



World cup fever stalls UK house sales recovery



The UK housing market stalled in June according to the latest Agency Express Property Activity Index. The latest results show that the number of UK monthly house sales fell in June by 5.3%. It appears that the wall-to-wall coverage of the World Cup, Wimbledon and the one day cricket has caused homebuyers to temporarily place their home buying plans on hold.



The effect of the World Cup is clearly illustrated when you compare the sales in June this year with those seen in June last year. June 2010 was 7.0% down on June 2009's level.

The hardest hit regions were the West Midlands where there was a dramatic slump of 26.4% in the number of houses that were sold in June, followed by the South West down 11.4%, Wales down 10.6%, the North East down 8.8% and London down 7.7%. Only two regions in the UK were able to report a rise in June house sales – they were the North West where sales were up 10.5% and the East Midlands where sales rose 6.7%.



The cities that witnessed the most dramatic falls in house sales in June were Birmingham down 34.7%, Nottingham down 32%, Exeter down 31.7%, Southampton down 27.8% and Glasgow down 27.4%. Only a few cities witnessed an increase in monthly house sales with Leicester leading the way with a 44.0% rise followed by Manchester up 37.0% and Milton Keynes up 30.1%.

Commenting on the latest Index results, Stephen Watson, Managing Director, Agency Express, said: "The heightened interest in the World Cup and the number of games shown live seems to have drawn people's attention away from closing the deal on their prospective properties. Now that England have crashed out

of the tournament after a number of lack lustre displays we can expect homebuyers to return to the housing market with real conviction to get their new property sorted. With interest rates still at record low levels and house prices having stabilised, we can expect to see a surge in house sales in July before the holiday season kicks in."

However, it wasn't all bad news in June as there was a small increase of 1.8% in the number of new houses being put up 'For Sale' which can be attributed largely to the positive impact that the suspension of HIPs from the home selling process has brought.

The regions that experienced the greatest increase in new 'For Sale' listings were the West Midlands, London and the North East which saw rises of 22.3%, 16.0% and 12.7% respectively. On the other hand, Scotland saw a big drop of 14.8%, with the South East falling 7.5%, Central England down 5.6% and the East Midlands down 5.0%.

The cities that had the biggest rise in houses being put up 'For Sale' in June were Coventry which saw a huge hike of 55.9%, Colchester up 53.2%, Birmingham up 29.3%, and Cardiff up 14.3%. Several cities saw a decline, with Edinburgh at -22.1%, Glasgow at -18.4% and Milton Keynes at -17.9% seeing the steepest drops.

NATIONAL AND REGIONAL MONTHLY CHANGES for June 2010 v May 2010

National monthly % change

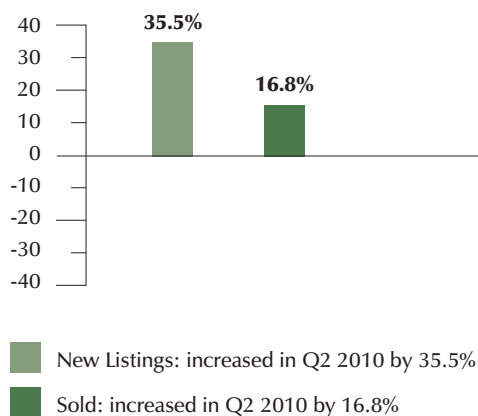


National and regional monthly % change

	NEW LISTINGS	PROPERTIES SOLD
NATIONAL	+1.8	-5.3
Central	-5.6	-4.5
East Anglia	+7.3	-4.0
East Midlands	-5.0	+6.7
London	+16.0	-7.7
North West	+0.5	+10.5
North East	+12.7	-8.8
Scotland	-14.8	-6.4
South East	-7.5	-5.9
South West	+4.2	-11.4
Wales	+1.9	-10.6
West Midlands	+22.3	-26.4
Yorkshire	+1.0	-0.8

NATIONAL QUARTERLY CHANGES for Q2 2010 v Q1 2010

National quarterly % change



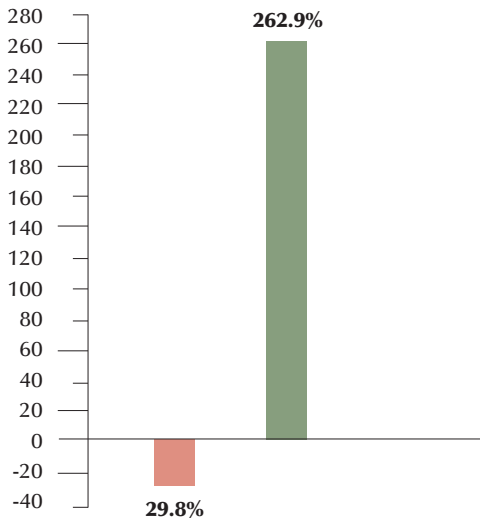
National and regional quarterly % change

	NEW LISTINGS	PROPERTIES SOLD
NATIONAL	+35.5	+16.8
Central	+59.2	+55.2
East Anglia	+34.7	+32.3
East Midlands	+25.2	+35.3
London	+46.3	+18.3
North West	+36.0	+31.1
North East	+29.1	+25.5
Scotland	+43.1	+14.4
South East	+37.3	+25.2
South West	+55.1	+49.9
Wales	+29.1	+30.0
West Midlands	+20.0	+12.5
Yorkshire	+11.7	+1.4

NATIONAL % CHANGES

for June 2010 'New Listings' v highest and lowest months of 'New Listings' recorded since Jan 2007

National monthly% change



June 2010 v highest month: decreased by 29.8%

June 2010 v lowest month: increased by 262.9%

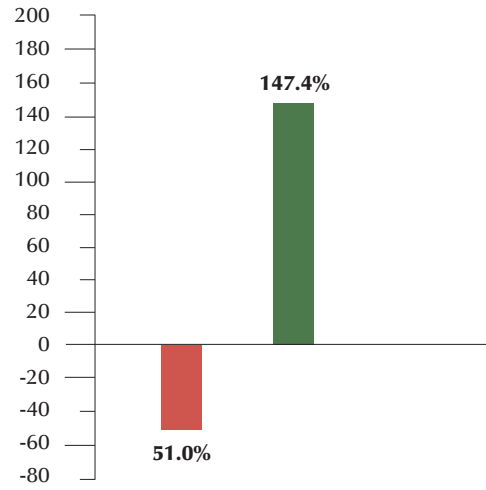
National monthly % change

	HIGHEST NEW LISTINGS	LOWEST NEW LISTINGS
NATIONAL	-29.8	+262.9

NATIONAL % CHANGES

for June 2010 'Sold' v highest and lowest months of 'Sold' recorded since Jan 2007

National monthly% change



June 2010 v highest month: decreased by 51.0%

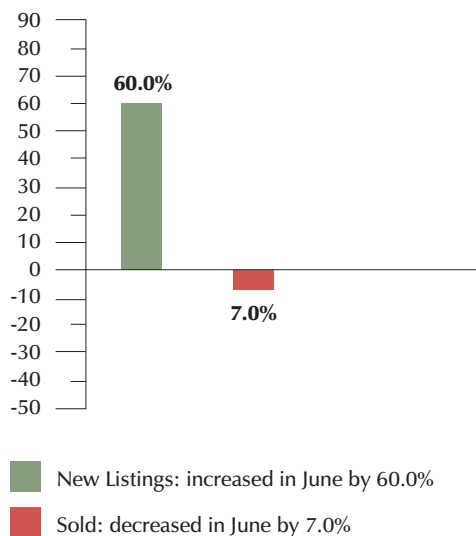
June 2010 v lowest month: increased by 147.4%

National monthly % change

	HIGHEST SOLD	LOWEST SOLD
NATIONAL	-51.0	+147.4

NATIONAL MONTHLY % CHANGES for June 2010 v June 2009

National monthly % change

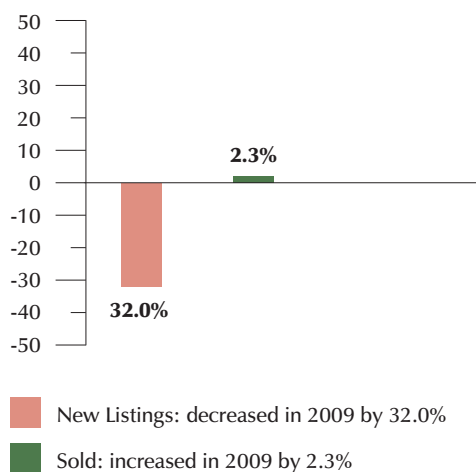


National and regional monthly % change

	NEW LISTINGS	PROPERTIES SOLD
NATIONAL	+60.0	-7.0
Central	+28.7	-3.6
East Anglia	+52.8	-7.2
East Midlands	+72.1	+88.2
London	+113.0	+22.5
North West	+49.5	+56.2
North East	+189.5	+70.3
Scotland	+80.5	+47.6
South East	+61.6	+4.7
South West	+81.6	+26.2
Wales	+54.7	+18.9
West Midlands	+63.5	-24.1
Yorkshire	+20.8	-21.3

NATIONAL ANNUAL % CHANGES for 2009 v 2008

National annual % change



National annual % change

	NEW LISTINGS	PROPERTIES SOLD
NATIONAL	-32.0	+2.3



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 2009

	For Sale boards erected	Sold boards instructed
October	+5.6%	+13.4%
November	-9.0%	-8.3%
December	-46.3%	-33.2%

UK-WIDE MONTH-ON-MONTH PERCENTAGE CHANGES 2010

	For Sale boards erected	Sold boards instructed
January	+38.2%	-18.0%
February	+91.5%	+136.6%
March	+5.3%	-13.7%
April	+0.7%	-0.7%
May	+13.6%	+8.6%
June	+1.8%	-5.3%

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

