

# Area Overview

## Midtown, City & City Fringe Q3 2021 Sales Report



### Sold: Jul-Sep 2021



**-0.3%**

Annual change in  
achieved price



**-12%**

Annual change in  
transactions



**£960**

Average achieved £  
per square foot

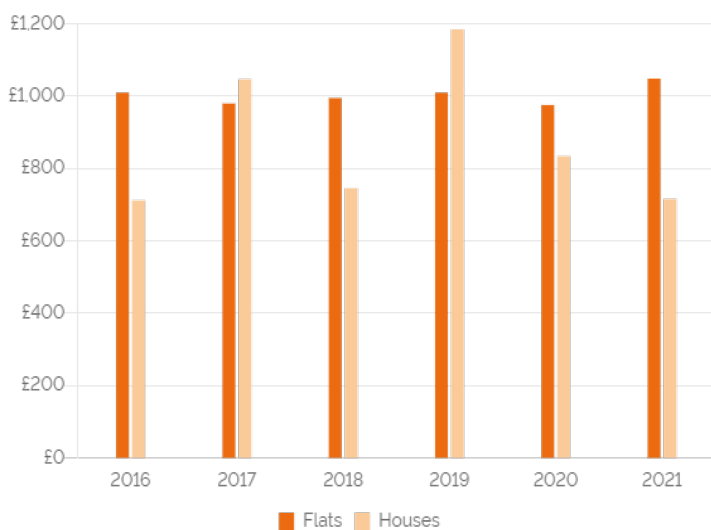


**4.5%**

Average discount on  
initial asking price

### Achieved Prices by Year

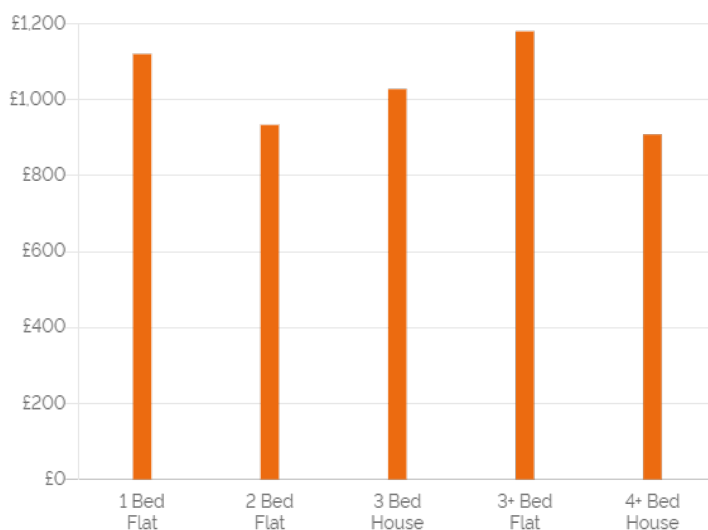
(£ Per Square Foot)



Source: LonRes - Jul-Sep

### Achieved Prices by Property Type

(£ Per Square Foot)



Source: LonRes - Jul-Sep 2021

### Key Findings

- Average flat prices are now 3.9% higher they were 5 years ago, with buyers paying £39 more per square foot than they did 5 years ago.
- Achieved prices per square foot have increased by 7.6% for flats over the last year, and have decreased by 14.1% for houses.
- 18.2% of properties sold within 3 months, compared with 18.2% for the whole of Central London.
- Properties sold in the last 3 months achieved an average price of £1,025,264 for flats and £1,138,000 for houses.

# Current Availability



**77.1%**

have been on the market for over three months



**38.5%**

of properties on the market have been reduced in price



**-22.6%**

Annual change in the number of available properties

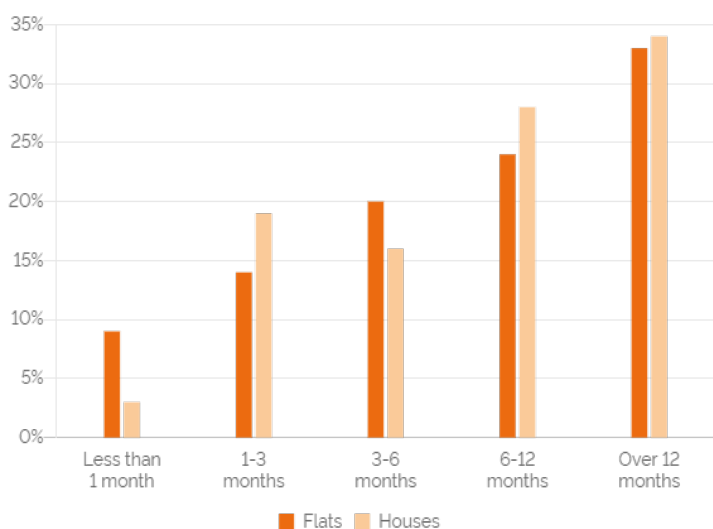


**16.6%**

Percentage of available properties currently under offer

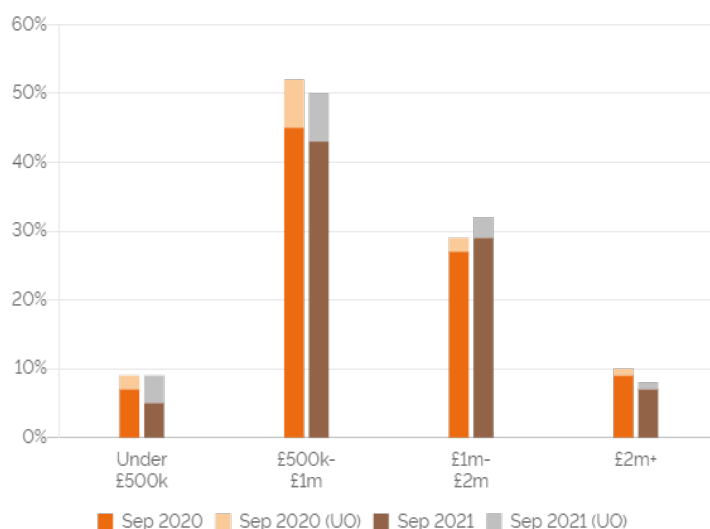
Source: LonRes - As at Oct 6th 2021

## Time on the Market



Source: LonRes - As at Oct 6th 2021

## Properties on the Market by Price Band



Source: LonRes - As at Oct 6th 2021

## Key Findings

- 38.8% of properties on the market are priced at £1 million or higher.
- 57.3% of properties currently available have been on the market for more than six months.
- 14.8% of flats and 37.5% of houses on the market are currently under offer.

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October 6, 2021, the Midtown, City & City Fringe Q3 2021 Sales Report catchment includes all properties sold within the aforementioned areas).