

## Information, Information, Information

We agreed 18 sales across Bournemouth, Christchurch and Poole through our modern, technologically-advanced town centre office in June. Vendors and buyers are embracing the **youhome**<sup>®</sup> transparent approach of keeping everybody up-to-date with property market truths, delivering the best service, highly innovative property marketing and providing a great information-rich website **www.youhome.co.uk**, free for all to use.

The goals of **youhome**<sup>®</sup> are to inform and advise. We research the entire local 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](http://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.**

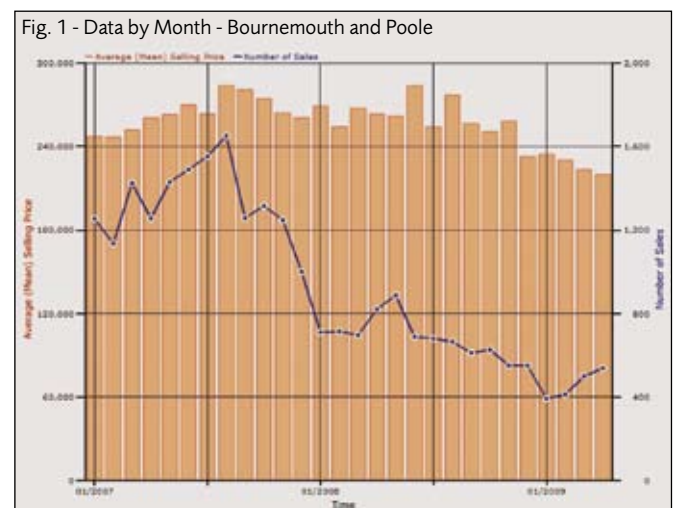
Our open and informative approach has led us to be the estate agent office with the largest number of listings and probably sales within a year of opening. We would be delighted to share further information with you. Please pop into our office or visit our website **www.youhome.co.uk** or call **01202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

### Snapshot: a look at the current local property market

## Joystick Responding - Just

After very steep falls in both the number of homes sold and in sold prices we are beginning to see an increase in monthly home sales. In particular, the number of house sales has increased substantially. Average local property sold prices continue to fall and averaged £220,000 in April 2009, down from a peak of £284,000. Current sold prices are similar to those achieved in late 2003 and early 2004. We expect prices to stabilise soon. Some micro-markets are extremely active, such as family houses in Canford Cliffs priced between £800,000 and £900,000, family houses in Talbot Woods and connected areas priced between £300,000 and £600,000, as well as smaller houses in many areas priced around £200,000. Competitively-priced sea-view flats are highly sought-after in addition to flats priced around £150,000. Please contact **youhome**<sup>®</sup> for further free detailed analysis that will be very relevant to your own property sale or purchase. Fig 1 reports monthly from

January 2007 to April 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).

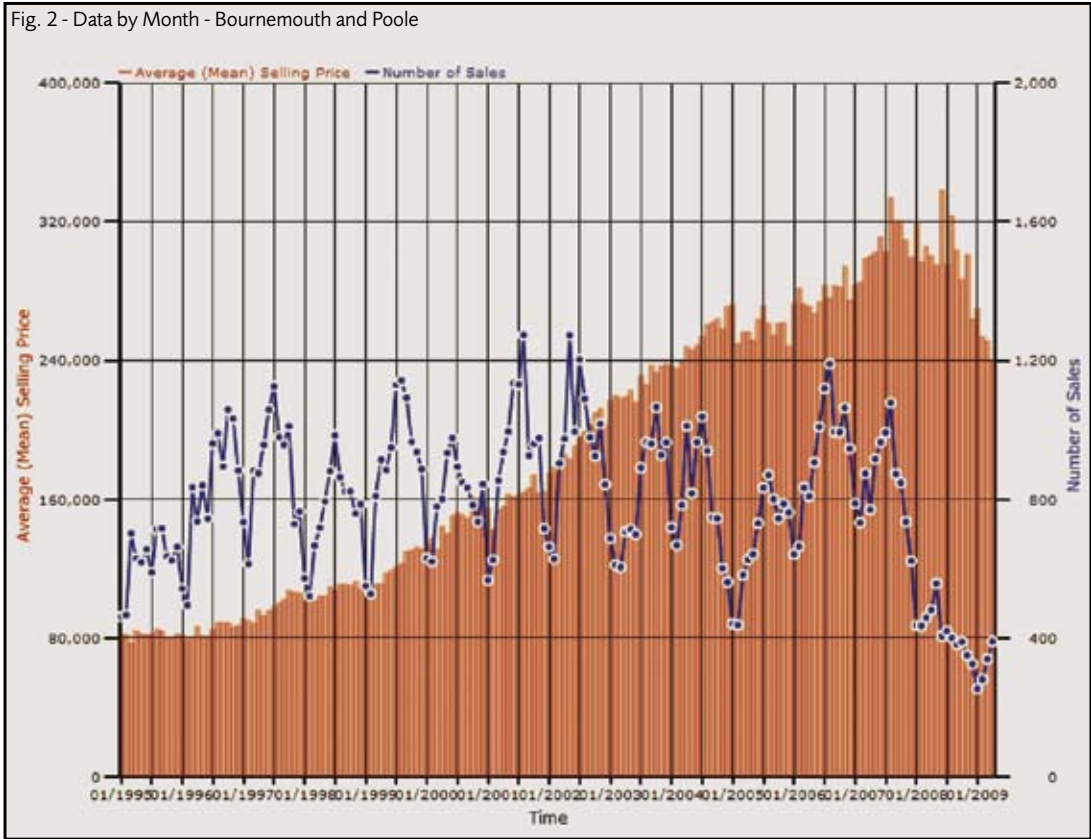


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# Closeup: the local property market by type

## Houses

The increased buyer interest we reported in our last issue has followed through to a sharp increase in sales albeit from very low levels. We believe prices will begin to stabilise soon (after the recent sharp fall) and that correctly priced houses are getting good interest, many viewings and selling. Fig 2 reports monthly from January 1995 to April 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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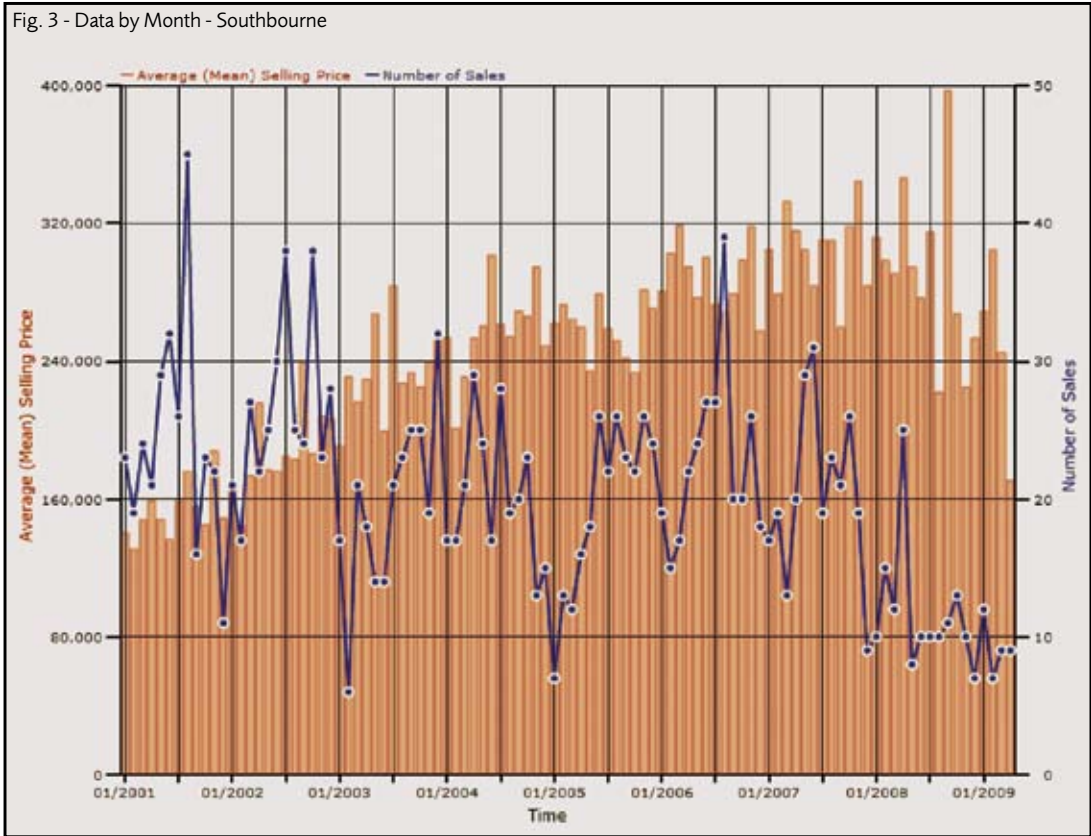
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# Closeup: the local property market by type

## Houses

We analyse many local areas in detail. We published detailed research on Talbot Woods in our April issue. In this issue, as an example of our research, please see Fig 3 reporting monthly from January 2001 to April 2009 for **HOUSES ONLY** in **SOUTHBOURNE** 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). As we can see prices and the number of sales have fallen rapidly. Expert marketing and pricing knowledge is essential to achieve the best possible price for your home sale, particularly in this difficult market.



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

## Our sales team: experience and excellence



Alan Mather



Lyndsey Turner



David Cobb



Haydn McCarthy



Lori Leon-Ireland



Donald Cusack

Together over 100 years cumulative property selling experience.

Please contact us if you would like specific, detailed 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.

...essential local property information...FOR FREE

# 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 the house market** between 2007 (illustrated by the red bar) and 2008 (illustrated by the black bar) and also the number of house sales in 2009 up to and including April (illustrated by the green bar).

Please contact the leading local listings team (below) on **01202 544500** for expert marketing and property pricing advice. Why wouldn't you talk to **youhome**® if you are selling or buying your home when they have all this unique research at their fingertips ?



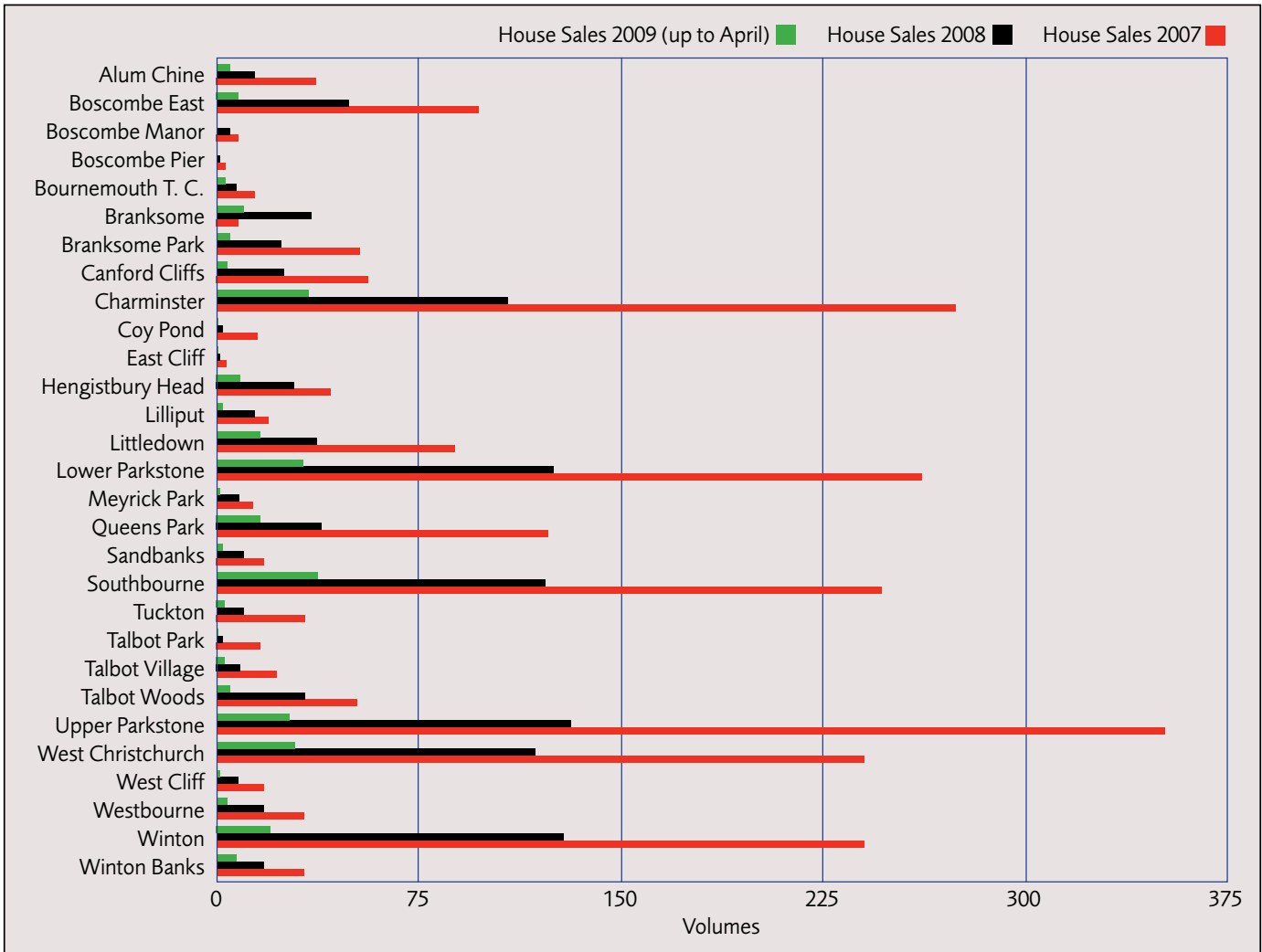
**Julian Tucker**



**Donald Cusack**



**Katie Crew**



**Adrian Black**  
London Office



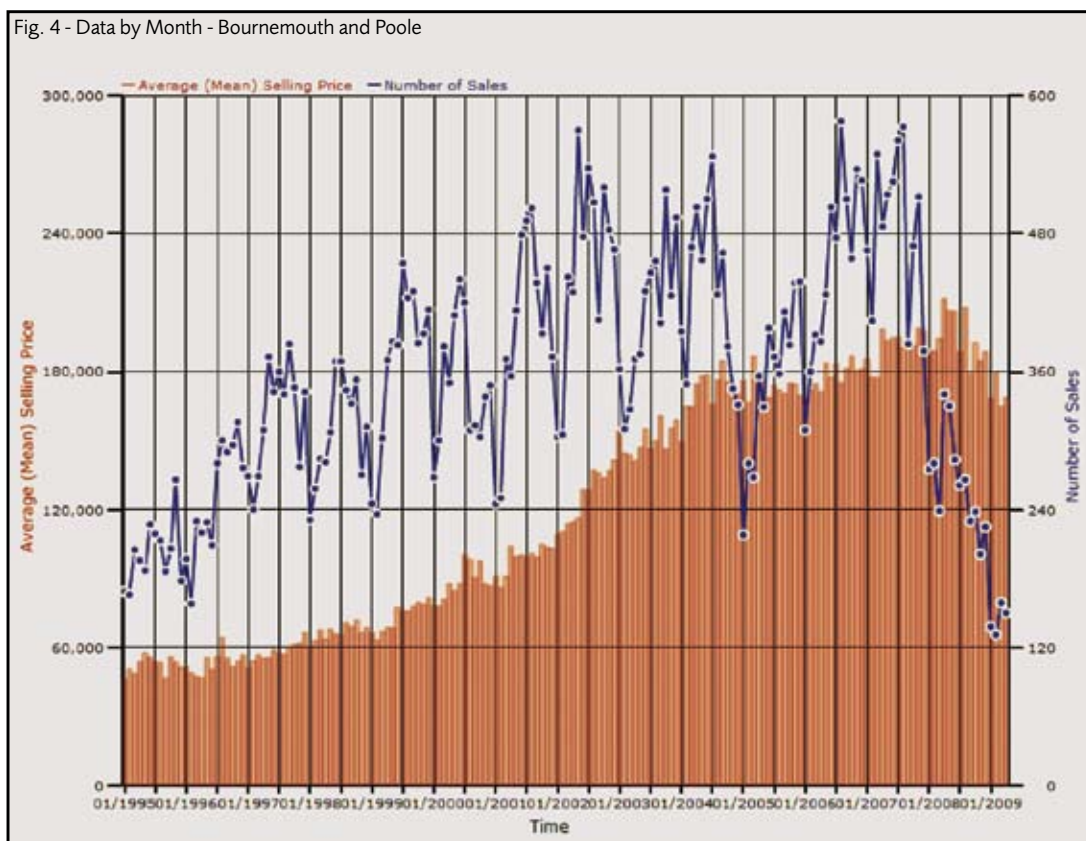
**Jeremy Priestley**  
London Office

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## Closeup: the local property market by type

### Flats

Flat sales remain in the doldrums and flats must be priced competitively to sell. We estimate that there are in excess of 2,000 flats for sale in the local market and with around 150 selling each month. There is therefore about one and a half year's supply of flats for sale. Supply far exceeds demand except for special feature flats, such as those with sea-views, where supply and demand are more balanced. Fig 4 reports monthly from January 1995 to April 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).



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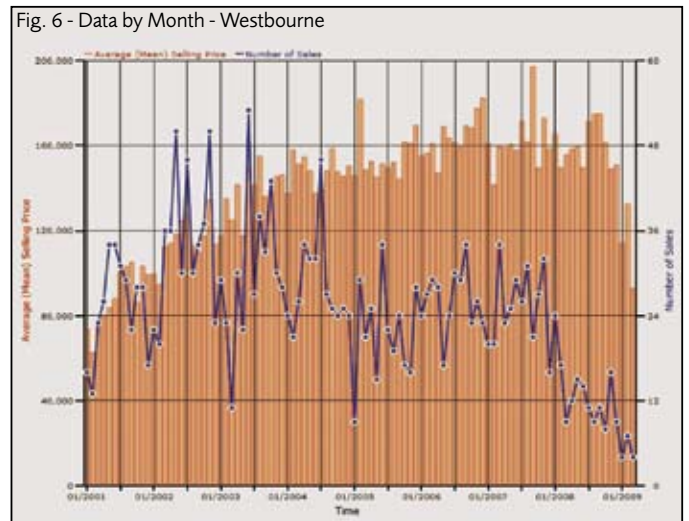
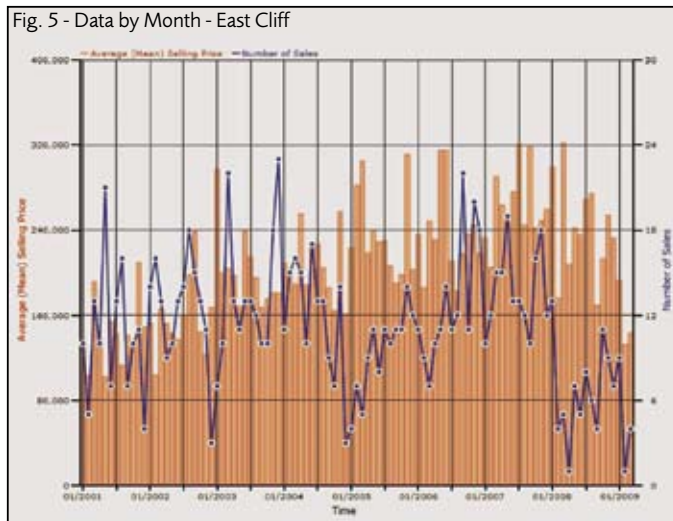
“ Special feature flats such as those with sea-views have fallen less in price and are still subject to good demand. But supply is increasing. ”

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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 Figs 5 and 6 reporting monthly from January 2001 to April 2009 for **FLATS ONLY** in the **EAST CLIFF** and **WESTBOURNE** areas respectively 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). As we can see, prices and the number of sales have fallen rapidly but we do expect the markets to stabilise and potentially to improve soon. Expert marketing and pricing knowledge is essential to achieve the best possible price for your home sale, particularly in this difficult market.



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## Our sales team: experience and excellence



Alan Mather



Lyndsey Turner



David Cobb



Haydn McCarthy



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Donald Cusack

Together over 100 years cumulative property selling experience.

In addition to our main sales areas reported on the facing page we can also produce detailed research for **HOUSES** and **FLATS** 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/apartment market** between 2007 (illustrated by the red bar) and 2008 (illustrated by the black bar) and also the number of flat sales in 2009 up to and including April (illustrated by the green bar).

Please contact the leading local listings team (below) on **01202 544500** for expert marketing and property pricing advice. Why wouldn't you talk to **youhome**® if you are selling or buying your home when they have all this unique research at their fingertips ?



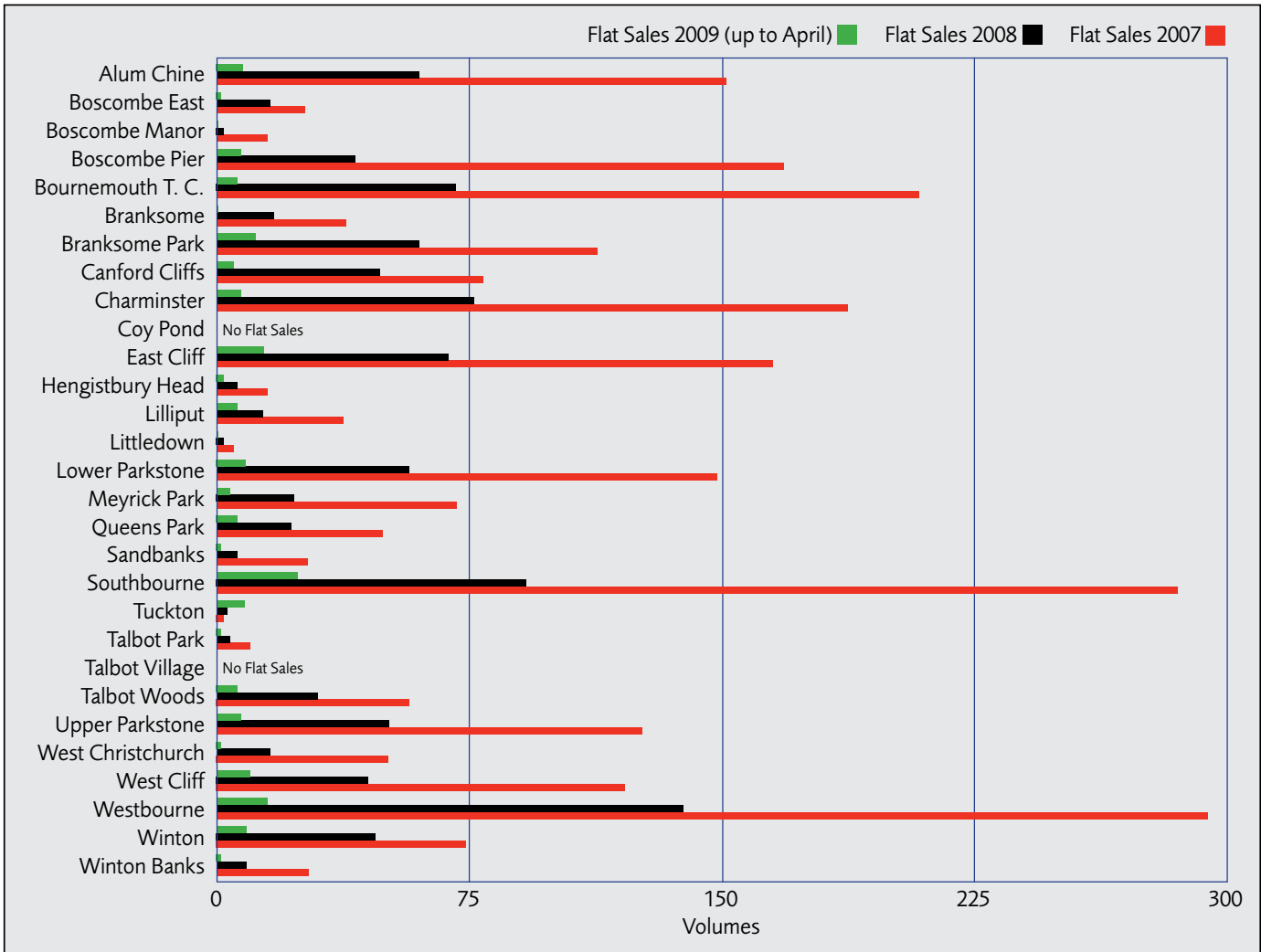
**Julian Tucker**



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London Office



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London Office

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**Viewpoint:** Opinions from the youhome® team

# Why are mortgage rates going up ?

Decreased competition in the lending market. In spite of reported government intervention encouraging banks to lend, banks have fewer competitors now so they are increasing their margins. The number of mortgage products available is a fraction of the number available in the past. It will take time to change, but change it will.

When property prices stabilise (we believe this time is not too far away) new lenders will enter the market, increasing competition and lowering margins. We applaud competition and our culture is all about putting the customer first. So, we enthusiastically look forward to the day when competition increases and mortgage margins fall.

## UNIQUE youhome® PROPERTY REPORT

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

The youhome® Property Report is bespoke to your property. Call us for your copy or pop in to our fresh, modern, technologically-advanced town centre office giving a substantial edge in property sales.

**01202 544500**

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SALES

YOU home®

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**.

If you would like our news letter emailed to you please advise us and we will be delighted to do this for you.

Call youhome® - today's property market and property marketing experts giving much more for much less.

01202 544500youhome.co.uk

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