

# Area Overview

## Fulham & Earls Court Q4 2020 Sales Report



### Sold: Oct-Dec 2020



1.4%

Annual change in achieved price



0%

Annual change in transactions



£960

Average achieved £ per square foot

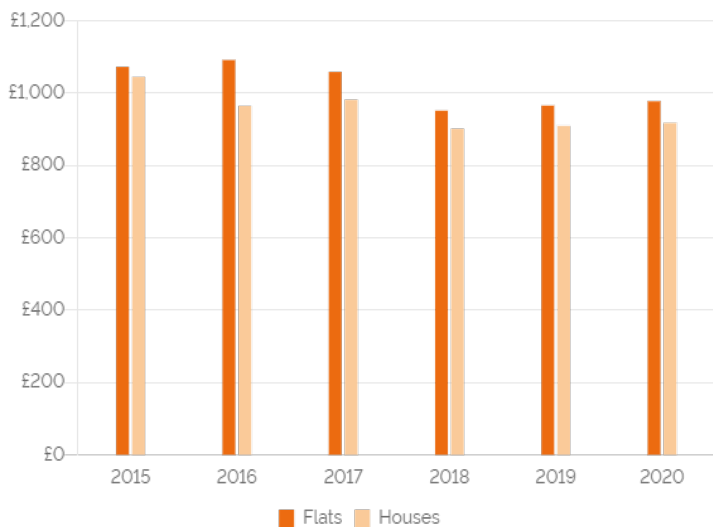


3.6%

Average discount on initial asking price

### Achieved Prices by Year

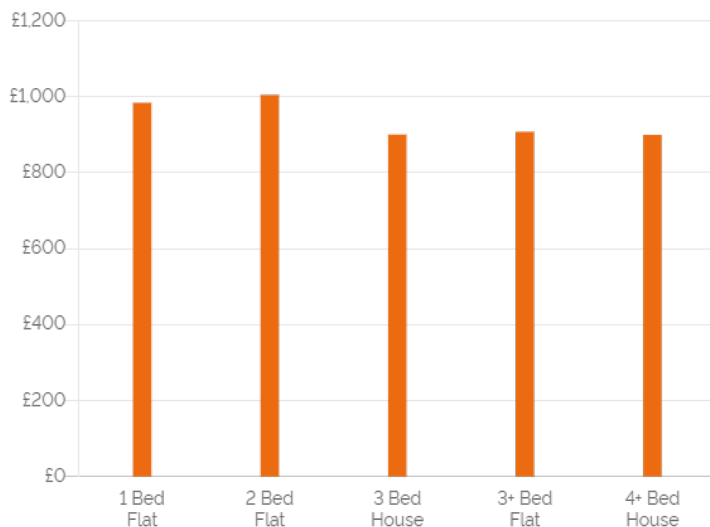
(£ Per Square Foot)



Source: LonRes - Oct-Dec

### Achieved Prices by Property Type

(£ Per Square Foot)



Source: LonRes - Oct-Dec 2021

### Key Findings

- Average flat prices are now 8.9% lower they were 5 years ago, with buyers paying £95 less per square foot than they did 5 years ago.
- Achieved prices per square foot have increased by 1.3% for flats over the last year, and have increased by 0.9% for houses.
- 27.8% of properties sold within 3 months, compared with 22.2% for the whole of Central London.
- Properties sold in the last 3 months achieved an average price of £879,000 for flats and £1,700,154 for houses.

# Current Availability



70.5%

have been on the market for over three months



46.3%

of properties on the market have been reduced in price



90.4%

Annual change in the number of available properties

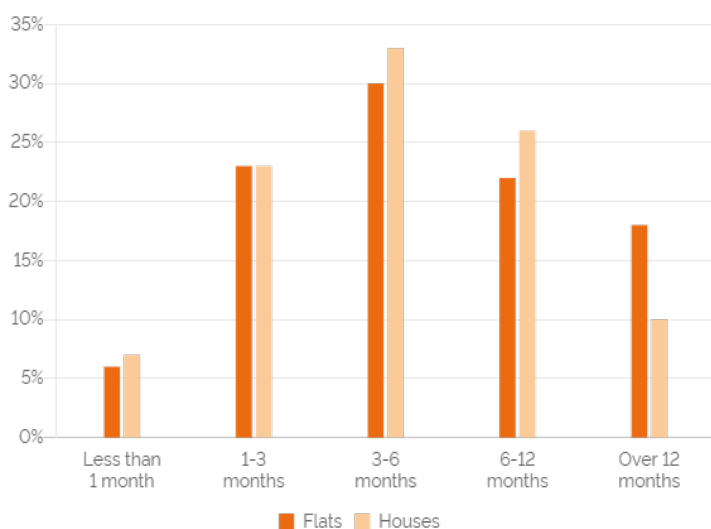


16.8%

Percentage of available properties currently under offer

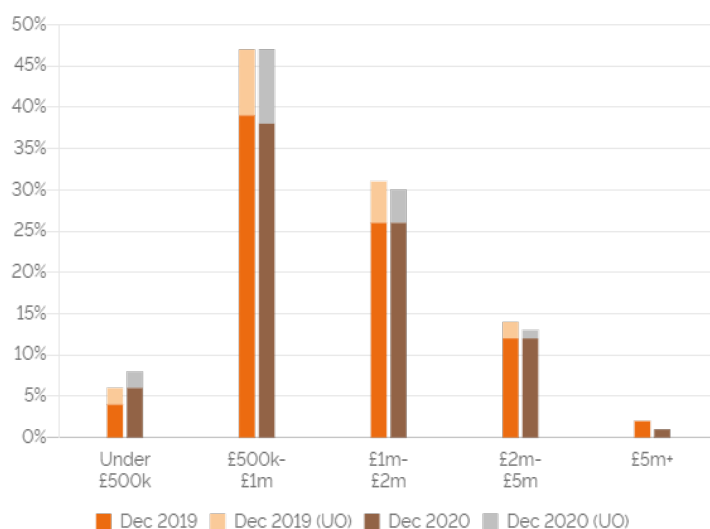
Source: LonRes - As at Jan 6th 2021

## Time on the Market



Source: LonRes - As at Jan 6th 2021

## Properties on the Market by Price Band



Source: LonRes - As at Jan 6th 2021

## Key Findings

- 43.2% of properties on the market are priced at £1 million or higher.
- 39.7% of properties currently available have been on the market for more than six months.
- 17.5% of flats and 14.5% of houses on the market are currently under offer.

**⚠️ Proceed with caution!** – Partial closure of the housing market in Q2 2020 and the ongoing impact of COVID restrictions and stamp duty incentives continue to impact the data this quarter.

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January 6, 2021, the Fulham & Earls Court Q4 2020 Sales Report catchment includes all properties sold within the aforementioned area(s).