Autumn 2025 – Sales

Market Report

FARMER & DYER
RESIDENTIAL SALES & LETTINGS
EST. 2001

t: 0118 946 1800
e: info@farmeranddyer.com
w: farmeranddyer.com



New instructions increase resulting in a buyers market

After a fluid first quarter of the year, the market momentum initially continued initially beyond the stamp duty deadline into the Spring. However, the market intensity appears to have cooled a little over the Summer months. Whilst new applicant registration and viewing levels remain positive, we now experience a nationwide "decade high" level of buyer choice. This means sellers have to box clever with asking price as it isn't a time to attempt anything speculative given the many more competitively priced properties readily available.

This is highlighted by the Rightmove half year statistics where **new instructions have increased by 26% compared to 2024 yet sales are only up by 10%.**

Indeed, Rightmove have dampened their annual national price rise forecast from 4% to a more modest 2% for 2025. Fortunately, Caversham and the RG4 region remains a particularly sought after and coveted place to live and while not immune to price fluctuations it does retain a more consistent market.

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

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Wider Choice Expected

Over the last couple of years, the investment market (buy to let) has slowed quite dramatically. Higher interest rates plus reduced tax relief benefits have discouraged many new landlords despite excellent rental returns, leaving a wider choice for the first timer buyer market. Capital appreciation, particularly for flats and apartments, has also dropped, so the incentive to buy solely for investment purposes appear to have evaporated. Overall, with imminent interest rate cuts forecast later this year we are experiencing a market where buyers still recognise, they are purchasing an increasing asset yet on occasions, know they can cut a slightly better deal when negotiating.





The key to a successful completion

Plotting your way through the sale/purchase process is key to a successful completion and with all our years of experience, managing the timescale expectation is paramount. Indeed, the legal process comes with inevitable delays and periods of lethargy. We always endeavour to set a brisk tempo once a sale is agreed ensuring that the focus and excitement of the sale is maintained through to completion. That said, we are at the mercy of the appointed surveyor, type of survey instructed and what further investigation/recommendations are highlighted as a result. Interpreting survey results is an art and often the biggest test of an estate agents knowledge and experience, during this somewhat delicate yet decisive part of the transaction. Ultimately, an estate agent should be rated, not just on what they agree but what they actually convert.

FARMER & DYER: Expertise + Thoroughness = Value

Over the last three years Rightmove data confirms that Farmer & Dyer have consistently outsold all competitors in the RG4 area while proudly maintaining an 88% conversion rate from agreed sale to successful completion.

For your next move, contact Farmer & Dyer on 0118 9461800 and we can talk you through all aspects of the moving process

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