

more than houses

At Homes we are a hardworking and friendly team of people with a passion for what we do and a desire to match the right people with the perfect property.

OUR FIGURES SPEAK FOR THEMSELVES



Over **50%** of houses sell in the **first four weeks** of marketing with Homes



Percentage of Homes deals that achieve asking price or above:
Alton **99.48%**
Petersfield **98.95%**
Liphook & Grayshott **99.22%**



This year so far, Homes has exchanged and completed on **461** properties



Homes is the **top selling** agent across our local region



Homes sells **27%** of all properties within **£600-£1.2 million** bracket across our patch



Awarded **best performing letting agent** by The British Property Awards (see page 3)

BUYERS ACTIVE 365 DAYS A YEAR

The property market is constantly evolving, there is no 'better' or 'worse' time of year to sell, as people are looking to move 365 days of the year because they can access listings 24/7 online.

Boxing Day is one of the busiest days of the year for property portals; in December 2020, online searches increased by a staggering 70%. In the New Year, from the 2nd - 8th January 2021, Rightmove reported a 30% spike in traffic year on year and enquiries to estate agents increased by 11%.

homes

at home

WINTER 2021



2021 MARKET UPDATE FROM HOMES' MANAGING DIRECTORS, ROB PRICE & CHARLIE BARR

"It's been quite a year. From the start of 2021, the local property market has seen plenty of action across our four offices.

We've been extremely busy with year-on-year sales up by 28%, and to date, have sold £284 million pounds worth of property.

Undoubtedly, activity was boosted by the Stamp Duty holiday, announced in the Chancellor's budget in March, which triggered over nine million views on Rightmove – a record high in 20 years.

Demand from eager and committed homebuyers has exceeded the

supply of properties coming to market, which has led to multiple offers and property selling over the asking price. Locally, we've seen the average house price rise by 10% and the demand for detached four bedroom houses has topped the table. Across the local area, buyers continue to focus on home working space and good-sized gardens.

Currently, property is selling swiftly – the result of very active buyers. However, our advice to sellers is to allow several days of viewings to ensure we find the best buyer and achieve the best price for your property."



SOLD: This wonderful four bedroom family home was in such demand, buyers were willing to pay well in excess of the asking price of £1.25m.

Team Talk

The more we know about our customers, the more we can provide them with information that is increasingly useful, relevant, and reassuring.



MEET YOUR LOCAL HOMES VALUERS IN ALTON -

Justin Robinson, Branch Manager & Rob Price, Managing Director



Drop in for a chat, call or email about any of your valuation needs.

Justin is a committed and valued member of the Alton team, with over eight years agency experience and a wealth of knowledge about the local area. Clients have described Justin as an agent who *"always makes time for people and gets the job done"*.

Rob co-founded Homes in 2011 and has been instrumental in growing the business, but he still likes to remain actively involved in the day to day running of the office, particularly, valuations. Clients value *"his personable and straight way of talking, his work ethic and his drive to always get the best outcome"*.

Justin's top tip:

■ *If in doubt about what work you should potentially do before putting your home on the market, it can be helpful to get a fresh pair of eyes and advice from your local agent. We know more than anyone, when it comes to understanding what is currently at the top of a buyer's list of priorities. Preparing to sell is about gauging the mood of the current market.*

01420 593900 / alton@homesea.co.uk



MEET YOUR LOCAL HOMES VALUER IN GRAYSHOTT & LIPHOOK - **Ben Moore, Regional Manager**

If you're looking for some sound advice and a down-to-earth approach, pop in for a chat with Ben, our regional manager covering the Grayshott and Liphook areas. Ben has been a dedicated member of the Homes team since 2014, and our clients see him as *"highly knowledgeable and a joy to deal with"*.

Ben's top tip:

■ *If you are thinking of moving, don't spend any more money on the house than you need to. It's worth the effort to de-clutter and winter clean.*

01428 772699 / grayshott@homesea.co.uk
01428 728520 / liphook@homesea.co.uk



MEET YOUR LOCAL HOMES VALUERS IN PETERSFIELD - **Ollie Williams, Branch Manager & Charlie Barr, Managing Director**



You are always guaranteed a warm welcome from our team in College Street.

Ollie grew up locally, and has been an important part of the Homes team since 2013. Clients love his, *"confident, clear-thinking, and engaging manner"*.

Charlie has worked as a local agent for nearly 20 years and co-founded Homes in 2011. He remains a pivotal part of the Petersfield office and is much respected by clients and peers. Clients have reported that they feel *"reassured and in safe, experienced hands when they are dealing with Charlie"*.

Ollie's top tip:

■ *Don't hesitate to sell your property just because you can't find somewhere. Many buyers will wait for you if your property is the right one for them.*

01730 263907 / petersfield@homesea.co.uk



READY TO RENT - **Rosie Wallace runs Homes Lettings with Lewis Graham**



Senior Client Advisor, Rosie, has been looking after landlords and tenants at Homes for five years and is MARLA qualified.

She is extremely

competent and efficient, landlords have said *"we find Rosie a pleasure to deal with, she always acts with great professionalism, is reliable and a real asset to the Homes team"*.

Born in Greatham and living in Liphook, Lewis is MARLA qualified and has been working closely with Rosie since 2017. Tenant clients say, *"Every tenant or landlord needs a local Rosie or a Lewis - they take all the stress out of renting, so helpful guiding us through the process, and the properties are always presented to the highest standard"*.

Rosie's top tip:

■ *Our message to any potential new landlords is that given the volume of tenants actively looking out there, now is a very good time to attract suitable tenants and successfully let your rental investment property.*

01428 728520 / lettings@homesea.co.uk



MEET YOUR LOCAL LAND & RESIDENTIAL DEVELOPMENT EXPERT - **Pepe De Fazio, Director**

Pepe is the man behind our Land & New Homes division. He has extensive knowledge of land development with over 30 years of property industry experience. Clients find *"his contacts and strong understanding of the complexities around planning a huge advantage"*.

Pepe's top tip:

■ *Having a conversation about a plot or an area of land is always worth a phone call. If you want to discuss the potential in your land then please do get in touch with me for advice and guidance.*

01428 778278 / lnh@homesea.co.uk



COME & ASK US LET'S TALK VALUE

Nothing can replace taking the time to have a face to face conversation with someone. When it comes to making a decision about whether to sell or let your property, then it makes sense to talk directly to your local estate agent.

At Homes, we pride ourselves in being independent, local and really knowledgeable about every type of property in this area. Our doors are always open to take time to talk and offer sound advice about letting or selling your home - whether using a full-on campaign, or keeping it low-key and discrete.

It's more than likely, that we have sold or let a similar property in your road, or even sold your own home previously. You can feel confident, that we have the comparable facts and figures to advise what your property is worth, and what a realistic asking price is in the current marketplace.

KEEPING YOUR SALE MOVING FORWARD

It now takes just under four months on average for a property sale to cross the line – around a fortnight longer than normal. According to the House Price Index (HPI), the average time for an agreed sale to complete has surged from 90 days to 110-115 days.



There are ways to keep your move on track, working to realistic timelines and keeping your property chain intact. This is precisely what our experienced in-house Sales Progression team focus on. With a backlog from the pandemic, affecting every aspect of property buying, including the legal progress, mortgage lending, conveyancing and surveys, taking longer than before, it's more important than ever that sellers get prepared in advance. This is key to reduce potential delays, to keep the momentum going between all parties involved in the sale process.

Do talk to us about how to get prepared, tackling any issues, or how to speed things up.

CHRISTMAS MESSAGE FROM ALL OF US AT HOMES

Christmas is not far off and this is our last quarterly issue until next March. So, we would like to take this opportunity to thank all our clients, associates, staff and colleagues for their goodwill and support throughout 2021. We wish you all good health and happiness this Christmas and all the very best in the New Year.

OUR 2021 best bits

We've not just been busy selling houses, we've also be doing our bit to contribute to the local community in our area. So here is a snapshot of just some of the amazing things that we've been involved with, along with those that we have to look forward to before the end of 2021.

MARCH 2021 Lucky 11 - The Alton office had a bumper Friday on the 12th March, successfully completing on 11 sales and handing over 11 sets of keys to happy homeowners... our gifts of wine went down well too!



JUNE 2021 The day we employed a goldfish - When a client's property failed to complete, we all rallied to help turn the office into a home for the goldfish, Mum and children, and took care of their pet dog and cat. Using landlord contacts, we found the family accommodation until their onward purchase completed.



JULY 2021 Liphook branch announced as a Gold Winner in the British Property Awards for Midhurst & Liphook area.



JULY 2021 Local agents, local people, local events - Homes enjoyed sponsoring the Fawley Farm Horse & Dog Show at Privett and despite the rain, everyone had a great day.



AUGUST 2021 Giving a helping hand in the community - We pledged £10,500 to help towards the Treloars's Forest School project.



OCTOBER 2021 Winners announced - Best performing letting agent in the Grayshott area, by The British property Awards.



NOVEMBER 2021 We're looking forward to sponsoring the Greatham Christmas Fair on the 27th November 2021. www.greathamvillage.co.uk



NOVEMBER 2021 Our entry has been submitted to Relocation Agent Network (RAN) for the annual award for Best Regional Agent. We'd love to repeat our success winning this award having previously won this accolade three times!



THROUGHOUT THE YEAR 2021

Seeing how our loyal and lovely employees across the company coped with the challenges that Covid brought, managing to keep smiling throughout and always giving their best for clients and supporting their colleagues.





PROPERTY COMES IN
ALL SHAPES & SIZES
**HOMES GIVES EACH
ONE THE SAME
FIVE STAR SERVICE**

Homes is always happy to help whenever you are thinking about selling your home, would like a market valuation, or have questions about selling land.

If you are looking to 'test' the market in a low key way, Homes can offer you a discreet approach targeting serious buyers to achieve a confident sale.

As a friendly, reliable local agent, we are on hand to have an informal chat over the phone or come and meet with you – whatever works best for you.



Alton £735,000
Sold by Homes Alton



Alton £590,000
Sold by Homes Alton



Medstead £375,000
Sold by Homes Alton



Medstead £1,300,000
Sold by Homes Alton



Headley Down £950,000
Sold by Homes Grayshott



Hindhead £750,000
Sold by Homes Grayshott



Elstead £400,000
Sold by Homes Grayshott



Lindford £500,000
Sold by Homes Grayshott



Liphook £700,000
Sold by Homes Liphook



Liphook £675,000
Sold by Homes Liphook



Whitehill £535,000
Sold by Homes Liphook



Liphook £425,000
Sold by Homes Liphook



West Meon £850,000
Sold by Homes Petersfield



Liss £750,000
Sold by Homes Petersfield



Petersfield £767,500
Sold by Homes Petersfield



Petersfield £650,000
Sold by Homes Petersfield



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- **Alton:** 53 High Street, Alton, Hampshire, GU34 1AB - **01420 593900**
- **Grayshott:** Headley Road, Grayshott, Hampshire, GU26 6LD - **01428 772699**
- **Liphook:** The Square, Liphook, Hampshire, GU30 7AB - **01428 728520**
- **Petersfield:** 18 College Street, Petersfield, Hampshire, GU31 4AD - **01730 263907**
- **Land & New Homes:** 53 High Street, Alton, Hampshire, GU34 1AB - **01428 778278**
- **Lettings:** The Square, Liphook, Hampshire, GU30 7AB - **01428 728520**
- **Sales Progression:** 53 High Street, Alton, Hampshire, GU34 1AB - **01420 593908**

