



CONFIDENCE IN HOUSING MARKET EXPLODES IN 2012



Consumer confidence in the UK housing market returned in abundance at the start of 2012 according to the latest figures from the Agency Express Property Activity Index. Month on month data for January 2012 shows that new 'For Sale' listings exploded, growing dramatically compared to December 2011, up by +63.1%, representing the second largest growth figure since the Index began in 2007. Additionally, data for both new 'For Sale' listings (+12.4%) and properties 'Sold' (+4.2%) increased against January 2011.



All 12 UK regions covered within the Index saw significant double-digit growth in new 'For Sale' listings recorded in January compared to the previous month. Regional hot spots included the South West, up +98.4%, the South East, up +94.6%, the North West, up +80.6% and Wales, up 73.1%.

Whilst all the regions showed significant growth for new 'For Sale' listings, only 9 regions showed month on month growth in January for properties 'Sold' with Wales topping the table of hot spots, up +28.1%, with London up +23.9%, East Midlands up +23.6% and Scotland up +19.5%. Those regions not so hot for 'Sold' properties in January were the North East down -30.2%, South East down -27.2% and East Anglia down -1.2%.

When it came to individual city performances for new 'For Sale' listings compared to December 2011, there were mixed performances – Southampton topped the

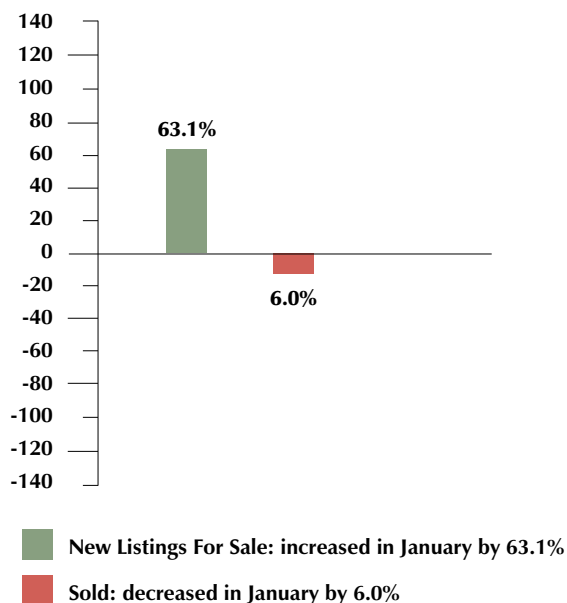
table, up +74.6%, Bristol was up +45.2%, Leeds up +40.4% and Milton Keynes up +36.9%. Cities that were not so hot in January for new 'For Sale' listings were Coventry down -45.2%, Colchester down -23.0%, Leicester down -16.3% and York down -6.9%.

Commenting on the latest Index results, Stephen Watson, Managing Director, Agency Express, said: "Our Index figures for January reflect what our staff and estate agents are reporting... one of the best January's since 2007. Whilst there are underlying factors affecting the positive performances such as the unusually mild weather and the stamp duty incentives pre-March for first time buyers, I believe consumers are genuinely feeling more optimistic for the year ahead. Additionally, with interest rates remaining low and property prices also more affordable, this is a great time to consider a move."



NATIONAL AND REGIONAL MONTHLY CHANGES for January 2012 v December 2011

National monthly % change

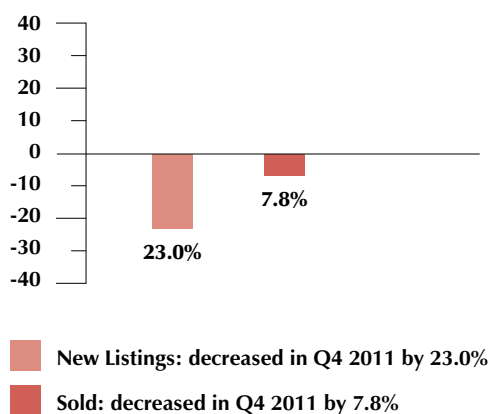


National and regional monthly % change

	NEW LISTINGS	PROPERTIES SOLD
NATIONAL	+63.1	-6.0
Central	+27.6	-10.4
East Anglia	+72.6	-5.4
East Midlands	+43.1	+4.6
London	+60.9	-9.6
North West	+80.6	-11.3
North East	+42.9	-21.1
Scotland	+45.7	-9.3
South East	+94.6	+14.2
South West	+98.4	-1.5
Wales	+73.1	-8.9
West Midlands	+67.7	-15.6
Yorkshire	+39.1	+0.7

NATIONAL QUARTERLY CHANGES for Q4 2011 v Q3 2011

National quarterly % change



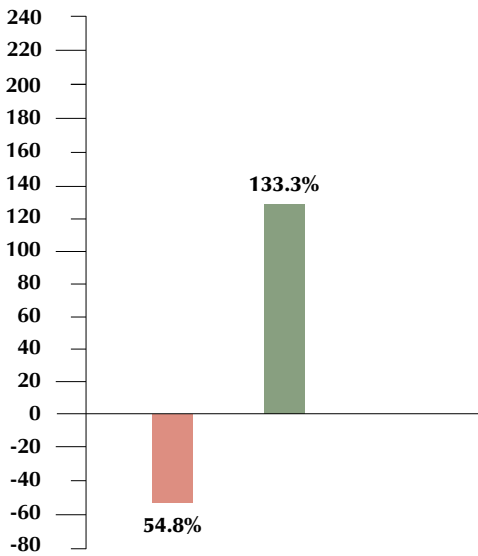
National and regional quarterly % change

	NEW LISTINGS	PROPERTIES SOLD
NATIONAL	-23.0	-7.8
Central	-12.2	-0.1
East Anglia	-25.4	-8.0
East Midlands	-23.3	-6.3
London	-15.4	-2.2
North West	-29.3	-7.6
North East	-27.4	-16.0
Scotland	-26.1	-11.5
South East	-26.3	-7.0
South West	-33.9	-9.1
Wales	-35.3	-21.0
West Midlands	-24.1	+2.1
Yorkshire	-23.0	-13.9

NATIONAL % CHANGES

for January 2012 'New Listings' v highest and lowest months of 'New Listings' recorded since Jan 2007

National monthly% change



- January 2012 v highest month: decreased by 54.5%
- January 2012 v lowest month: increased by 133.3%

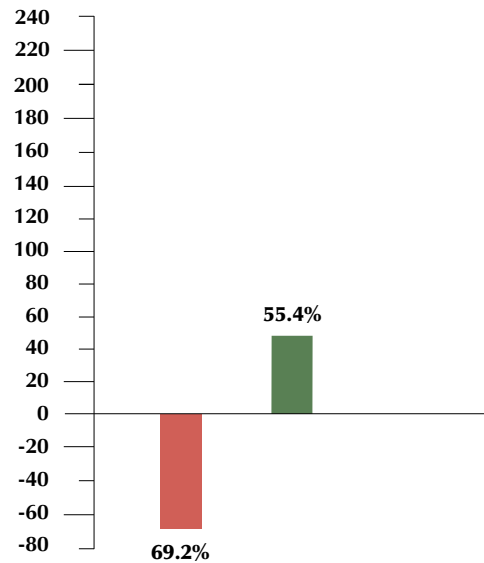
National monthly % change

	HIGHEST NEW LISTINGS	LOWEST NEW LISTINGS
NATIONAL	-54.8	+133.3

NATIONAL % CHANGES

for January 2012 'Sold' v highest and lowest months of 'Sold' recorded since Jan 2007

National monthly% change



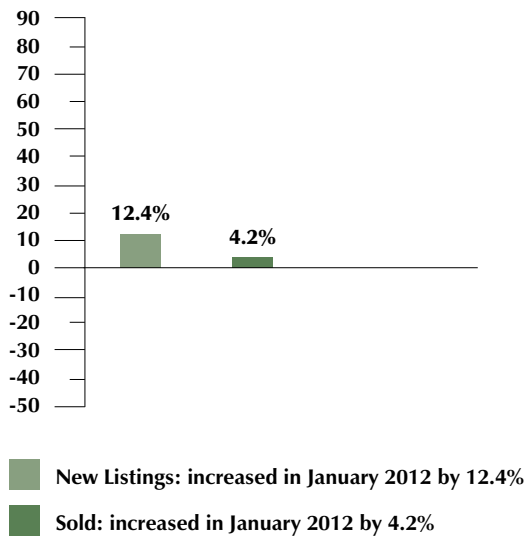
- January 2012 v highest month: decreased by 69.2%
- January 2012 v lowest month: increased by 55.4%

National monthly % change

	HIGHEST SOLD	LOWEST SOLD
NATIONAL	-69.2	+55.4

NATIONAL MONTHLY % CHANGES for January 2012 v January 2011

National monthly % change

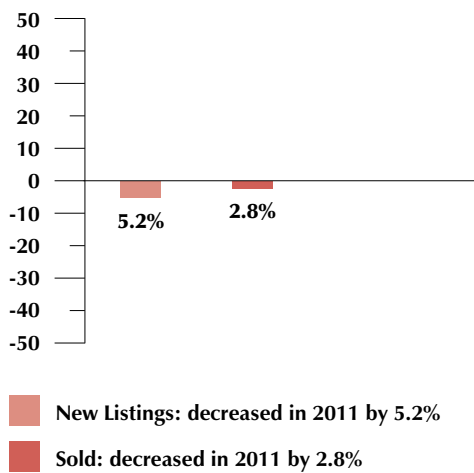


National and regional monthly % change

	NEW LISTINGS	PROPERTIES SOLD
NATIONAL	+12.4	+4.2
Central	+12.4	+12.1
East Anglia	+2.0	-1.2
East Midlands	+18.3	+23.6
London	+15.7	+23.9
North West	+18.9	+7.6
North East	-16.7	-30.2
Scotland	+38.7	+19.5
South East	-11.9	-27.2
South West	+14.9	+9.6
Wales	+20.7	+28.1
West Midlands	+18.4	+5.6
Yorkshire	-0.5	-6.4

NATIONAL ANNUAL % CHANGES for 2011 v 2010

National annual % change



National annual % change

	NEW LISTINGS	PROPERTIES SOLD
NATIONAL	-5.2	-2.8



Stephen Watson
Founder & Managing
Director of Agency Express

Stephen has 20 years estate agency experience, was instrumental in the formation of the UK's first estate agency franchise company and latterly, headed up the franchising division of Alliance & Leicester Property Services.

Editor's notes:

Agency Express was formed in 1998 specifically to provide a nationwide 'For Sale' board erection and management service for corporate and independent estate agencies via a network of franchisees. Today, Agency Express is the UK's largest 'For Sale' board company with one in four boards being erected and serviced by our franchisees.

'For Sale' boards can be seen on virtually every street in the UK and every one of these boards needs to be erected, changed to display 'Sold' and, finally, be removed at a time agreed with the agency when the sale has been completed. In short, a multi million pound business, the results of which give a very visible indication of the condition of the UK residential property market.

- ▲ **The UK's only truly nationwide estate agency 'For Sale' board company**
- ▲ **18 out of the top 20 estate agency chains use Agency Express**
- ▲ **On-line management system provides estate agencies with total control over their board assets**
- ▲ **Full members of the British Franchise Association**
- ▲ **Carrying out up to 4,000 board movements every working day**

UK-WIDE MONTH-ON-MONTH PERCENTAGE CHANGES 2011

	For Sale boards erected	Sold boards instructed
August'11	-1.3%	+3.9%
September'11	-7.6%	-5.5%
October'11	+0.8%	+7.5%
November'11	-11.8%	-7.1%
December'11	-38.0%	-23.7%
January'12	+63.1%	-6.0%

For further information or to arrange an interview please contact:

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Or go to www.propertyactivityindex.co.uk for a PDF of the latest report

