



Press Release

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Average home seller gains £88,470 in 2018

- In 2018 those selling their home did so for £88,470 more than they paid for it. This is £2,110 less than in 2017.
- Over 2018 more people sold their home for a profit. 91% of sellers sold their property for more than they bought it for, up from 90% in 2017.
- London sellers made the biggest gains of £237,190, or 2.7 times more than the average seller in England & Wales.

In 2018 the average seller sold their home for £88,470 more than they paid for it, having owned the home for an average of nine years (table 1). This is slightly down from the £90,580 which the average seller in England and Wales made in 2017.

Londoners made the biggest gains of £237,190, 2.7 times more than the average gain in England and Wales. Meanwhile sellers in the North East made the smallest average profit of £25,190 (table 1).

Except for London and the South East, every region saw a rise in the proportion of sellers making a profit on their home (table 1). In 2018, 91% of sellers sold their home for more than they bought it for, up from 90% in 2017 and 89% in 2016. However, as house price growth slowed, the proportion of sellers making a profit in London fell from 98% in 2017 to 97% in 2018.

In a change from 2017, sellers in the East of England (98%) outperformed London sellers (97%) to be the most likely to make a profit in 2018. Yet just under 3% (2.7%) more sellers in Wales made a profit than in 2017, 2.3% more in Yorkshire & Humber and 1.5% in the North West. But as well as making the smallest average gain, sellers in the North East were least likely to make a profit, with just 70% of sellers making a gain after selling their home in 2018 (table 1).

With the highest house prices and strongest price growth over the last nine years, the top 10 places in 2018 where sellers made the largest gains were in London. Like in 2017, Kensington & Chelsea sellers made the biggest average profit in the country at £992,340 - over 11 times more than the average gain made in England and Wales (£88,470). The City of Westminster (£583,700), Camden (£434,030) and Hammersmith & Fulham (£419,960) followed with the greatest gains (table 2).

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South Buckinghamshire was the local authority outside of the capital where the average seller made the largest profit (£260,993). Meanwhile in the Midlands and North of England sellers in Trafford (average gain £112,880), Warwick (average gain £108,510) and Solihull (average gain £102,880) made the biggest average profit in 2018 (table 3).

Commenting Aneisha Beveridge, Head of Research at Hamptons International said:

“House prices have grown considerably over the nine-year period that the average seller has owned their home. As a result, the proportion of sellers making a profit on their property continues to rise. Many sellers will have added value by renovating, extending or developing, but the bulk of their gains have come from house price growth.

“Despite the proportion of sellers making a profit rising, the average gain dipped in 2018. With more sellers in the North but fewer sellers in London making a profit in 2018, the average gain has fallen since 2017. This is because sellers in the North don’t tend to make as bigger gains as those sellers in the South. However even with house price growth slowing across Great Britain, most owners are still sitting on plenty of growth from previous years.”

Table 1 – Average 2018 seller gain

Region	Average Profit (£)	Sellers making a profit	YoY Change in Average Profit	YoY Change in Sellers making profit
East Midlands	£ 56,520	93%	3.2%	1.3%
East of England	£ 111,920	98%	-1.3%	0.1%
London	£ 237,190	97%	-6.2%	-1.2%
North East England	£ 25,190	70%	-7.1%	0.2%
North West England	£ 44,690	83%	0.4%	1.5%
South East England	£ 123,380	97%	-2.8%	-0.4%
South West England	£ 81,170	95%	-0.1%	0.9%
Wales	£ 41,600	85%	3.8%	2.7%
West Midlands	£ 58,450	91%	4.1%	1.4%
Yorkshire and the Humber	£ 43,010	84%	2.3%	2.3%
England & Wales	£ 88,470	91%	-2.3%	1%

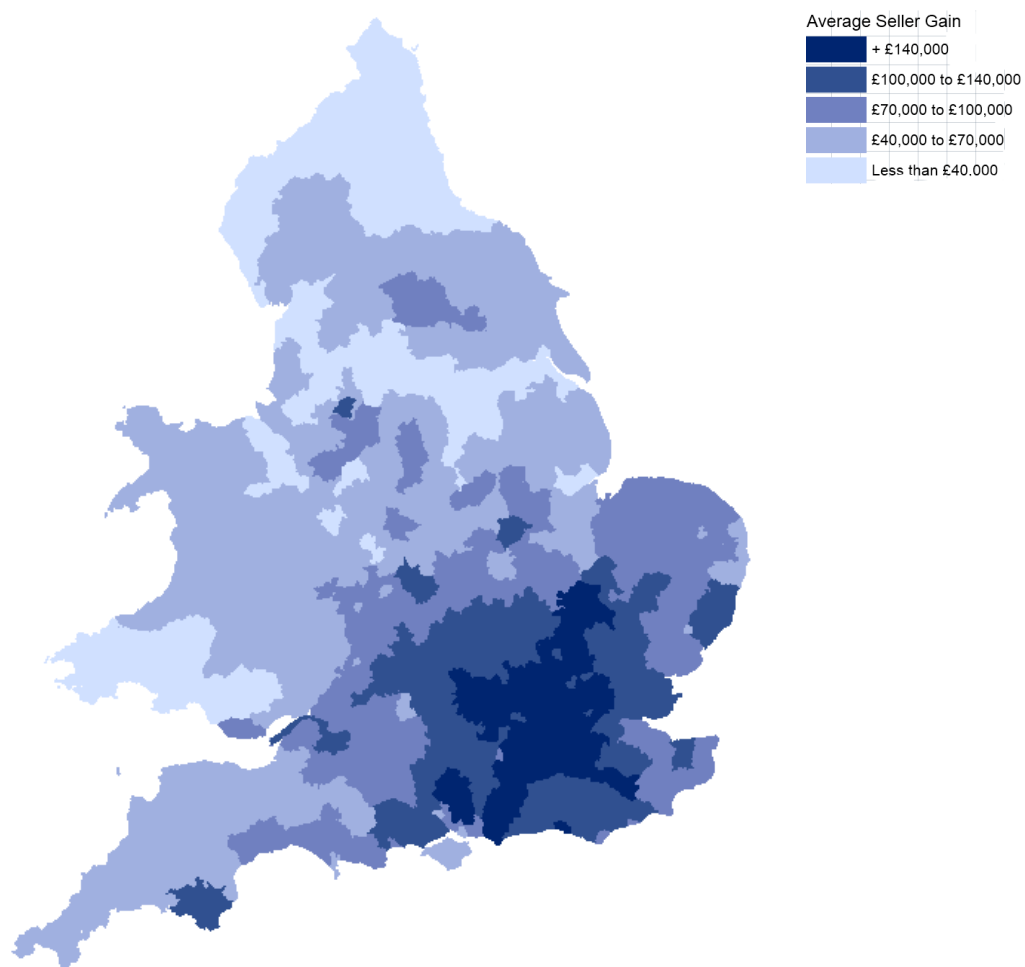
Source: Hamptons International & Land Registry

Table 2 – Top 10 seller gain

Local Authority	Region	Average Profit 2018	Proportion making a gain 2018
Kensington & Chelsea	London	£ 992,340	93%
City of Westminster	London	£ 583,700	93%
Camden	London	£ 434,030	95%
Hammersmith & Fulham	London	£ 419,960	95%
Richmond upon Thames	London	£ 306,380	96%
Wandsworth	London	£ 304,220	96%
Islington	London	£ 303,710	98%
Haringey	London	£ 285,170	97%
Hackney	London	£ 284,520	96%
Brent	London	£ 270,100	96%

Source: Hamptons International & Land Registry

Map 1 - Average 2018 seller gain



Source: Hamptons International & Land Registry

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Table 3 – Largest seller gain by region

Region	Local Authority	Average profit (£)
London	Kensington & Chelsea	£992,340
South East	South Buckinghamshire	£260,990
East of England	Three Rivers	£224,600
South West	Bath & North East Somerset	£138,360
East Midlands	South Northamptonshire	£100,880
West Midlands	Warwick	£108,510
North West	Trafford	£112,880
Yorkshire & Humber	Harrogate	£89,080
North East	North Tyneside	£37,280
Wales	Vale Of Glamorgan	£70,520

Source: Hamptons International & Land Registry

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About Hamptons International

Hamptons International is a leading residential estate agent and property services company, operating in London and the South of the UK.

Hamptons International offers a wealth of award-winning services including UK and international Sales, Lettings, Property Management, Corporate Services, Residential Development, Development Land, Valuation Property Finance, and is a subsidiary of Countrywide, the UK's largest estate agency and property services group.

Hamptons International celebrates 150th Anniversary

In 2019 Hamptons International celebrates its 150th birthday. The estate agency business, headed by George Hampton, opened its doors in 1869 with an office in Pall Mall and eight members of staff. 150 years on and Hamptons International has a network of over 90 offices in London and the South of the UK employing over 1,000 members of staff.