



# BATH MARKET FOCUS - 2017

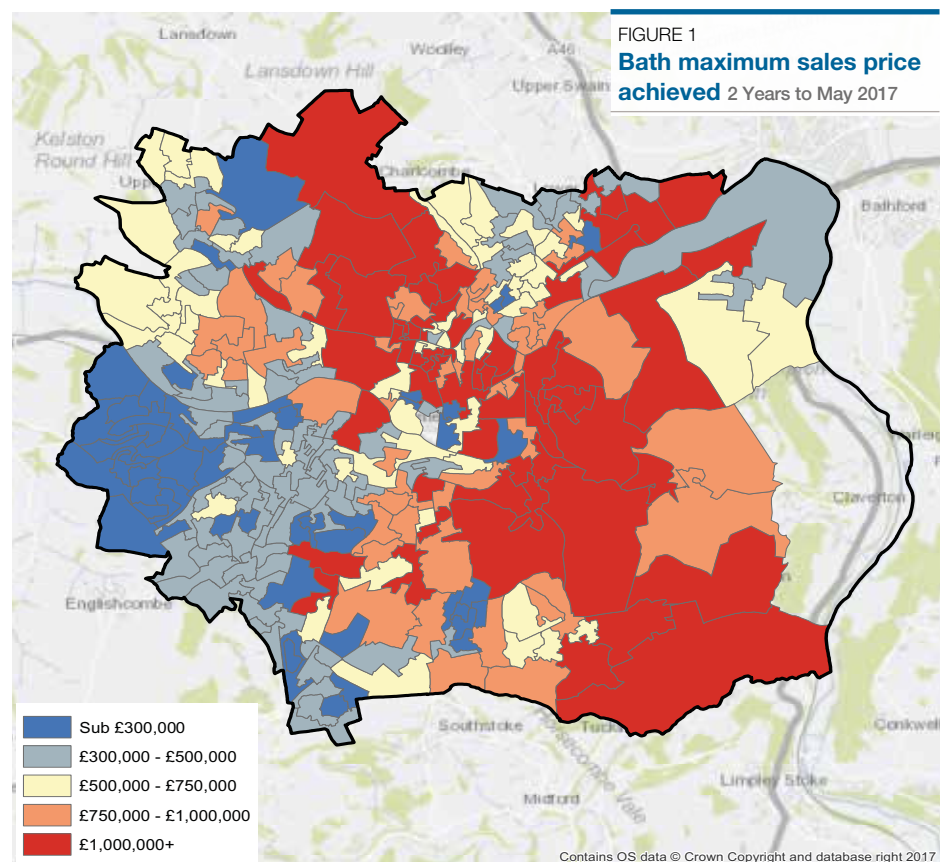
Property prices in Bath increased by 4.7% over the year to June 2017, down from 5.3% in March

A slowdown in price growth reflects the more price sensitive nature of demand in Bath, as well as the more uncertain political and economic backdrop that has emerged over the last year.

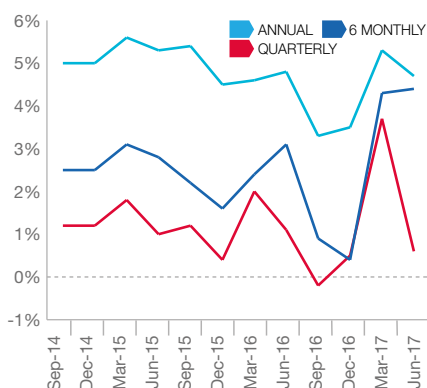
Furthermore, the snap General Election earlier this year and ongoing Brexit negotiations mean both buyers and prospective vendors remain cautious. However, despite a more uncertain landscape, a number of leading demand indicators have risen compared to last year.

An analysis of Knight Frank data shows the number of new prospective buyers registering in the three months to August, for example, increased by 14% compared to the same period in 2016. Meanwhile, the number of viewings was 27% higher over the same period.

This uptick was mirrored by sales volumes, which were up by 42% over that time. Agents note that a pick-up in transactions have come as vendors made adjustments to asking prices to meet with buyer expectations.

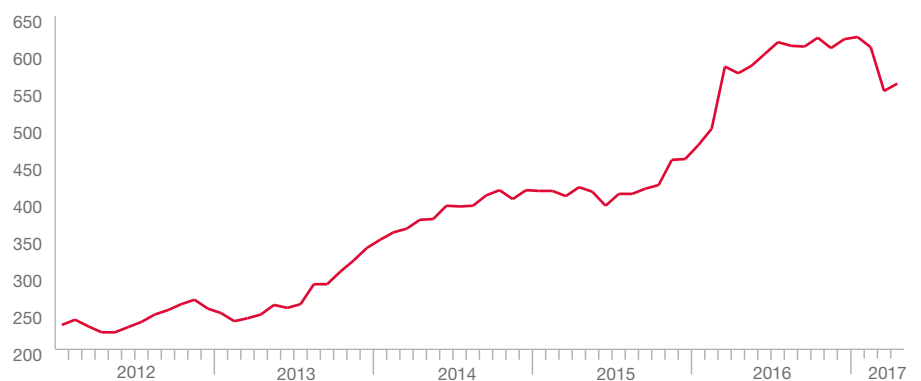


**FIGURE 2**  
Bath: Prime price change



Source: Knight Frank Research

**FIGURE 3**  
Bath: Sales volumes Annual rate (rolling 12 monthly totals), £500,000+



Source: Knight Frank Research

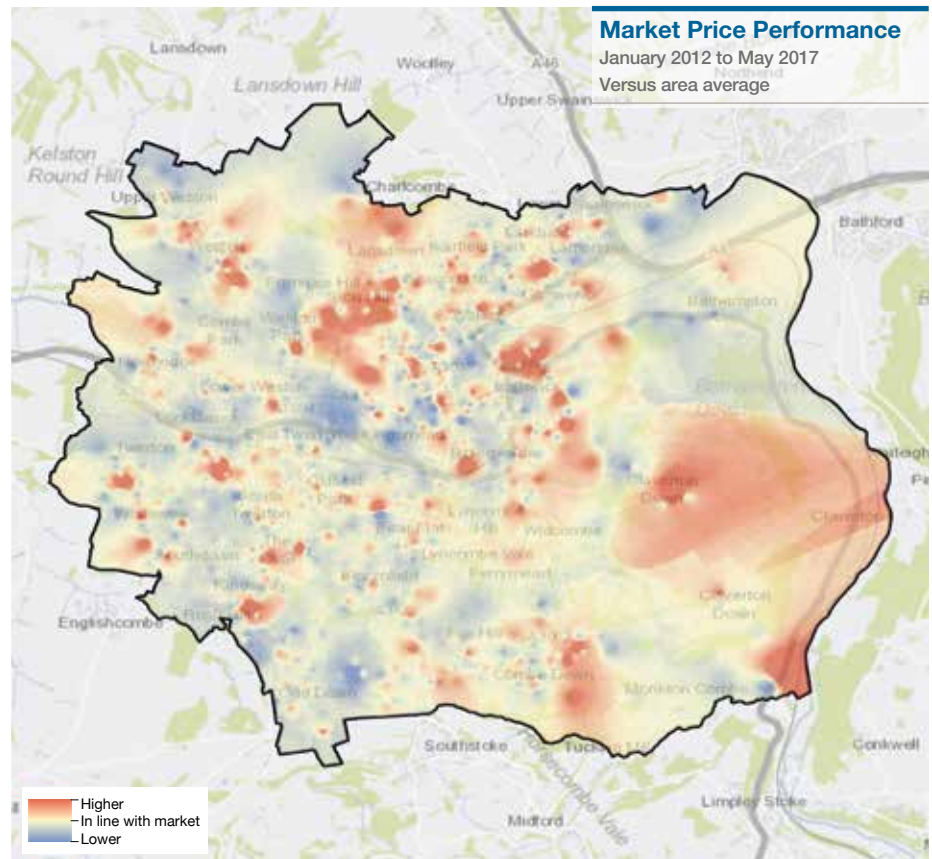
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Furthermore, the weakening in the value of sterling relative to other major currencies has meant expat and international buyers returning to the UK are able to take advantage of an effective discount on the price of bricks and mortar. Knight Frank figures show that 15% of sales completed in Bath so far in 2017 were to buyers domiciled overseas, up significantly from last year.

Agents note that an average price per square foot for prime property of between £400 and £500 in Bath compares favourably for buyers to other locations offering good schooling, transport links and amenities, such as Oxford or Winchester.

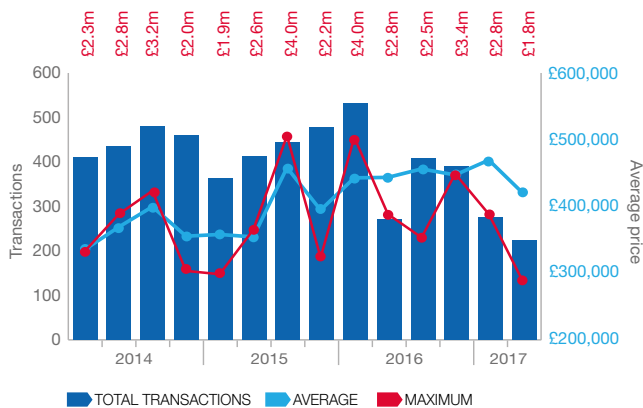
On the supply side, the volume of properties available for sale across the city was 20% higher at the end of July than at the same point the previous year, according to our analysis.

Looking forward, the fundamentals of the market in Bath show little sign of changing. Low interest and mortgage rates are also likely to underpin prices and activity for the remainder of the year.



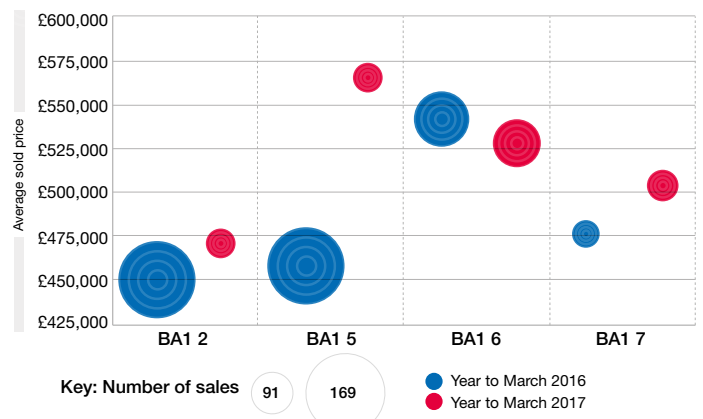
**Market Price Performance**  
January 2012 to May 2017  
Versus area average

FIGURE 4  
**Bath transaction volumes and pricing data**



Source: Knight Frank Research / Land Registry

FIGURE 5  
**Average sold price and sales volumes by area**



Source: Knight Frank Research / Land Registry

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