

PRESS RELEASE

October 2020

BCM'S WEBINAR SERIES CONTINUES WITH "PROPERTY MARKET AND DEVELOPMENT"



On 14 October 2020, Thomas Dawson, Property Consultant at BCM, Rural Property Specialists in Merstone, Isle of Wight, hosted a webinar discussing the property market, and the increased demand for different types of properties since the start of lockdown.

Thomas was glad to be joined James Pink, Director of Captiva Homes discussing the changing views of their buyers. The webinar was well attended, and a Q&A session followed the discussion with accompanying slides. Thomas Dawson says:

"The average house price recorded on land registry in August 2020 was £224,123; comparatively the average house price a month later in September, rose by 34% with house prices at £330,000, which is 50% higher than previously recorded, this indicates an increase in demand for property but perhaps not enough supply.

Although nobody can predict the future, there are definitely more positive sounds coming from the property experts throughout the UK, with Capital Economics, Halifax and a number of larger sales agents expecting a further growth in the property market, which is the opposite of what they were predicting at the start of lockdown.

The majority of properties on the Isle of Wight are purchased and owned by local residents, however in the mid-high-end properties, around 73% are purchased by mainland buyers. It would seem that there is currently a lack of housing on the Isle of Wight, both affordable and open-market. I know first-hand how difficult it is to get on the housing ladder at a young age. At 22, I decided to complete a self-build (mostly because I couldn't afford anything more than a studio flat!), which was very stressful however very rewarding.

To conclude, although the furlough scheme and payment holiday loans are being pulled end of October, with positive steps such as the stamp duty holiday, we envisage a busy couple of months to take advantage of the government schemes whilst they are available. Furthermore, we need to match housing supply on the Island with increased demand, otherwise first time buyers will not be able to get onto the property market, as it will be both unaffordable and unsustainable in the longer term."



James Pink says:

“Home ownership remains the number one goal for 81% of 18-44 years olds, with the average first time buyer in the UK being 34 years old. We have seen increases on what were already high levels of interest and sales rates since lockdown, but buyers’ demands have now changed dramatically, there is renewed interest in rural locations, the need for ‘home offices’, the importance of high speed broadband and larger gardens are now things that most buyers are keeping on their ‘buyer’s priority checklist’.



Social Media and online viewing has also led to raised expectations amongst buyers, with people no longer wanting to make do with any less than the dream home.

Captiva Homes believes in providing for those customer aspirations offering quality homes, lower density developments with more greenspace, building homes with more flexible/useable accommodation and fewer flats.

Over 50% of our buyers at our West Acre Park development have made use of the Government’s Help to Buy Scheme. The scheme enables customers to still put down just a 5% deposit , making it so much easier for first time buyers to access what is a currently unprecedented mortgage market.

We’re proud to say, that even with increased levels of interest, over 80% of reservations at our West Acre Park development are to local residents and the average house price overall at the development sits at just below £250,000 in line with the average house price on the Isle of Wight over the last year.”

Further details

For more information please contact Thomas Dawson on 01983 828805 or tdawson@bcm.co.uk.

Please use the following link to view the webinar recording:

<https://vimeo.com/473354294>

END

