

A composite image featuring a London skyline with The Shard as the background. In the foreground, there is a lush rooftop garden with various plants and trees. A large, diagonal teal and purple graphic overlay covers the lower half of the image, serving as a background for the title and logos.

Property & Homemover Report

Q2 2025



TwentyCi
CI | Customer Intelligence



TwentyEA
Part of the TwentyCI Group

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Preface

Welcome to the TwentyCi Property & Homemover Report, which provides an in-depth analysis of the UK's residential property market for Q2 2025. This report is compiled using the most robust and reliable property change data available.

In this edition, we will primarily compare the performance of Q2 2025 with the same period in 2024.

Whether you are an industry professional, an investor, or simply interested in the health of the property market, we invite you to explore the key highlights and fluctuations of this period with us.

About the Report

This report provides a comprehensive analysis of the trends and significant developments that have influenced the property market during this period. We offer a real-time assessment of the UK residential market, encompassing 99.6% of all sale and rental property transactions.

The report provides a comprehensive overview of the state of the nation, along with unique insights that encompass:

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

Executive Summary

Supply of Properties:

In Q2 2025, nearly 500,000 properties were listed for sale – the highest in the last 7 years – and more than 4% up year-on-year, based on year-to-date figures.

Properties with a Sale Agreed:

Demand has risen by 7% year-on-year in 2025 to date.

Residential Transactions:

Year-to-date transactions are 30% higher than in 2024.

Online and Hybrid Estate Agent Models:

Online agents' overall market share fell to 4.8%, of which 2.3% is represented by self-employed agents. exp is now the number one Online/Hybrid agent and, in fact, the largest brand in the country throughout Q2 for New Instructions.

Velocity

• Average Time to Achieve a Sale Agreed:

The average time to get a sale agreed on a property in 2025 is 80 days. This is the highest Time to Sell in the last 5 years and 9.3% (7 days) higher than 2024.

• Average Time to Achieve an Exchange:

The average Time to Exchange in 2025 is 125 days. This is 2.9% higher than 2024 and 38% higher than pre-pandemic 2019.

Rental Stock Availability:

Available stock for renters is 19% lower compared to 2019 and has reduced in every region and price bracket without exception.

Rental Affordability:

Let Agreed prices have increased by 36% since 2019.

Executive Summary

"Q2 2025 is characterised by strong transactional activity across sales and lettings. Whilst the sales market is experiencing rising supply, there are persistent structural challenges in both the sales and rental sectors.

While overall demand remains resilient, slower transaction timelines and rental affordability issues point to systemic issues that could dampen momentum if left unaddressed.

It is also the case that the recent Stamp Duty changes are still working their way through the system. This, in the short term, may lead to a cooling in buyer demand. Sellers may therefore need to adjust pricing expectations accordingly. In the medium to longer term, if inflation and interest rates stabilise, the market should rebalance, but affordability will remain a key constraint to activity and demand."



COLIN BRADSHAW
CEO,
TWENTYCI

The Owner-Occupied Residential Property Market

The Key Indicators

	Q2 2024	Q2 2025	Change
New Instruction	467,203	493,451	↑ 6%
Sale Agreed	333,162	350,951	↑ 5%
Exchanged	201,010	183,574	↓ -9%
Fallen Through	74,486	81,135	9%
Price Changed	275,133	335,469	22%
Withdrawn	181,282	172,910	-5%

- The supply of New Instructions in Q2 2025 increased by 5.6% compared to Q2 2024. The supply of properties newly for sale is at its highest point in the last 7 years, rising by over 4.2% year-on-year for 2025 year-to-date.
- Sales Agreed volumes are up by 5.3%. When we look at 2025 year to date, this has increased by more than 7% year-on-year.
- Predictably, the second quarter has seen an 8.7% drop in exchanges compared to Q2 2024. The first quarter of 2025 saw a frenzied rush from buyers aiming to complete before 31st March, which marked the end of the temporary Stamp Duty Tax relief introduced in September 2022.
- However, overall residential transactions in 2025 to date are 30% higher than in 2024.

Whilst the market has all the hallmarks of sustained momentum developing, mortgage affordability remains a key constraint for many who wish to join the property market or move from their existing property.

In May, the Bank of England reduced the base interest rate from 4.5% to 4.25%. This marks a gradual easing from a peak of 5.25% in 2023, and reflects the Bank’s response to moderating inflation, which had briefly fallen below the 2% target in late 2024 before rising again in early 2025. Economic uncertainty, driven by the tariff changes announced by the USA, together with conflict volatility, means that the rate is unlikely to fall at the previous pace predicted, with many forecasters having expected the rate to reach 3.75% by the end of this year.

The Government’s ambition to build £370k properties per year continues to remain little more than an aspiration at this moment in time.

“The data for housing tenure was recently released, showing that there were almost 16.5 million owner-occupied houses in England (either owned with a mortgage or outright) at the end of March 2024. That’s an increase of 1.7million over the last decade as the market recovered from the GFC. The crash between 2008–2014 caused a drop of 375,000 owner occupiers through reduced mortgage growth, reposessions and properties moving back into rented status through deaths, etc. The government would love these figures to rise, but their target of 1.5 million new homes by the end of their term looks naively optimistic (independent estimates suggest c1 million by the end of 2029 is more realistic) and will restrain owner occupier growth. Added to this, the ONS projects the English population will grow by 3.65 million by 2032, and so strong demand looks set to remain the dominant force.”



ALEX BANNISTER

INDEPENDENT BOARD ADVISOR

Former Director of Future Ventures,
Nationwide Building Society

Average Price – National & Regional

The average UK residential asking price in Q2 was £458k, an increase of £24k from Q1, reflecting the current mix of properties for sale.

“The stamp duty changes in April cast a shadow over the market as brought-forward demand evaporated. Nevertheless, peering through the fog of data, you can make out a market which remains buoyant, with approvals for house purchase up in May and while house prices have flattened in the last few months, they are still up over 2% on a year ago. Survey evidence is weaker, but even here the RICS report strong price growth expectations for the next twelve months. As suggested back in January’s edition, uncertainty over global economic and political events is unhelpful for market confidence. But, while the UK economy is hardly booming, prospective homebuyers remain largely employed, getting pay rises and renting remains an unattractive alternative. Steady as she goes appears to be the order of the day for the UK housing market.”



ALEX BANNISTER
INDEPENDENT BOARD ADVISOR
Former Director of Future Ventures,
Nationwide Building Society

Sales by Region & Major Cities

– Q2 2025 compared to Q2 2024

Market buoyancy is evident, with Sales Agreed increasing across every region in the UK in Q2 2025 compared to Q2 2024. The only exception was Inner London, which experienced a fall of 3.6%. This decline is due to a combination of economic, policy and market-specific factors. Increasingly, the Capital is becoming “decoupled” from the rest of the UK housing market. Inner London properties are typically more expensive and tend to be financed through larger mortgages. Despite recent reductions, borrowing costs remain high, making affordability an issue.

Demographically, many Inner London homeowners are wealthier and less pressured to sell. If they can’t achieve their desired price, they’re choosing to withdraw from the market, reducing transaction volumes. Furthermore, the March 2025 reversal of temporary Stamp Duty relief has cooled demand, especially for high-value properties, which now incur significantly higher taxes.

Whilst Outer London recorded an increase, it was a modest rise of just 1.1%. The North West saw the largest growth in Sales Agreed at 10%, closely followed by Wales at 9.6%

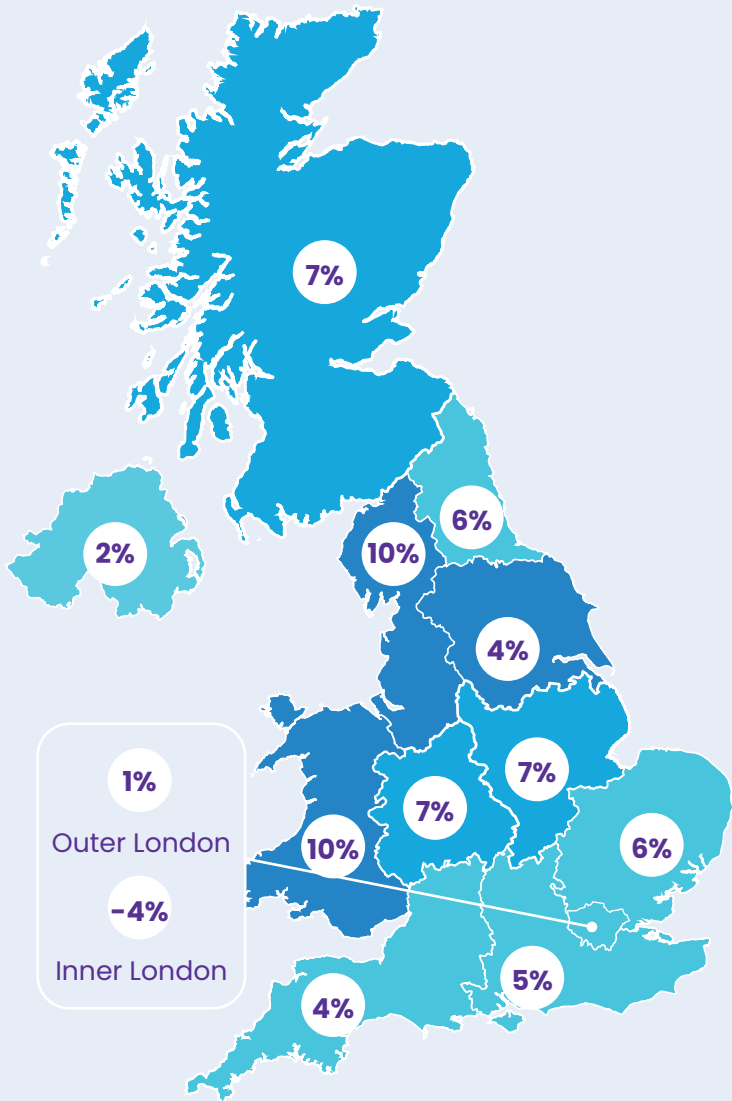
Sales Agreed by Major Cities

MAJOR CITIES	CHANGE
Manchester	15%
Cardiff	11%
Edinburgh	11%
Birmingham	10%
Nottingham	8%
Southampton	7%
Peterborough	6%
Bristol	6%
Newcastle upon Tyne	5%
Glasgow	5%
Leeds	4%
Sheffield	3%
Norwich	2%
Plymouth	2%
Inner London	-4%

Across all major cities, Manchester recorded the highest increase in Sales Agreed at 14.5%, followed by Cardiff at 11.4%. Within Scotland, Edinburgh led the way with 10.7% growth, outpacing Glasgow, which saw a rise of 5.3%.

Sales Agreed by Region

UK REGION	CHANGE
North West	10%
Wales	10%
Scotland	7%
East Midlands	7%
West Midlands	7%
North East	6%
East of England	6%
South East	5%
Yorkshire and The Humber	4%
South West	4%
Northern Ireland	2%
Outer London	1%
Inner London	-4%



"Lenders are continuing to relax their affordability criteria with little resistance from regulators, and one suspects some cheerleading from the government. Q1 stats from the Bank of England show that nearly 4.9% of lending was both over 90% LTV and at an income multiple above 2.75%. That is the highest level since 2008, as the GFC began. While this risks stability if taken too far, in the short term it will help provide impetus for the market and be reinforced by a steady reduction in mortgage rates (latest projections suggest UK rates are heading towards 3% over the next twelve months, which will gradually reduce mortgage rates). The post stamp duty slowdown may persist for a bit longer and price sensitivity will remain, but the overall picture is of a market which has and will maintain momentum through the rest of the year."



ALEX BANNISTER

INDEPENDENT BOARD ADVISOR

Former Director of Future Ventures,
Nationwide Building Society

The Lettings Residential Property Market – Q2 2025 Compared to Q2 2024

Key Indicators

There is no significant change to the duress for those seeking accommodation within the rental sector. We continue to observe a significant lack of rental properties, a feature exacerbated by many landlords exiting the sector. Furthermore, with net migration in 2024 of 431,000 people, demand will continue to exceed availability.

Year-to-date, Lets Agreed in 2025 are 6.3% higher than 2024 and are at their highest level in seven years. However, the available stock for renters is 19% lower compared to 2019.

	CHANGE
New Instruction	↑ 4%
Let Agreed	↑ 9%
Let	-10%



Average Price of Lettings – National

Based on the mix of rental stock available, the average asking price is now £1,814 per month, up by £47 from Q1.

Growth in the availability of rental properties has reduced at the extremes of the price spectrum:

- £0-£800pcm properties (-9.8%)
- £3,000+pcm properties (-4.8%)

But moderate growth in availability has occurred in the £800-£1,500pcm price bracket (+6.2%).

Rental Let Agreed by Regions & Major Cities

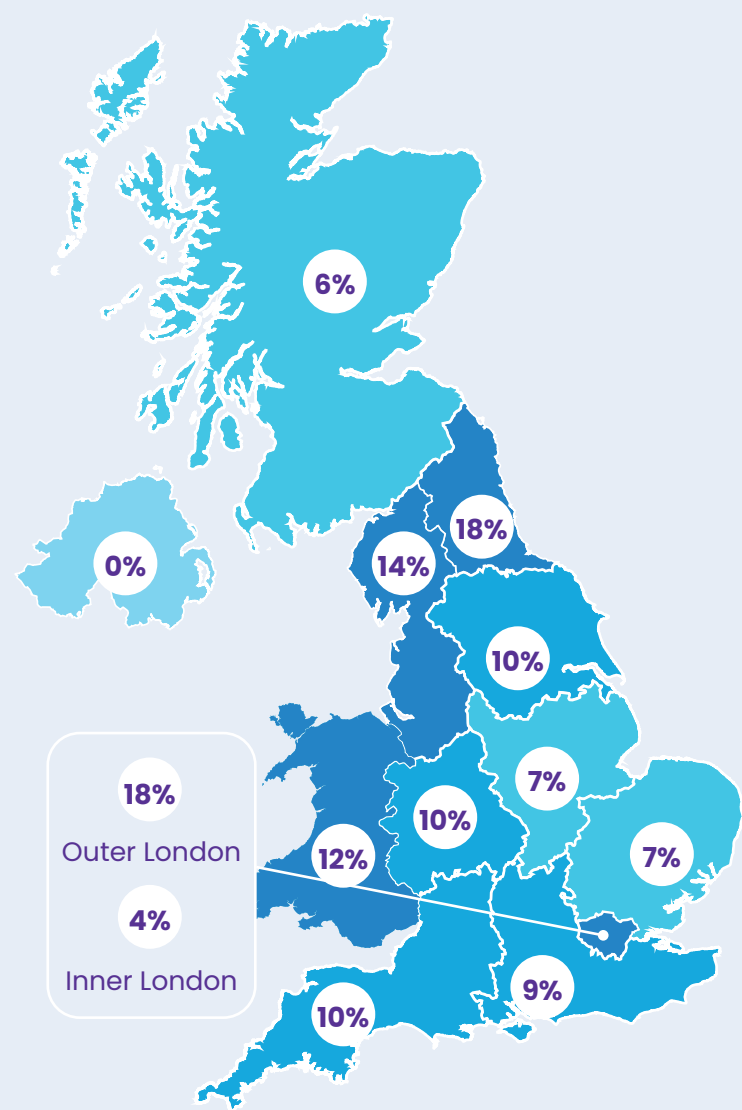
Outer London attracted far more renters than Inner London, with Let Agreed in Outer London observing a significant rise of 17.7% in the quarter compared to Q2 2024. Inner London, meanwhile, saw a rise of just 3.8%. The North of England fared well, with the North East experiencing growth of 17.8% and the North West increasing by 13.8%. Northern Ireland saw the smallest rise in Lets Agreed, increasing by just 0.3%.

Focusing on major cities, Manchester topped the charts in the rental sector, just as it did for sales, with the strongest growth of 19.8%. Manchester’s thriving job market and regeneration make it an attractive place to live and work. Leeds secured second spot, with an increase of 17% year-on-year and Plymouth at 16.8%. The only major city to record a decline in Let Agreed was Glasgow, falling by 0.2%.

Rental Let Agreed by Regions & Major Cities Q2 2025 Compared to Q2 2024

MAJOR CITIES	CHANGE
Manchester	20%
Leeds	17%
Plymouth	17%
Newcastle upon Tyne	15%
Bristol	15%
Edinburgh	13%
Birmingham	12%
Cardiff	12%
Nottingham	8%
Southampton	8%
Peterborough	7%
Sheffield	7%
Inner London	4%
Norwich	1%
Glasgow	-0%

Rental Let Agreed by Regions Q2 2025 compared to Q2 2024



MAJOR REGIONS	CHANGE
North East	18%
Outer London	18%
North West	14%
Wales	12%
South West	10%
West Midlands	10%
Yorkshire and The Humber	10%
South East	9%
East Midlands	7%
East of England	7%
Scotland	6%
Inner London	4%
Northern Ireland	0%



Online/Hybrid Agents – Q2 2025 compared to Q2 2024

Owner Occupied Market Share – Exchanges

The Online/Hybrid Estate Agency market continues its downward trajectory from a high of 8.2% in 2019 to just 4.8% of all residential property exchanges in Q2.

A notable “changing of the guard” has taken place, with eXp surpassing Purplebricks to claim the number one slot for New Instructions within this sector, while Yopa holds third place. In fact, eXp are not just the number one brand for the Online/Hybrid sector, they’re the largest brand in the country throughout Q2 for New Instructions.

Compared with Q2 2024, the number of instructions listed by Purplebricks dropped by 25%, whilst in the same period, eXp’s new instructions were 48% higher.

Within the 4.8% of exchanges, the self-employed agents’ market share rose to 2.3%, reflecting eXp’s growth.

Online/Hybrid Agents – Sales Market Share by Price Band

There continues to be a shift in the penetration of Online/Hybrid agents across property values. The volume of properties represented in the £350k and under price bracket continues its freefall, whilst there is marginal growth for properties over £1 million. Whilst some of this shift reflects the growth in property values across the UK (i.e. there are fewer properties available under £200k), the change is now starting to feel seismic and will be explored in the next edition of our report.

	Q2 2024	Q2 2025	Change
Less than £200k	7.4%	5.7%	-23%
£200k – £350k	6.0%	5.6%	-6.7%
£350k – £1m	3.9%	3.7%	-5.1%
£1m +	1.2%	1.3%	8.3%
Total	5.4%	4.8%	-11.1%

Online/Hybrid Agents – Q2 2025 compared to Q2 2024

Online/Hybrid Agents – Sales Market Share by Region

The fall in the market share of Exchanges for Online/Hybrid Agents in Q2 2025 is across every region of the UK, apart from the South-West, which saw a rise of 8.3%.

	Q2 2024	Q2 2025	Change
South West	3.9%	4.2%	7.7%
East Midlands	6.8%	6.8%	0.0%
East of England	2.8%	2.8%	0.0%
Wales	6.2%	5.7%	-8.1%
Inner London	3.6%	3.2%	-11.1%
Yorkshire and The Humber	8.6%	7.6%	-11.6%
South East	3.6%	3.1%	-13.9%
West Midlands	7.9%	6.8%	-13.9%
North West	8.6%	7.4%	-14.0%
Scotland	5.1%	4.2%	-17.6%
North East	4.9%	4.0%	-18.4%
Outer London	4.6%	3.7%	-19.6%
TOTAL	5.4%	4.8%	-11.1%

Rental Market Share

There has been significant growth from the Online/Hybrid agents within the rental sector. In 2025, they represent 18.3% of all New Instructions To Let. This share is 9.5% higher than last year and 121% higher than pre-pandemic.

Of the 18.3% market share, OpenRent accounts for a colossal 17.1% and is growing even faster at 11.5% in the last year, and 189% since pre-pandemic.

Growth is far more prevalent at lower price ranges and in the £800 pcm or less range. Growth was 17% year-on-year, and Online/Hybrid agents now have a share of 25% at this price bracket.

Likely to Sell Analysis – Predicting Sales Success

It may come as a surprise to many, but listing your property with an estate agent does not guarantee it will sell. Thousands of properties never reach completion. For sellers, that means months of uncertainty and their dreams of a fresh start in a new home dashed.

The fallout for agents is even more impactful. Unsold stock means lost commission, wasted time and potential reputational damage. We have developed SellScore to address this very challenge. We assign a percentage score to every UK property to indicate the likelihood of it selling if it were to go on the market. The estate agent will know upfront if the property is worth taking on or if the risk of it not selling is too great.

The model has been developed based on factual life event data such as the length of occupancy and the owner's life stage. It is built using our whole-of-market residential property coverage and further utilises our comprehensive property attributes database, DOMUS. The model considers not only property features such as potential risk factors but also market activity that is specific to each location, such as the likelihood of a fall through and the supply and demand ratio. All of this extensive data, combined with powerful AI, shapes our SellScore model.

SellScore allows estate agents to prioritise the properties with the highest chance of selling. This helps generate more revenue while reducing wasted time and spend on properties that are unlikely to secure a buyer.

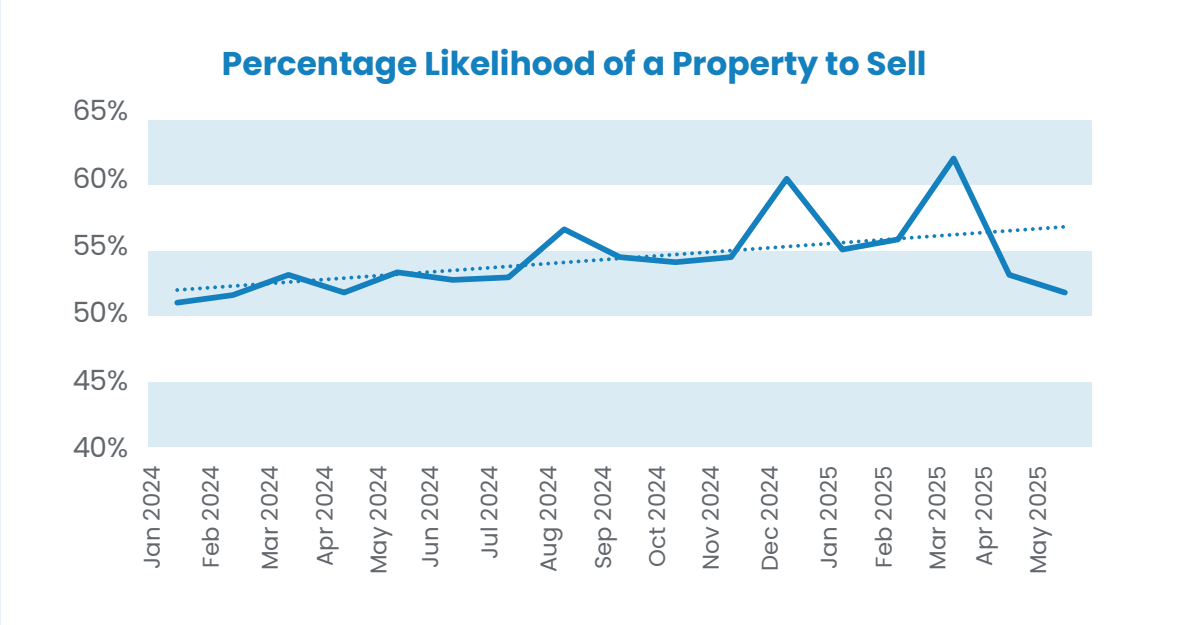
After 12 months of testing against real market outcomes, SellScore correctly predicted 86% of all property sales within the top 30% of properties it flagged as most likely to sell. The number of properties in the top three deciles for UK residential addresses is as follows:

MODEL	TOP 10%	TOP 20%	TOP 30%
Likely to Sell	3,231,059	6,464,283	9,676,505

In other words, this data snapshot above shows there are more than 3.2 million UK residential properties which are in the top 10% of all properties most likely to sell if they came to market over the next year.

Property Sale Success Rate

Our analysts have monitored the success rate of listed property sales between January 2024 to May 2025, revealing that, on average, 55.5% of properties listed nationally will go on to sell. The chart below plots the likelihood of selling between January 2024 and May 2025.



The first notable observation when examining the trendline is that it has actually been rising until a peak of 62% in March 2025. The figure begins to fall in line with the end of the stamp duty relief, though this decline mainly reflects a return to the levels observed in early 2024. This downward trajectory is expected to shift again if interest rates continue to fall, as hinted by the Bank of England on 19th June 2025. Ultimately, though, the odds of selling a property are little better than the toss of a coin.



How Likely Was a Sale in Q2 2025

We analysed the likelihood of selling in Q2 2025, covering a number of dimensions. When looking at performance by region, Scotland had the highest likelihood of sale, with 77.7% of all advertised properties sold. London recorded the lowest, with only 37.1% of listed properties resulting in a sale. In essence, it was easier to sell a property in the North and Midlands than it was in the South. This is displayed in the table.

REGION	Likely to Sell in Q2 2025
Scotland	77.70%
North East	57.10%
Wales	57.00%
Yorkshire and The Humber	56.40%
North West	55.90%
West Midlands	55.30%
East Midlands	52.00%
South West	50.50%
East of England	48.60%
South East	48.00%
London	37.10%

When examining property types in the last quarter, terraced and semi-detached houses had a likelihood of selling at 61.4% and 60.3% respectively. Flats had the lowest chance of selling, likely due to factors such as leasehold complications, cladding and safety regulations, and post-pandemic lifestyle changes favouring homes with gardens and home offices.

PROPERTY TYPE	Likely to Sell in Q2 2025
Flat	42.1%
Semi-Detached	60.3%
Terraced	61.4%
Detached	46.7%

When it comes to the number of bedrooms, three-bedroom properties proved most popular, with the chance of selling at 57.8%. Following closely behind were two-bed homes at 53.4%, while studios fell short at just 38.9%.

NUMBER OF BEDROOMS	Likely to Sell in Q2 2025
Studio	38.9%
1	42.3%
2	53.4%
3	57.8%
4	47.2%
5+	41.3%

We used TwentyCi's highly accurate Automated Valuation Model (AVM) to analyse price points and revealed a perfect relationship in Q2 between the value of property and its likelihood to sell. As the price rose, the chance of a sale fell. In a challenging economy, this is to be expected as those lower-priced properties are snapped up fast. Those properties listed below £200k had a 66.0% chance of selling compared to just 38.3% for properties above £1 million.

DECISION AUTOMATED VALUATION MODEL	Likely to Sell in Q2 2025
£0-£200k	66.0%
£200k-£350k	58.5%
£350k-£500k	53.0%
£500k-£750k	48.2%
£750k-£1m	45.8%
£1m+	38.3%

By measuring the probability of a sale, we reveal the gap between instructions and completions that is often missed by agents and other stakeholders. For agents, paying attention to their sell-through rate is essential.

When used alongside TwentyEA's Forecast tool, which predicts properties likely to come on the market within the next two months, agents gain a comprehensive view: properties that are both expected to list and likely to sell.

By merging the two datasets, agents can access a highly targeted, ultra-high-value pool of leads. Out of 280,168 properties across the UK that rank in the top 10% of both products, these are the hottest prospects for agents: properties that are expected to list in the next two months and, most importantly, are most likely to complete.

SellScore helps agents focus their time and resources where it matters most. The success of an agency depends on its ability to sell. It is how they generate more commission, build trust with vendors, and ultimately expand their business.

How Homemovers Drive Retail Spending

Moving home is more than just a change of address; it ignites a wave of retail spending. TwentyCi has calculated that around the time of a move, homemovers contribute an impressive £21.4 billion to the UK economy in retail spending annually. When comparing the homemover with those staying put, they are, on average, three times more likely to purchase retail goods. This makes the homemover a significant and timely market segment for retailers to target.

The amount spent depends on whether the product or service meets the homemover's needs.

We have analysed the retail expenditure of the homemover based on the following product categories that usually see heightened demand during the move:

- Furniture
- Electricals
- Soft furnishings
- DIY
- Kitchens and bathrooms
- New and used cars

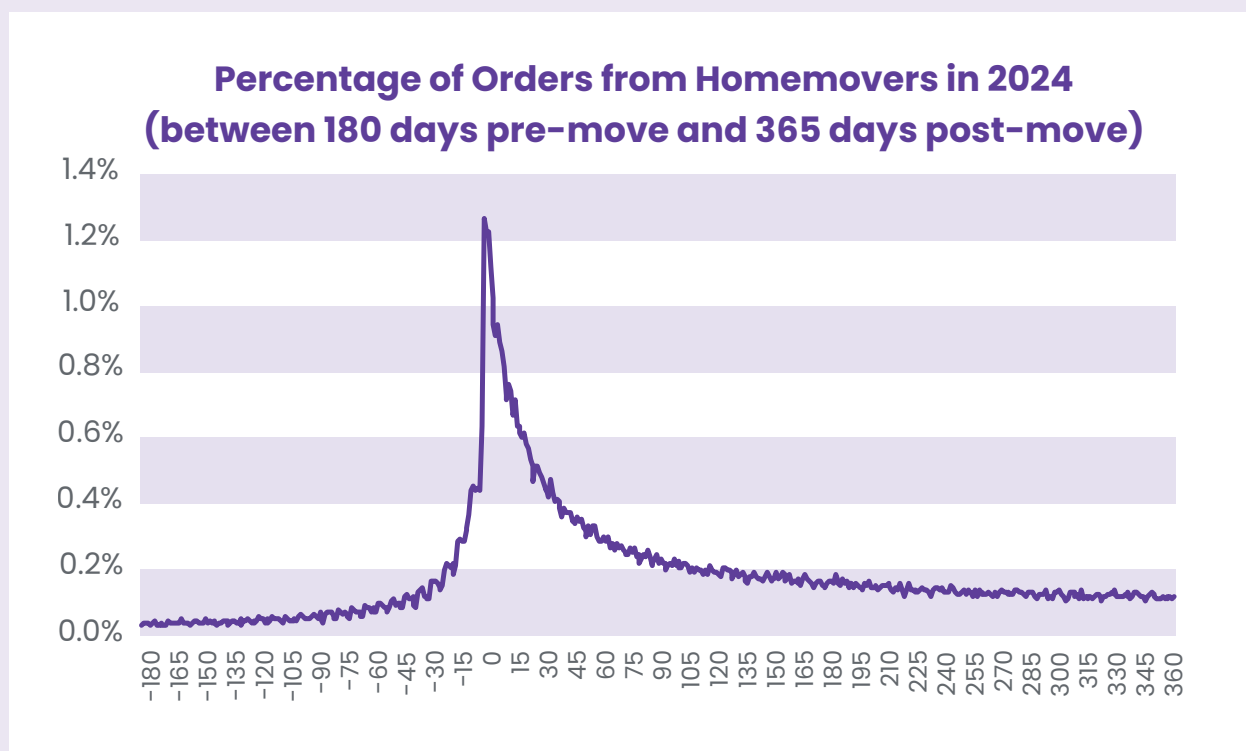
We have mapped out the spending timeline of homemovers for these categories, the duration over which spending occurs before, during and after moving, and finally, which day of the move generates the greatest order value and revenue activity.



The Power of the Homemover in Retail Trends

We have based our analysis on purchases made in 2024, tracking homemovers between 6 months before their move to one-year afterwards.

The chart below illustrates the percentage of all orders, revealing a strong peak around the day of the home move, which is indicated as day zero on the x-axis.



This chart illustrates the fluctuations we typically observe in the spending behaviour of people moving homes. **The peak day for retail purchases occurs on the first day after the move.** It's important to note that this day accounts for just 1.3% of all orders placed by homemovers. Within the initial week following the move, 7.7% of orders are made, rising to 23.8% throughout the first month.

Due to this concentration of activity around the move itself, **retail brands must engage with homemovers before the move** to better influence their buying decisions and capture their attention when they're gearing up to shop.

It is worth noting that the percentage of orders placed after the move consistently exceeds those placed beforehand, with the middle half of all orders occurring between 8 and 176 days post-move.

This highlights the importance for brands to maintain engagement with homemovers throughout the first six months following their move. Retail brands can tap into ongoing needs like furnishings, upgrades and decorating that naturally arise once people are living in their new homes.

Purchasing Priorities

The key question is how spending patterns vary depending on the types of products homemovers purchase. To explore this, we adapted Maslow's Hierarchy of Needs into a Homemover Hierarchy of Expenditure. This framework applies Maslow's idea of prioritising human needs to spending habits, helping us identify which purchases are urgent essentials and which can be postponed.

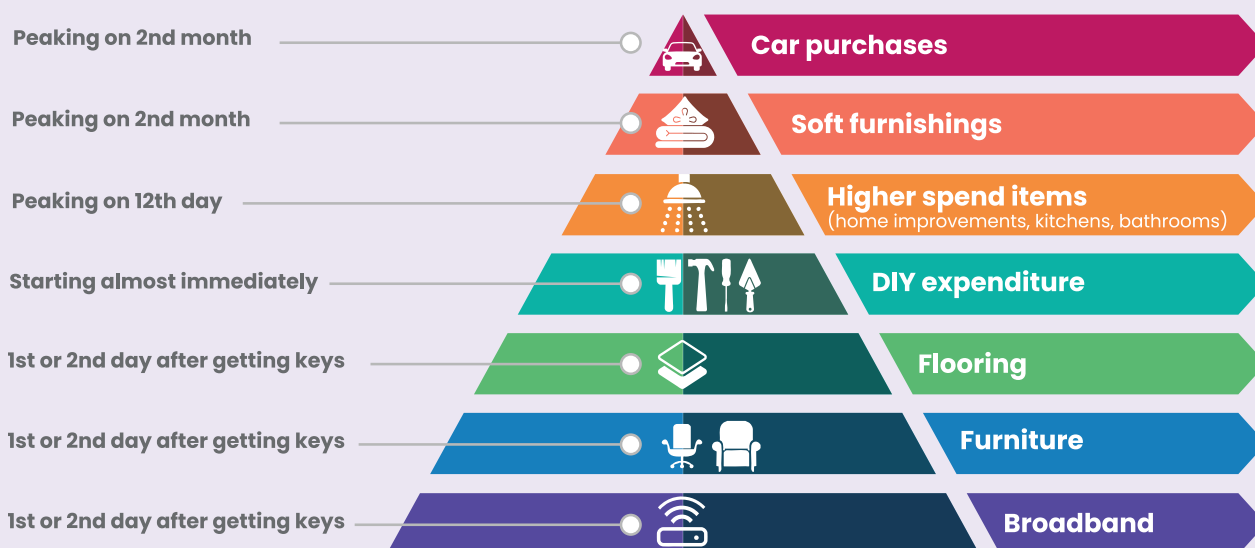
Broadband is the top need, with homemovers typically arranging their next subscription before moving house. Most would agree that it has become an essential commodity that we cannot live without in 2025. Next comes furniture, in particular, beds and sofas. The peak day for these orders tends to fall on either the first or second day after getting the keys. The middle 50% of all orders occur between -3 and 190 days, indicating a significant number of non-immediate purchases. This likely includes movers who are upgrading existing furniture, rather than buying out of immediate necessity. Flooring displays a similar peak pattern to furniture, but the middle 50% of orders begin later, at 11 days post-move. It is reasonable to assume the delay stems from the need for precise measurements before committing to a flooring purchase.

DIY expenditure also tends to start almost immediately, but revenue for DIY retailers is spread out rather than concentrated. Higher spend items follow next, along with home improvements and kitchen and bathrooms. The most popular day for orders in these categories is the 12th day after the move, with half of all purchases taking place between days 12 to 157. The next category is soft furnishings, where the peak spend occurs in the second month after moving.



Finally, we have car purchases, where the peak day for ordering typically lands on the 31st day after the move. This category appears last in our analysis because half of all purchases start on the 35th day of the move and continue right until the 254th day of the move. So, whilst the peak is a month post-move, the orders flow almost throughout the first nine months of moving house.

In summary, the timing of peak spending is shaped by two key factors: how urgently the item is needed, and how much it costs. Essential goods tend to be bought sooner, while higher-value purchases often come with a delay, as homemovers take more time before committing to those bigger-ticket items such as kitchens, bathrooms and cars.



These insights into homemover spending patterns provide a golden opportunity to refine campaign strategies and optimise marketing budgets. By aligning promotions and messaging with key purchasing windows, such as prioritising broadband and furniture advertisements pre- and post-move and shifting focus to higher-value items and soft furnishings in the following weeks and months, brands can ensure they capture buyers at the right moment.

Whether you're a large national retailer or an independent business, understanding these timelines allows for precision in targeting, helping you build stronger connections with homemovers and ultimately driving brand loyalty and sales growth in this lucrative market.

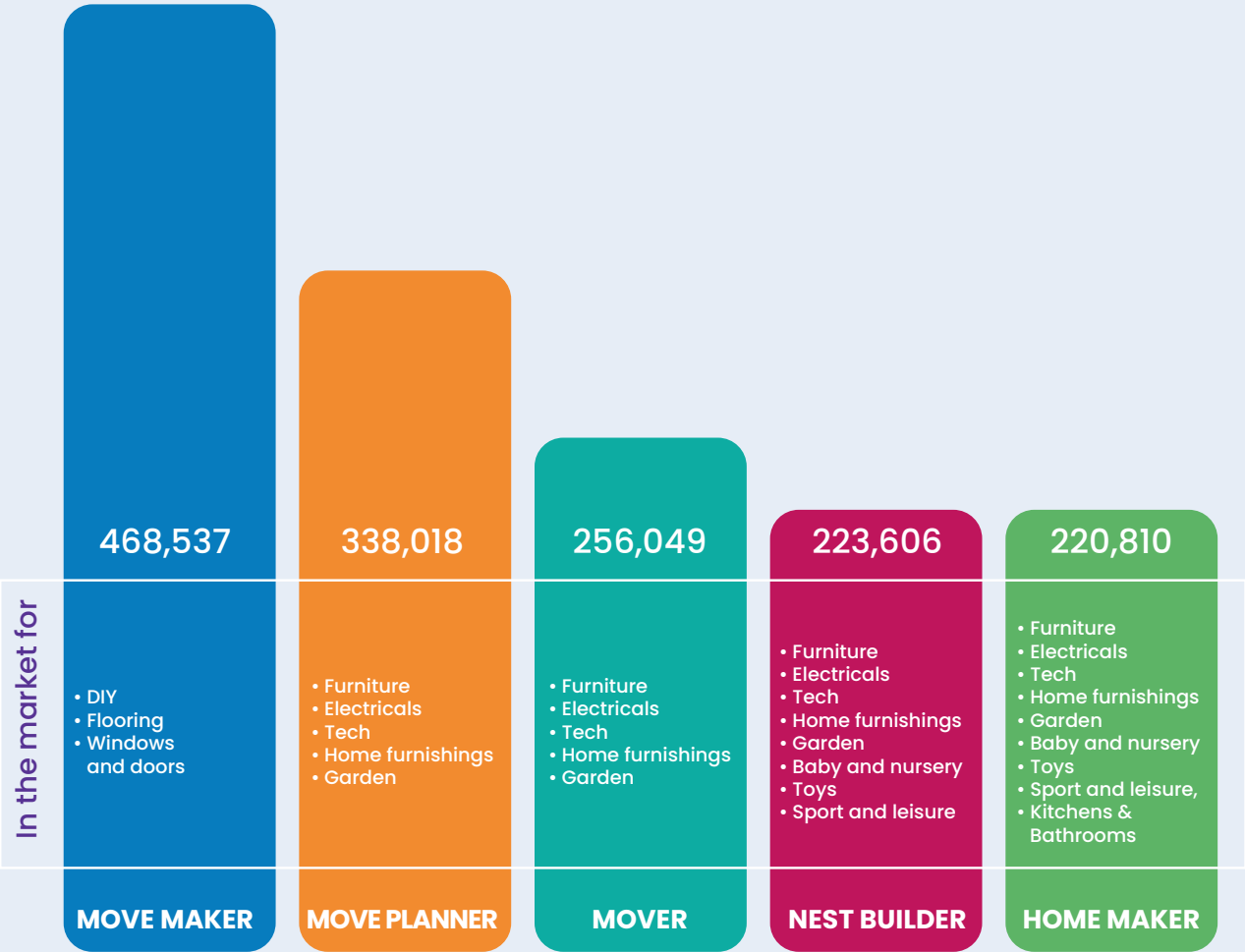
The Homemover Wave

What we’ve explored above is what we’ve aptly coined as The Homemover Wave. It represents our proprietary methodology, describing the notable increase in consumer expenditure and demand for services associated with a home move.

Homemovers typically require new furniture, appliances, and essential home goods for their new property. Many also engage tradespeople to undertake renovations or repairs, and often switch providers for utilities, broadband, insurance, and additional services.

Given that homemovers spend considerably more than non-movers, they constitute a valuable target demographic for retailers. Gaining insight into the Homemover Wave – and pinpointing when customers are most likely to purchase specific goods during their home-moving journey – enables you to optimise customer targeting and engage them at the most opportune moments.

As of the beginning of this month, approximately 1.5 million households are progressing through the owner-occupied homemover journey, marking an increase of 30,000 since April. This trend highlights continued momentum within the market. Below is an overview of the number of potential customers at each stage of the homemoving journey:



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](#)



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 encompass 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.

twentyci.co.uk



TwentyEA was formed in 2016 as a part of the TwentyCi Group to provide database solutions to UK estate agents and other residential property market professionals. With our real-time tracking of over 99% of residential property listings, we help estate agents increase their market share by providing expert data-based insights and cutting-edge marketing.

twentyea.co.uk

Contact Us

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