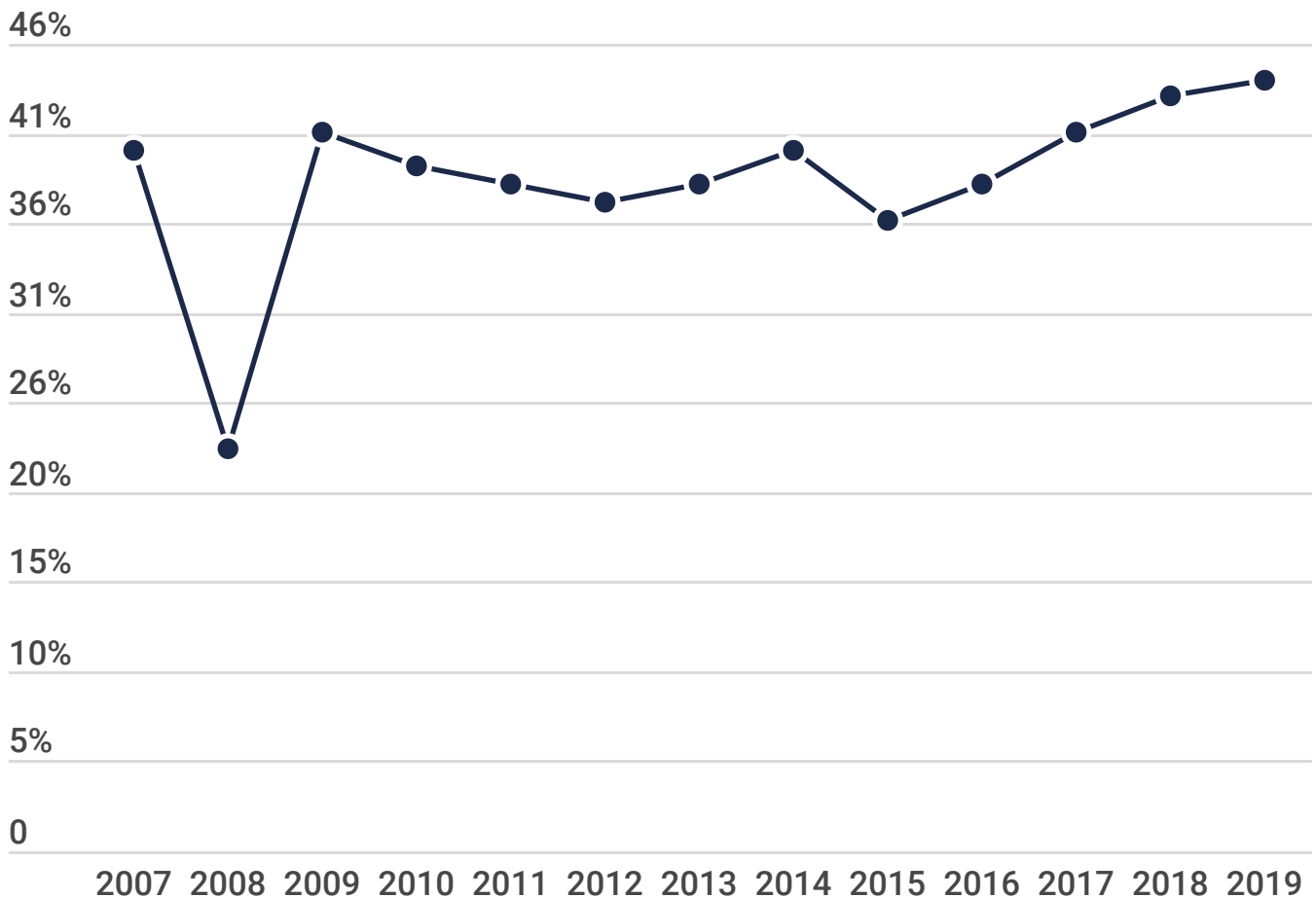


First-time buyers on the rise in London

First-time buyers purchased 44% of homes in the capital during the first three quarters of this year, reaching the highest level since our records began.

Proportion of homes bought by first-time buyers in London



Source: Hamptons International



£359,220

Average purchase price of a home bought by a first-time buyer in London

Whilst general movers have fallen back again this year, first-time buyers, who are taking advantage of improved affordability, stamp duty exemptions and government schemes such as Help to Buy, are playing a bigger role in London's housing market.

First-time buyers bought over half of the homes sold in two London boroughs, Haringey and Newham, so far this year.

Top 5 first-time buyer hotspots in London

Borough	% of homes bought by first-time buyers	Average purchase price
Haringey	52%	£ 330,370
Newham	50%	£ 336,560
Wandsworth	49%	£ 520,260
Waltham Forest	48%	£ 336,070
Tower Hamlets	48%	£ 336,870

Source: Hamptons International