Spring 2025 – Sales

Market Report

FARMER & DYER
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We are proud to be the top selling agent in the RG4 area once again

The influx of new property coming to the market is certainly an encouraging sign for 2025. Confidence is returning and the New Year bounce has produced a marked increase with applicant levels and agreed sales beyond expectation. With the recent drop in base lending rates it does help to set the year on more firmer ground for the first quarter.

Looking back, 2024 turned out to be a particularly successful year for Farmer & Dyer with sales turnover up 33% compared to 2023. There were 735 registered sales and this was perhaps influenced by some stability with the mortgage rates after the persistent increases of 2023 and the levelling of both sellers and buyers expectations.

It will be interesting to see if the new stamp duty thresholds introduced on the 1 st April will affect the market this year, as the current indications suggest there will be no significant change of momentum.

Buy to rent

Significantly, the investment and buy to rent market has slowed down quite dramatically over the last few years. Whilst existing landlords currently enjoy strong monthly returns, the flip side to this is the extra stamp duty enforced on the purchase of an additional property plus the sobering affect of higher fixed rate mortgage renewals which has forced many to sell. What was once a lucrative and wise move now only suit investment owners that have small buy to let mortgages or are mortgage free.

This scenario has certainly enhanced the first time buyer market who are seeing an increasingly wider choice and are no longer playing second fiddle to more affluent investor purchasers.

For a free up to date valuation contact Tom Dyer on 0118 9461800 or email: tom@farmeranddyer.com

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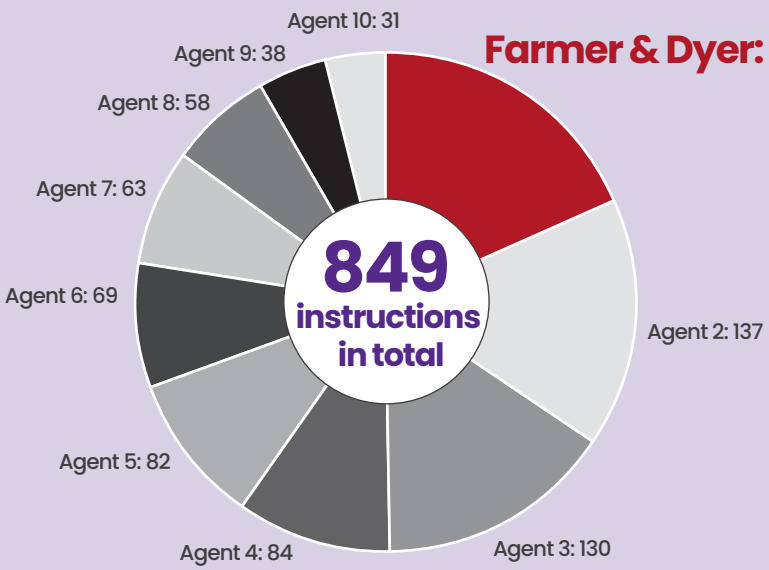
Reasons to choose Farmer & Dyer

At Farmer & Dyer we continue to lead the way in the RG4/ Caversham area. In 2024, Rightmove figures confirm we are proudly the top selling agent once again selling 10% more property than the second placed agent and 22% more than the third placed agent. Likewise, Farmer & Dyer had the highest amount of new instructions in 2024 with 12% more property stock than the next agent and 23% more than the third placed agent. Using our own data, the average house sale price was £550,000 compared to the national average of £309,000.

New Instruction Report

1st
out of the Top 10 Agents

Insights brought to you by rightmove

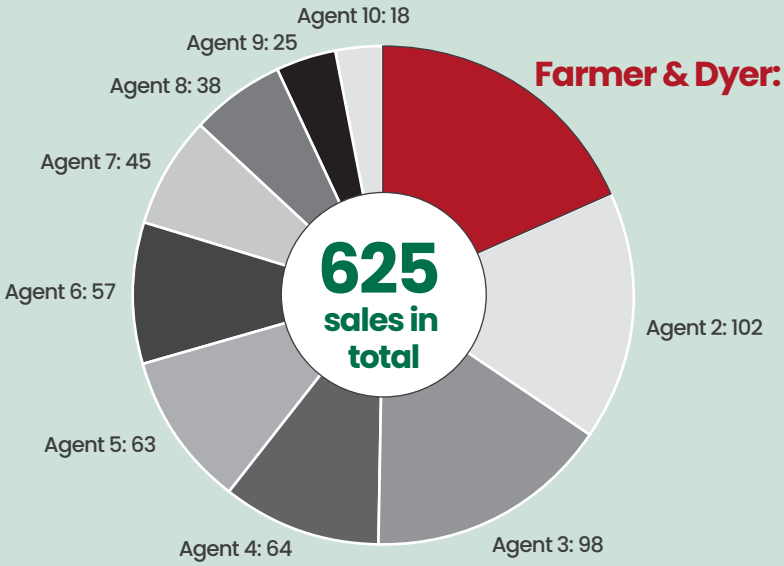


The early figures in 2025 continue this theme and demonstrates our consistency and dedication plus the knowledge that instructing Farmer & Dyer provides the best opportunity to both successfully sell and move to a property through one of Caversham's most trusted and respected names in the local property arena.

Sales Agreed Report

1st
out of the Top 10 Agents

Insights brought to you by rightmove



It is important to recognise that Farmer & Dyer listed over 20% of all instructions in the RG4 region and have, by far, the highest sale to completion rate amongst our competitors.

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