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TWENTYCI PROPERTY & HOMEMOVER REPORT

Q3 2023

Contents

PREFACE

Welcome to the TwentyCi Property & Homemover Report for Q3 2023. This publication examines the UK's residential property market during this period. It is compiled from the most robust and reliable property change sources available.

In this report, we will compare quarters two and three of 2023 to delve into the impact of the UK's ongoing inflationary pressures and the effects of an elevated interest rate on property affordability. Whether you're an industry professional, an investor or simply interested in the health of the property market, join us as we navigate the key highlights and fluctuations of this period.

ABOUT THE REPORT

This report offers an insightful glimpse into trends and noteworthy developments that have shaped the property market during this period. We provide a real-time assessment of the UK residential market, covering 99.6% of all sale and rental property moves.

The report includes an overview of the state of the nation and unique insights that encompass:

- Factual data (not modelled or sentiment-based)
- Full market coverage
- Property sales data
- Property rental data
- Real-time data

"The UK residential property market remains characterised by subdued activity levels with 10% fewer homes changing hands each month compared with pre-Covid norms. Given the rise in interest rates, which now appear set to remain around 5% for a sustained period, it is unsurprising that house prices have also reduced. Despite the gloom, lower asking prices and rising incomes are dampening the impact of higher rates on affordability at a time where rents are surging due to low supply suggesting house purchase remains attractive."*

ALEX BANNISTER
ECONOMIST & FORMER DIRECTOR OF FUTURE VENTURES AT NATIONWIDE BUILDING SOCIETY

*SOURCE: HM TREASURY

Executive Summary

Sales Agreed:

- During Q3 2023, we saw 272k Sales Agreed, a fall of 9.7% compared to Q2. The correction is indicative of the economic headwinds and, in particular, the significant rise of interest rates and the reduction in mortgage availability, which is starting to apply the brakes on the residential market.
- Demand remains very subdued. However, with competition in the mortgage market and consumer confidence rising in September, there appear to be some “green shoots.”
- Time to Sell has risen to 62 days in 2023. Although this still stands at 18% lower than pre-pandemic norms.

2023 Expectations:

- We can expect to see 1m+ transactions in 2023, in line with the volume of Sales Agreed that we have already observed.

Stock Availability:

- We have seen a rise in supply of 2.6% compared to 2022, accompanied by a 16% decline in demand.
- A stock shortage no longer exists in all price brackets above £200k.

Average Asking Price:

- The average asking price of property coming to market is £431k, down by 3.6% in Q3 compared to Q2. (We must be mindful that this is reflective of the type of stock on the market.) Alongside this, there’s been a 16% increase in the number of asking price reductions.
- Price Changes are up 87% on 2022 and 9% up on the pre-pandemic normal market of 2019. However, there has not been any major recalibration of property values.

Affordability:

- Economic pressures are affecting the affordability of mortgages. As a result, we have seen Q3 Fall Throughs rising by 13.3%, Price Changes increasing by 16.3%, and a 12.8% uptick in Withdrawn properties.
- The lettings market is also significantly impacted by high demand and excessively inflated rental prices of a staggering £1,829 per month. A First Time Buyer is financially better off buying than renting.

Online/Hybrid Agents:

- The market share for exchanges continues to fall, down to 6.1% from 6.4% in Q2.

“Affordability has been the biggest issue of 2023. Despite Q3, and, in fact, the whole year, weathering some substantial challenges, the property market remains steadfast. As we approach Q4, the question lingers, will we see the same level of endurance? One thing remains certain - the property market’s ability to adapt and evolve is what’s keeping the wheels moving. There are some optimistic signs on the horizon with confidence from buyers and sellers on the rise alongside increased competition in the mortgage market.”

COLIN BRADSHAW
CEO
TWENTYCI

The Owner-Occupied Residential Property Market

The Key Indicators

The UK economy continues to navigate the challenges of persistently high levels of inflation and increased interest rates, which has directly impacted the affordability of mortgages. The property market has been closely scrutinised with eager anticipation this year, to observe the effects of these economic pressures.

"The property market is currently more buoyant in areas less affected by the affordability squeeze seen during the year as interest rates have risen. Areas such as the North of England, Northern Ireland and more affordable property types such as flats have seen more modest declines in house prices and activity levels."

ALEX BANNISTER
ECONOMIST & FORMER DIRECTOR OF FUTURE VENTURES AT NATIONWIDE BUILDING SOCIETY

*SOURCE: HM TREASURY

Despite the alarmist headlines, the property market has continued to function well in 2023. However, it has not been without its challenges. You have potential homemovers concerned about relocating and holding off due to the escalating cost of living. There are also those homemovers struggling to secure mortgages due to the elevated interest rates.

Even in the face of such economic issues, we are still seeing a consistent level of activity in transactions. Due to the astronomical rise in rent prices and the sheer lack of supply in lettings, the owner-occupied market is currently the more attractive option for homemovers.

Whilst our comparisons predominately focus on comparing Q3 with Q2, we will also make comparisons against the pre-pandemic year of 2019 (considered the last "normal" market) where appropriate.

- When we compare Q3 of 2023 with Q2, the level of transactions remains at a reasonable level, despite the prevailing challenges.
- The supply of New Instructions is down by 4.5% compared to Q2 but continues to average c400k per quarter which is in line with pre-pandemic 2019. We are now closer to a volume seen in a "normal" market. Although a proportion of new listings will be a consequence of homeowners struggling to afford increased mortgage payments and thus downsizing or selling up, there is still a substantial and solid core of activity occurring.
- Sales Agreed are down 9.7% from Q2 which is undoubtedly due to the challenges of obtaining a mortgage and the significant rise in interest rates. Whilst the figures are broadly in line with the pre-pandemic year of 2019, it is indicative of a slowing market.
- Exchanges are up by 14.5% as those properties in the Sales Agreed stage of Q4 2022 and Q1 2023 now complete. The majority of these are likely to have been secured at a more reasonable mortgage rate. The overall picture for Exchanges in 2023 highlights a fall of 20% compared to the prior year. This volume is 13% lower than the pre-pandemic year of 2019

The Owner-Occupied Residential Property Market cont.

- Fall Throughs, Price Changes and Withdrawn have all edged higher across Q3, a reflection of the market constricting in response to the challenges encountered. Those with a property to sell are having to work harder to achieve a transaction.
- It's important to take note of pre-pandemic comparisons of Fall Throughs, Price Changes and Withdrawn before concluding this to be a bleak result. Actually, when we compare Price Changes to pre-pandemic 2019, we realise that the level in 2023 is only 9% higher than the "norm." The volume of Fallen Throughs has reduced by nearly 10% in 2023 compared to the prior year and is around the same now as they were pre-pandemic. Furthermore, when we look at the movement in Fallen Through volumes in the past year by price band, we observe that whilst all price bands have reduced Fallen Throughs, the lowest-priced properties (<£200k) are now significantly less likely to have a Fall Through than the prior year, which is a positive sign.
- In terms of supply, when we look more broadly at the volume of New Instructions in 2023 to date, they are 2.6% higher than in 2022. However, supply overall is still 2.8% lower than the pre-pandemic year of 2019.
- When it comes to demand levels, the volume of Sales Agreed has fallen by 16% in the last year. When examining September figures in isolation, it reveals a modest improvement in the situation, with a decrease of just 13% from the prior year. In general, though, demand is still subdued compared to "normal" years, being 9% lower than pre-pandemic 2019.

	Q2 2023	Q3 2023	CHANGE
New Instruction	441,988	422,313	-4.5% ↓
Sale Agreed	301,341	272,114	-9.7% ↓
Exchanged	182,271	208,894	14.6% ↑
Fallen Through	69,365	78,623	13.3%
Price Changed	258,265	300,422	16.3%
Withdrawn	173,063	195,252	12.8%

Average Price – National & Regional

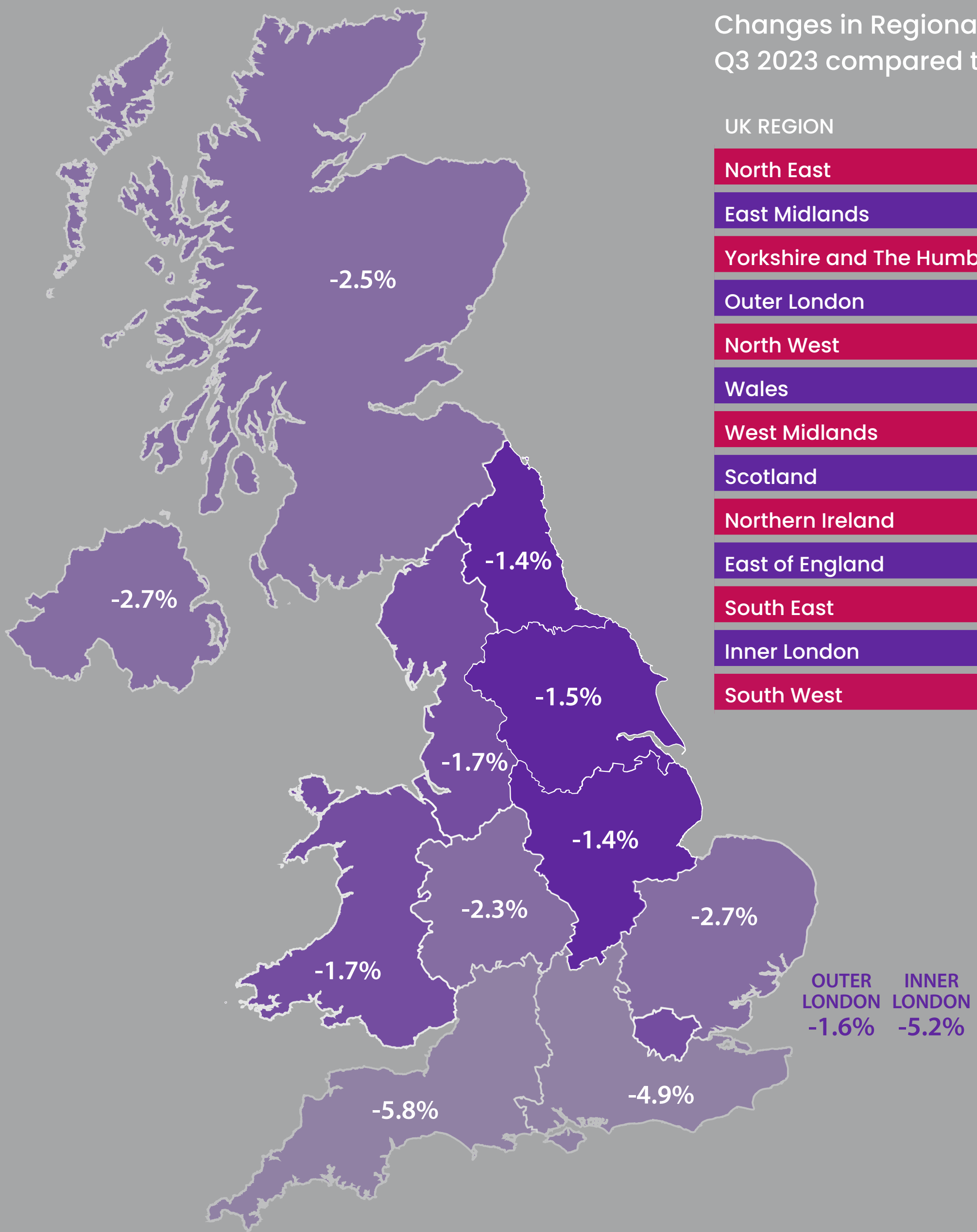
The average asking price of residential properties for sale across the UK for Q3 is £431k, down by 3.6% on Q2. Take a look at our section on affordability for further insight into these results.

We have seen Price Changes up by 16% compared to Q2. It's important to note that the average asking price is primarily driven by the mix of property coming to the market. Our graphics depict a drop in the average asking price across all regions of the UK, which is favourable for buyers. It also suggests that sellers need to be more realistic and conscious that prices may have been previously over-inflated.

When you examine asking prices at original instruction, they have risen 2.4% in the last year and a massive 25% since 2019. This is a compound annual growth rate (CAGR) of 4.5% per annum. Exchanged prices have also grown at a healthy 2.6% over the course of the last year and 21% since 2019, a CAGR of 3.8% per annum.

For the average property, there has been an increase of £9k in the last year, with a total increase of an eye-watering £62k since 2019.

In percentage terms, the gap between the initial Asking Price and the Exchanged Price is roughly the same in 2023 as it was in 2019. Aside from the anomalous year of 2021, the percentage gap remains fairly consistent across all other years.



Changes in Regional Asking Price – Q3 2023 compared to Q2 2023

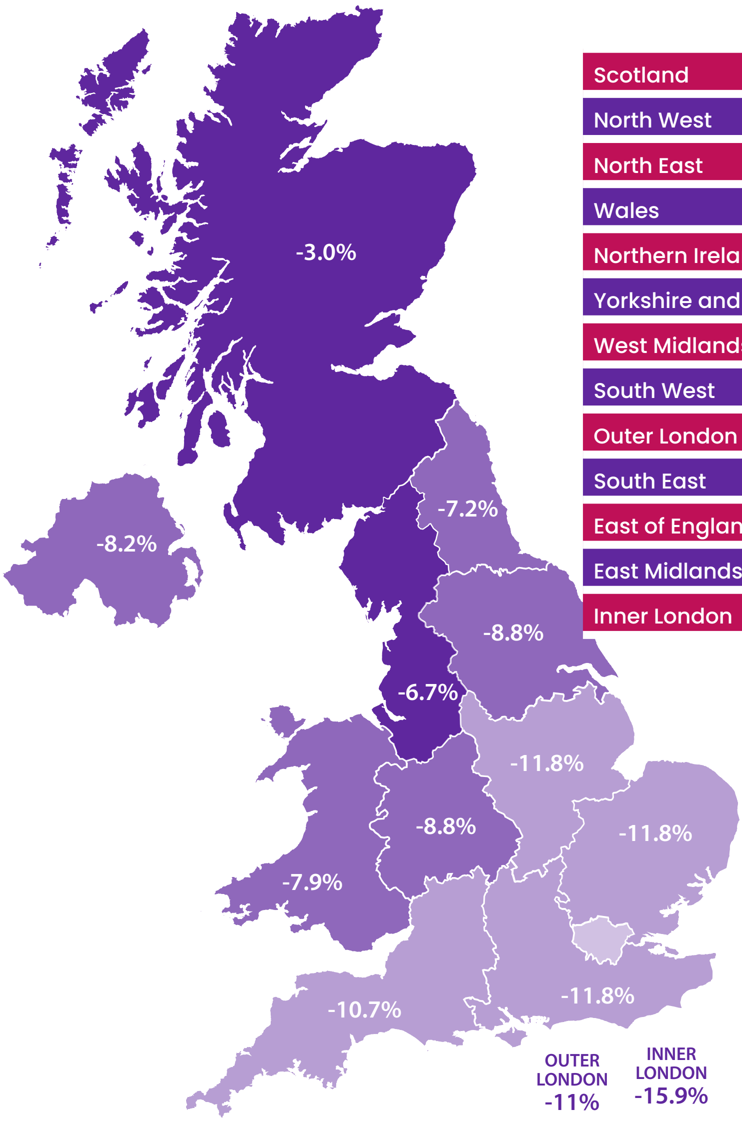
UK REGION	CHANGE
North East	-1.4%
East Midlands	-1.4%
Yorkshire and The Humber	-1.5%
Outer London	-1.6%
North West	-1.7%
Wales	-1.7%
West Midlands	-2.3%
Scotland	-2.5%
Northern Ireland	-2.7%
East of England	-2.7%
South East	-4.9%
Inner London	-5.2%
South West	-5.8%

Sales by Region & Major Cities

Sales Agreed have fallen by 9.7% across the whole of the UK in Q3 compared to Q2. Our graphic highlights the national picture by region and by major cities.

Inner London has seen a near 16% decline, a testament to the inflated prices seen in the Capital and affordability challenges exacerbated by the cost-of-living crisis. The East of England, East Midlands, Outer London, the South East and the South West all recorded double-digit falls too. When it comes to cities, Leeds closely followed Inner London with a huge drop of 15.7%. Bristol and Southampton occupy the third and fourth spots for the largest decline in Sales Agreed.

Of the regions, Scotland saw the lowest fall in Sales Agreed by just 3% and in fact, Glasgow only saw a slight decline of 1.3%. Manchester faired the best when comparing cities, with a fall of just 0.6% in Sales Agreed. This may suggest that the wave of homeowners relocating to the country during the pandemic is over and in fact, people seem to be again choosing the convenience and culture of the bigger cities. Manchester may have also been given a leg up by having three of its localities hitting The Sunday Times, Best Places to Live in the Northwest 2023 list.



Sales Agreed by Region Q3 2023 compared to Q2 2023

	CHANGE
Scotland	-3.0%
North West	-6.7%
North East	-7.2%
Wales	-7.9%
Northern Ireland	-8.2%
Yorkshire and The Humber	-8.8%
West Midlands	-8.8%
South West	-10.7%
Outer London	-11.0%
South East	-11.8%
East of England	-11.8%
East Midlands	-11.8%
Inner London	-15.9%

Sales Agreed by Major Cities Q3 2023 compared to Q2 2023

	CHANGE
Manchester	-0.6%
Glasgow	-1.3%
Norwich	-6.6%
Birmingham	-7.1%
Sheffield	-7.5%
Edinburgh	-7.9%
Cardiff	-7.9%
Plymouth	-9.1%
Nottingham	-9.3%
Peterborough	-9.7%
Newcastle upon Tyne	-9.8%
Southampton	-11.5%
Bristol	-11.7%
Leeds	-15.7%
Inner London	-15.9%

SALES AGREED HAVE FALLEN BY **9.7%**

The Availability of Residential Sale Stock

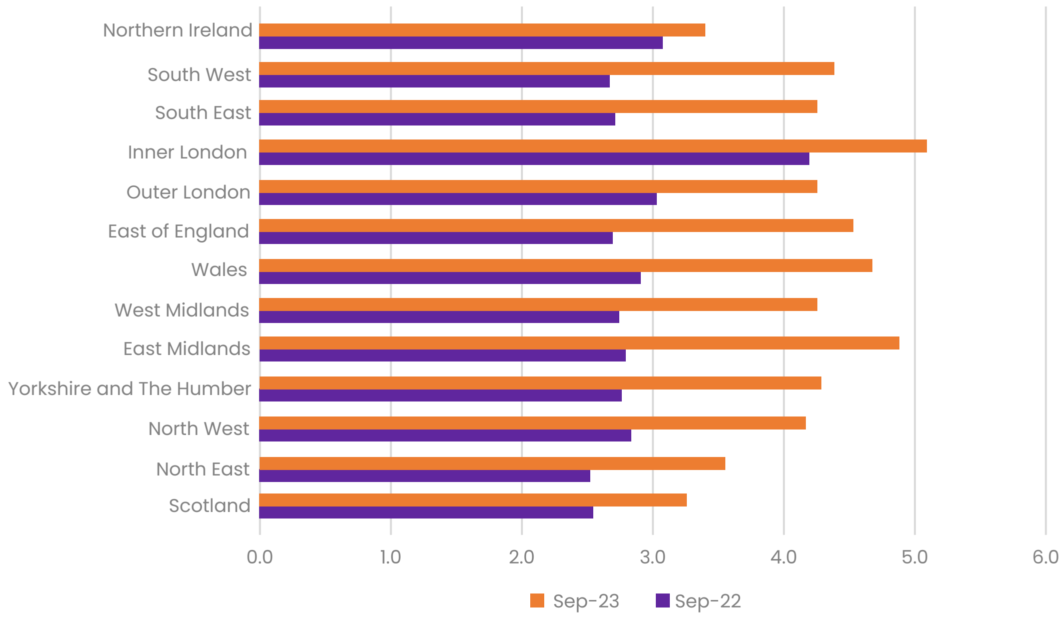
There's good news when it comes to the availability of residential sale stock. We are undergoing a return to much more "normal" levels after the crisis of available residential property stock experienced during the pandemic.

Whilst the supply of the lowest-priced properties has fallen in the last year, all other price brackets have experienced a rise, with the £1m+ property supply increasing by a healthy 9%.

The volume of Sales Agreed has fallen substantially across all price brackets in the last year, with the lowest-priced properties having seen the largest drop in demand at 16% lower than the prior year. The £1m+ price bracket has reduced the least, at a rate of 14%.

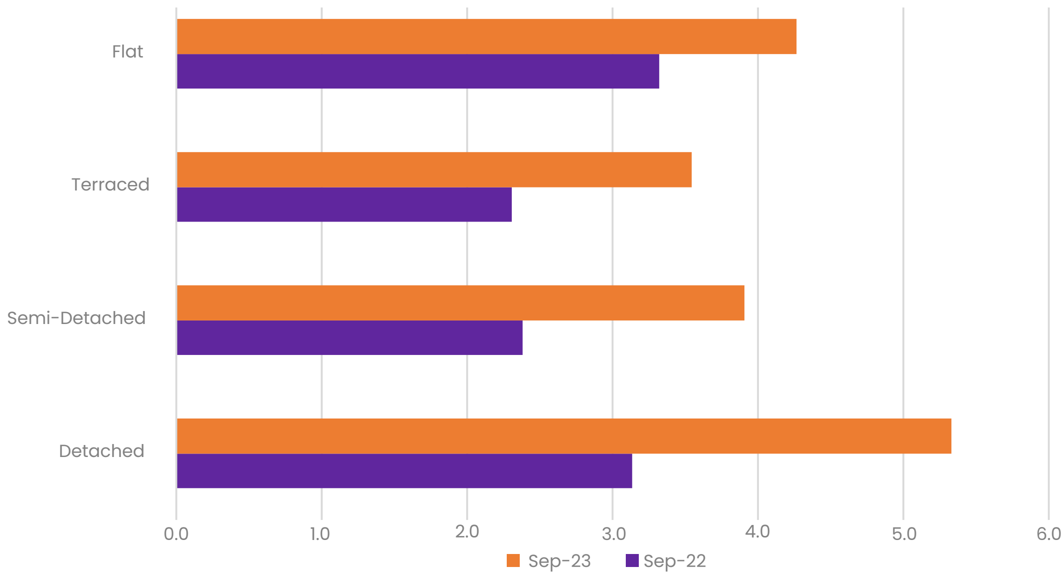
For a buyer though, there are still c14,000 fewer properties to buy than there were in 2019.

Available Stock September 2023 compared to September 2022



When reviewing stock availability by property type, it reinforces the return to the "norm," with all categories of stock displaying good levels of supply.

Available Stock Per Property Type September 2023 compared to September 2022



A Snapshot of the Residential Landscape

Who is Moving?

People in 2023 are less likely to move in Outer London, the East of England and the South-East and more likely to move in Northern Ireland, Scotland and Inner London.

Region	2022	2023	Variance 2023 v 2022
East Midlands	7.5%	7.6%	1.1%
East of England	10.5%	9.8%	-6.6%
Inner London	6.0%	6.2%	4.8%
North East	4.1%	4.1%	1.5%
North West	11.2%	11.4%	1.7%
Northern Ireland	1.9%	2.6%	36.8%
Outer London	4.4%	4.2%	-5.0%
Scotland	8.0%	8.5%	6.7%
South East	15.8%	14.4%	-9.0%
South West	9.9%	9.9%	-0.3%
Wales	4.6%	4.6%	1.2%
West Midlands	8.0%	8.4%	3.9%
Yorkshire and The Humber	8.1%	8.2%	1.8%

What Property Types Are Changing Hands

In 2023, there is a higher likelihood of people choosing flats as their new residences compared to 2022. This reflects considerations of affordability.

Property Type	2022	2023	Variance 2023 v 2022
Detached	24.2%	23.9%	-0.9%
Semi-Detached	29.0%	28.3%	-2.4%
Terraced	28.7%	27.7%	-3.4%
Flat	18.2%	20.1%	10.5%

What Property Values are Changing Hands

The extremities are what counts. People are 37% more likely to buy £3m+ properties in 2023 compared to 2022. At the other end of the scale, people are 24% more likely to buy properties valued at <£50k. Each end of the range shows the highest variance compared to the mid-table results.

Property Value Band	2022	2023	Variance 2023 v 2022
< £50,000	0.6%	0.7%	23.5%
£50,000 - £99,999	6.2%	6.6%	7.0%
£100,000 - £150,000	11.4%	11.8%	3.7%
£150,000 - £200,000	13.3%	13.8%	3.6%
£200,000 - £300,000	23.4%	23.5%	0.4%
£300,000 - £400,000	16.7%	16.0%	-3.9%
£400,000 - £500,000	10.3%	9.8%	-4.7%
£500,000 - £750,000	10.9%	10.4%	-4.2%
£750,000 - £1,000,000	3.7%	3.7%	-1.0%
£1,000,000 - £2,000,000	2.9%	2.8%	-2.5%
£2,000,000 - £3,000,000	0.4%	0.5%	9.7%
£3,000,000+	0.2%	0.3%	36.9%

A Snapshot of the Residential Landscape cont.

What is the Demographic Profile of Homemovers

Applying Experian Mosaic to the home moving market, we can observe an extremely mixed picture compared to 2022. Activity is polarised at both ends of the spectrum. The wealthier members of society are continuing to be highly active, whilst, at the opposite end, those more financially challenged are also actively adjusting their living arrangements to reflect the economic pressures.

Mid-table highlights the cost-of-living pressure that is bearing on the core, with a significant drop off across Suburban Stability, Domestic Success and Aspiring Homemakers, traditionally seen as the engine of the residential owner-occupied sector.

Mosaic Group	2022	2023	Variance 2023 v 2022
City Prosperity	4.8%	5.0%	5.0%
Prestige Positions	7.0%	6.8%	-4.0%
Country Living	6.6%	7.1%	7.4%
Rural Reality	7.4%	7.5%	1.2%
Senior Security	8.2%	8.1%	-1.0%
Suburban Stability	5.0%	4.7%	-5.3%
Domestic Success	9.6%	8.7%	-9.1%
Aspiring Homemakers	13.5%	12.3%	-8.8%
Family Basics	5.0%	5.2%	3.8%
Transient Renters	7.3%	7.7%	5.3%
Municipal Challenge	2.6%	3.0%	15.5%
Vintage Value	4.6%	5.0%	8.1%
Modest Traditions	4.5%	4.3%	-2.6%
Urban Cohesion	4.0%	4.0%	-1.2%
Rental Hubs	10.0%	10.7%	7.0%

Online/Hybrid Agents

Market Share – Exchanges

The market share of the Online/Hybrid agents in Q3 for exchanges was 6.1% declining from 6.4% in Q2. This figure is continuing to trend lower since a high of 8.2% in 2019.

Purplebricks, Yopa and Strike continue to remain the dominant online brands, representing over 70% of all activity. However, the advent and growth of "self-employed" estate agency models typified by eXp is likely to have an impact within this category in the coming months and we intend to monitor and report on this development in future reports.

With the slowing of the residential property market, one would have anticipated that the cost-of-living challenges would encourage sellers to seek out the lowest possible Estate Agent fees and consequently, this sector would benefit. Conversely, our analysis is still yet to see this shift. It is perhaps during such tough economic conditions that wary buyers seek the expertise of a traditional Estate Agent.

6.1%

OVERALL MARKET SHARE OF ONLINE/HYBRID AGENTS IN Q3 2023

Online/Hybrid Agents – Market Share by Price Band

Penetration across all property values continues to fall with the price bracket of £200-£350k experiencing the biggest drop of 7%. The Online/Hybrid Agents typically see their biggest volume of business from the properties below £350k.

	Q2 2023	Q3 2023	Change
Less than £200k	6.9%	6.6%	-4.9%
£200k - £350k	6.6%	6.1%	-7.0%
£350k - £1m	4.6%	4.3%	-5.8%
£1m+	1.3%	1.2%	-3.0%

Online/Hybrid Agents – Market Share by Region

All regions of the UK incurred a decline in market share for Online/Hybrid Agents during Q3. Whilst the whole market is under significant pressure, the impact for the online agents is notable, particularly in areas outside of London and the South East where they have traditionally served this category well.

	Q2 2023	Q3 2023	Change
West Midlands	8.2%	7.9%	-3.1%
South West	4.5%	4.4%	-3.4%
South East	3.8%	3.7%	-3.6%
East Midlands	8.0%	7.7%	-4.1%
Wales	5.5%	5.2%	-4.9%
East of England	3.4%	3.2%	-5.6%
Yorkshire and The Humber	9.4%	8.8%	-5.8%
North West	8.4%	7.9%	-6.0%
Scotland	5.2%	4.9%	-6.4%
Inner London	3.5%	3.3%	-6.6%
Outer London	4.8%	4.4%	-7.8%
North East	5.6%	5.0%	-11.3%

The Lettings Residential Property Market

Key Indicators

The rental sector has been at a significant impasse for the last year. In Q3 we are starting to see a small improvement in supply, albeit insufficient to meet the high levels of demand. Stock levels and availability remain at an historical low and with demand significantly outstripping supply, rental price increases continue.

- New instructions in 2023 are 6% higher than in 2022, but still 22% lower than in 2019.
- Demand is 18% down on 2019, but this has still meant an increase in the number of prospective tenants per available rental property putting substantial upward pressure on rents.

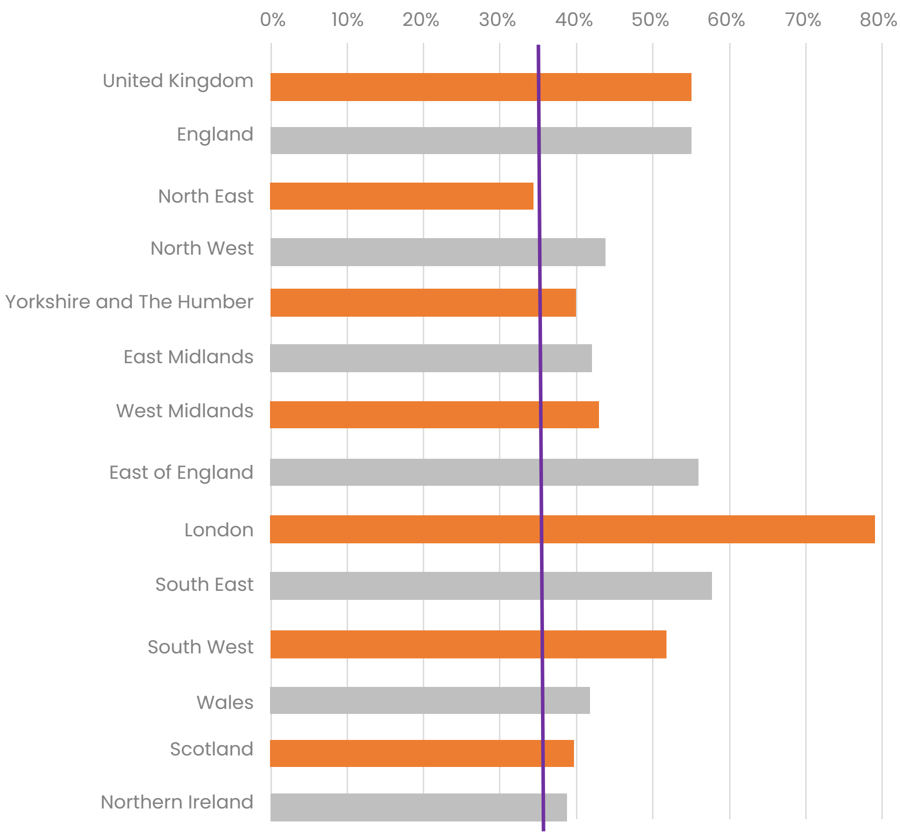
The situation quarter on quarter is shown opposite.

Whilst New Instructions for Q3 are up by 10% compared to a year ago, they have seen a substantial 17% decline compared to the figures from four years ago.

	CHANGE
New Instruction	10.6%
Let Agreed	13.6%
Let	15.6%

Rental Sector – The Affordability Crisis

Percentage of Disposable Income Spent on Rent in the UK



The housing charity Shelter suggests that if over 35% of your disposable income is spent on rent, this is to be considered unaffordable.

We have analysed the current Rental prices by region to assess affordability and established that dishearteningly almost every region in the UK can be considered unaffordable, apart from the North East.

1 Wages Source
https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/earningsandworkinghours/datasets/ashe1997to2015selectedestimates
2 Let Agreed Prices – TwentyCi Q3 2023
3 Shelter
Housing charity Shelter defines affordable housing as 'no more than 35% of your household income after tax and benefits.
https://www.turn2us.org.uk/about-us/news-and-media/latest-news/how-much-should-you-be-spending-on-rent

The Lettings Residential Property Market cont.

Should a Homemover Rent or Buy?

"Surveys of private renters over the last decade have shown that consistently a majority expect to purchase a home in the future. Owning your own home enables many advantages such as securing a long-term asset, but is also a major financial commitment. With incomes, rents and interest rates rising simultaneously, homeowners will need to weigh up their next property step carefully, but the aspiration for home ownership shows no sign of abating."*

ALEX BANNISTER

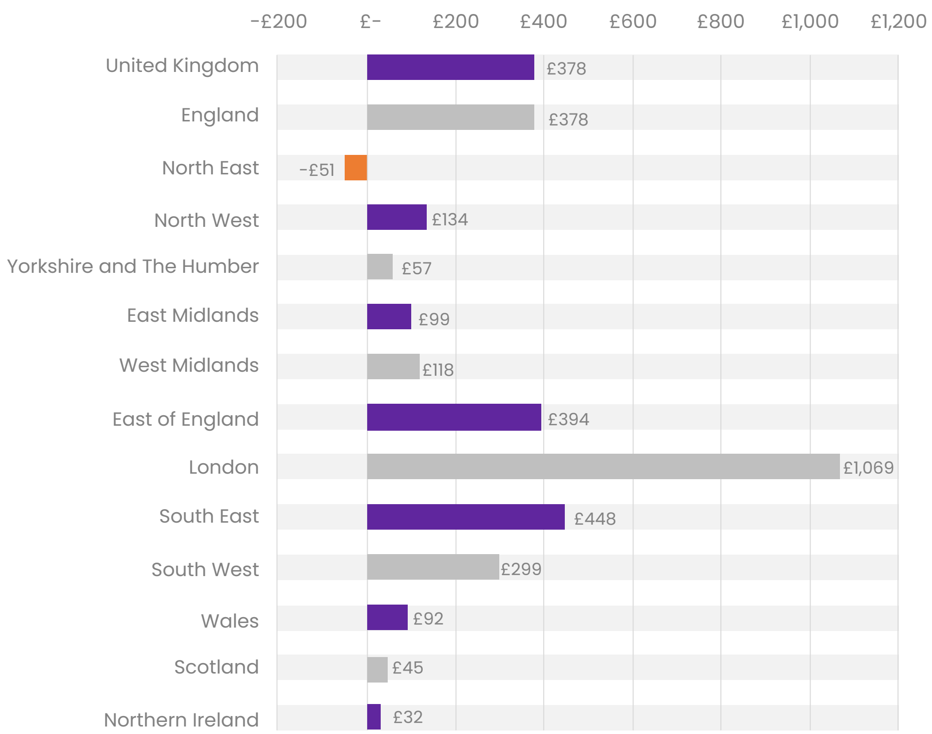
ECONOMIST & FORMER DIRECTOR OF FUTURE VENTURES AT NATIONWIDE BUILDING SOCIETY

*SURVEY OF ENGLISH HOUSING

We've analysed the sales and rental markets to determine whether, for a prospective First Time Buyer capable of securing a 20% deposit, it's more advantageous to purchase rather than rent.

The insight is startling, with all regions other than the North-East identifying that a First Time Buyer would be better off buying rather than renting.

Buying (as opposed to Renting) will Mean a Typical First Time Buyer is Better off by this much per calendar month



NOTES
Assumes a Loan to Income multiple of 4.5 times
A 20% deposit
A mortgage interest rate of 6%
A 40-year mortgage term

The Lettings Residential Property Market cont.

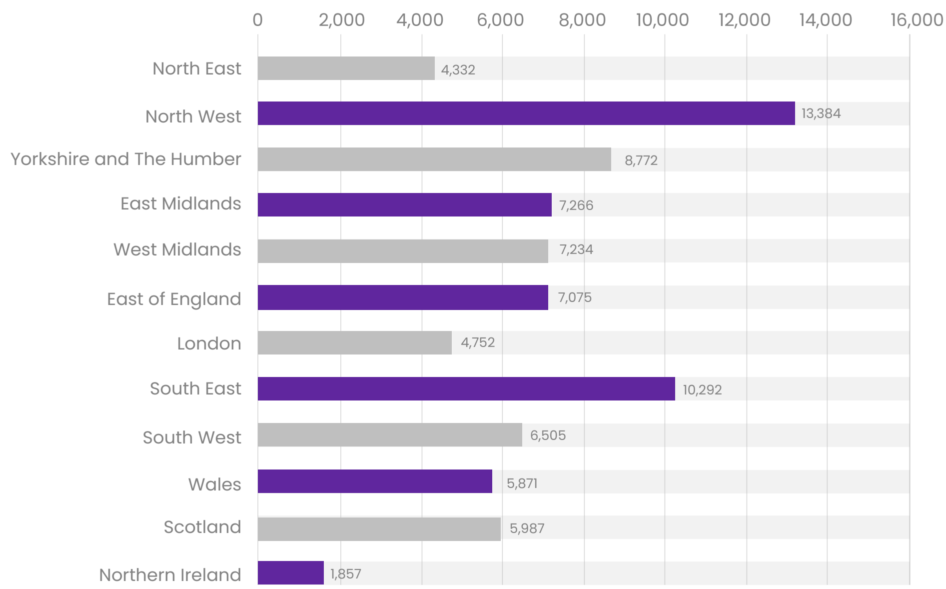
If a Homemover Decides to Buy, Is There Availability?

Having established that buying is preferable to renting in all but one region, we have assessed the availability of residential stock.

In the Midlands, a First Time Buyer would be able to afford 15% of all available properties - at c£160k - and in the South (apart from London), only 10% - where the First Time Buyer will be looking at properties for c£175k.

In London, First Time Buyers would only be able to afford 5% of all available properties. This is based on properties at £230k or under - and there are only 4,750 available across the whole of London.

Buying (as opposed to Renting) will mean a typical First Time Buyer will have this many Properties available to them at the end of September 2023



Average Price of Lettings – National

The average asking price across the UK based on the available stock is now £1,829 per month. This is an increase of £178 per month since Q1 2023 and an extraordinary £500 extra per month since Q3 2019.

The significant shortage of rental properties compared to the demand remains a driving force behind the increase in rental rates. The departure of many landlords from the market due to tax and regulatory changes has resulted in a further decrease in available properties. Additionally, as interest rates rise and energy costs remain uncertain, we anticipate landlords passing on these increases to tenants through rent hikes.

Rental Lets Agreed by Regions & Major Cities

The table below highlights the performance of the lettings sector when compared to Q2 2023. Other than Scotland, all regions and major cities across the UK have seen a significant increase in the number of Let Agreed properties. The volume of Lets Agreed has risen by 2.8% in the last year but has fallen 18% since the pre-pandemic year of 2019.

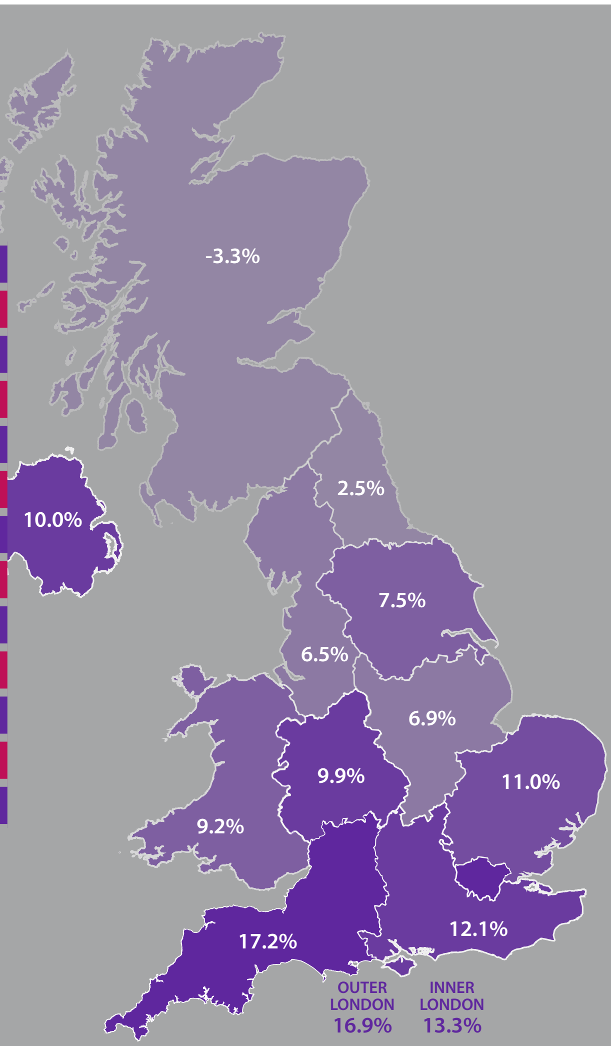
The slight rise in supply is undoubtedly driven by many factors including: –

- Sellers not finding a buyer and electing to rent
- Tenants that are unable to afford a rent increase, moving on
- Landlords entering the market based on the significant returns that can be made at the higher rent levels
- Investor confidence rising and the continuing growth of the build-to-rent and buy-to-rent sectors
- Cost of living encouraging people to relocate abroad and rent out their UK-based properties

Rental Lets Agreed by Regions & Major Cities Q3 2023 compared to Q2 2023

MAJOR CITIES	CHANGE
Inner London	13.3%
Sheffield	12.1%
Birmingham	10.5%
Bristol	9.8%
Southampton	8.4%
Plymouth	7.4%
Peterborough	7.2%
Nottingham	5.7%
Cardiff	5.6%
Newcastle upon Tyne	4.9%
Manchester	4.7%
Norwich	4.7%
Leeds	2.9%
Glasgow	1.4%
Edinburgh	-7.1%

UK REGION	CHANGE
South West	17.2%
Outer London	16.9%
Inner London	13.3%
South East	12.1%
East of England	11.0%
Northern Ireland	10.0%
West Midlands	9.9%
Wales	9.2%
Yorkshire and The Humber	7.5%
East Midlands	6.9%
North West	6.5%
North East	2.5%
Scotland	-3.3%

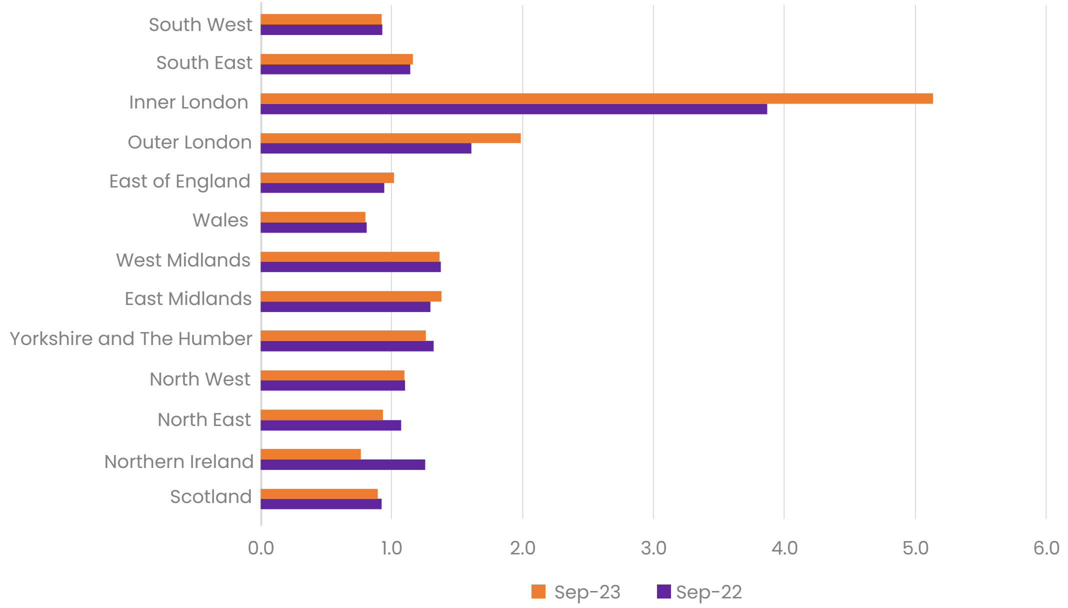


The Lack of Residential Rental Property Stock

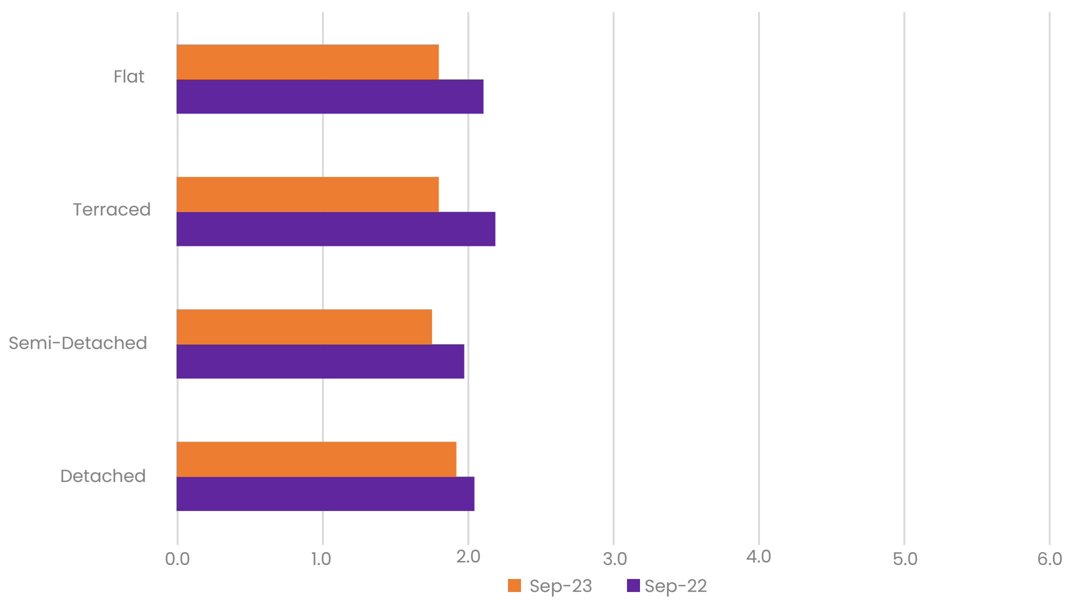
The volume of New Instructions in 2023 to date is 6% higher than in 2022. Whilst this is a positive sign, we cannot ignore the fact that the rental market continues to come under severe pressure and there is still a real supply shortage. Although supply may be up this quarter, it is still 32% lower than the pre-pandemic year of 2019. This remains one of the most significant issues in lettings. Available stock for renters has also reduced by 5.2% in the last year and compounds on prior reductions.

The supply of the lowest-priced properties has fallen by 19% in the last year, and although there has been a supply increase overall, this increase is predominantly in higher-priced properties. The volume of £3k pcm+ properties coming to the market for rent has increased by 55%.

Availability of Rental Stock September 2023 compared to September 2022



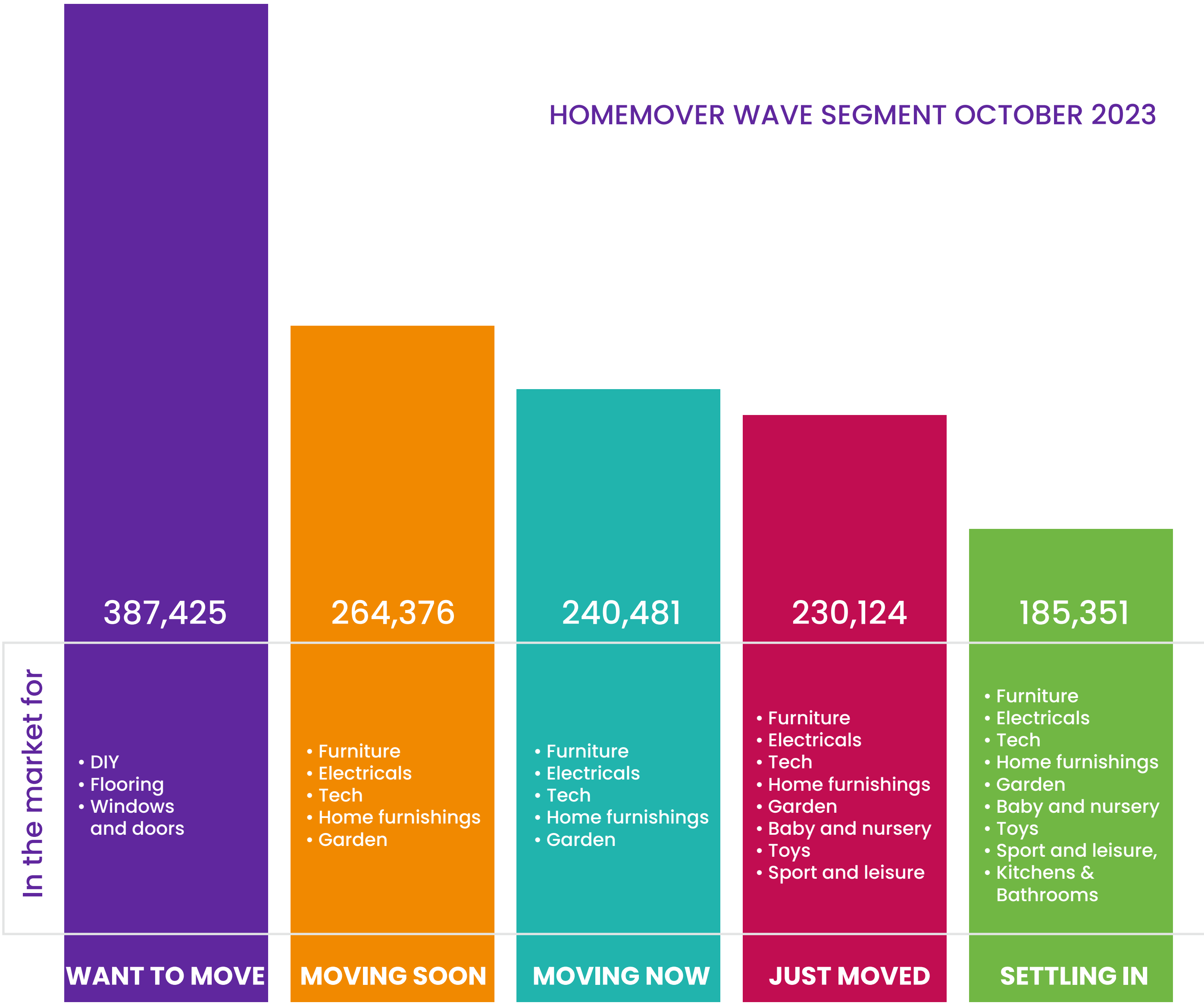
Availability of Rental Stock by Property Type September 2023 compared to September 2022



The Homemover Wave

At the beginning of October 2023, nearly 1.3 million households were progressing through the homemover owner-occupied journey, up by 4% on July 2023. Whilst the top of the funnel shows signs of softening, the core volume of homemovers, currently moving in or already moved, remains significant. As the most valuable consumer on the planet during a home move this is a highly desirable audience for retailers.

At the beginning of October 2023, nearly 1.3 million households progressing through the owner-occupied Homemover Wave.



The TwentyCi Insights Blog

Catch-up on our latest homemover insights

In addition to our Property and Homemover Report publication, we are regularly featured in leading publications including The Times, The Sunday Times and the Financial Times as an authority on the UK residential property market, furthermore we post a regular range of articles and special features to our blog which can be found - **here**.

About TwentyCi

TwentyCi is an information and marketing services company that provides UK residential property data, analytics and insight for marketing and other key strategic purposes. Our experience and client portfolio encompasses multiple sectors and categories, including property and estate agency groups, retailers, financial services, automotive and utilities.

Holding the UK's largest and richest resource of factual homemover data, compiled from more than 29 billion qualified data points, TwentyCi works with advertisers and their agencies to create contextually targeted marketing programmes that cut through by reaching consumers at the exact moment that they need a company's product or service, through the best media channel for that individual.

Contact Us

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