



Savills Salisbury Home Truths

Thursday 25 February 2021

Welcome and thank you for joining.

You are on mute for the duration of the webinar.

We will begin shortly.

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Welcome

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The background of the slide is a photograph of a large, multi-story brick building with a prominent chimney on the left. The building features several windows and a decorative cornice. In the foreground, there is a green lawn with a wooden bench and a parked car. The sky is clear and blue.

Market Overview and Outlook

Lucian Cook - Head of UK Residential Research

2020 anything but normal in the housing market

1st modern-day recession where the economy and housing market have moved in different directions

Low preceding price growth, ultra-low interest rates and early expectations of a sharp V-shape marked it out as different

Government intervention on jobs, earnings and stamp duty provided a safety net

Resulting in a market driven by those with financial security rather than those exposed to the economic fallout

For whom a reassessment of housing needs and priorities essentially overrode economics

Annual house price growth at +7.3% at the end of 2020 according to the Nationwide

December transactions running at +34% above the previous year & mortgage approvals +61%

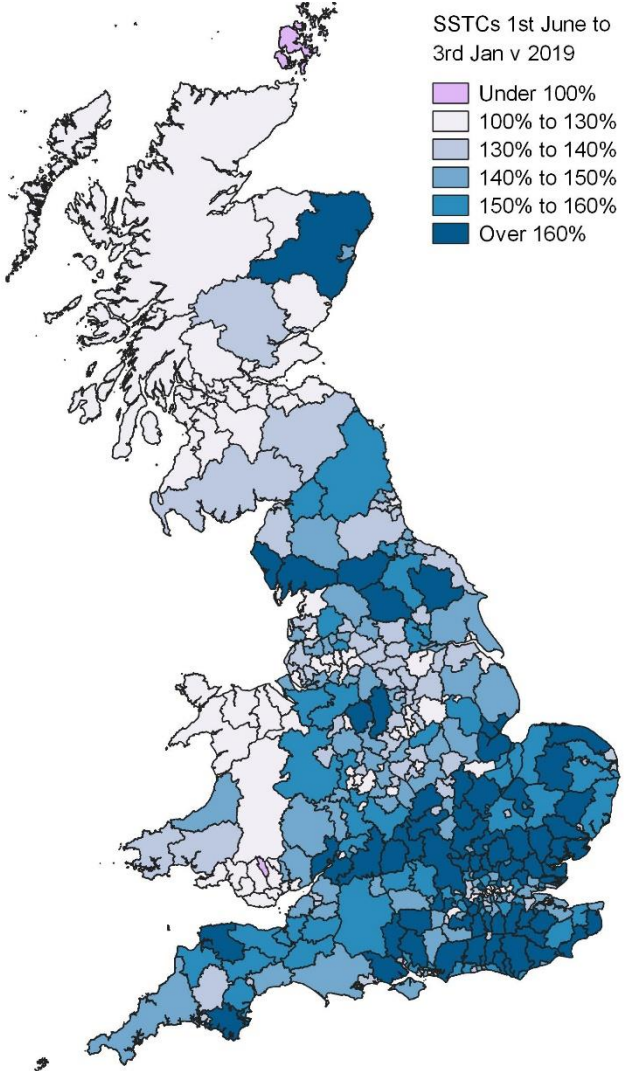
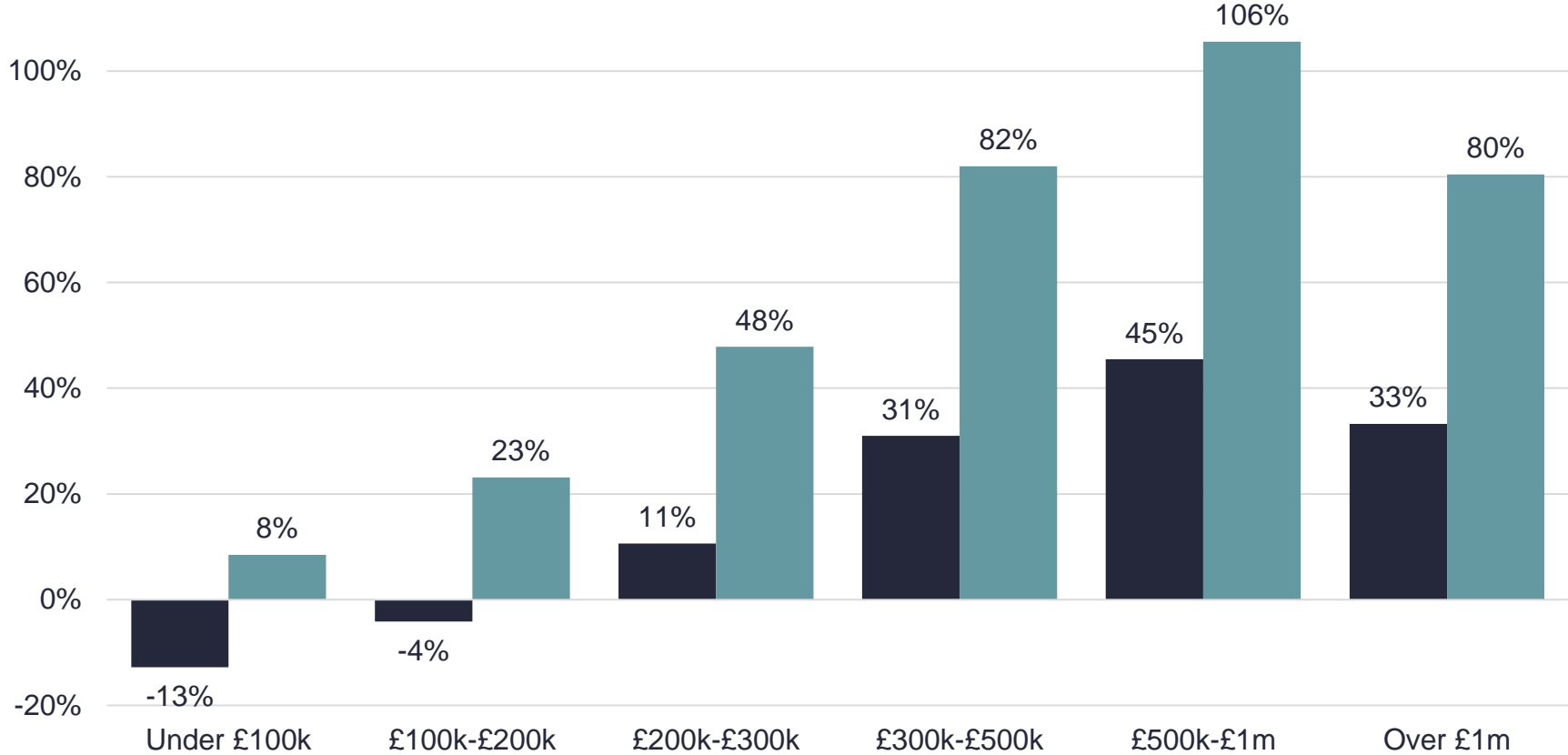
Strongest activity in higher price bands but without runaway price growth

Variation across the market



Sales agreed* 2020 v 2019
(net of fall throughs)

■ Whole Year ■ Since 1st June



South West

+49%

Whole Market

+122%

£1m+

Wiltshire

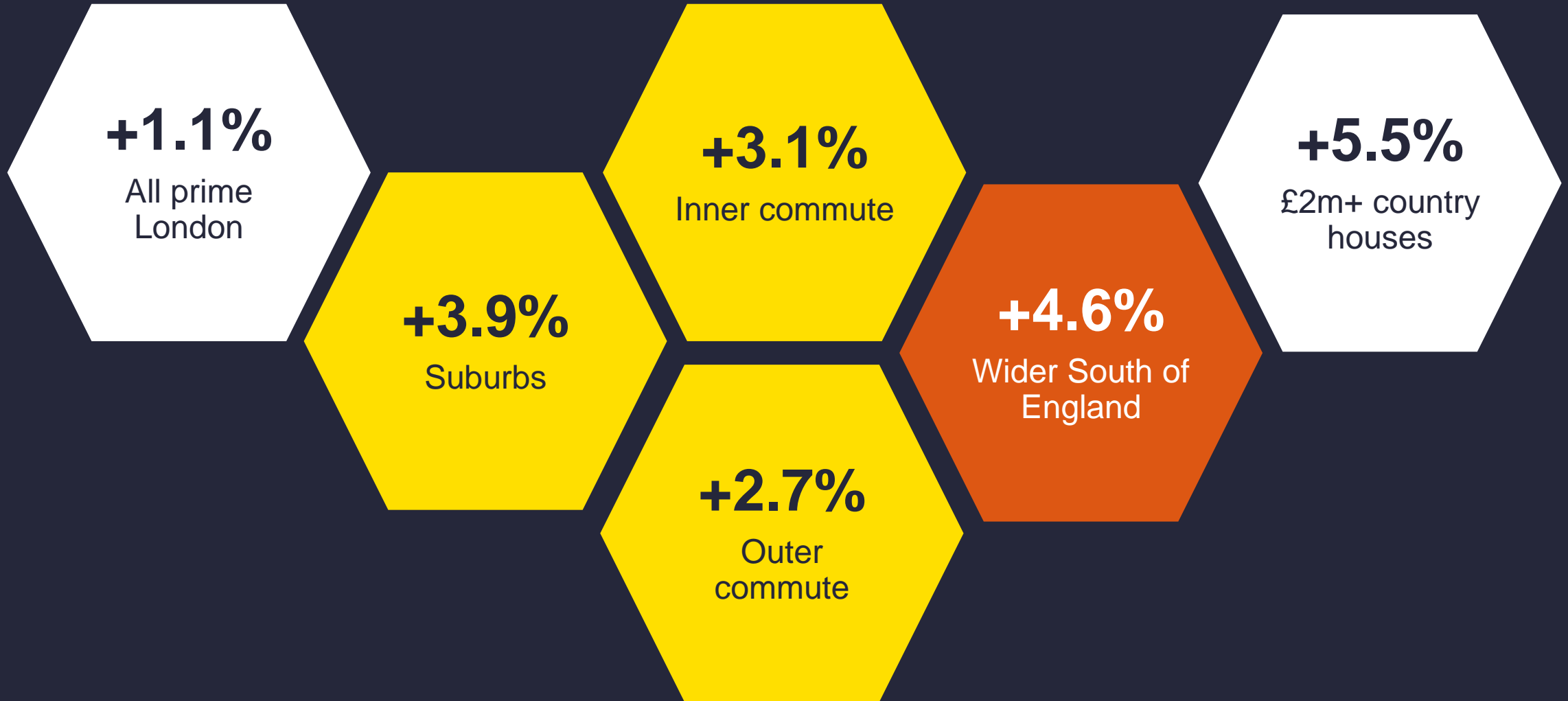
+56%

Whole Market

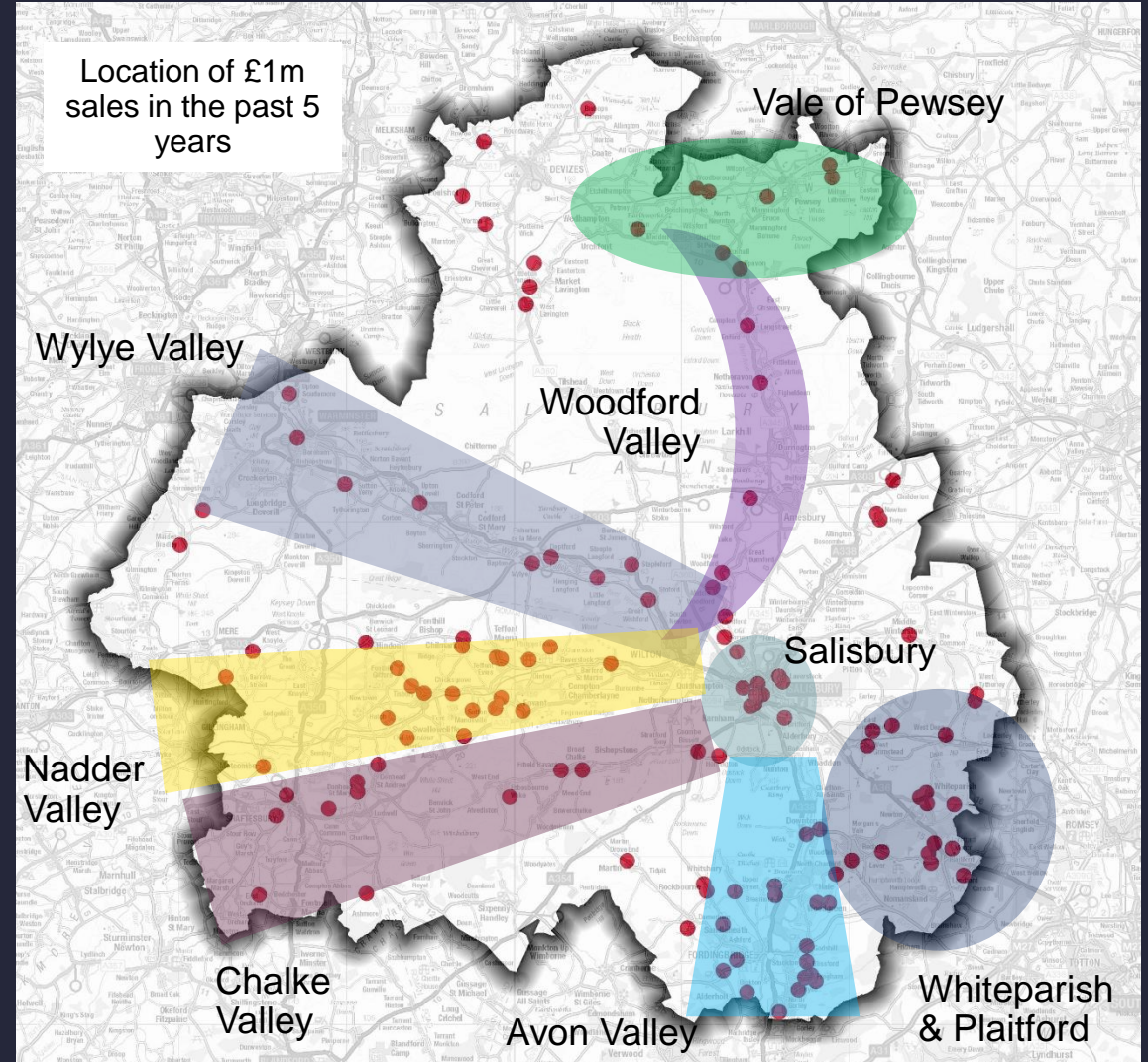
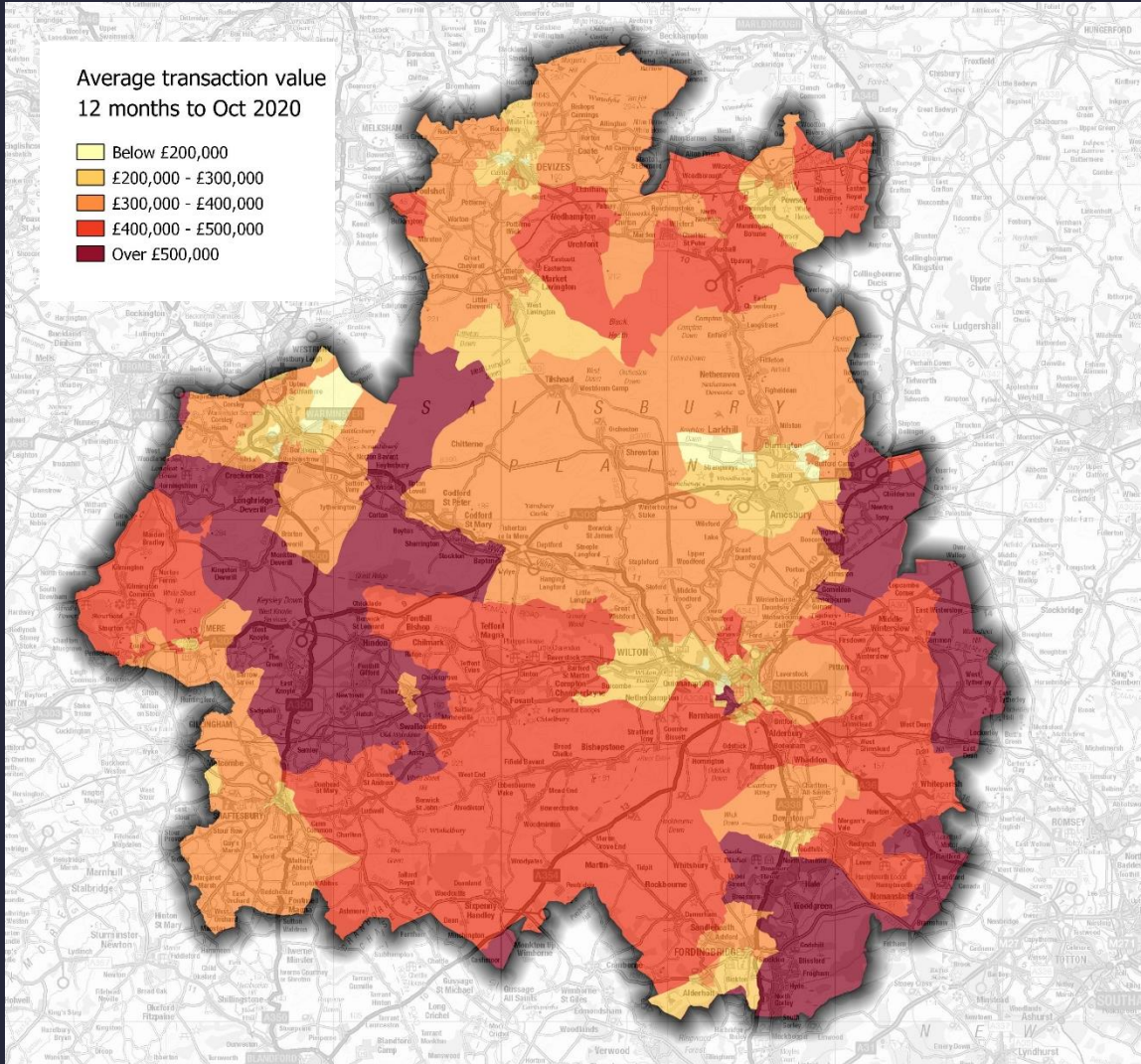
+132%

£1m+

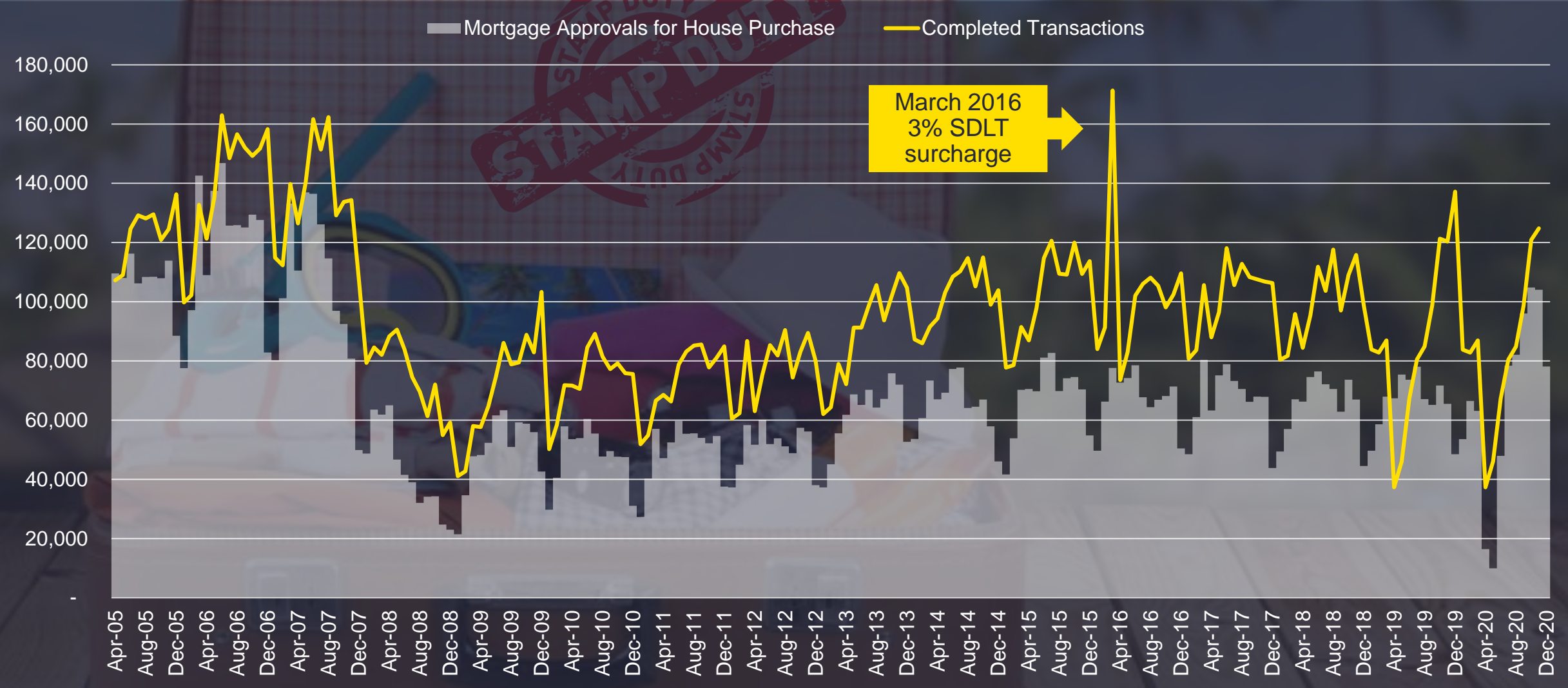
Prime price movements over 2020



Wealth mapping the area



Nothing distorts a market like a pre announced stamp duty measure



Source: BoE, HMRC

“It was the time limited aspect of the [Stamp Duty holiday] which drove increased demand, which is exactly why the end date of March of this year was announced.”

Jesse Norman MP, Treasury Minister



IN THE NEWS



Domestic violence

Women's charity loses contract for not supporting men



Mars rover

Nasa dares codebreakers with parachute message



Night owls v larks

Succeed at work by skipping the snooze button



The Times Diary

Guttersnipe, git and other terms of parliamentary abuse

Stamp duty holiday will be extended by months

Sunak plans budget boost for property market

Rishi Sunak is preparing to extend the stamp duty holiday by three months until the end of June in an attempt to keep the property market firing as Britain emerges from lockdown. In July last year the government exempted most buyers from the levy if they completed their purchase before March 31...

[Read the full story >](#)

Tough laws needed to end online



CORONAVIRUS

Greece considers opening borders to Britons as early as May

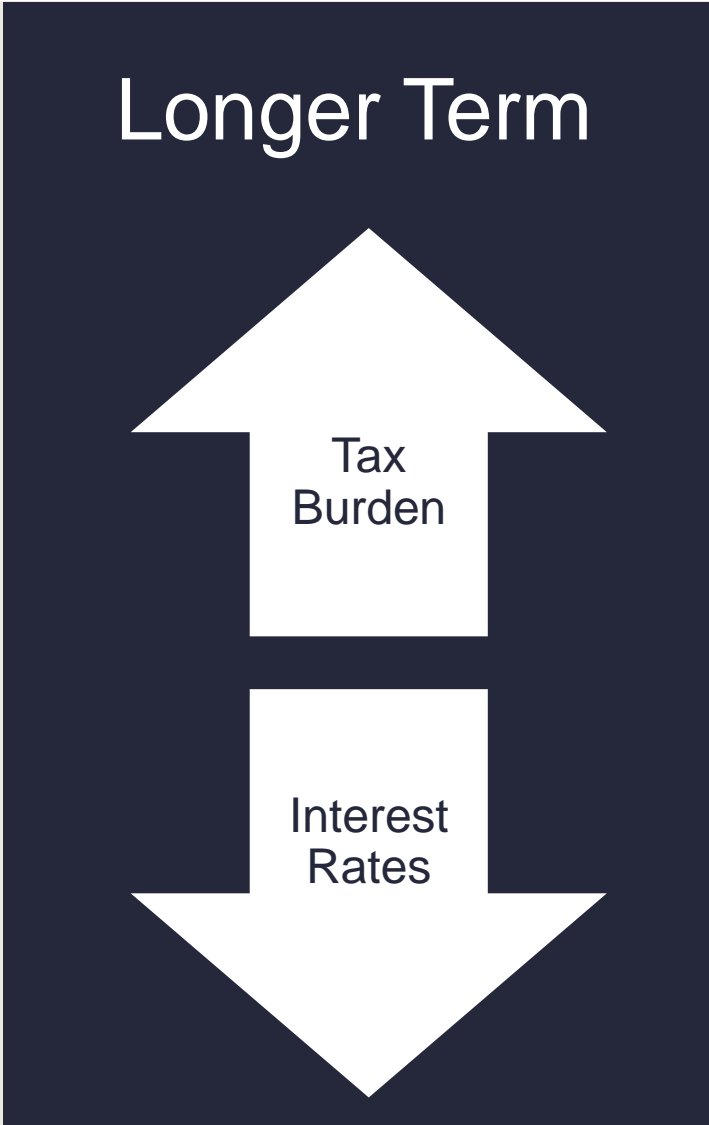
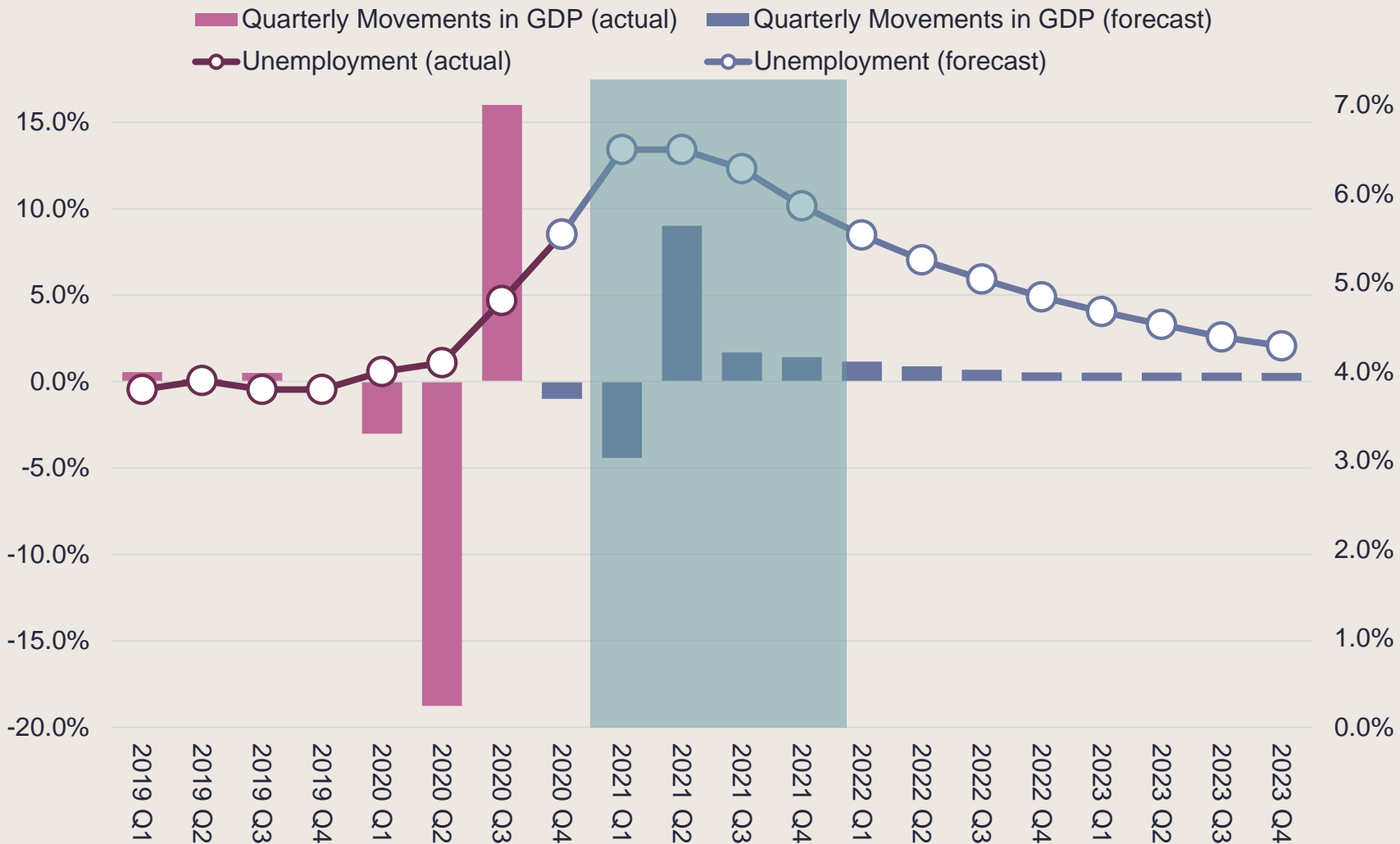
Greece is examining whether it can break with the European Union and open its borders to vaccinated British tourists as early as May. Under

Tiger Woods suffers 'open fractures' after rolling car

◆ UPDATED



Prospects for the economy

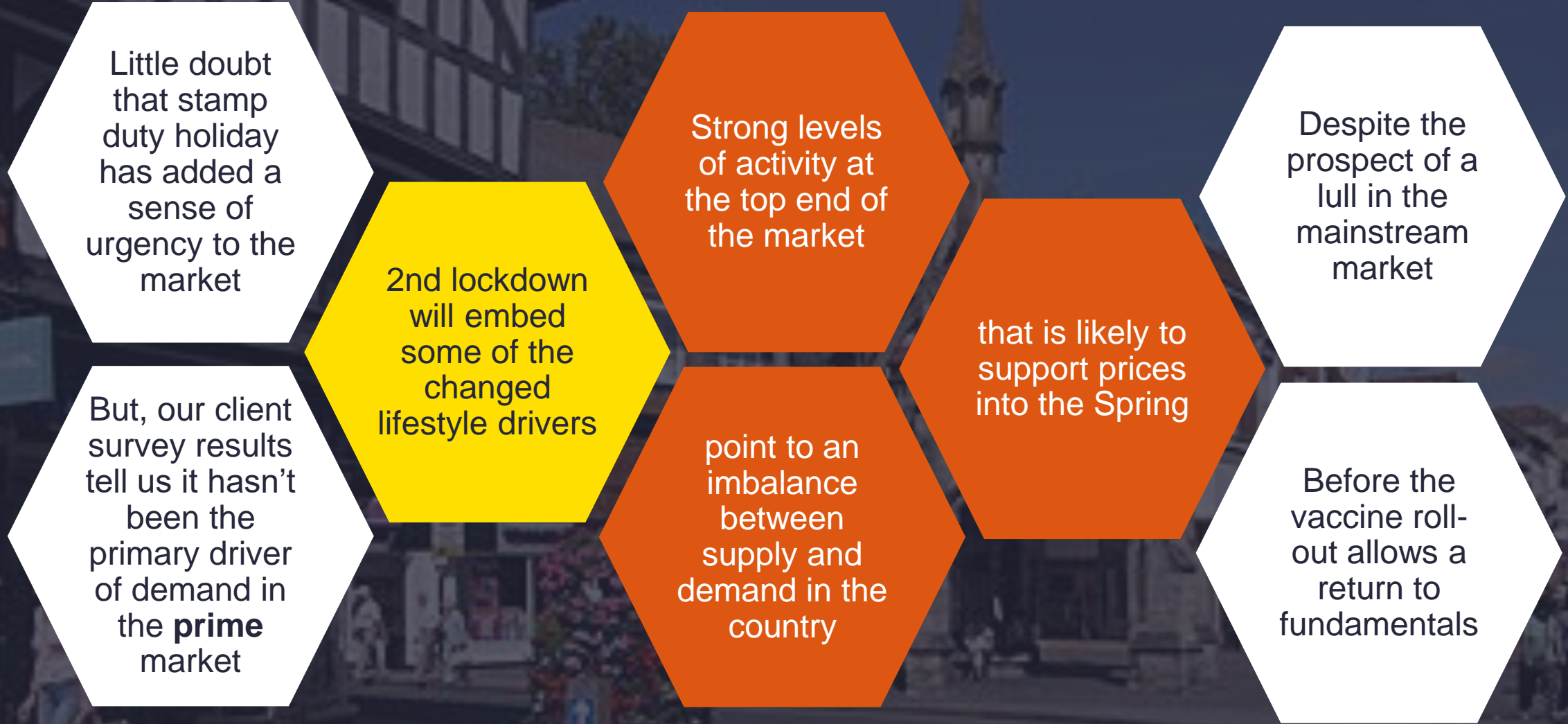


Source: Oxford Economics 12/01/2021)

The market over £1m+ - How 2021 has started

Compared to average levels seen in 2019	UK		South West	
	Agreed Sales (net of fall-throughs)	New Instructions	Agreed Sales (net of fall-throughs)	New Instructions
Average 2 nd half of 2020	+91%	+57%	+151%	+75%
January 2021	+61%	-5%	+60%	-18%
1 st two weeks February 2021	+48%	+1%	+142%	-23%

Looking forward



The Savills logo consists of the word "savills" in a lowercase, red, sans-serif font, centered within a bright yellow square. The background of the slide is a dark, semi-transparent image of a street scene with brick houses and a church spire.

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Thank you

A scenic landscape photograph of Salisbury, England, featuring a large green tree on the left, a grassy field in the foreground, and the Salisbury Cathedral spire in the distance. A yellow banner is overlaid on the bottom half of the image.

Local Market Update

James McKillop - Head of Residential Sales, Savills Salisbury

Our market – Jan 2021 vs Jan 2020



Buyer registrations
+58%



Sales agreed
+50%



Multiple offers
74%



Guide price achieved
100%



Buyers from London
22%

Sold properties in and around Salisbury



Bishopstone

Guide £1 million

100% of guide price achieved



Cholderton

Guide £3.25 million

100% of guide price achieved



Salisbury

Guide £675,000

98% of guide price achieved



Codford

Guide £1 million

110% of guide price achieved

Sold - Alderbury
Guide £5 million



What do you get for.... £1 million?

Middle Winterslow

- Immaculate presentation following complete refurbishment
- Popular village location
- Six bedrooms
- Detached double garage with ample parking
- 2,892 sq ft
- Private landscaped garden



What does your money buy you in Wiltshire?

- Steeple Langford, SP3
- Guide £1.175 million
- 5 bedrooms
- Detached house
- 5,644 sq ft
- £208 per sq ft



What does your money buy you in London?

- Wandsworth, SW18
- Guide £1.15 million
- 3 bedrooms
- Terraced house
- 1,347 sq ft
- £853 per sq ft



New Instructions

Coming soon to the market





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Thank you

Q&A