

Area Overview

Fitzrovia, Bloomsbury & Soho Q4 2021 Sales Report



Sold: Oct-Dec 2021



-1.7%

Annual change in
achieved price



5.9%

Annual change in
transactions



£1,461

Average achieved £
per square foot

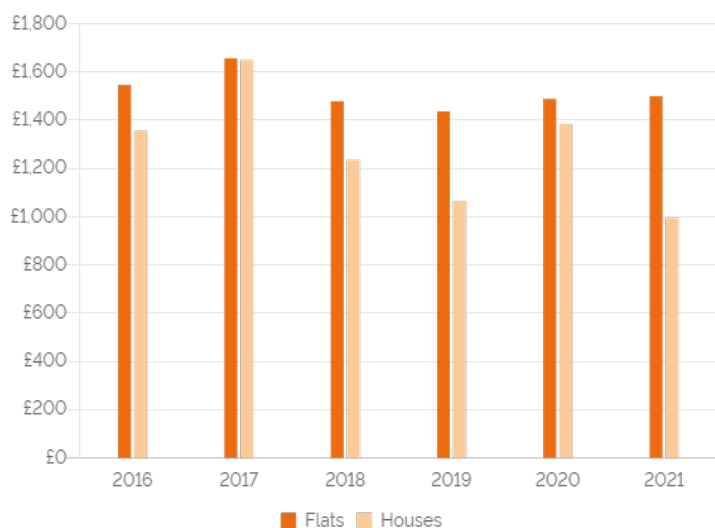


5.6%

Average discount on
initial asking price

Achieved Prices by Year

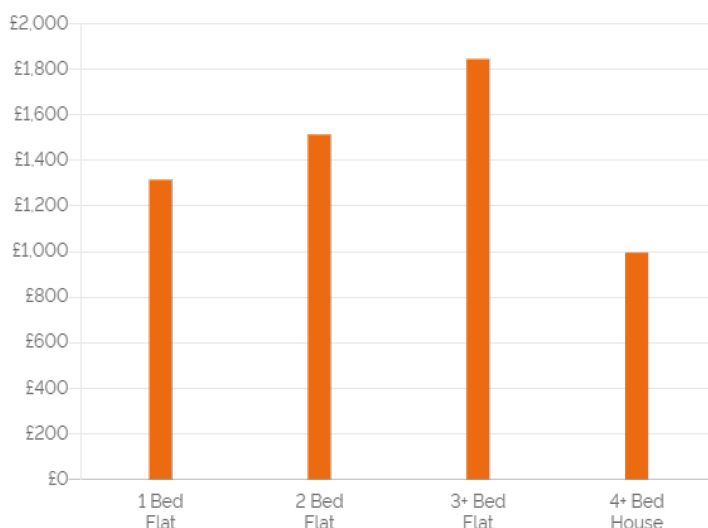
(£ Per Square Foot)



Source: LonRes - Oct-Dec

Achieved Prices by Property Type

(£ Per Square Foot)



Source: LonRes - Oct-Dec 2022

Key Findings

- Average flat prices are now 2.9% lower they were 5 years ago, with buyers paying £45 less per square foot than they did 5 years ago.
- Achieved prices per square foot have increased by 0.8% for flats over the last year, and have decreased by 28.2% for houses.
- 7.4% of properties sold within 3 months, compared with 18.1% for the whole of Central London.
- Properties sold in the last 3 months achieved an average price of £1,456,833 for flats and £1,841,667 for houses.

Current Availability



83.1%

have been on the market for over three months



38.3%

of properties on the market have been reduced in price



-17.8%

Annual change in the number of available properties

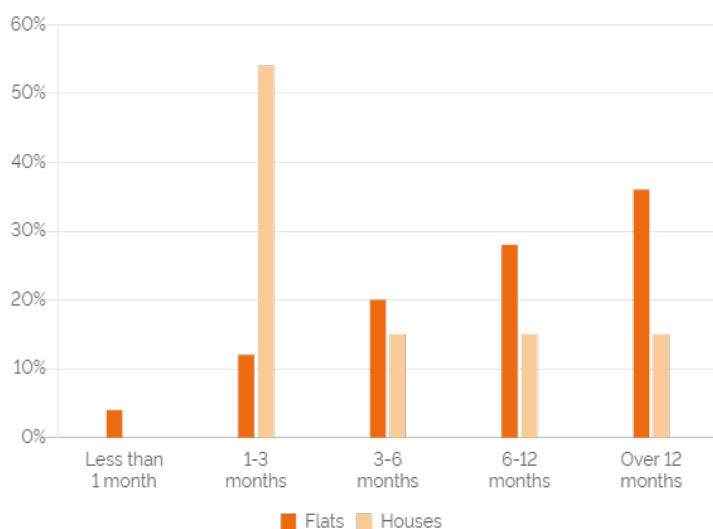


16.7%

Percentage of available properties currently under offer

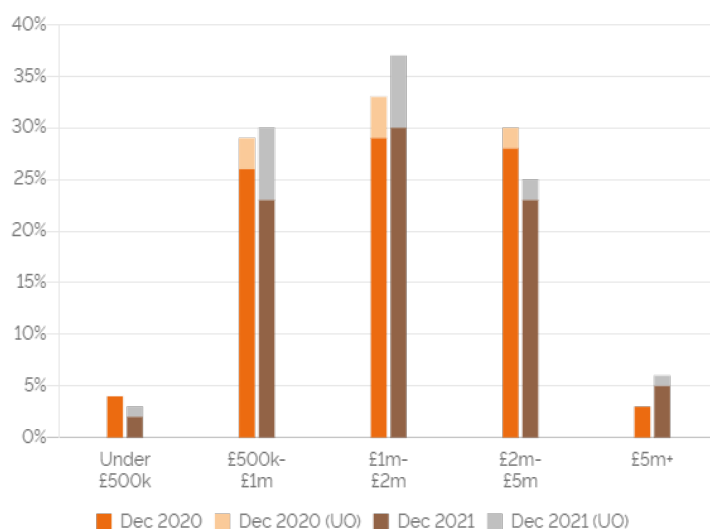
Source: LonRes - As at Jan 6th 2022

Time on the Market



Source: LonRes - As at Jan 6th 2022

Properties on the Market by Price Band



Source: LonRes - As at Jan 6th 2022

Key Findings

- 30.6% of properties on the market are priced at £1 million or higher.
- 63.4% of properties currently available have been on the market for more than six months.
- 16.7% of flats and 15.4% of houses on the market are currently under offer.

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January 6, 2022, the Fitzrovia, Bloomsbury & Soho Q4 2021 Sales Report catchment includes all properties sold within the aforementioned areas(s).