

Lets Get Real

Estate Agents who are poorly advising their clients are setting false expectations, selling properties at circa 20% below initial asking prices, buyers are bewildered and lack confidence. It's no wonder that the number of home sales is at an all time low.

The goals of **youhome**[®] are to inform and advise. We research the entire property market and analyse property trends and prices in over 50 local areas. We freely publish property information on our website (www.youhome.co.uk and click YOUknow) so that everybody can access information about recent property sales AND we display comparable sales information alongside properties we

are selling so that buyers are more confident when making offers - **it's the best local property market research tool by far.**

Our open and informative approach has led us to be the estate agent office with the largest number of listings and probably sales within a year of opening. We would be delighted to share further information with you. Please pop into our office or visit our website www.youhome.co.uk or call **01202 544500**.

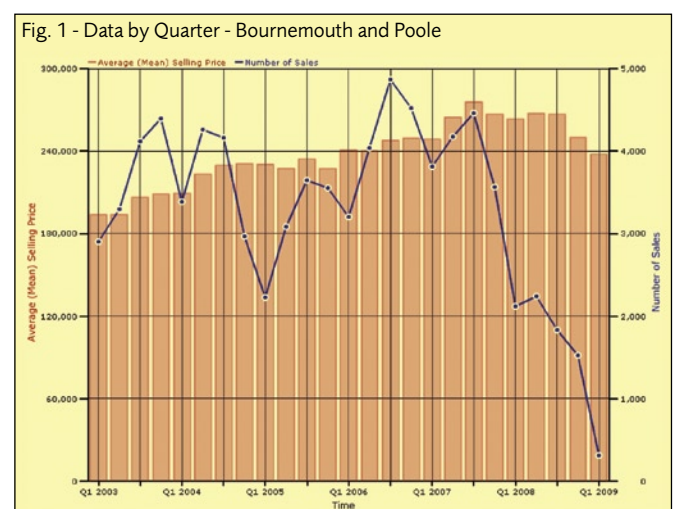
We welcome your suggestions for **PROPERTYtimes** content and exist to serve YOU.

Snapshot: a look at the current local property market

Sales volumes remain extremely low but an active market exists for realistically priced properties. Our office has sold 14 properties and agreed 15 further sales at prices between £150,000 and a little under £650,000 in the first 3 months of this year. Just over 300 properties were sold in January 2009 in all the BH postcodes combined compared to an average of about 1,000 properties in the same month in previous years. Land registry information is now beginning to illustrate the trends we have been suggesting in our previous issues.

Sale prices are retreating to levels achieved in 2005. We do not expect prices to rise in the near or possibly even medium term (1 to 3 years) and the jury is out concerning whether prices will fall much further (more than 10% to 15%) in the short term. The number of home sales is extremely low indicating further price falls **but we are experiencing a noticeable increase in buyer activity (our town centre based sales team accompanied just under 300 property viewings in March) and multiple buyers are chasing the very**

best homes. Fig 1 reports quarterly from January 2003 to January 2009 for Bournemouth and Poole the average property price achieved (left hand scale and bars on the chart) and the number of property sales (right hand scale and line chart).

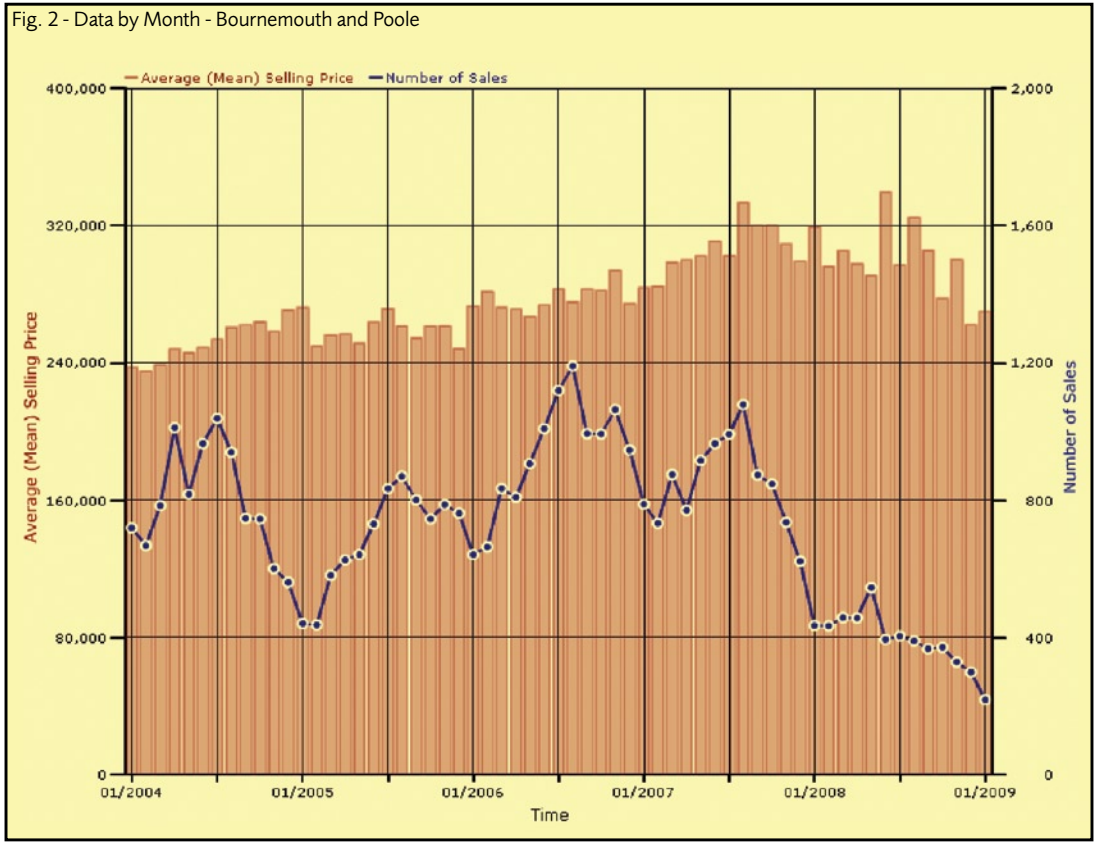


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Closeup: the local property market by type

Houses

House prices have fallen rapidly and the number of houses sold per month continues to fall to very low levels (only just over 200 houses sold in all BH postcodes in January 2009) BUT we are seeing increased buyer interest and prices might be stabilising. Fig 2 reports monthly from January 2004 to January 2009 for **HOUSES ONLY** in Bournemouth and Poole the average property price achieved (left hand scale and bars on the chart) and the number of property sales (right hand scale and line chart).



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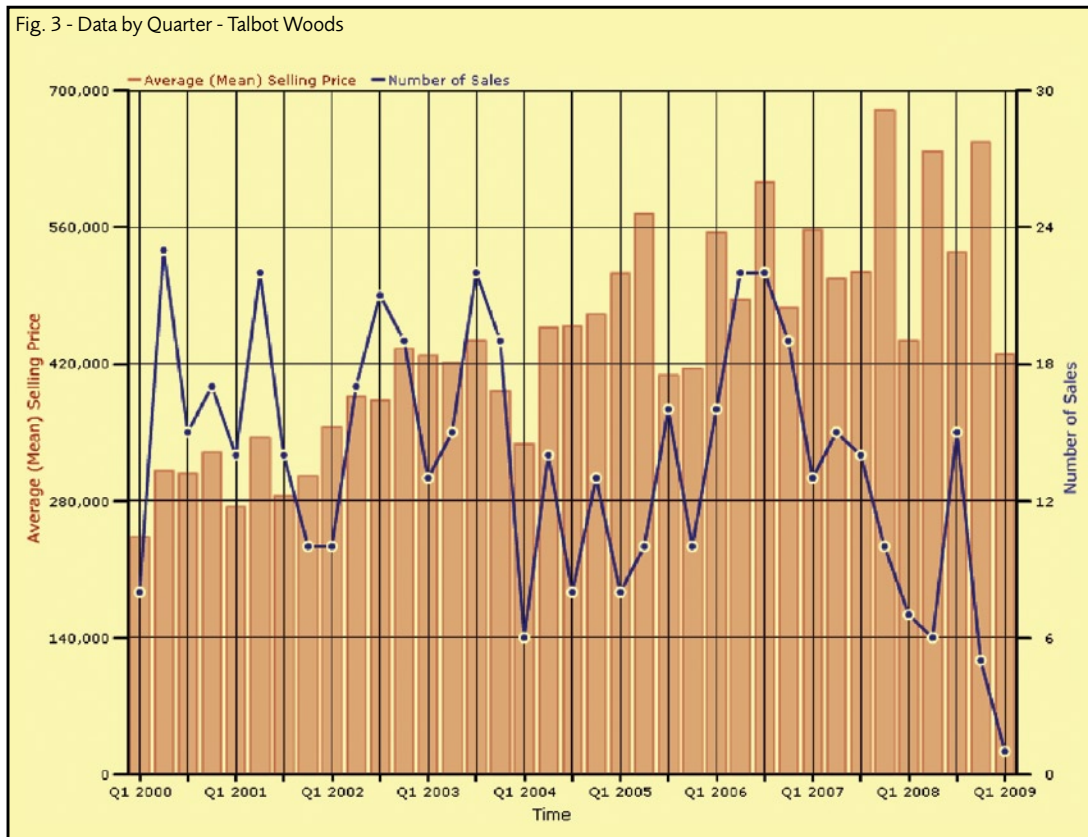
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Closeup: the local property market by type

Houses

We analyse many local areas in detail. As an example of our research please see Fig 3 reporting quarterly from January 2004 to January 2009 for **HOUSES ONLY** in **TALBOT WOODS** the average property price achieved (left hand scale and bars on the chart) and the number of property sales (right hand scale and line chart). The market in Talbot Woods remained active until the middle of 2008, but has slowed considerably since then.



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Alan Mather (formerly of Hearn's Estate Agents) and now head of sales at **youhome**® arranged in excess of 60% of the house sales in Talbot Woods between 2006 and mid 2008.

Please contact us if you would like specific research (e.g. average prices, sales in a particular month, prices achieved as a % of asking prices) on virtually any local area. Not only does this information help our vendors' sales it also helps with their onward local purchase.

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Closeup: the local property market by type

Houses

Please see below information about the number of house sales in our main sales areas (noted on the left axis) illustrating the rapid slowing of housing market activities between 2007 (illustrated by the red bar) and 2008 (illustrated by the black bar).



Julian Tucker
Associate



Katie Crew
Associate

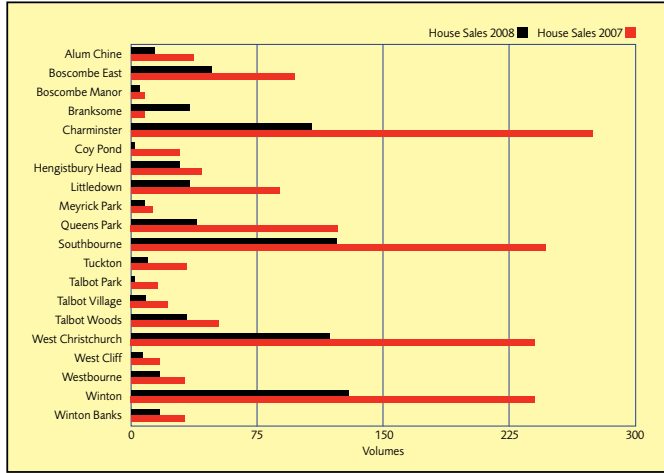


Lori Leon-Ireland
Market Consultant

Contact **Julian** on **01202 544507** for the following areas;

- Alum Chine**
- Boscombe East**
- Boscombe Manor**
- Branksome**
- Charminster**
- Coy Pond**
- Hengistbury Head**
- Littledown**
- Meyrick Park**
- Queens Park**

- Southbourne**
- Tuckton**
- Talbot Park**
- Talbot Village**
- Talbot Woods**
- West Christchurch**
- West Cliff**
- Westbourne**
- Winton**
- Winton Banks**

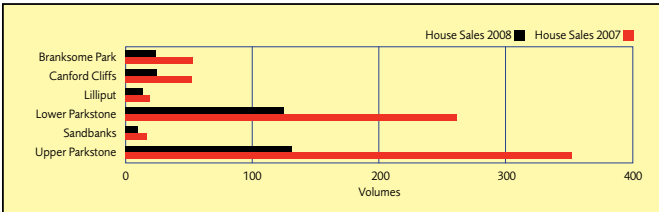


Donald Cusack
Associate

Contact **Donald** on **01202 544509** for the following areas;

- Branksome Park**
- Canford Cliffs**
- Lilliput**

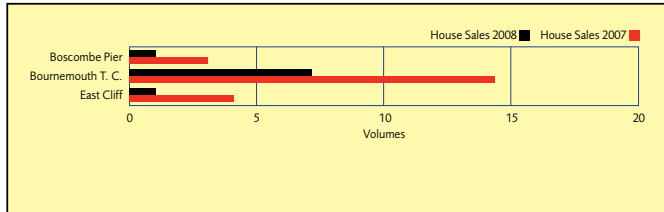
- Lower Parkstone**
- Sandbanks**
- Upper Parkstone**



David Cobb
Associate

Contact **David** on **01202 544501** for the following areas;

- Boscombe Pier**
- Bournemouth Town Centre**
- East Cliff**



Adrian Black
Director
London Office



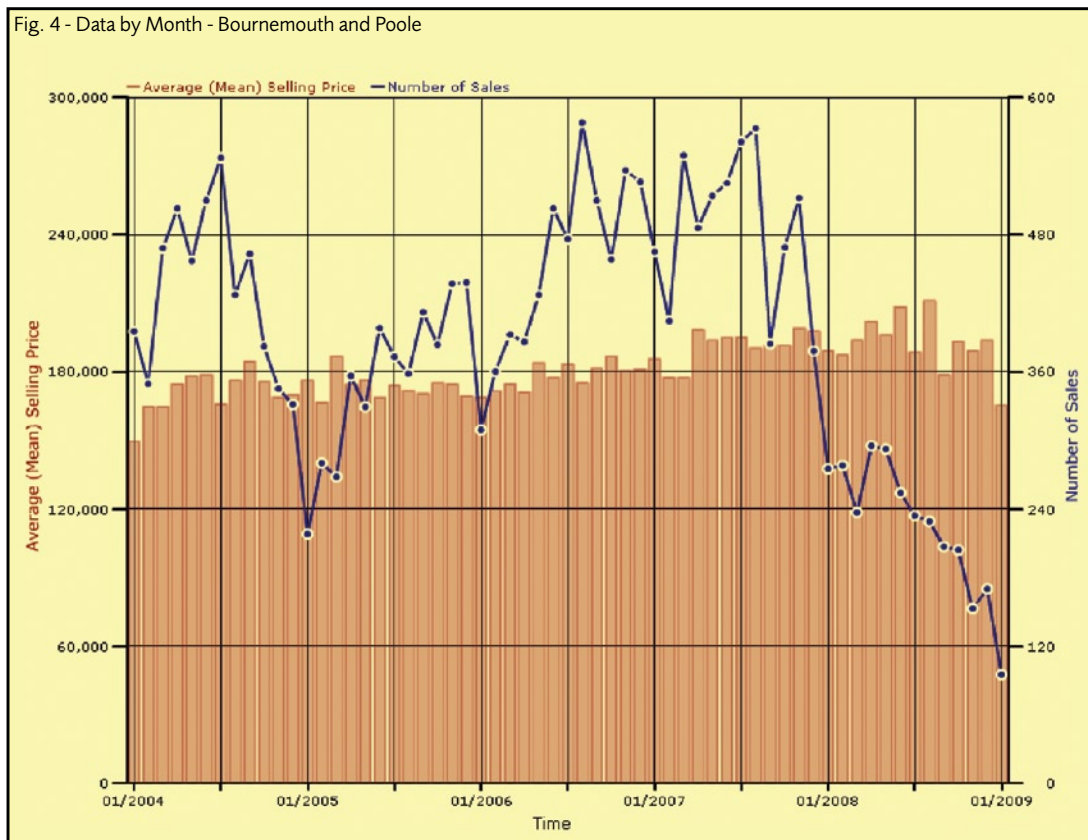
Jeremy Priestley
Director
London Office

www.youhome.co.uk/you_know/start

Closeup: the local property market by type

Flats

We forecast in our previous issue that the land registry would report very sharp falls in prices of flats. This is indeed the case with average prices achieved for flats falling from a peak of over £210,000 in August 2008 to an average of £165,000 in January 2009 with only circa 100 flats sold in all of the BH postcodes in January 2009. Fig 4 reports monthly from January 2004 to January 2009 for **FLATS ONLY** in Bournemouth and Poole the average property price achieved (left hand scale and bars on the chart) and the number of property sales (right hand scale and line chart). Average flat prices have fallen to levels last seen in early 2004.



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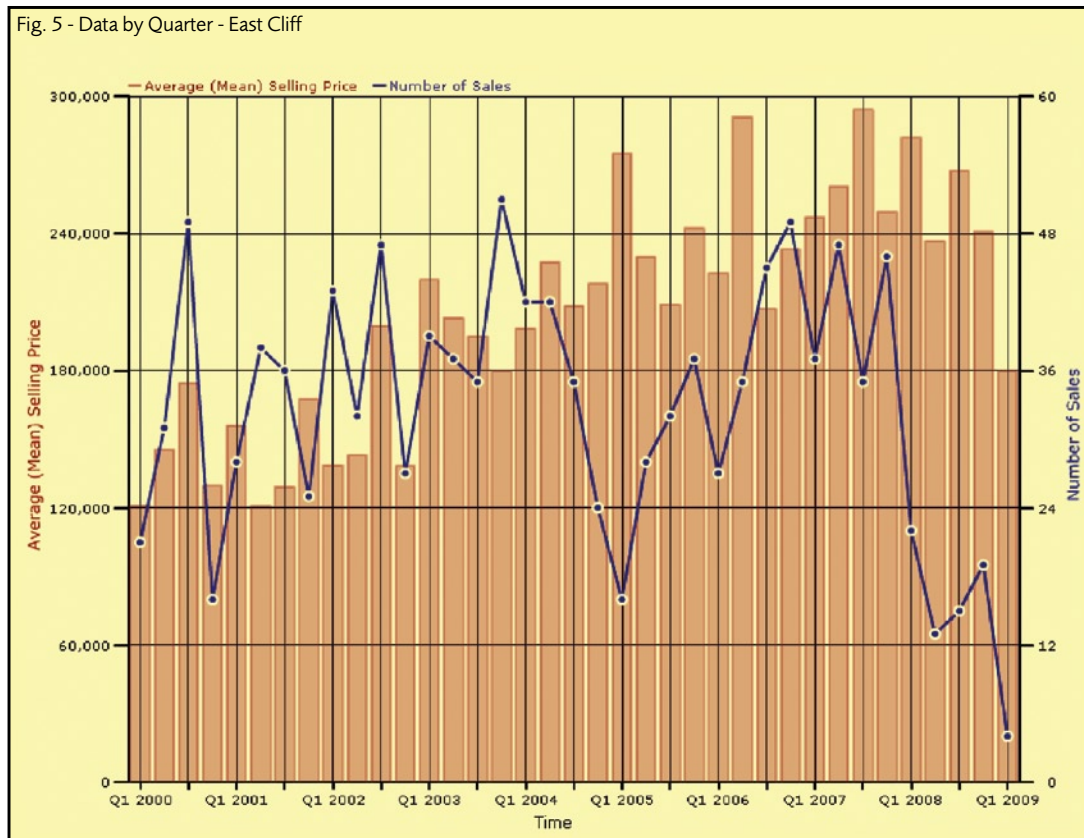
“ Special feature flats such as those with sea views have fallen less in price and are still subject to good demand but supply is increasing. ”

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Closeup: the local property market by type

Flats

We analyse many local areas in detail. As an example of our research please see Fig 5 reporting quarterly from January 2000 to January 2009 for **FLATS ONLY** in the **EASTCLIFF AREA** the average property price achieved (left hand scale and bars on the chart) and the number of property sales (right hand scale and line chart). Sales volume has fallen dramatically since late 2007 and prices have followed. Flats are now achieving values similar to those achieved in 2003/2004. Good demand persists for sea view flats in the more sought-after buildings.



All charts include Land Registry information. © Land Registry. © youhome®.

In addition to our main sales areas reported on the facing page we can also produce detailed research for the following areas below - please call us on **01202 544500** for further information.

Baiter Park
Boscombe Town
Broadstone
Burton
Canford Heath
Christchurch Town
Corfe Mullen
Creekmoor
Dean Park

Ensbury Park
Ferndown
Hamworthy
Hurn
Kinson
Longham
Moordown
Mudford
Muscliff

Newtown and Rossmore
North Poole
Northbourne
Parley
Pokesdown
Poole Town
Redhill
Springbourne
Throop

Throop Village
Tower Park
Townsend
Upton
Wallisdown
Waterloo
West Moors
West Parley
Wick Village

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Closeup: the local property market by type

Flats

Please see below information about the number of flat sales in our main sales areas (noted on the left axis) illustrating the rapid slowing of the flat market activity between 2007 (illustrated by the red bar) and 2008 (illustrated by the black bar).



Julian Tucker
Associate



Katie Crew
Associate

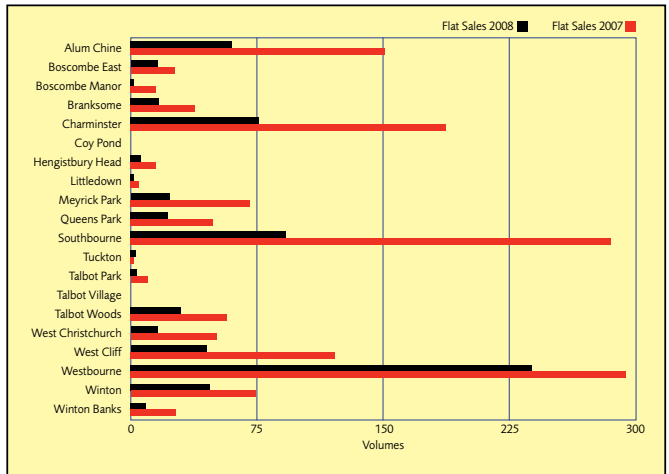


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- Queens Park**

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- Tuckton**
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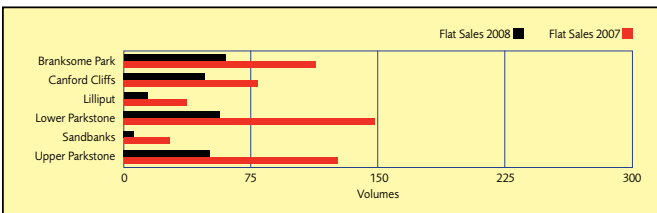


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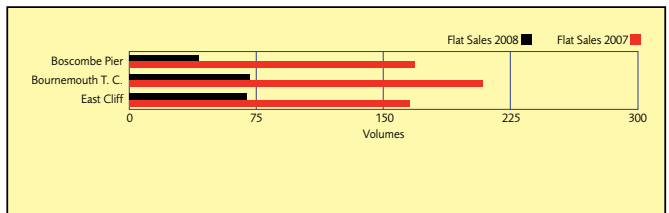
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Director
London Office



Jeremy Priestley
Director
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Viewpoint: Opinions from the youhome® team

What will start the local property market going again?

Realistic pricing by estate agents, a return of confidence and persistent enquiries from out of town buyers. We have experienced very sharp price falls in the property market. The rapid price correction is unprecedented and is a consequence of the dramatic turmoil in financial markets that we have seen continuously over the past 12 months or more.

The market now seems to be settling down. Interest rates have fallen, banks have substantially cut back on speculative activity and although there will be many bumps in the road ahead we do appear to be heading back to some sort of stability. It is much cheaper (up to 30%) to buy a home now than it was 12 months ago

and we are beginning to see an increase in buyer activity. There is a backdrop of concern about the economy and a substantial rise in unemployment but we are seeing an increasing level of interest including from out of town buyers who are looking to improve their quality of life.

Most out of town buyers register their interest on property portals and by visiting town centre offices, often at weekends - so make sure your estate agent is fully represented. **Out of town buyers also extensively use the YOUknow function on the youhome® website, www.youhome.co.uk since it is the best local property research tool.**

youhome® PROPERTY REPORT

-  Sales history for your home
-  Property sales prices in your area
-  Comparable properties on the market and price changes
-  Planning applications in your area

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Unique to youhome® and bespoke to your property. Call us or pop in for your copy.

SALES

YOUhome®

where YOU feel at home

LETTINGS

For further information about youhome® or any of the articles in this or previous issues of PROPERTYtimes please call **01202 544500** or email **research@youhome.co.uk**.

Please look out for our July issue - if you would like our news letter emailed to you please advise us and we will be delighted to do this for you.

01202 544500



youhome.co.uk

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