

Area Overview

Fitzrovia, Bloomsbury & Soho Q3 2020 Sales Report



Sold: Jul-Sep 2020



-18.6%

Annual change in achieved price



-29%

Annual change in transactions



£1,276

Average achieved £ per square foot

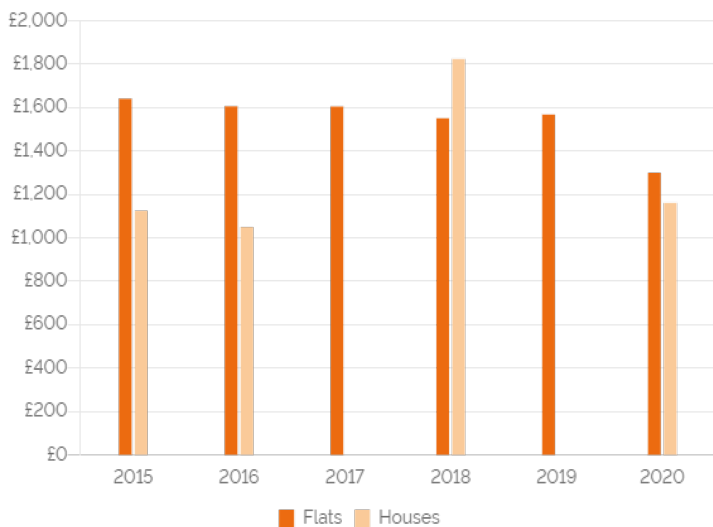


10.0%

Average discount on initial asking price

Achieved Prices by Year

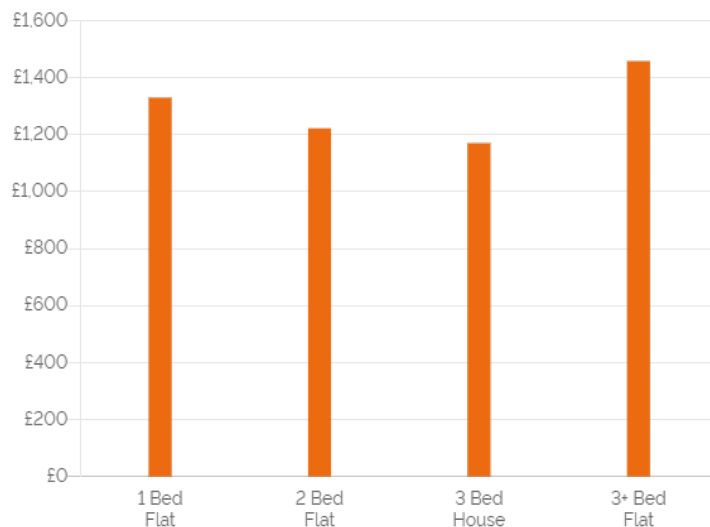
(£ Per Square Foot)



Source: LonRes - Jul-Sep

Achieved Prices by Property Type

(£ Per Square Foot)



Source: LonRes - Jul-Sep 2020

Key Findings

- Average flat prices are now 20.8% lower they were 5 years ago, with buyers paying £341 less per square foot than they did 5 years ago.
- Achieved prices per square foot have decreased by 17.1% for flats over the last year, and have decreased by 0.0% for houses.
- 9.1% of properties sold within 3 months, compared with 23.0% for the whole of Central London.
- Properties sold in the last 3 months achieved an average price of £1,145,167 for flats and £2,500,000 for houses.

Current Availability



67.5%

have been on the market for over three months



38.4%

of properties on the market have been reduced in price



30.4%

Annual change in the number of available properties

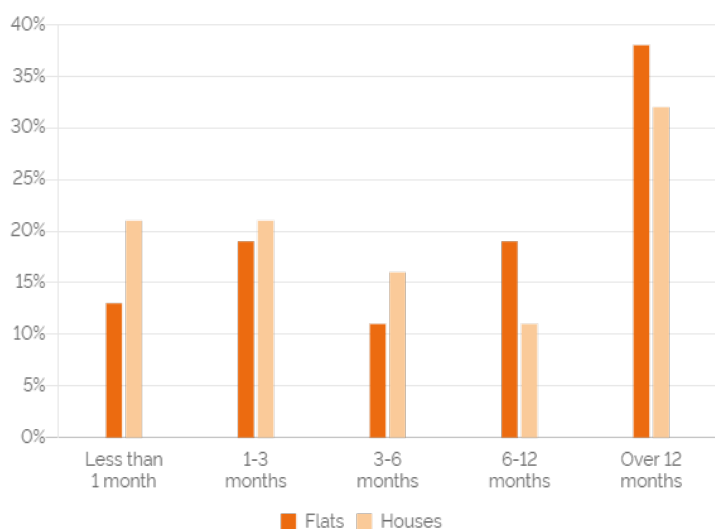


12.7%

Percentage of available properties currently under offer

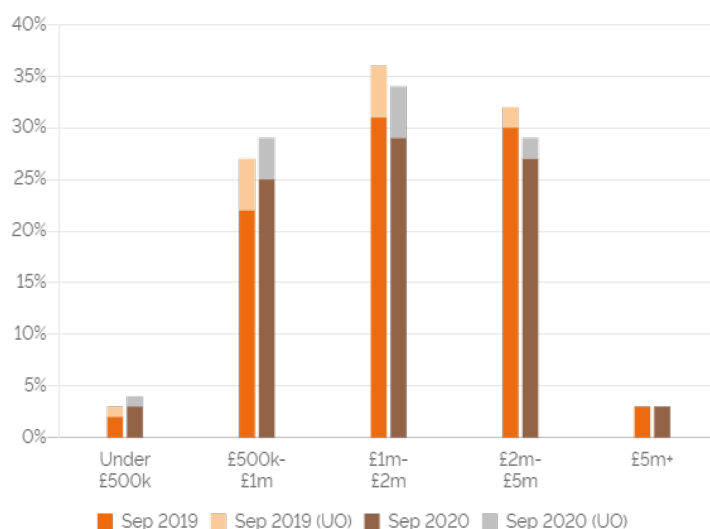
Source: LonRes - As at Oct 6th 2020

Time on the Market



Source: LonRes - As at Oct 6th 2020

Properties on the Market by Price Band



Source: LonRes - As at Oct 6th 2020

Key Findings

- 30.9% of properties on the market are priced at £1 million or higher.
- 55.8% of properties currently available have been on the market for more than six months.
- 12.8% of flats and 10.5% of houses on the market are currently under offer.

⚠ Proceed with caution! Less activity during lockdown and the ongoing impact of COVID restrictions are affecting the data this quarter.

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October 6, 2020, the Fitzrovia, Bloomsbury & Soho Q3 2020 Sales Report catchment includes all properties sold within the aforementioned area(s).