CO. A LOCAL AND NATIONAL AGENCY

Whilst the majority of houses undoubtedly sell to people with local connections, there are a significant number of buyers who are attracted from further afield through active marketing to a wider audience. This is where our **Mayfair Office** comes in. Situated in the heart of London's West End, it handles our national advertising and PR. Our London team is skilled in nationwide property marketing and enables us to offer unbeatable local knowledge supported by all the benefits

of a West End agency. As well as being a London showcase for our properties, our colleagues in Mayfair Office excel in securing valuable national PR for our clients' properties in titles such as *The Times*, *The Telegraph*, *The Evening Standard*, and magazines such as *Country Life* and *Horse & Hound*. Their large buying power enables them to pass on significant discounts. This regular exposure of property to a wider national market is an ongoing process which generates enquiries

from buyers who will probably not be registered with individual local estate agents.

When it comes to selling property there is no doubt that given the choice of instructing a national firm acting locally or a local firm acting nationally, it is the latter that consistently achieves the best results.

CONTACT OUR TEAM OF EXPERTS FOR YOUR FREE MARKET APPRAISAL. WE'LL GET YOU MOVED!



WHAT GOES UP MUST COME DOWN?

This is the question on people's lips right now, as clients come to the end of their current interest rate deals. The general observation that rates had gone up but have recently come down is correct. However, the million dollar question - will they continue to come down, is not as easy to answer! Our partners at Compass Mortgages like to review existing clients' mortgages at least 6 months before the rate ends. This way, they can secure something now and once they have the mortgage offer, sit on it and in the meantime continually review rates in the run up to the client switching to their

new mortgage. This practice works as a client has secured a rate that will not increase regardless of what happens in the market. However should rates come down, they can take advantage of that and lock into something lower. Will the trend of lower rates continue? Well, according to the powers that be at one of the UK's largest building societies, the second half of the year could see rates reduced further! However, from experience the key word is "could" so to avoid trying to second guess the market, speak with us so we can put you directly in touch with the experts who can offer up to the minute advice.



THE LETTINGS MARKET

In 2024, the rental market presents promising opportunities for landlords. Zoopla's rental index forecasts a

5% increase in average rent prices, building on a 9.7% rise in 2023. This upward trend boosts landlords' income, enabling portfolio expansion or property improvements. Lower interest rates on buy-to-let mortgages further

larger properties into Home for Multiple Occupancy (HMO) units. Estate agents play a pivotal role in guiding landlords through market dynamics, conducting thorough analyses, setting optimal rental prices, and negotiating competitive property prices, thereby maximizing returns.

Rising rents, averaging £1,373 per month in areas like Storrington and Pulborough, have increased tenants' financial strain. Despite this,

changes. However, our network of local contractors offer value-for-money repairs, alleviating financial burdens for landlords. Our knowledgeable staff stay abreast of legislative shifts, providing reassurance to landlords that their assets are managed effectively.

Initially daunting, the Renters Reform Bill's amendments, particularly the scrapping of section 21 laws and changes to Energy Performance requirements, have been

dropped. This development brings relief to landlords, reducing potential regulatory burdens.

In summary, 2024 presents a favourable landscape for landlords, with rent prices on the rise and favourable mortgage conditions. There



Recently let in West Chilington for £3750pcm



Recently let in Thakeham for £2200pcm

enhance profitability by reducing borrowing costs and freeing up funds for maintenance and upgrades.

With over 10,000 new properties listed on Boxing Day 2023, the market offers ample choices for investment. This abundance allows diversification of portfolios, potentially exploring higher-yield options like converting

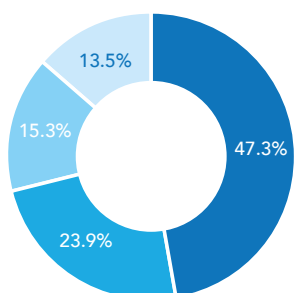
93% of properties marketed in 2023 were let at or above the asking price, indicating robust demand. At GL & Co we pride ourselves on securing quality long-term tenants, minimizing void periods and ensuring consistent rental income for landlords.

Challenges anticipated in 2024 include property maintenance costs and legislative

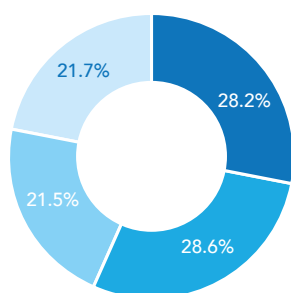
are plenty of property types available enabling diversity in a property portfolio, whilst expert guidance from estate agents helps Landlords with their investment decisions. GL & Co's emphasis on securing quality tenants and navigating regulatory changes underscores their commitment to landlord success. Despite challenges like maintenance costs and legislative shifts, proactive measures and industry developments ensure a promising outlook for landlords in 2024.

TYPES OF HOME IN OUR AREA vs SOUTH EAST REGION

Storrington, Pulborough and area



South East region



- Detached
- Semi Detached
- Terraced
- Flat

Source: DataLoft analytics

For more information on the lettings market or to discuss your rental portfolio, just email tomclarke@glproperty.co.uk or call 01903 744166 and we can discuss your requirements and look at how we can work with you to ensure a successful property rental.

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