

Market landscape for estate agency in 2026

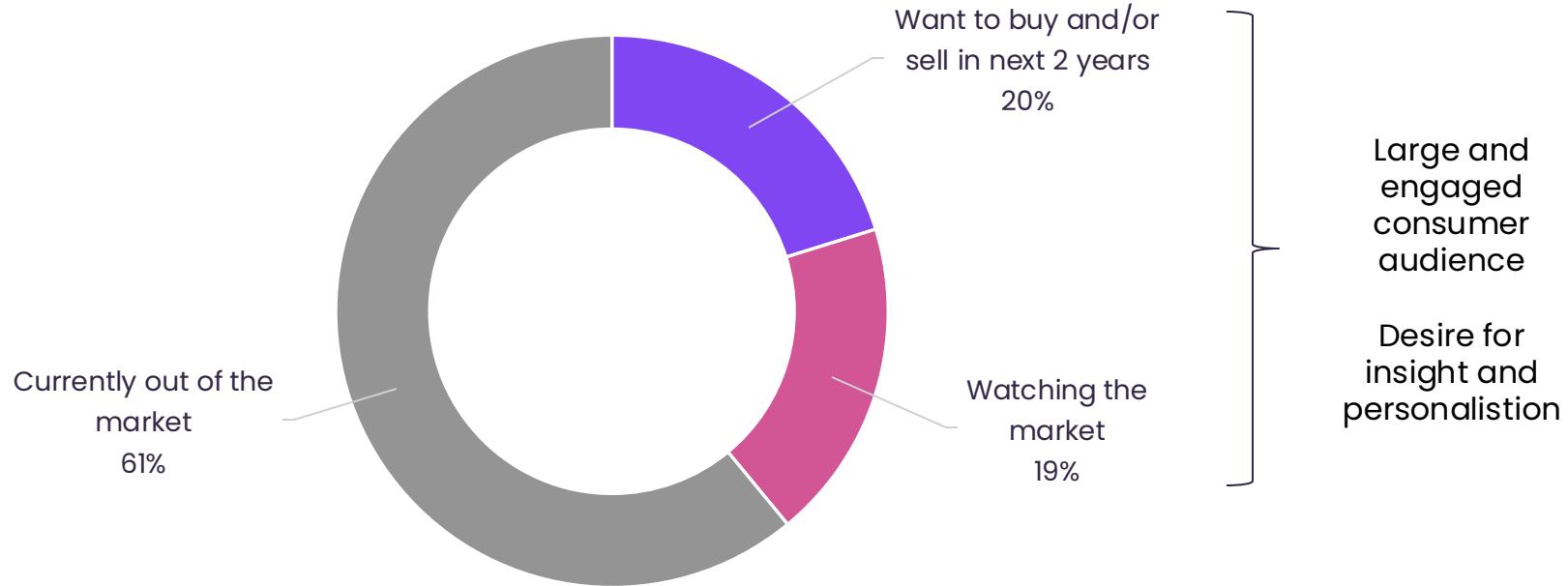
Negotiator Conference
November 2025

Sales market

Desire to move rebuilds sales pipeline
but affordability matters

2 in 5 consumers 'watching' or 'in market' to buy a home

Moving intentions and status in the market

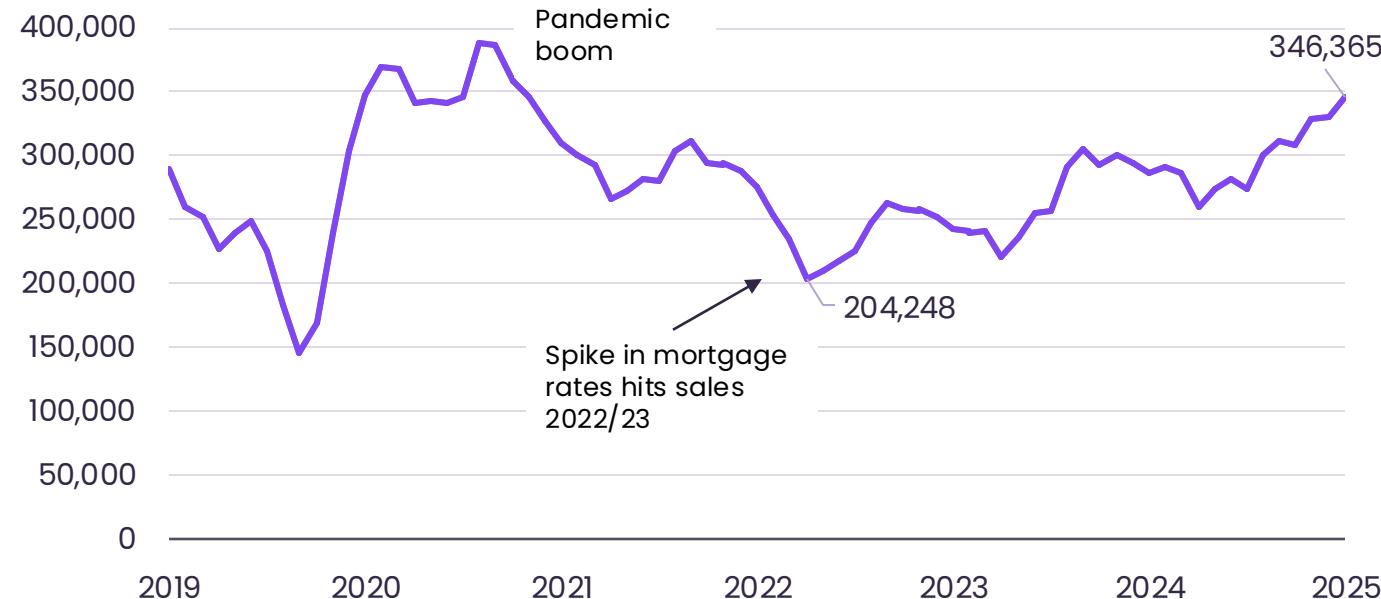


Source: Zoopla Consumer Insights by YouGov – Sept 2025

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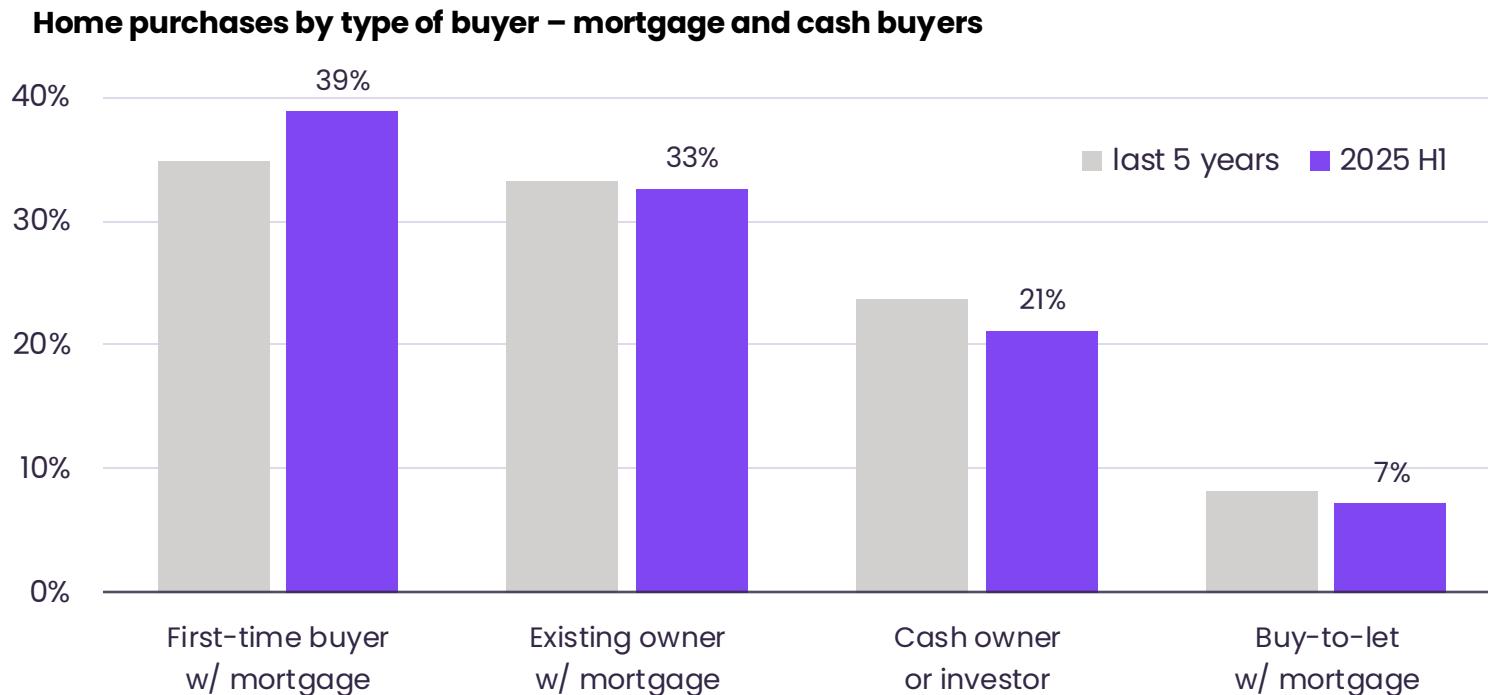
Largest sales pipeline for 4 years - >£1bn in sales commission

Sales pipeline - agreed sales yet to complete



Source: Zoopla Research

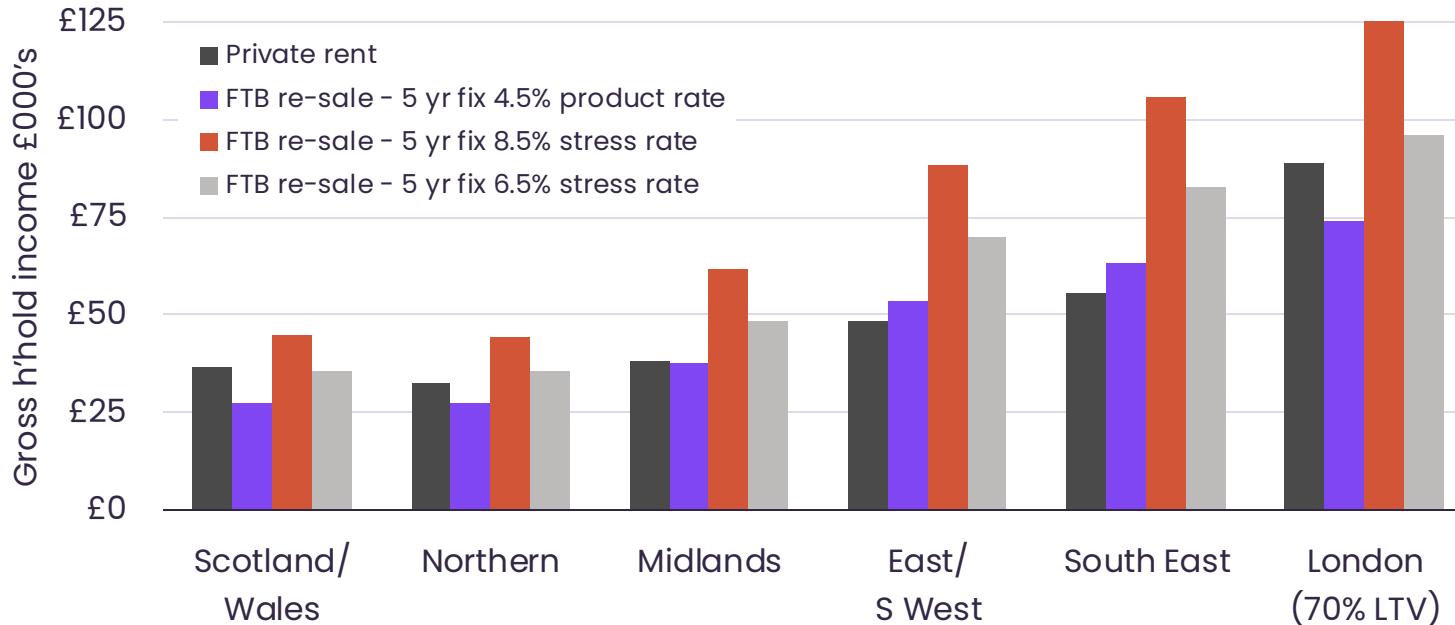
First time buyers 2 in 5 sales ... but nothing to sell



Source: Zoopla Research analysis of UK Finance & HMRC data

Mortgage regulation has impacted demand for homes

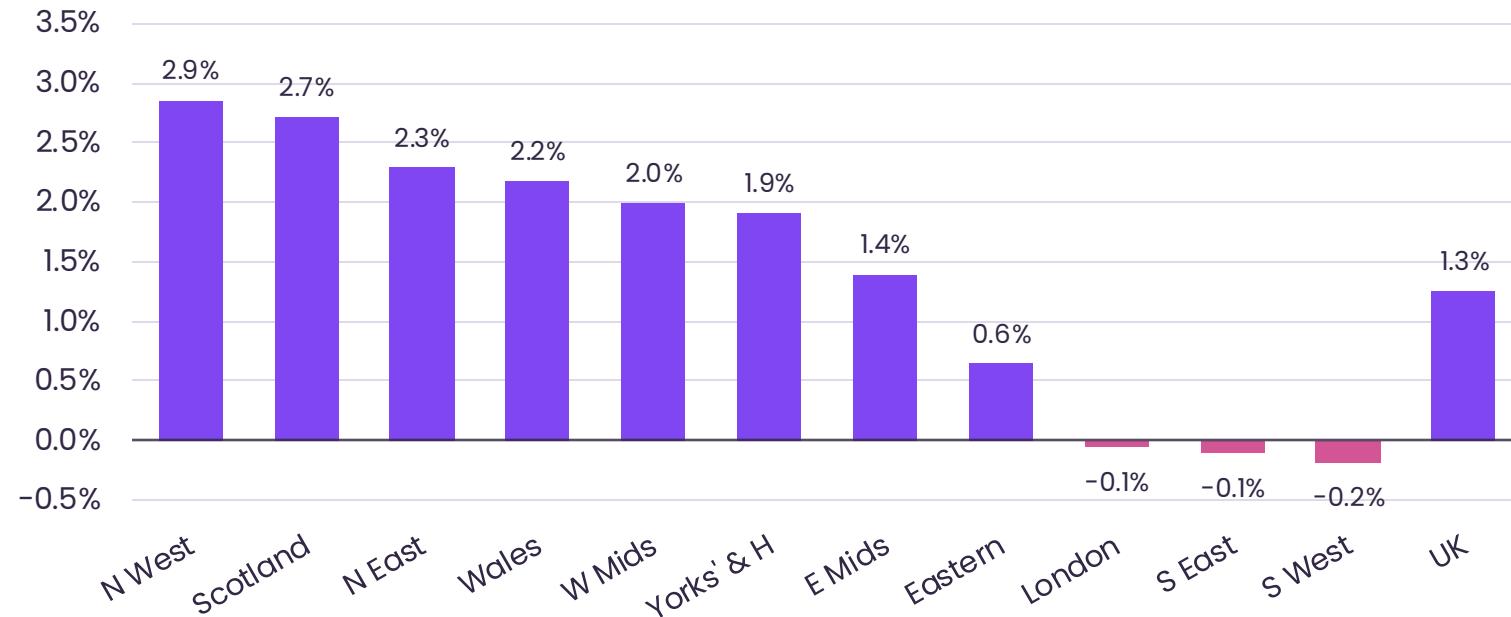
Gross income to rent and buy a typical FTB priced home (80% LTV)



Source: Zoopla Research calculations using actual rents and FTB home prices and average new home values; FTB deposit/income data from ONS - Shared ownership 25% initial purchase with 5% deposit

Affordability and more supply drags on southern England HPI

House price inflation %yoy – October 2025

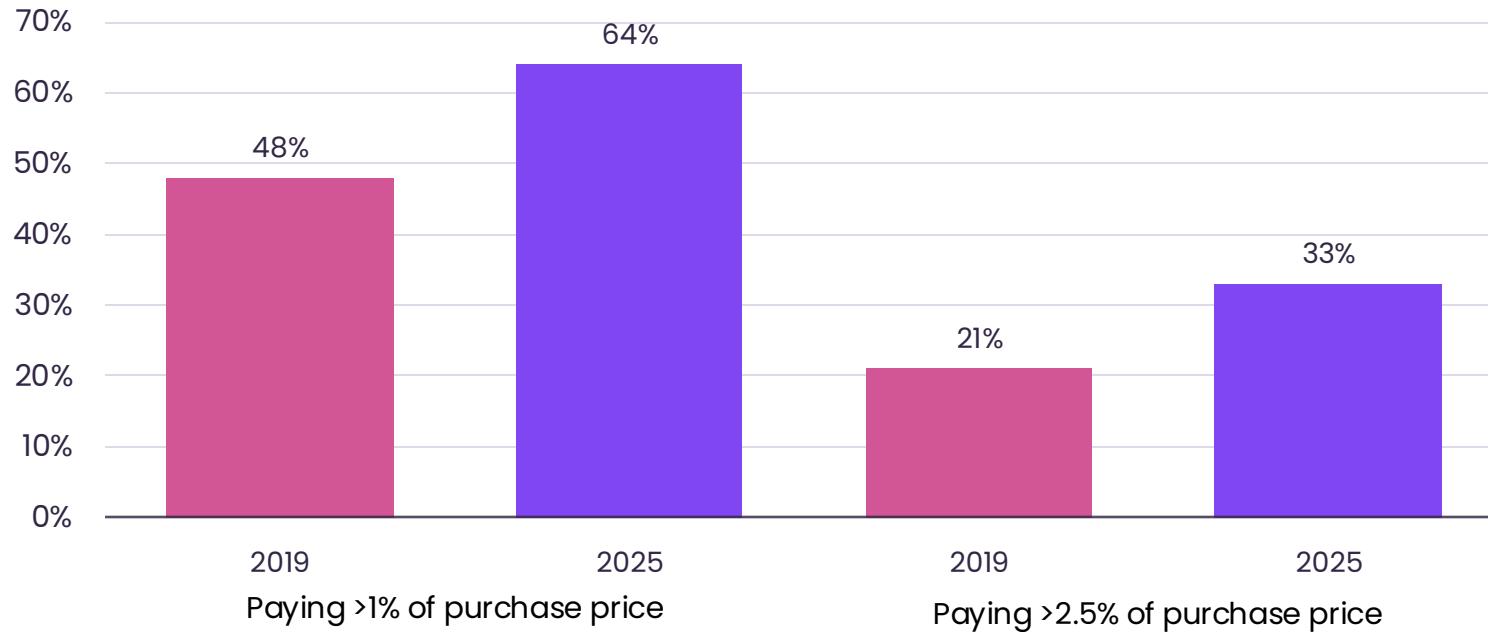


Source: Zoopla HPI powered by Hometrack

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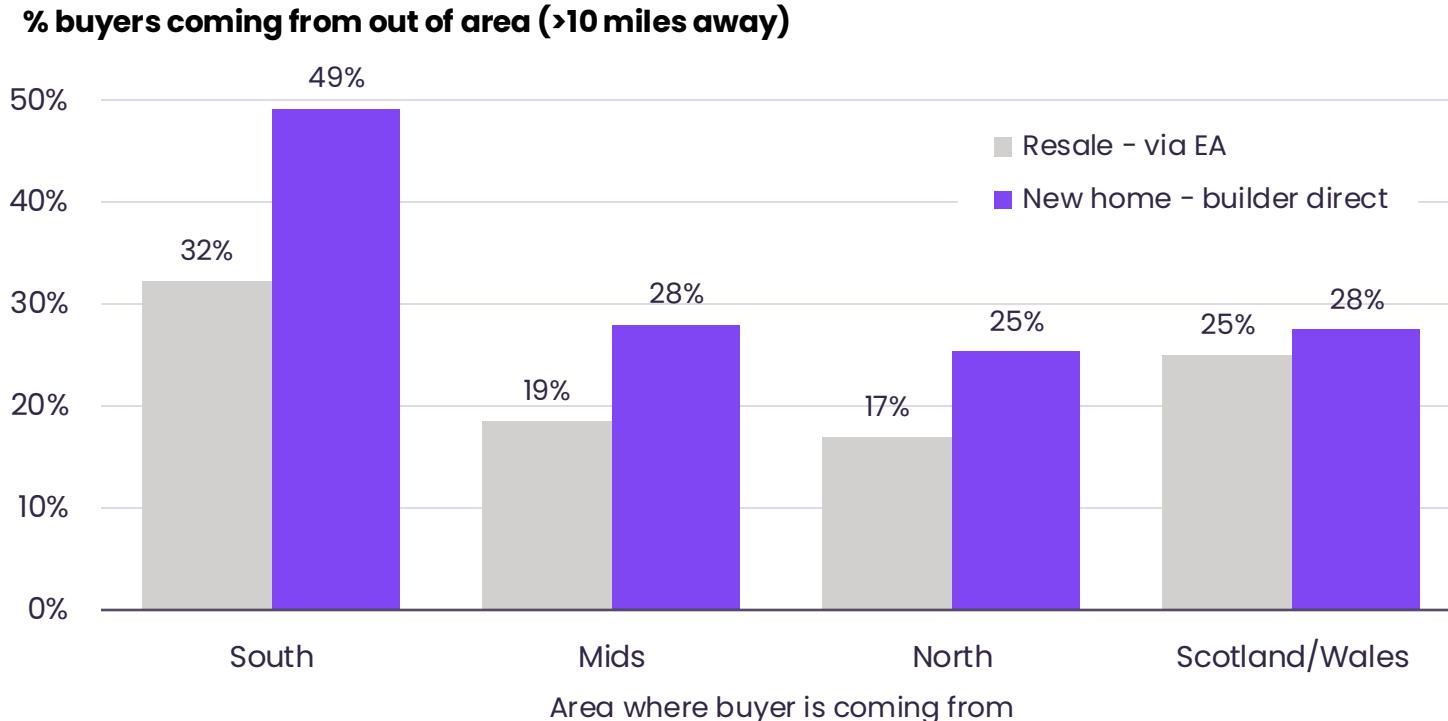
Stamp duty 'fiscal drag' adds to buying costs

% home owners paying >1% and >2.5% of the purchase price



Source: Zoopla Research analysis of sales agreed

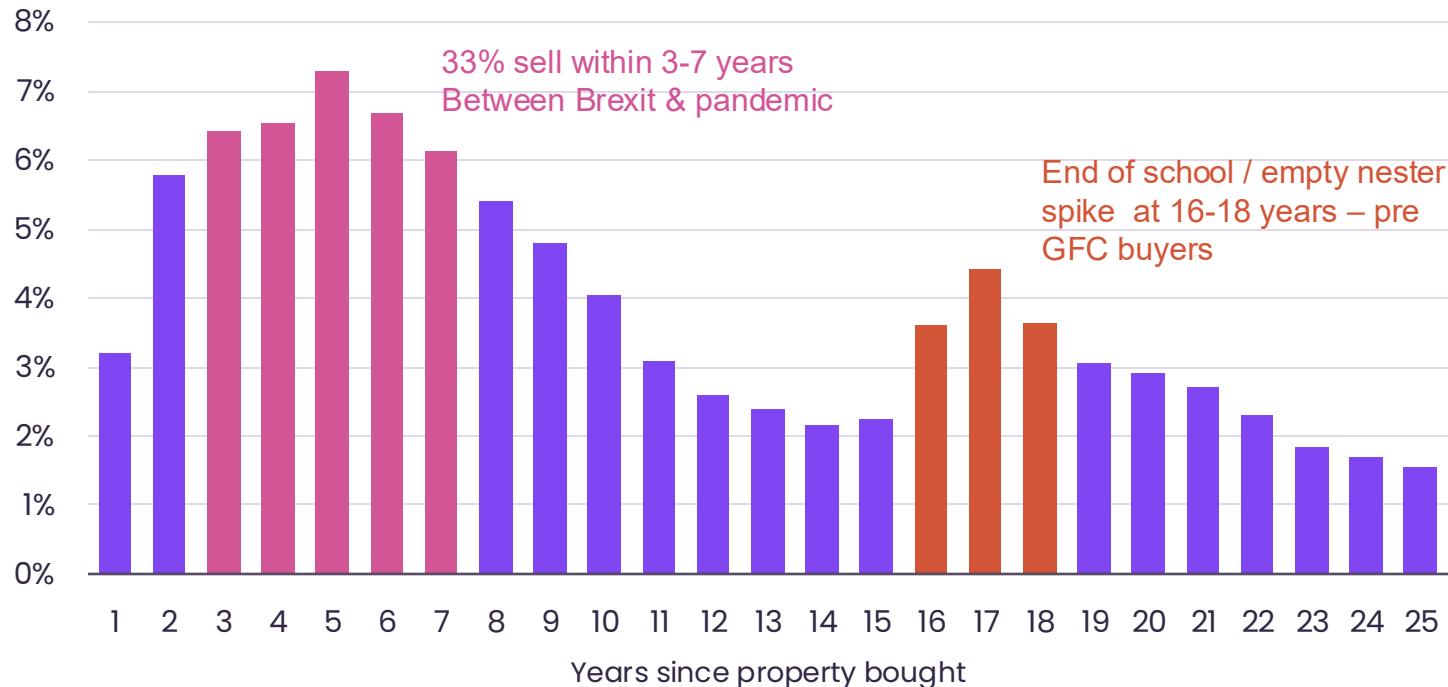
Affordability driving longer distance moves – how to target?



Source: Zoopla Research

Prospect your homeowner buyers for tomorrow's vendors

Years since property last sold (sales 2021–2024)



Source: Zoopla Research analysis of HMLR data

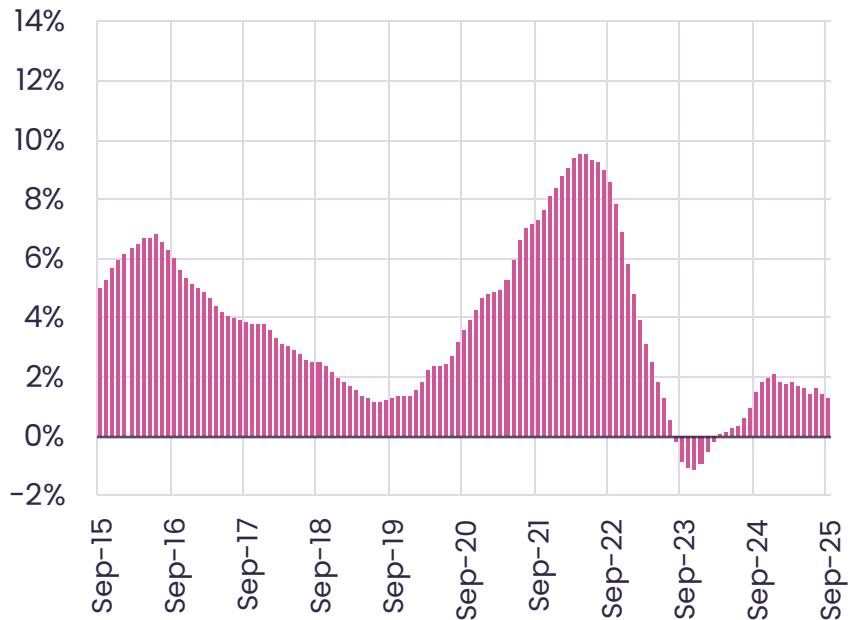
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Rental market

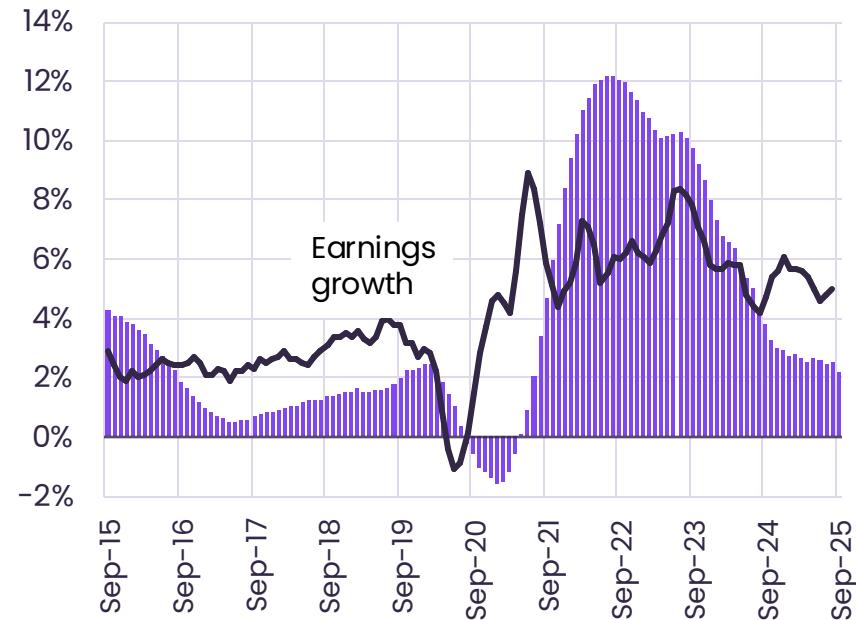
Higher rents boost agency revenues but
when will landlords start investing?

Rents up 35% in 5 years – boosting agent revenues

House price inflation (% yoy)



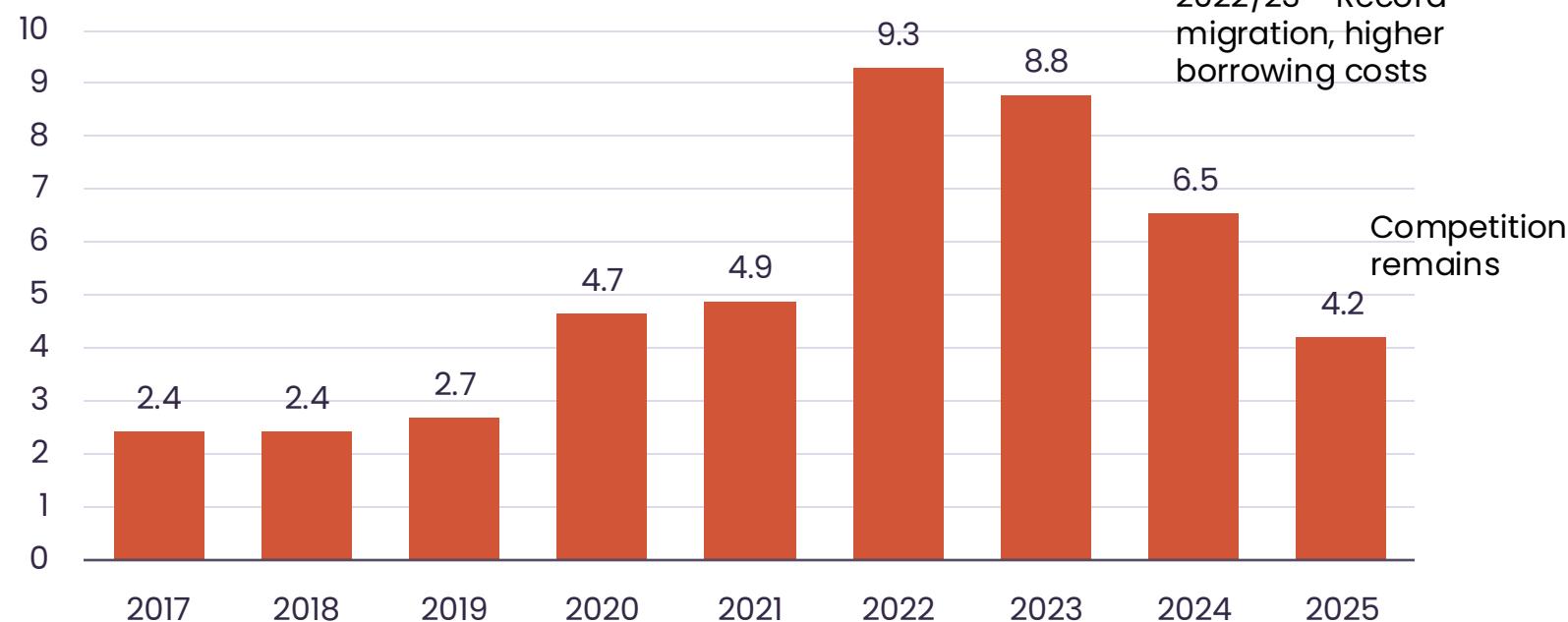
Rental inflation (new lets, % yoy)



Source: Zoopla House Price and Rental Indices, ONS AWE

Supply/demand balance returns to normal ...

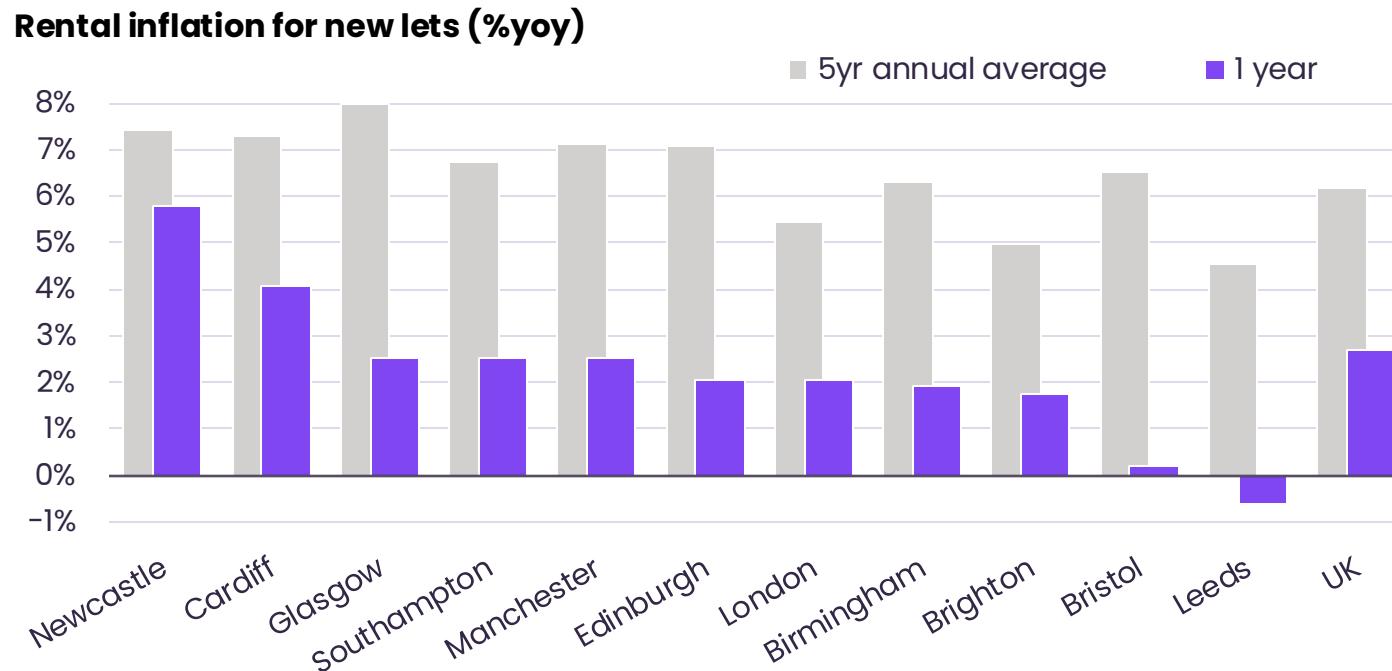
Enquiries per rented home (GB)



Source: Zoopla Research

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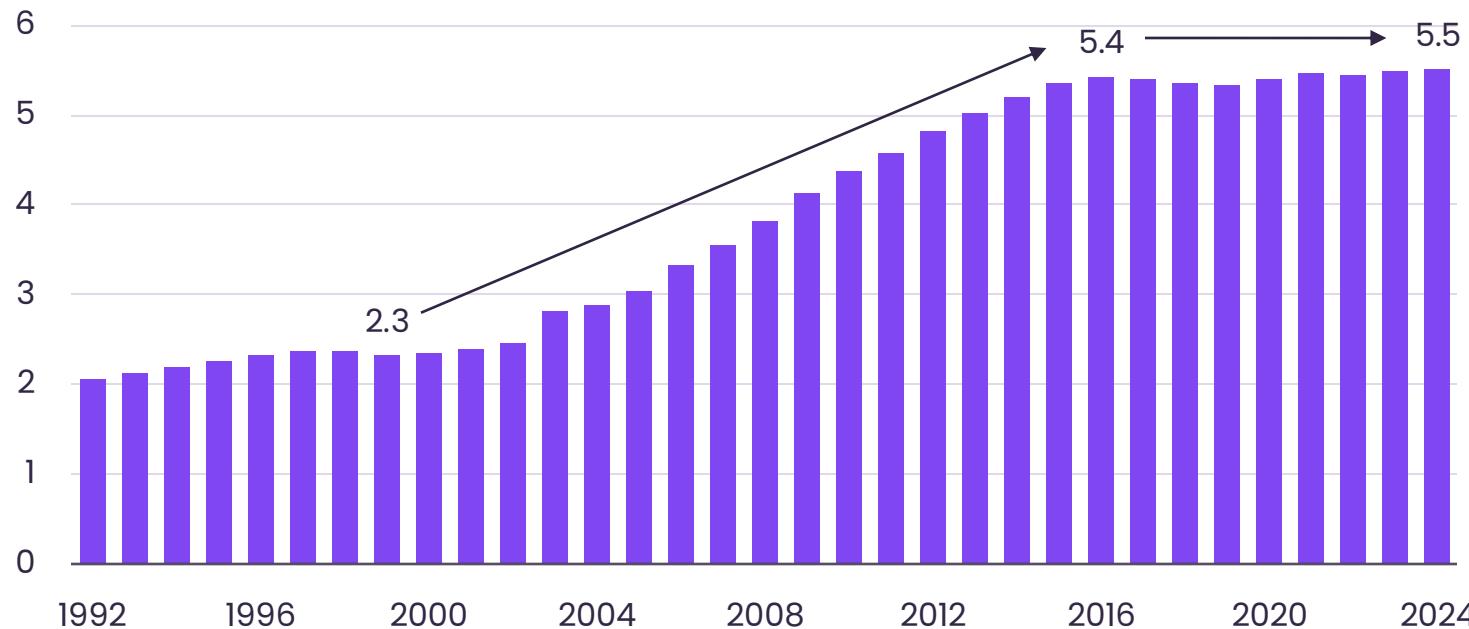
Rental inflation – new lets – slowest for 4 years



Source: Zoopla Rental Index, powered by Hometrack

Business of being a landlord changed after 2016 tax changes

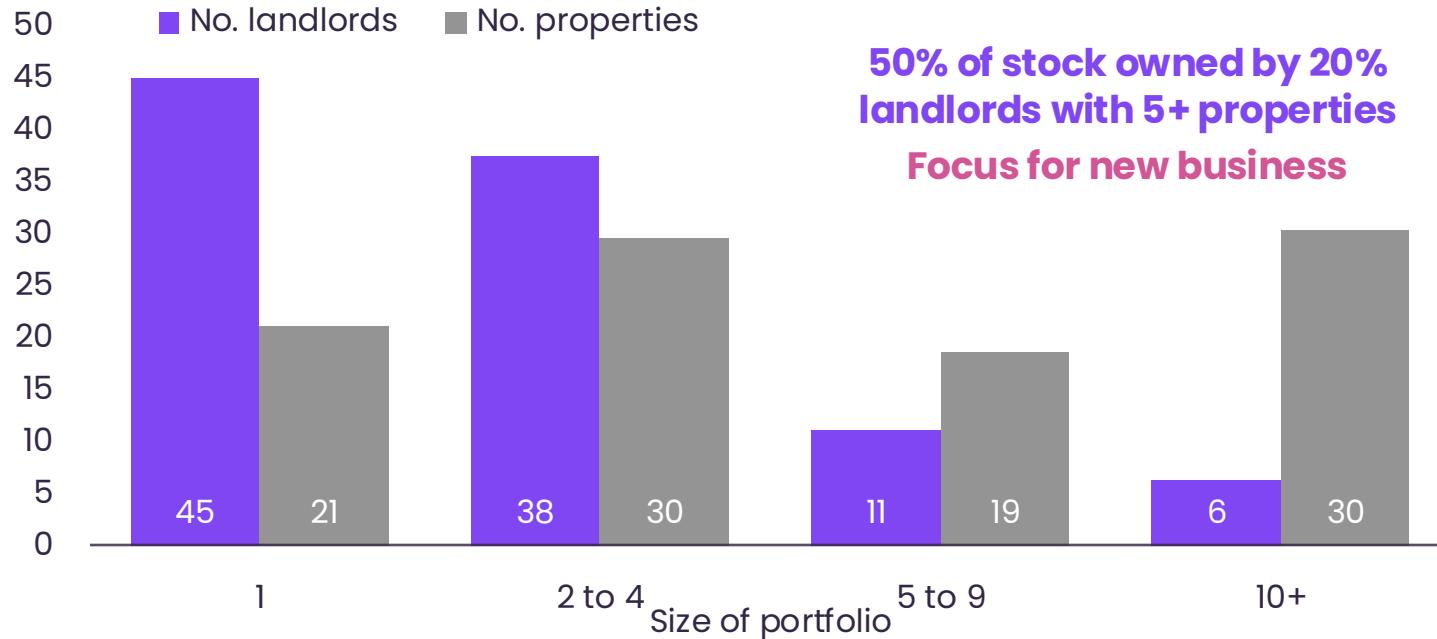
Stock of private rented homes – Great Britain, millions



Source: Zoopla Research analysis of MHCLG, Welsh Government and Scottish Government data on supply by tenure

Landlords have been consolidating portfolios

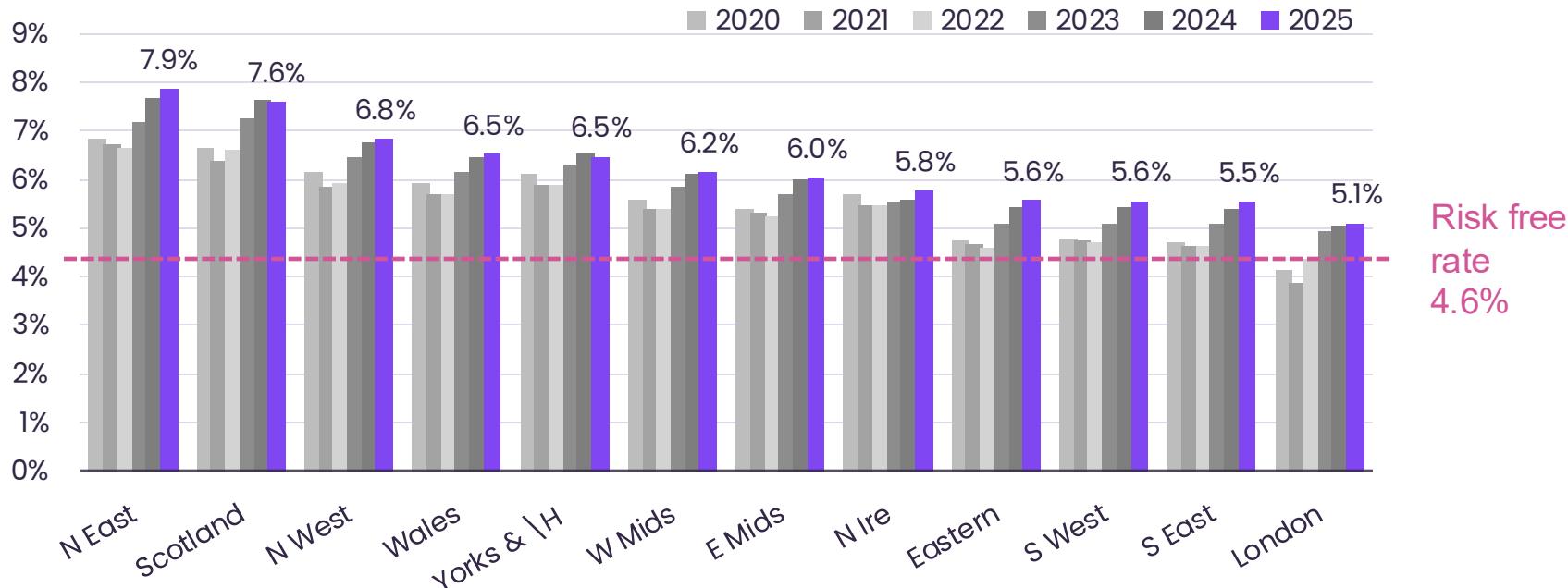
% of landlords and homes by portfolio size, 2024



Source: MHCLG Private Landlords Survey, 2024

Yields have increased but so has 'risk free rate'

Gross yields for investors



Risk free rate
4.6%

Source: Zoopla Rental Index, powered by Hometrack

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Outlook

- Desire to move home – sellers must be realistic on pricing in 2026
- Value of estate agency will increase by 4-6% in 2026
- Housing sales volumes to hold steady at 1.15m in 2026
- House price inflation at 1-3%, higher in regional markets
- Rental inflation for new lets 2-4%, higher in affordable markets
- Slow recovery in landlords buying homes – faster if risk free rate falls
- Nurturing, personalisation and engagement = higher quality opportunities