

The Rightmove House Price Index

The largest monthly sample of residential property prices

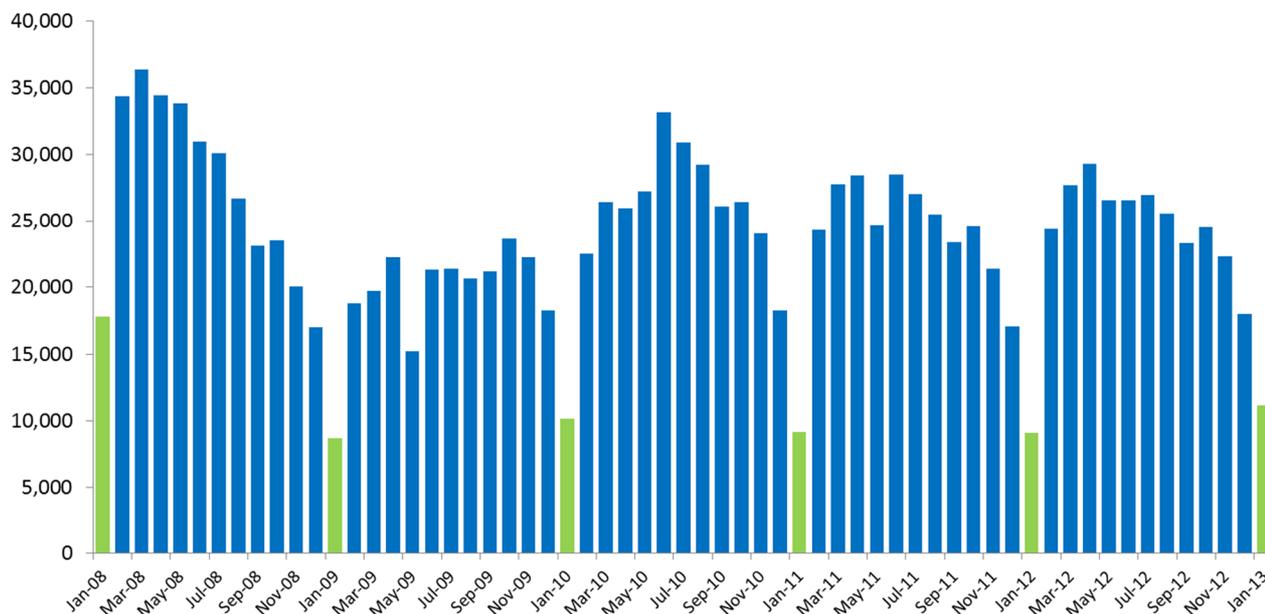
Under embargo for 00:01 hours: Monday 21st January 2013

Market thawing as new seller numbers jump by 22% and Rightmove traffic swells by 27%

	January	December
Average Property Asking Price	£229,429	£228,989
% Change in Month	+0.2%	-3.3%
% Change in Past Year	+2.4%	+1.4%
Monthly Index (Jan 2002=100)	186.7	186.3

- Pragmatic new year sellers increase asking prices by just 0.2% (+£440) as more plan to move
- Signs of 'green shoots' as property coming to market up 22% year-on-year, and Rightmove traffic up by 27% over the first two weeks of January as well
- Increased confidence among sellers to come to market – seven out of 10 are 'discretionary movers' outnumbering forced sale drivers such as the 'three Ds' of death, debt and divorce
- Improving market sentiment underpinned by growing confidence among property investors as 74% of professional landlords expect to add to their portfolios in the next 12 months

Average weekly run-rate of new listings since January 2008



Rightmove measured 55,763 asking prices – circa 90% of the UK market. The properties were put on sale by estate agents from 9th December 2012 to 12th January 2013 and advertised on Rightmove.co.uk.

Rightmove.co.uk is the UK's largest property web site, advertising around 90% of all homes for sale via estate agents across the UK. The site attracts over 40 million visits from home movers each month who view in excess of 400 million pages. Each month Rightmove uses asking price data of up to 200,000 properties coming onto the market to produce this House Price Index - the largest, most accurate and up-to-date monthly index.

Released 21st January 2013

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0845 456 8439 or press@rightmove.co.uk

Overview

Sellers coming to market this month increased their average asking prices by 0.2% (+£440). With new seller prices up by 2.4% (+£5,369) year-on-year, more sellers coming to market, and a new year jump in Rightmove traffic, early indicators offer reasons to be confident that both prices and transaction numbers will see a modest rise in 2013.

Miles Shipside, director and housing market analyst at Rightmove comments: "Those coming to market this month have taken a pragmatic pricing approach and kept their asking prices pretty much the same as sellers in December, up by just 0.2%. Sensible pricing will help buyer affordability, one of the factors needed to help warm up the market and encourage a recovery from the credit-crunch freeze in transaction volumes. The thaw will also be helped by growing confidence that prices are more likely to go up than down. There is an increasing body of evidence suggesting genuine 'green shoots' of recovery after a prolonged period of the housing market bumping along the bottom."

The jump in the number of sellers coming to the market this month is a clear indication of improving confidence. The weekly run-rate of new property listings is 11,153 this month, up 22% on the 9,108 recorded over the same period a year ago. While still down 37% on five years ago, before the full impact of the credit-crunch, this is the highest level recorded at the beginning of a new year since 2008. Rightmove's traffic in the first two weeks of 2013 was also up by 27% compared to the same period a year ago.

Shipside observes: "While the number of sellers financially fit enough to come to market is still well down on pre-credit-crunch levels, there appears to be an increased willingness among those that can to 'give it a go'. With Rightmove breaking traffic records, the chances of selling are on the up for sellers whose properties match the price, location and finish requirements of the greater numbers who are searching for a property to buy."

Adding to the ever growing visibility of property on digital platforms is the growth in use of mobile devices by home-movers. On Christmas Day the proportion of Rightmove's pages viewed via mobile devices more than doubled compared to normal levels, and has remained high ever since. This provides an increasingly significant route for sellers' properties to reach and impress prospective buyers.

Shipside notes: "Whether more people were searching on the move or just trying out their Christmas mobile gifts at home is hard to say, but how home-movers research their local property market is certainly changing. It means sellers have to be extra mindful of attractive pricing and photography as our research shows the attention span of mobile device users on each property page is shorter, so you have to try harder to make a good first impression. Agents in many parts of the country report that the market remains patchy depending on where you live and what type of property you are selling. However, they are all consistent in noting that it is the best finished properties that are the most in-demand, especially as buyers do not have the spare cash to improve their new home so are hunting for the finished article."

One of the reasons for muted transaction volumes has been sellers putting their move on hold. But Rightmove's latest research into those intending to put a property on the market in the next 12 months shows that seven in ten are motivated by discretionary factors rather than forced sale drivers such as the 'three Ds' of death, debt and divorce. This month's average asking price of £229,429 is only 0.4% (-£999) below the highest January figure ever recorded (£230,428 in January 2008), and the slow recovery in prices over the past four years will be welcome news to many of those who bought at the peak and whose equity was undermined. This will help those with the requisite deposit to think about trading up or moving on, especially in better performing southern regions.

Shipside observes: "Building chains from the bottom up helps create greater volumes and fluidity, and is key to a broader market recovery. After five years of putting their lives and moves on hold with their spare space shrinking around them, it looks like some of the pent-up demand to move is breaking out. Perhaps more are becoming immune to the relentless flow of bad news stories, financial armageddon seems to have been averted and people are choosing to get on with their lives."

There is evidence of greater mortgage lending to support an increase in transaction volumes, albeit modest. The Bank of England's latest mortgage approvals statistics show a 3% increase from November 2011 to November 2012. This is the highest number of mortgage approvals in November since 2007, as the Funding for Lending Scheme begins to feed through to the market. Those on the wrong side of the minimum deposit borderline are still marginalised, but those that have the funds and earning capacity to trade up will find some lenders offering fixed rate deals at their most attractive ever levels. Lenders are also courting buy-to-let investors as some areas offer a low-risk combination of historically cheap purchase prices and attractive rental income. Rightmove research of

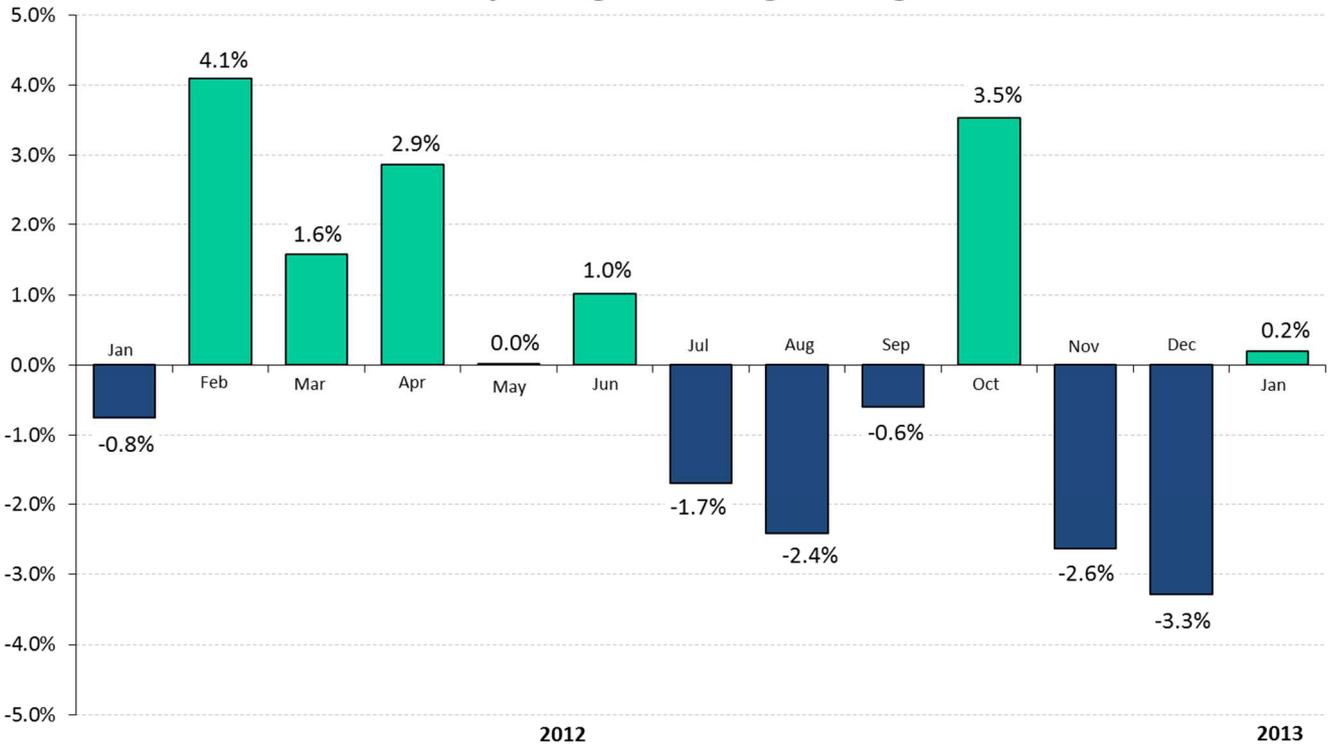
professional landlords shows that 74% of those surveyed intend to buy and increase their portfolios within the next 12 months.

Shipside adds: "A further sign of market recovery is when investors look to property to achieve good returns. The majority of professional property investors appear to have spotted that now is the time to increase their investment, and they are obviously confident that prices are not going to get cheaper."

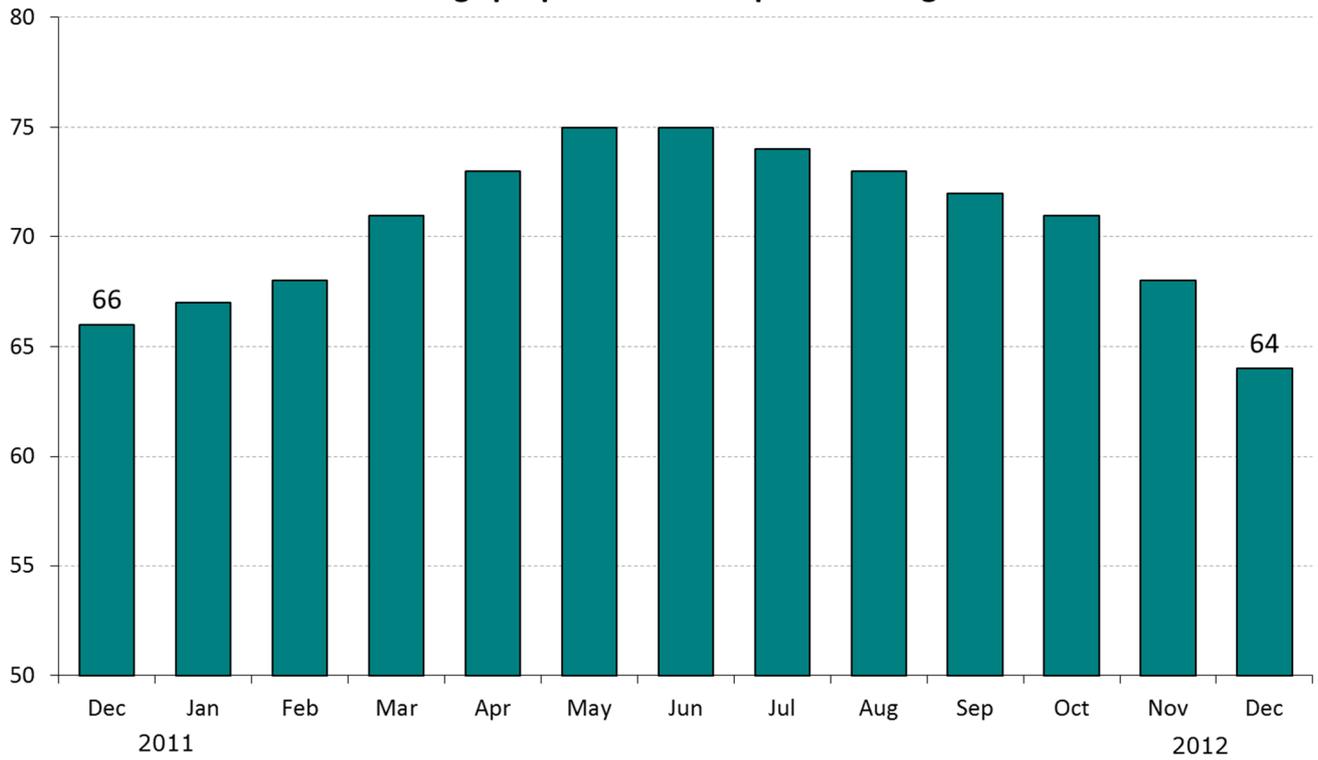
Rightmove Monthly Asking Price Trend



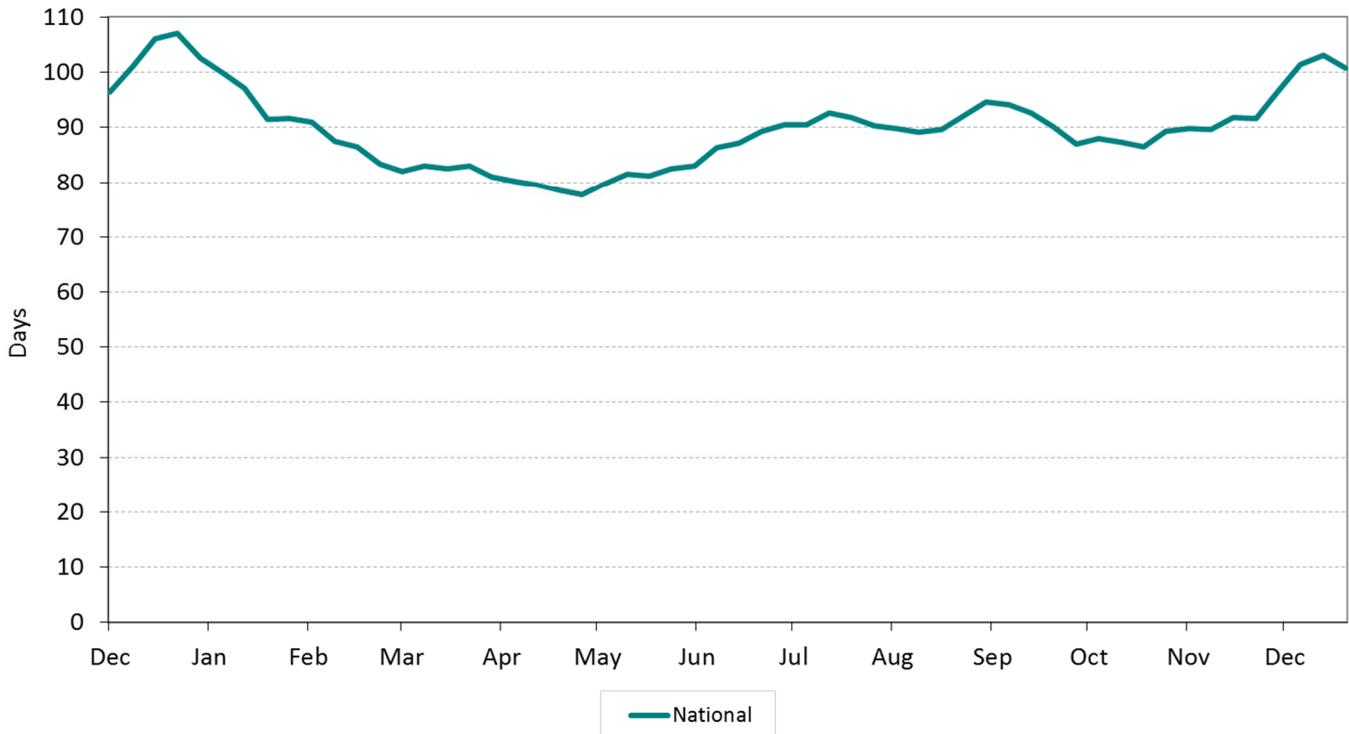
% Monthly Change in Average Asking Prices



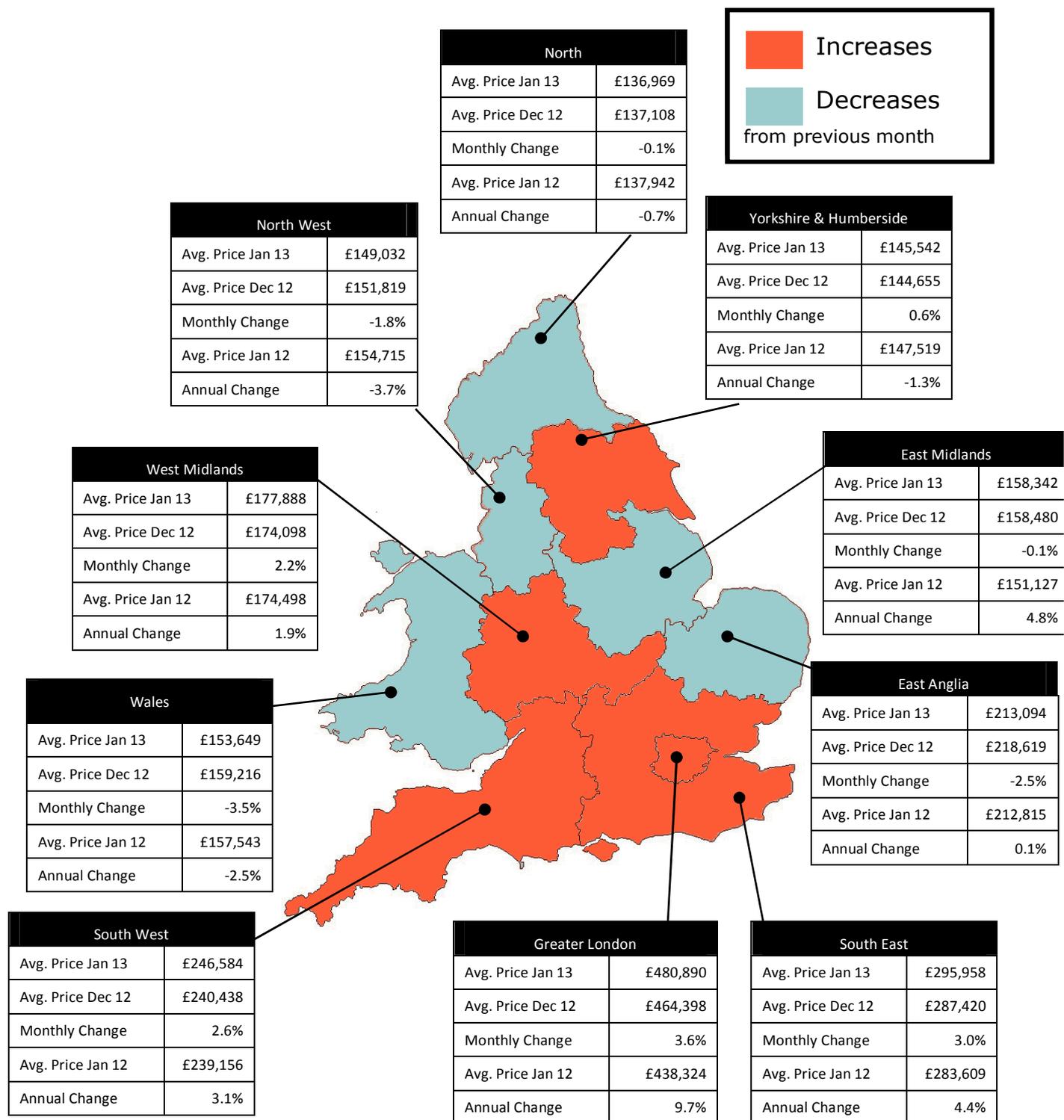
Average properties for sale per Estate Agent



Time on Market Indicator (National)



Regions of England & Wales



If you are a journalist and would like a further breakdown on these regional statistics please contact the Press Office on: press@rightmove.co.uk or call 0845 456 8439

National Asking Price Trend

Month	Index (Jan 2002 = 100)	% Change	Avg. Price
January 2012	182.3	-0.8%	£224,060
February 2012	189.8	+4.1%	£233,252
March 2012	192.8	+1.6%	£236,939
April 2012	198.3	+2.9%	£243,737
May 2012	198.3	+0.0%	£243,759
June 2012	200.3	+1.0%	£246,235
July 2012	197.0	-1.7%	£242,097
August 2012	192.2	-2.4%	£236,260
September 2012	191.1	-0.6%	£234,858
October 2012	197.8	+3.5%	£243,168
November 2012	192.6	-2.6%	£236,761
December 2012	186.3	-3.3%	£228,989
January 2013	186.7	+0.2%	£229,429
Annual Change	+4.4	+2.4%	+£5,369

(National asking price includes other property types that are not classified below)

National Asking Price Trend by Property Type

Month	Detached	Semi-Detached	Terraced	Flats/Apartments
January 2012	£332,266	£189,092	£173,474	£193,540
February 2012	£340,711	£195,718	£177,842	£195,308
March 2012	£349,042	£198,350	£182,464	£196,209
April 2012	£359,798	£202,138	£184,920	£195,160
May 2012	£359,441	£202,415	£184,346	£199,564
June 2012	£360,247	£202,219	£185,370	£201,994
July 2012	£357,128	£199,599	£182,407	£198,658
August 2012	£349,561	£196,995	£180,496	£198,012
September 2012	£347,664	£197,600	£178,989	£193,154
October 2012	£349,561	£196,995	£180,496	£198,012
November 2012	£345,138	£197,954	£181,633	£201,735
December 2012	£338,638	£193,365	£175,489	£196,819
January 2013	£333,054	£196,896	£180,824	£200,063
Annual Change	+0.2%	+4.1%	+4.2%	+3.4%

Press enquiries regarding the methodology employed and access to further analysis of the data held by rightmove.co.uk should be directed to the Press Office on press@rightmove.co.uk or call 0845 456 8439.

London's Best Performers January 2013

London's Top 5	Avg. Price Jan 13	Avg. Price Dec 12	Monthly Change
Hammersmith and Fulham	£949,619	£885,954	7.2%
Haringey	£573,904	£542,244	5.8%
Southwark	£446,418	£421,900	5.8%
Harrow	£353,182	£337,135	4.8%
Hillingdon	£377,254	£360,903	4.5%

London's Worst Performers January 2013

London's Bottom 5	Avg. Price Jan 13	Avg. Price Dec 12	Monthly Change
Islington	£622,826	£645,764	-3.6%
Camden	£942,478	£963,421	-2.2%
Kensington and Chelsea	£2,143,118	£2,153,658	-0.5%
Kingston-upon-Thames	£642,772	£642,928	0.0%
Tower Hamlets	£426,719	£424,948	0.4%

London Time on Market

Time on Market Indicator (London)



London Boroughs

Borough	Avg. Price Jan 13	Avg. Price Dec 12	Monthly Change	Avg. Price Jan 12	Annual Change
Kensington and Chelsea	£2,143,118	£2,153,658	-0.5%	£1,924,048	11.4%
City of Westminster	£1,443,526	£1,405,179	2.7%	£1,342,722	7.5%
Hammersmith and Fulham	£949,619	£885,954	7.2%	£842,036	12.8%
Camden	£942,478	£963,421	-2.2%	£866,941	8.7%
Brent	£719,967	£703,876	2.3%	£632,467	13.8%
Richmond-upon-Thames	£698,091	£689,330	1.3%	£603,231	15.7%
Wandsworth	£690,973	£674,911	2.4%	£600,321	15.1%
Kingston-upon-Thames	£642,772	£642,928	0.0%	£606,686	5.9%
Islington	£622,826	£645,764	-3.6%	£579,667	7.4%
Barnet	£575,855	£554,341	3.9%	£534,548	7.7%
Haringey	£573,904	£542,244	5.8%	£476,356	20.5%
Hounslow	£543,594	£530,490	2.5%	£517,828	5.0%
Hackney	£538,971	£531,781	1.4%	£496,358	8.6%
Ealing	£475,555	£462,177	2.9%	£424,667	12.0%
Lambeth	£465,479	£457,058	1.8%	£430,728	8.1%
Merton	£457,211	£451,964	1.2%	£443,700	3.0%
Southwark	£446,418	£421,900	5.8%	£405,686	10.0%
Tower Hamlets	£426,719	£424,948	0.4%	£422,373	1.0%
Hillingdon	£377,254	£360,903	4.5%	£340,616	10.8%
Lewisham	£369,515	£353,896	4.4%	£343,972	7.4%
Harrow	£353,182	£337,135	4.8%	£322,595	9.5%
Bromley	£347,708	£345,618	0.6%	£333,112	4.4%
Sutton	£344,629	£334,740	3.0%	£327,366	5.3%
Enfield	£343,418	£335,463	2.4%	£322,861	6.4%
Waltham Forest	£295,848	£286,324	3.3%	£291,628	1.4%
Redbridge	£293,797	£286,655	2.5%	£288,320	1.9%
Greenwich	£291,111	£286,559	1.6%	£278,377	4.6%
Croydon	£283,531	£279,392	1.5%	£268,612	5.6%
Havering	£257,949	£249,360	3.4%	£251,659	2.5%
Newham	£237,166	£227,791	4.1%	£239,968	-1.2%
Bexley	£225,618	£216,095	4.4%	£215,365	4.8%
Barking and Dagenham	£215,500	£208,241	3.5%	£215,901	-0.2%

(City of London excluded due to small number of residential properties.)

Index Comparison

	Jan 2013		Dec 2012		Nov 2012	
	House Price	Monthly change	House Price	Monthly change	House Price	Monthly change
Rightmove	£229,429	+0.2%	£228,989	-3.3%	£236,761	-2.6%
Halifax	N/A *	N/A *	£163,845	+1.3%	£160,879	+1.0%
Nationwide	N/A *	N/A *	£162,262	-0.1%	£163,853	0.0%
ONS	N/A †	N/A †	N/A ‡	N/A ‡	£232,000	+0.5%

* Available at the end of this month

‡ Available around the middle of next month

† Available in around six weeks from the publication date of this report

Rightmove: compiled from asking prices of properties as they come on the market via Rightmove's member estate agents over the previous month, covering over 90% the market. Not seasonally adjusted. (Seasonally adjusted figure used for the Halifax from Nov 2003, as no unadjusted figure has been published.)

Halifax: based on mortgage approvals of loans agreed by Halifax Bank of Scotland over the previous month, seasonally adjusted.

Nationwide: based on mortgage approvals of loans agreed by Nationwide Building Society over the previous month. Figure quoted for monthly change is seasonally adjusted.

Office for National Statistics (ONS): Since October 2005 the ONS HPI (formerly the DCLG HPI) has been based on a sample of mortgage completions data from the Regulated Mortgage Survey (RMS) as collected by the Council of Mortgage Lenders (CML).

Rightmove measures asking prices and does not seasonally adjust its figures, while Nationwide and Halifax both report data based on mortgage offers, seasonally adjusted. The index offered by the CLG (Department of Communities and Local Government) measure prices at completion stage, not seasonally adjusted.

Editors' notes

Advertising property for over 90% of all UK estate agents, Rightmove is in a unique position to identify any immediate changes in the market. Using a larger sample than any other house price reports, Rightmove's **House Price Index** is compiled from the asking prices of properties coming onto the market via the c.10,000 estate agency branches listing on Rightmove.co.uk. Rather than being a survey of opinions as with some other indices, it is produced from factual data of actual prices of properties currently on the market. The sample includes up to 200,000 homes each month – representing circa 90% of the market, the largest and most up-to-date monthly sample of any house price indicator in the UK. 95% of properties are sold via an agent, while only 75% are purchased with a mortgage. The index differs from other house price indicators in that it reflects asking prices when properties first come onto the market, rather than those recorded by lenders during the mortgage application process or final sales prices reported to the Land Registry. In essence, Rightmove's index measures prices at the very beginning of the home buying and selling process while other indices measure prices at points later in the process. Having a large sample size and being very up-to-date, the Rightmove Index has established itself as a reliable indicator of current and future trends of the housing market.

This month 8,062 properties have been excluded due to being anomalies.

About Rightmove.co.uk:

Rightmove.co.uk is the UK's leading property website, displaying details of homes for sale or rent to the largest online audience. It has around 90% of all properties for sale and at any time displays a stock of over one million properties to buy or rent, worth around £270 billion. All eight corporate estate agents (those with 100 or more branches) list their properties on the site. The Rightmove.co.uk site receives over 30 million visits every month and is consistently ranked number one property website in the UK (source: Experian Hitwise).

For further information on methodology please contact the Press Office on press@rightmove.co.uk or call 0845 456 8439.