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SPOTLIGHT

THE PRESTIGE OF SURREY

AUGUST 2026

RESEARCH



INTRODUCTION



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Buyers' priorities have evolved over recent years, but what has become increasingly clear is that many of the changes we first saw during the pandemic are enduring trends rather than short-term shifts. Today's purchasers are placing greater emphasis on quality of life, flexibility and long-term suitability. Surrey continues to offer a compelling combination of attributes that meet those needs.

What stands out in the current market is the depth and diversity of demand. While Surrey has always benefited from its proximity to London, we are seeing buyers choosing to remain within the county, moving to different locations or property types as their circumstances change. This reflects the strength of Surrey's communities, schools, amenities and employment hubs, as well as the confidence buyers have in the county's long-term appeal.

From the private estates and internationally recognised addresses of North Surrey to the villages, country houses and landscapes in the south, the county offers a breadth of lifestyle choice that few UK locations can match. For many buyers, the decision is no longer driven solely by commuting requirements but a desire to strike the right balance between work, family life, and access to open space.

Whilst economic uncertainty influences decision-making, committed buyers remain active and discerning. Well-positioned, high-quality homes continue to attract strong interest. Looking ahead, Surrey remains exceptionally well placed to benefit from buyers seeking both lifestyle and long-term value, reinforcing its position as one of the UK's most desirable residential markets.



Surrey's enduring appeal in a changing market

An established market for UK and international buyers, Surrey marries proximity to London with access to natural beauty.

North Surrey holds a prestigious reputation and can be characterised by its private estates, namely St. George's Hill, Burwood Park and Wentworth Estate. Whilst South Surrey offers a range of country houses and provides access to a recognised National Landscape, the Surrey Hills.

Peppered throughout the county are also numerous unspoilt areas, such as Wisley and Ockham Commons, Bookham Commons and Puttenham Commons, offering expanses of green space and a desired escape from urban life.

Over the course of the pandemic, the prime housing markets of Surrey benefitted from an increased flow of London movers and local upsizers.

With buyers preferring larger properties and outdoor areas, many favoured the relative value Surrey had to offer, whilst retaining links to the

capital. As a result, the £2 million-plus market experienced significant price growth, with values increasing by 18% over the two and a half year period from March 2020.

However, after Liz Truss' mini-budget in September 2022, and the economic disruption that followed, prime prices have since fallen by -15%. This has led to net price growth of only 0.8% over the past six years.

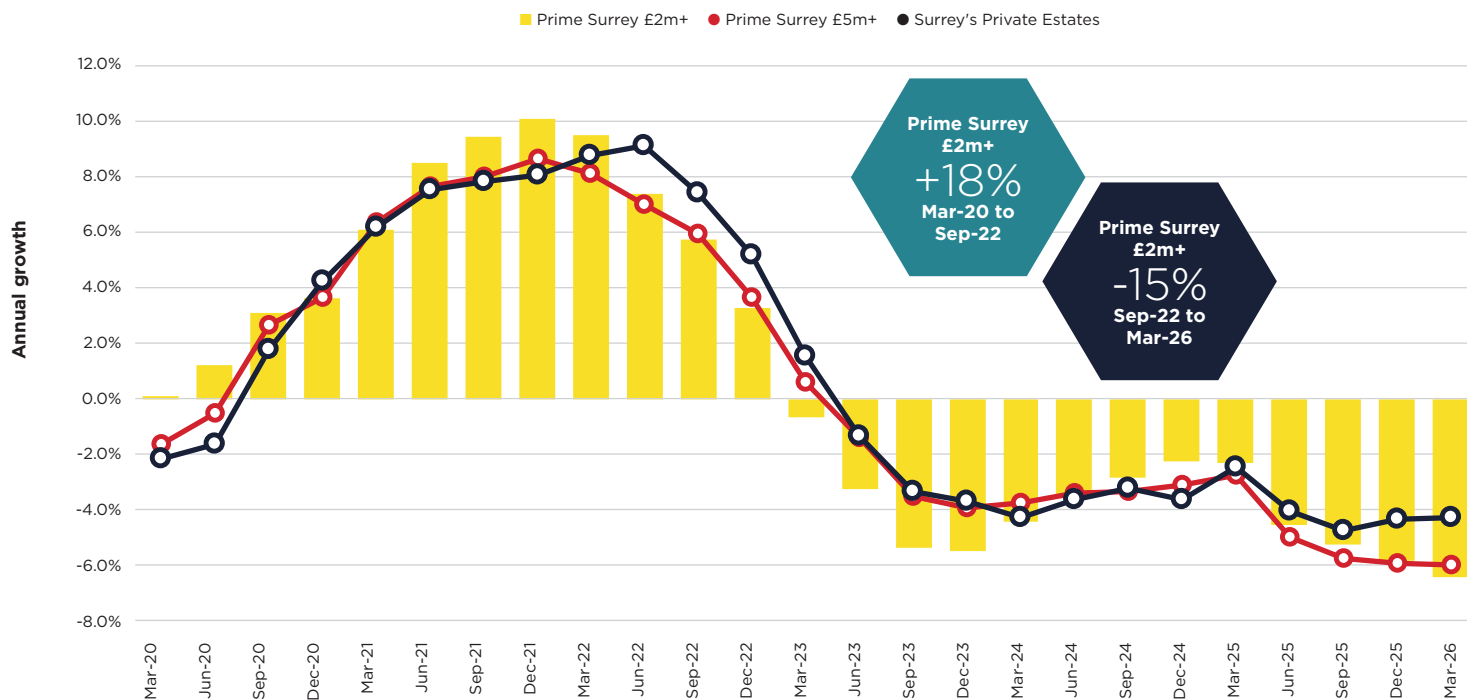
More recently, the conflict in the Middle East has resulted in knock on effects on both the UK and global economies, as uncertainty has caused inflation and mortgage rates to increase. Although this has dampened buyer sentiment; net agreed sales above £2 million were up 4% annually in May according to TwentyCi, as committed buyers remain keen to transact. However, sales remain well below levels seen throughout 2022.





THE PRESTIGE OF SURREY

PRIME SURREY PRICE MOVEMENTS



Source: Savills prime regional index, Q1 2026



Value comparisons

The variety on offer across Surrey can be distinguished by hotspots in the North and South of the county.

North Surrey's aforementioned private estates, gated communities and new builds offer exclusivity to buyers willing to purchase at a premium to the wider county. Local private members clubs include Beaverbrook, Wentworth Golf Club and West Surrey Golf Club; proximity to such amenities creates substantial appeal to buyers. As a result, detached houses in the renowned hotspots of Virginia Water, Esher and Oxshott, frequently command in excess of £2 million.

By comparison, South Surrey

typically offers better value, with a greater number of rural, country houses. Given Surrey's myriad of highly regarded state and private schools, catering across all age ranges, sought after locations including Chiddingfold, Guildford and Farnham are popular destinations for families.

For buyers looking to take full advantage of the Surrey Hills, with access directly on their doorsteps, there is a 56% price premium for properties which fall within the National Landscape, compared to the wider county.

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Detached houses in the renowned hotspots of Virginia Water, Esher and Oxshott, frequently command in excess of £2 million.

Neena Heeramun
Analyst, Savills Research

KEY STATS

NORTH SURREY



55%

OVER HALF OF BUYERS ARE MOVING WITHIN SURREY, WHILE A FURTHER 32% COME FROM LONDON



63%

PROPORTION OF BUYERS WHO WORK IN FINANCIAL AND PROFESSIONAL INDUSTRIES



+4.7%

NET PRIME PRICE GROWTH ACROSS SURREY'S PRIVATE ESTATES BETWEEN MARCH 2020 AND MARCH 2026



23%

PROPORTION OF BUYERS BELOW 40, COMPARED TO 18% ACROSS THE WIDER REGIONAL MARKETS



65%

UPSIZERS ACCOUNT FOR APPROXIMATELY TWO THIRDS OF BUYERS



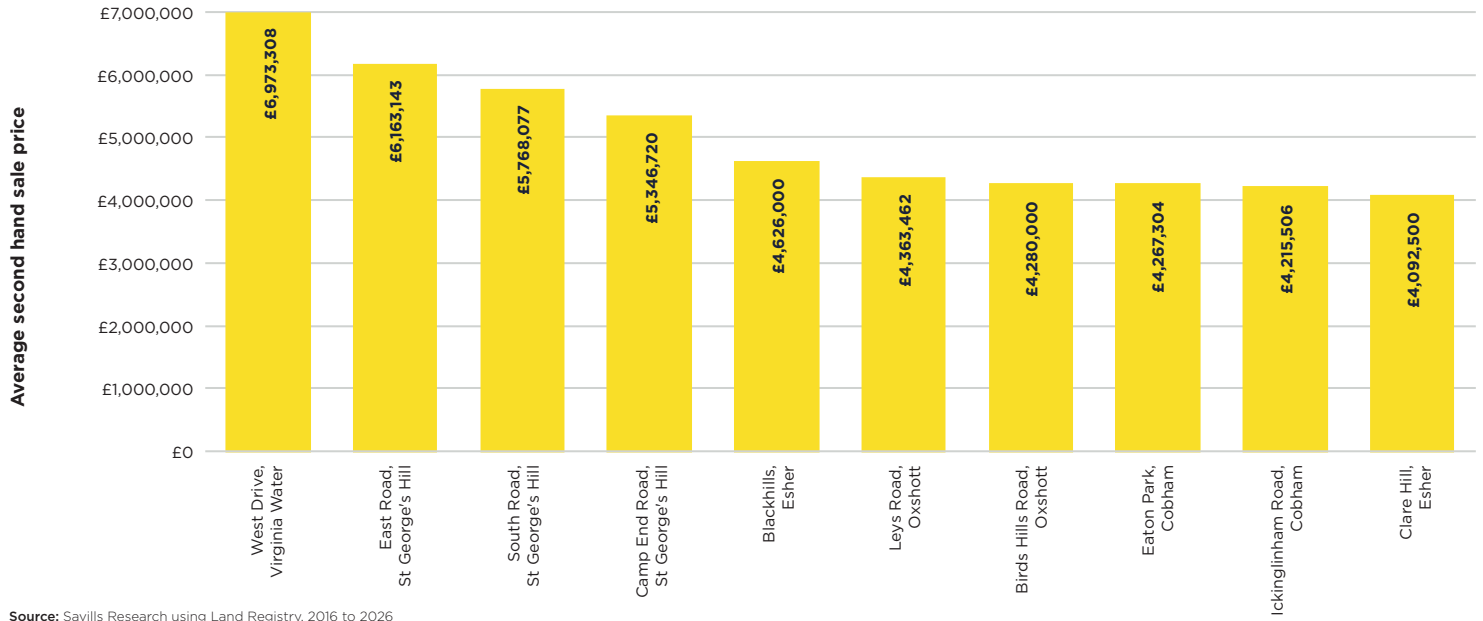
26%

PROPORTION OF BUYERS FROM OUTSIDE THE UK

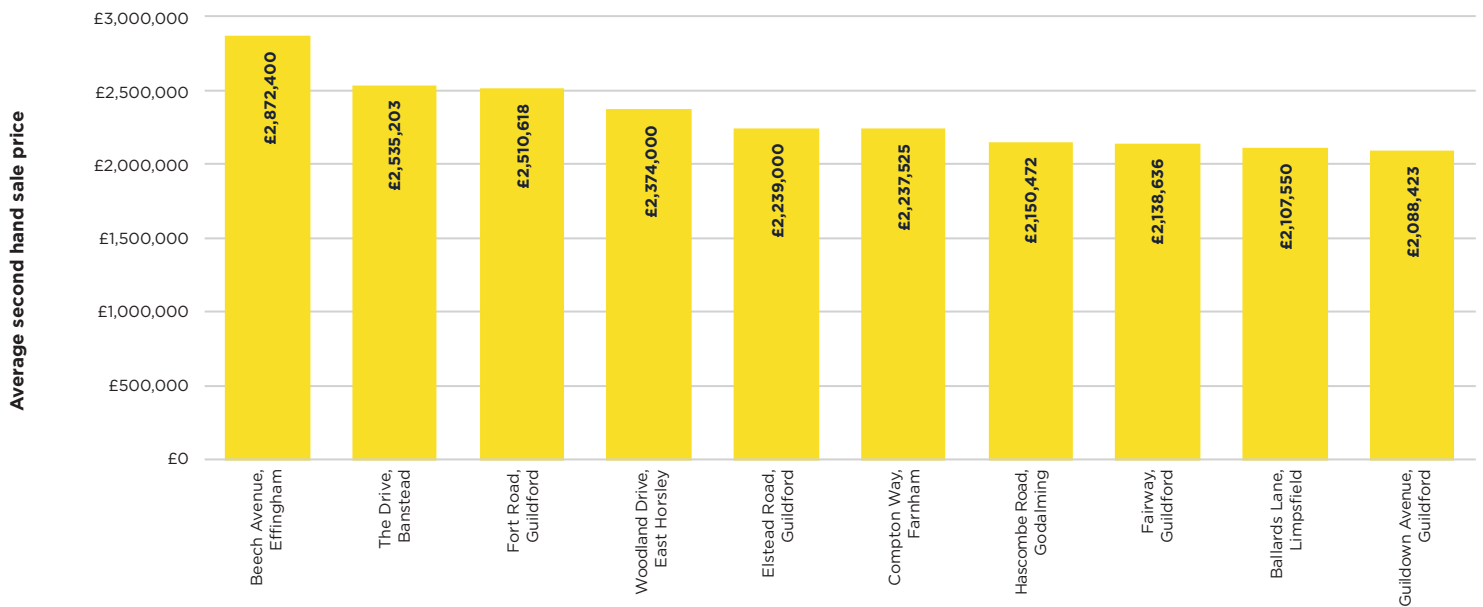
Source: Savills dealbooks, 3 years to April 2026; Savills prime regional index, Q1 2026 and Land Registry, 12 months to January 2026, £2m+ properties within the county of Surrey

VALUE COMPARISONS: NORTH & SOUTH SURREY

HIGHEST VALUE ROADS IN NORTH SURREY



HIGHEST VALUE ROADS IN SOUTH SURREY



SOUTH SURREY



59%

MORE THAN HALF OF BUYERS ARE MOVING WITHIN SURREY, WHILE A FURTHER 24% COME FROM LONDON



47%

PROPORTION OF BUYERS WHO WORK IN FINANCIAL AND PROFESSIONAL INDUSTRIES



56%

PRICE PREMIUM ABOVE THE COUNTY AVERAGE IN SURREY HILLS NATIONAL LANDSCAPE



22%

PROPORTION OF BUYERS BELOW 40, COMPARED TO 18% ACROSS THE WIDER REGIONAL MARKETS



69%

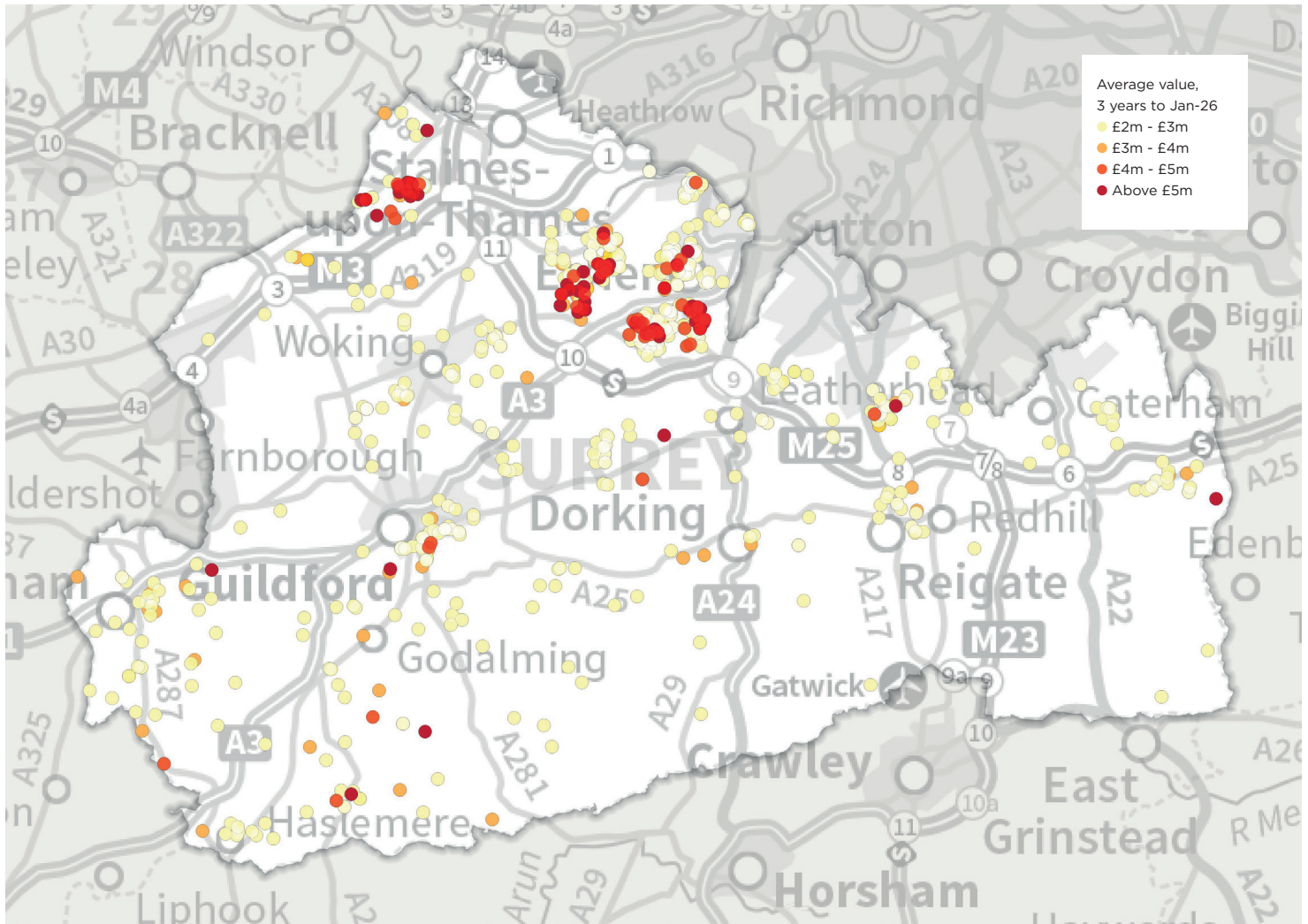
UPSIZERS ACCOUNT FOR MORE THAN TWO THIRDS OF BUYERS



1 in 10

BUYERS COME FROM OUTSIDE THE UK

SECOND-HAND HOTSPOTS ACROSS SURREY, ABOVE £2 MILLION



Source: Savills Research using Land Registry, 3 years to January 26

Buyer profiles for the £2m+ market

Home to some of the most notable markets within London's commuter belt, Surrey continues to appeal to buyers moving within the county and from further afield. Given its proximity to the capital, in North Surrey, approximately one third of buyers come from London, compared to a quarter in South Surrey.

Furthermore, whilst in North Surrey the majority of buyers work in financial and professional industries (63%), there is more variation in occupation amongst South Surrey buyers who work in financial, professional, art and leisure sectors.

Younger, needs-based upsizers are also drawn to Surrey, attracted by the balanced lifestyle and good schools. In the market above £2 million, buyers below the age of 40 account for one fifth of sales, and two thirds are upsizers.

Surrey also continues to maintain its international appeal, with easy access to major London airports as well as Fairoaks Airport, Redhill Aerodrome and Farnborough Airport, reserved for private charters and helicopters. As a result, buyers from overseas account for a quarter of sales in North Surrey, and 10% in the south of the county.

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Given its proximity to the capital, in North Surrey, approximately one third of buyers come from London, compared to a quarter in South Surrey.

Neena Heeramun
Analyst, Savills Research

Outlook

Looking ahead, we expect demand to remain relatively subdued as buyers continue to exercise caution, following the conflict in the Middle East and domestic political uncertainty. However, in the short term, committed buyers will likely continue to take advantage of reduced competition and the value on offer. This means it is more important than ever

for sellers to remain realistic on their price expectations. Given Surrey's proximity to London and buyers' greater propensity to use debt, we expect weaker wealth flows from the capital and increased borrowing costs to temper price growth over the rest of the year. However, as best in class properties continue to outperform the

wider market, we expect the highest quality properties to attract the strongest levels of demand. Over the longer term, an improving economic outlook and market sentiment will result in a gradual recovery in values. As a result, we are forecasting price growth across all prime regional markets to total +14.6% over the five years to 2030.

PRIME REGIONAL FORECASTS 2026-2030

	2026	2027	2028	2029	2030	Next 5 years
All Prime Regional	-2.0%	+2.0%	+4.0%	+5.0%	+5.0%	+14.6%

Source: Savills Research
 Note: these forecasts apply to average values in the second hand market, new build values may not move at the same rate



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