

**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**



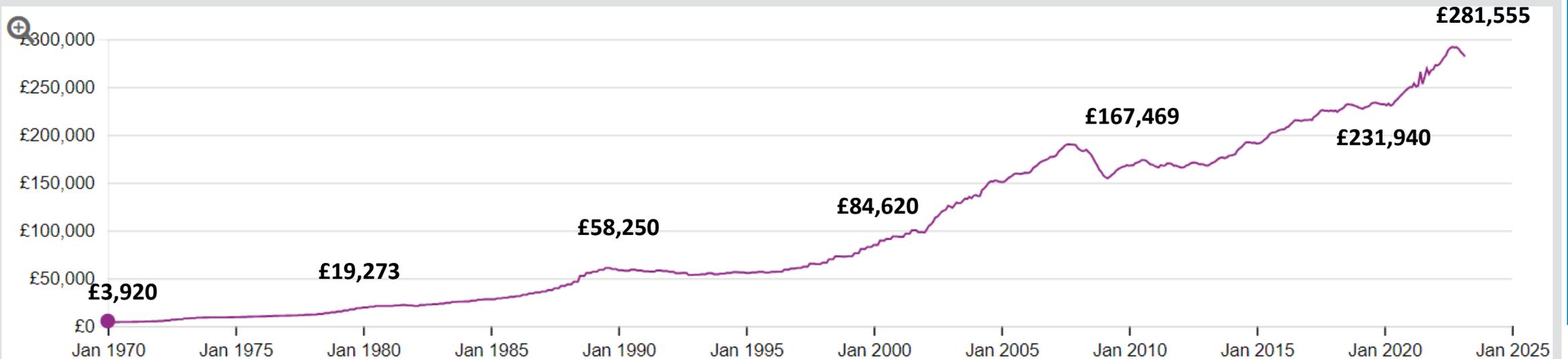
All property types  Detached houses  Semi-detached houses  Terraced houses  Flats and maisonettes

[See data graph](#)

[See data table](#)

[Download this data](#)

[Compare with location ...](#)



# Market Snapshot 2024

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- ✓ 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

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**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

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**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

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**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

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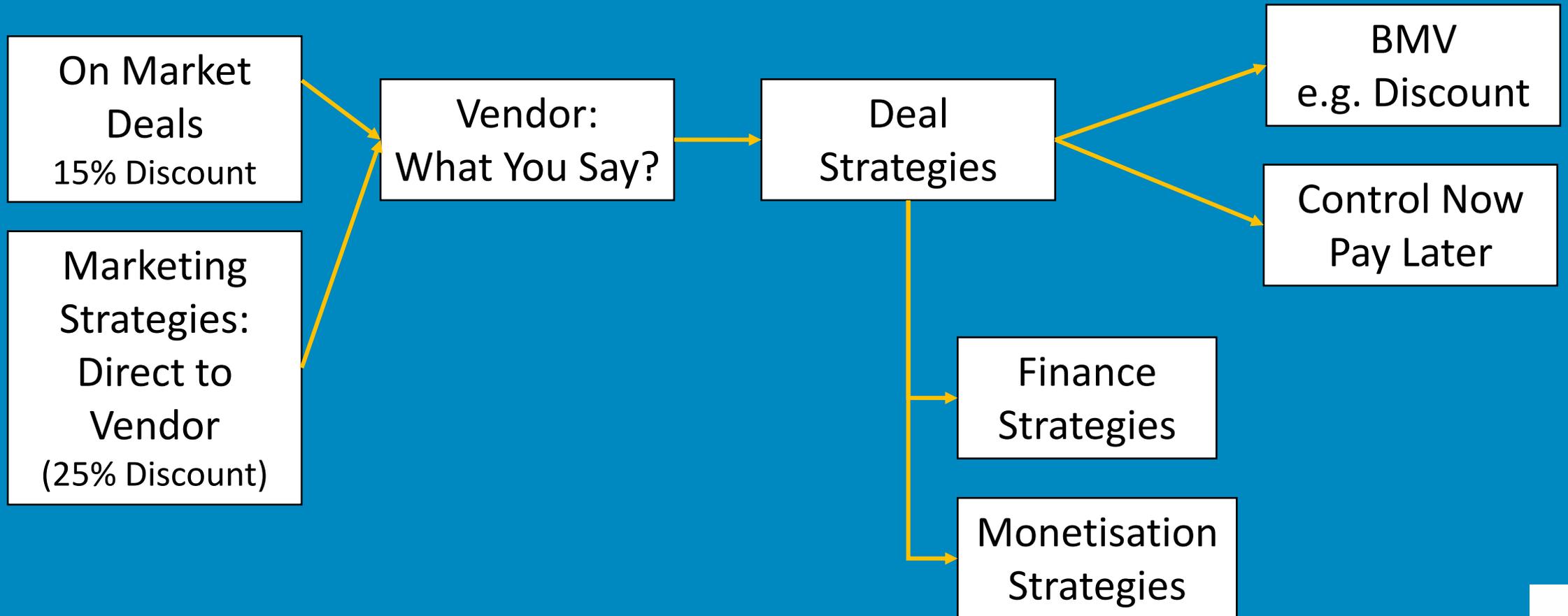
- Tougher market as they have had expectations set
- Harder to then get a discount
- Empathy for an Estate Agent! Offer Scripts and Offer Letters
- Target 15% discount in this market
- Look for Win:Wins
- Put offers in before you view – don't waste your time

# Software Solutions and Targets

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- 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

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

# Four Ways

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