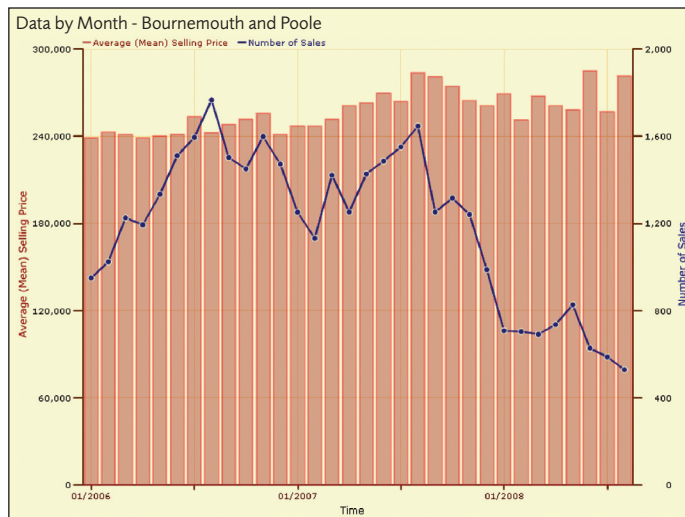


Welcome

This is our first issue. Our goals are to inform and advise. We would be delighted to share further information with you. Please either pop into our office, visit our website www.youhome.co.uk or call **01202 544500**. We maintain extensive research on over 60 local areas so we have lots of information to share with you. Our open and informative approach has led us to be the estate agent office with the largest number of listings (in excess of 200) and possibly sales within a year of opening. We welcome your suggestions for content. We are here to serve YOU.

Snapshot: a look at the current local property market.

Overall, we are in an extremely tough market; like for like agreed sales values have fallen 20% from their peak and probably have further to fall. Land registry average transaction price data is lagging current market activity because of the reporting timetable and active buyers are spending their budgets wisely.



We expect steeper price falls to be reported in the general press very soon. Sales volumes are at an all time low. This is a typical pattern in a falling market. The problem is that less finance is available for mortgage lending and because buyers are unable to secure the lending multiples previously available. About 7,000 local homes are on the market - roughly a year's supply giving buyers a very large choice. We expect this backlog to grow. It is definitely a buyers' market - a substantial change from recent times gone by. A significant number of owners are considering letting. This market has recently been strong but supply is increasing.

We are in very difficult times but we do expect the Bournemouth and Poole area to fare better than most. The attractions of a resort town 2 hours from London with increasing amenities (such as the new Surf Reef) are clear. Also, demographically, buyers in our area tend to have more equity in their property so are less dependent on the financial (credit) system. The information to the right was kindly supplied to us by Knight Frank.

Age group	Households	Average property Value £	Debt	Equity	Average equity
16-24	160,522	106,700	91.4%	8.6%	9,176.20
25-34	2,314,631	149,000	88.5%	11.5%	17,135.00
35-44	4,075,200	189,500	87.7%	12.3%	23,308.50
45-54	3,728,264	203,400	76.2%	23.8%	48,409.20
55-59	1,974,599	209,400	57.3%	42.7%	89,413.80
60-64	1,348,044	198,200	46.2%	53.8%	106,631.60
65-69	1,223,768	198,500	20.7%	79.3%	157,410.50
70-74	947,600	191,900	9.4%	90.6%	173,861.40
75-79	716,310	188,100	1.4%	98.6%	185,466.60
80-84	415,978	190,000	2.4%	97.6%	185,440.00
85 and over	138,084	173,200	2.4%	97.6%	169,043.20
All ages	17,043,000	189,855			

VIEWpoint



Opinions from the youhome[®] team

Just how easy is it to get a mortgage today?

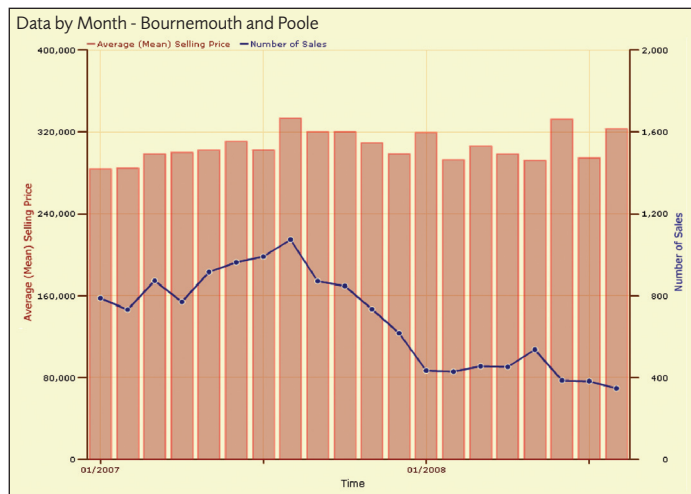
Very easy if you can prove your income and have a deposit. High income multiple mortgages and high loan to value (and sometimes over value) mortgages are however a thing of the past and will be for some time to come. We are returning to sensible lending criteria. This will make homes more affordable for first-time buyers and will also return us to a more stable and sustainable housing market - this must be a good thing in the long term.

Visit our website youhome.co.uk and use our on-line mortgage calculator to see how much a mortgage will cost you each month. If you are considering moving and need a larger mortgage you can also use the calculator on our website to see what the monthly increase in your mortgage would be.

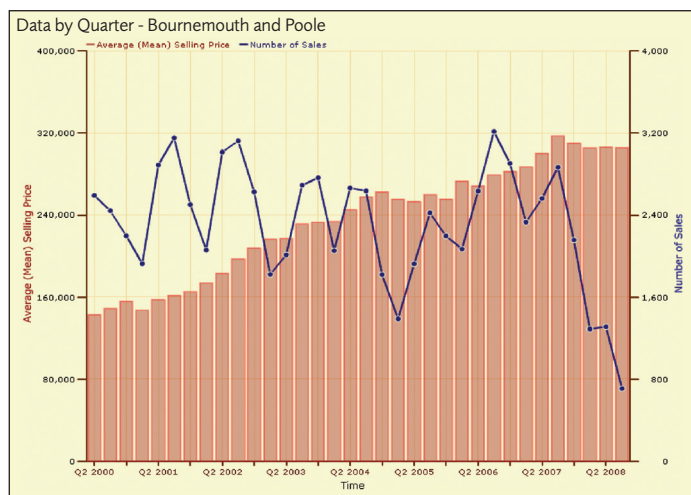
Closeup: the local property market by type

Houses

Sales of houses have dropped by over 60% in a year but volume appears to be stabilising albeit at an historically very low level.

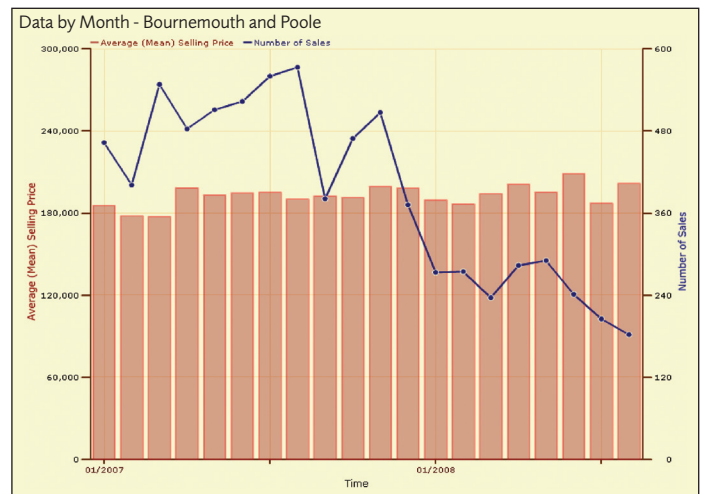


We have seen large rises in local house prices since the beginning of 2000 - especially given that we have been in a very low inflation environment. We are now experiencing a significant correction followed by, we expect, a much more stable and comfortable market.

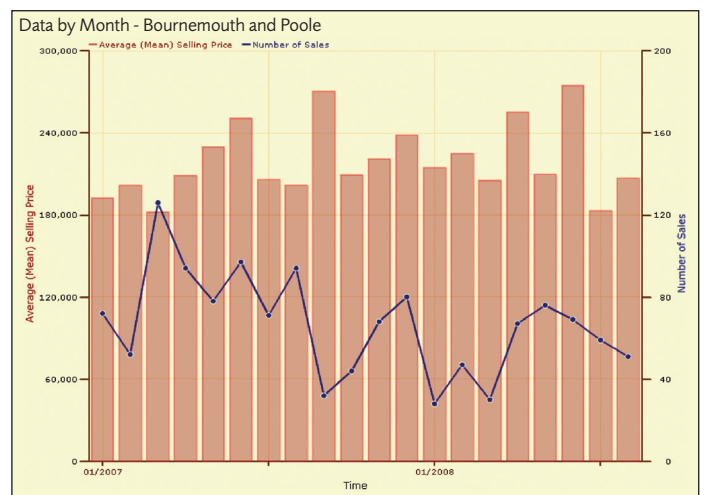


Flats

Sales of flats continue to fall.



But new build flat sales are holding steadier as developers adjust their offerings and prices to meet market needs.



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

YOUhome[®]
where YOU feel at home

Please call **01202 544500** for further information or email research@youhome.co.uk.

Please look out for our January 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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