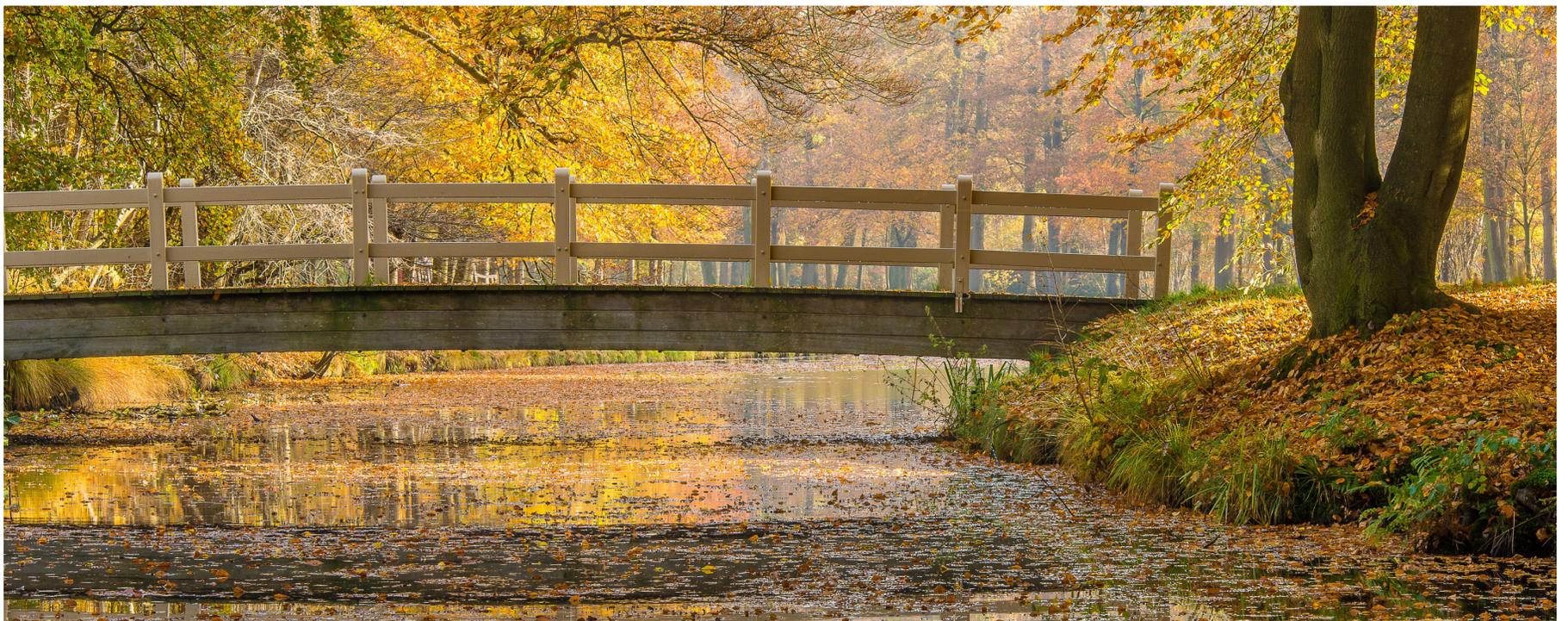


Resilient Market Holds Firm in Plymouth as Sensible Pricing Drives Autumn Sales



Chris Whitaker
Managing Director

The UK housing market is heading into late autumn with signs of resilience, even as uncertainty over the upcoming Budget cools some buyer enthusiasm. While demand has softened slightly compared with last year, sales pipelines remain strong and stock levels continue to build. Plymouth is reflecting this cautiously steady national picture, with committed buyers still active but pricing discipline now more important

than ever.

Nationally, Rightmove reports that average asking prices have edged up by 0.3% in October to £371,422, though this remains 0.1% below this time last year. Zoopla notes that annual house price growth is steady at +1.3%, with the UK average currently £270,000. Nationwide records annual growth of +2.2%, while Halifax reports a slight monthly dip of -0.3% and annual growth of +1.3%, highlighting how price movements continue to hover around a modest but stable range.

Across the South West, market conditions remain more robust than in southern England as a whole, with Zoopla noting sales agreed are up 1% year-on-year in the region. Stock levels are higher than last year, giving buyers more choice, and while coastal locations continue to see homes linger where asking prices are too ambitious, realistically priced properties in areas like Mannamead, Plymstock and the Barbican are still attracting strong early interest.

Buyer activity remains especially supported by improving affordability. Nationwide notes that lower interest rate expectations are helping sentiment, while Halifax points to wage growth and more competitive mortgage products underpinning buyer confidence. However, Zoopla highlights that demand is down 8% year-on-year nationwide due to Budget caution, and the average time to sell has risen to 37 days.

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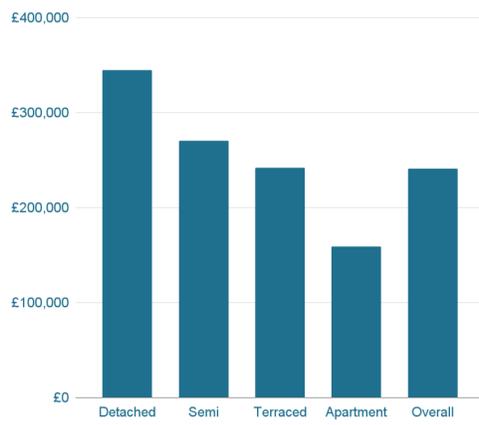
Looking ahead, pricing will be key for sellers in Plymouth. With more homes available and buyers increasingly selective, properties launched at sensible levels are still going under offer within four to five weeks, while those that overshoot the market are at higher risk of needing reductions.

The outlook for the remainder of 2025 is steady rather than spectacular. Forecasts suggest national price growth will likely end the year between 1% and 1.5%. For sellers in Plymouth, the message remains clear: present well, price competitively, and you'll continue to find motivated buyers in a market that rewards realism.

Overall prices over time



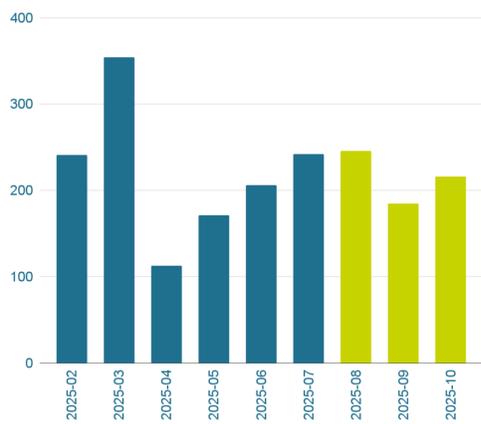
Prices by property type



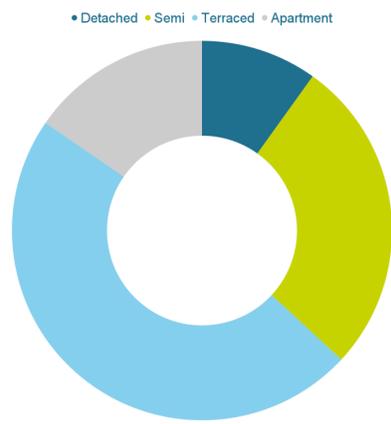
Local vs regional prices



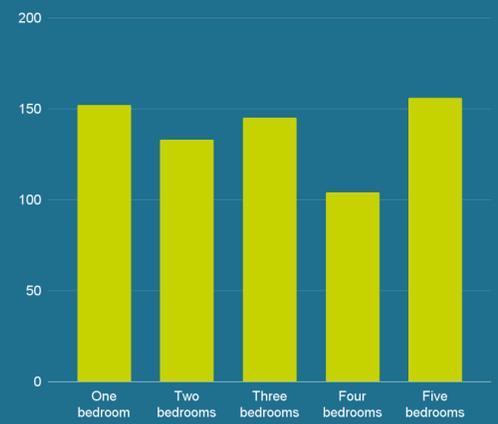
Number of sales



Proportion of sales



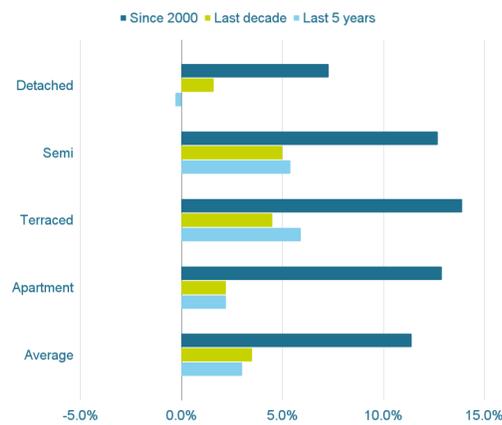
Average days on market



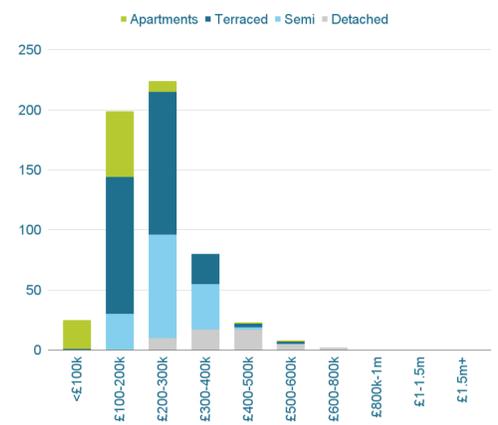
Rents PCM by bedrooms



Annual growth levels



Sales by price band & type



Source: This report has been made by ResiAnalytics for Martin&Co Plymouth. The data in this report comes from HM Land Registry, Office for National Statistics and ResiAnalytics. The last three months of sales data displayed are projections based on historical data. Disclaimer: This property market report is for informational purposes only and should not be used as a substitute for conducting your own research when making a property purchase decision. Please consult with a qualified professional to ensure all factors are considered in your investment choices.



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