

**Understanding the market today and
what the levers are that make this
next 18 months the best time since
2009 to buy!**



The 95-Year Growth Trend

Average price by type of property in **United Kingdom**

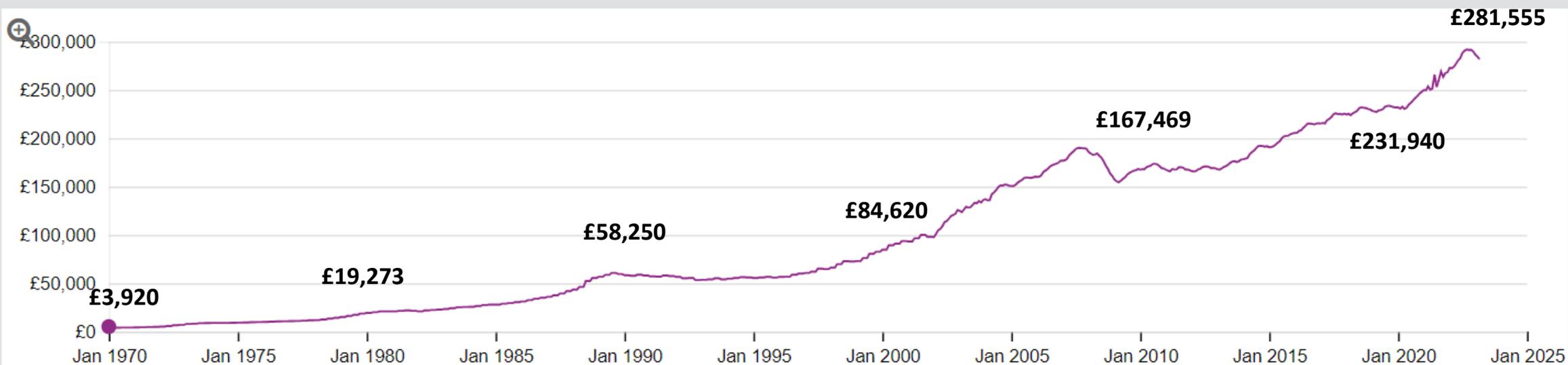
All property types Detached houses Semi-detached houses Terraced houses Flats and maisonettes

[See data graph](#)

[See data table](#)

[Download this data](#)

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Market Snapshot 2024

- ✓ Property Investors Leaving the Market
- ✓ Initial Buy to Let Landlords
- ✓ Section 24 tax and EICR and Right to Reside and EPC
- ✓ Novice Landlords/Accidental Landlords
- ✓ Mortgage Market and Forecasts
- ✓ Impact on First Time Buyers and Home Movers

Interest Rates Forecasts Savills

Savills expects the Bank of England to start cutting interest rates in the second half of 2024, reducing its base rate to 4.75% by the end of that year, from 5.25% now. The property company forecasts rates will fall to 1.75% in 2027

House Price Forecasts Savills

Savills predicted house prices will fall by another 3 per cent before rising by 20 per cent between 2025 and 2028. With total growth over the five-year period estimated to be 17.9 per cent, the average UK home would be worth £300,108 – £45,521 more than their 2023 value

Interest Rates Forecasts IMF

4.75% end of 2024 and down to new normal of 2-3% by 2027

**So when would be the best time to
buy?**

**When all the other buyers are back in
the market or NOW?**



How and when to be buying on market (target 15% discount) and off market (we won't buy anything that is not 25% discount)



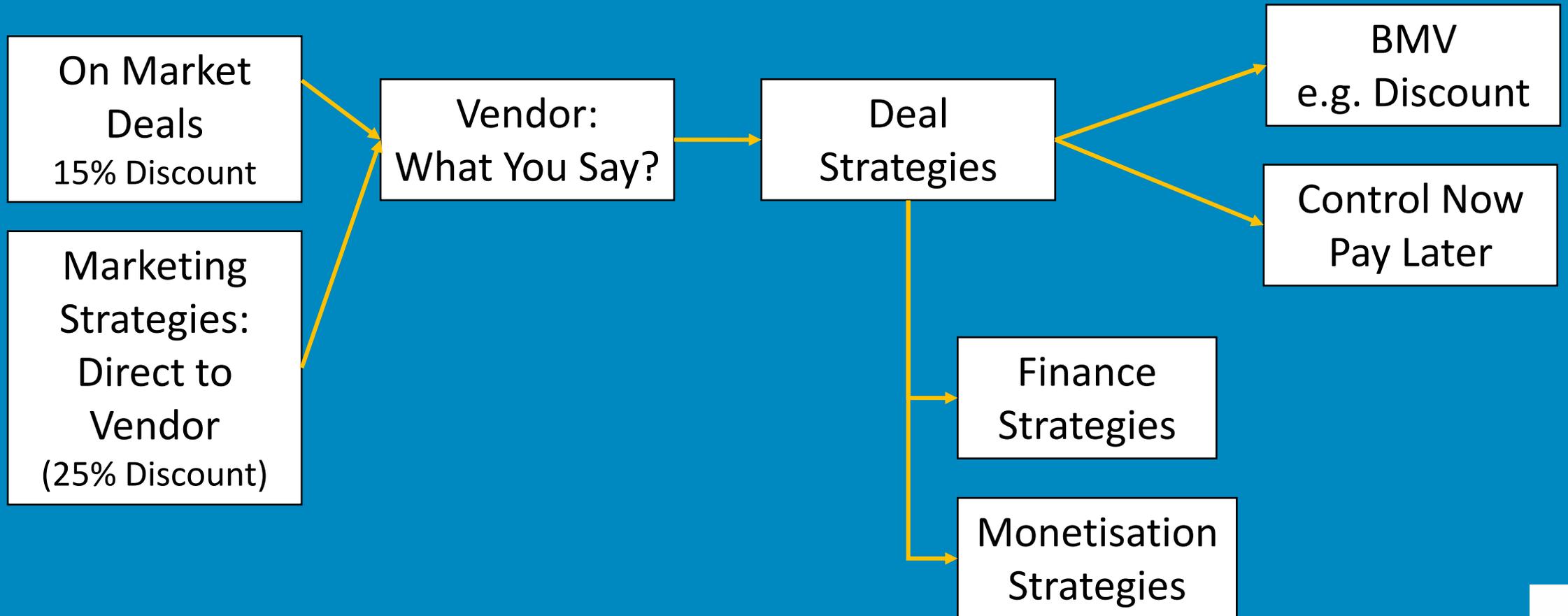
On Market

- Tougher market as they have had expectations set
- Harder to then get a discount
- Empathy for an Estate Agent! Offer Scripts and Offer Letters
- Target 15% discount in this market
- Look for Win:Wins
- Put offers in before you view – don't waste your time

Software Solutions and Targets

- Discounted price
- Used more than one agent over the sale time
- Used more than one agent at the same time
- Had sales fall through and come back on market
- For rent and for sale
- (length of time on market – caution but mixed with others is good)

2024 Blueprint to Grow Your Portfolio



Four Areas

1. DTV Marketing
2. Rapport Curve
3. Fact Find
4. Help Visit

Four Ways

1. Buy
2. Exchange with Delayed Completion
3. Legal Lease ease Option
4. Door Step Lease Option