

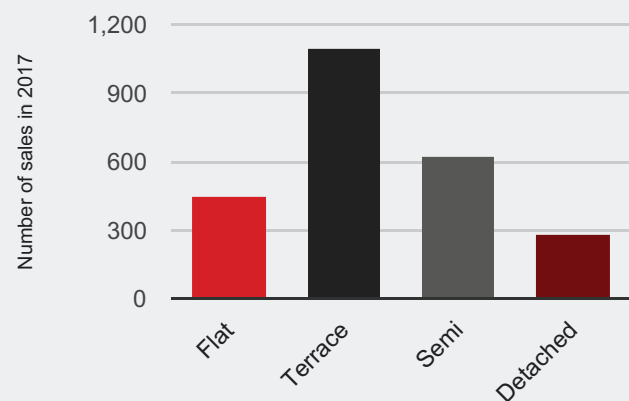
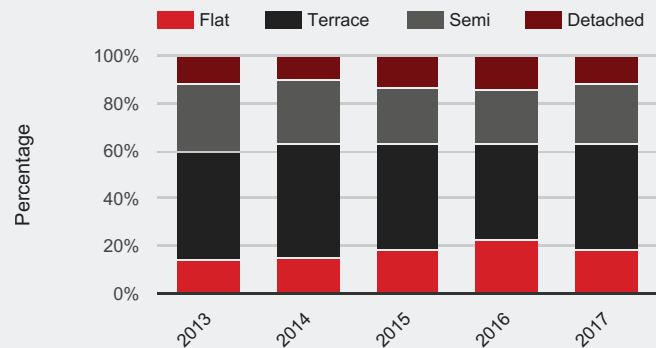
## Do you live in one of our area's many 'rock star' properties?

You might not have thought of homes in central Swindon as having 'rock star' status, but we promise you our market is packed with them. These are properties that every homeowner and landlord wants and they don't spend a moment longer on the market than precision pricing dictates.

There is no fixed definition of a rock star property. It depends on where the majority of local people are in the family cycle. More importantly it depends on the structure of the housing stock. In densely populated areas, for example, family housing near the best performing state schools may be the most sought after.

In central Swindon, 47.6 per cent of all homes with kids live in a 3 bed house, making it the most common family home. But which properties sell the best? There is an interesting way to look at this. We look at the number of homes in the area split by type and then see what percentage of them are sold each year. This analysis reveals that overall, terraced homes sold the most and represented 45 per cent of all sales in 2017. As a percentage of stock that sold, terraced homes also came top (5.3 per cent of all terraces in the area sold in the year).

In truth, any home can be a rock star, regardless of its type or location. The only thing that matters is that it's properly prepared for the market. The best way to achieve this is to understand what attracts buyers the most and how to make sure they start giving buying signals as soon as they walk through the door. If you want any advice on this, please don't hesitate to give us a call.



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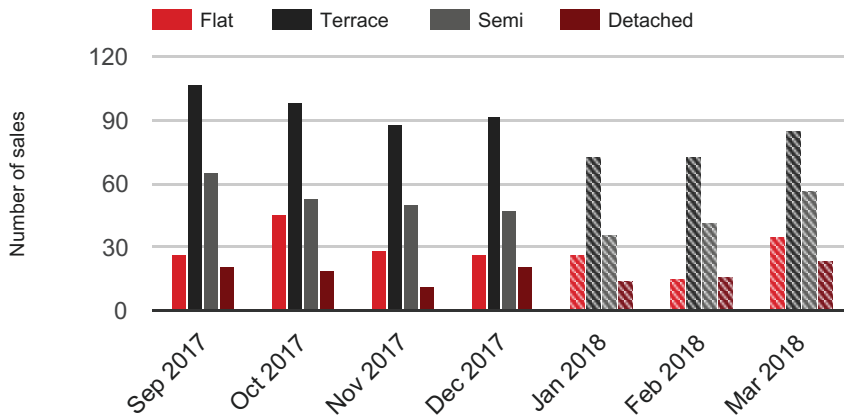
Overall, terraced homes changed hands the most and represented 45 per cent of all sales in 2017.

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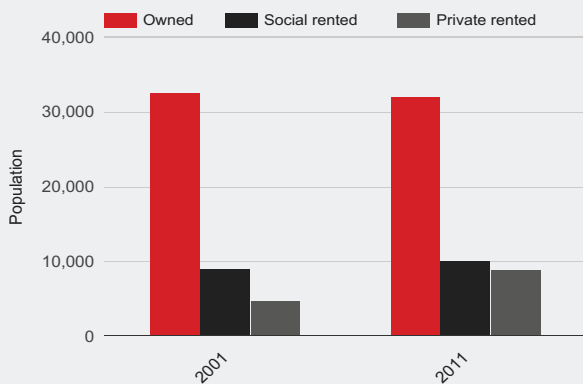
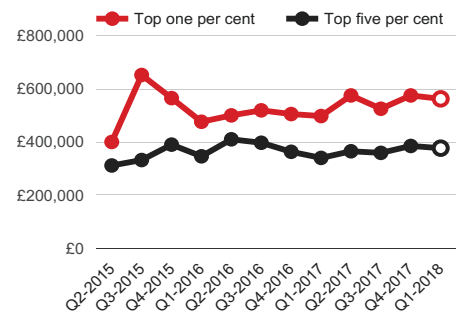
## The volume of sales by house type



For this month's market update, we've decided to take a look at the total number of sales each house type accounted for in recent months. Whilst it doesn't show the relative proportion of sales, it's very useful for seeing what each property type contributes to the total level of transactions in absolute terms. For the most recent periods, we've estimated the figures based on historical trends.

## Premium price point fluctuations in the local area

We were interested in looking at the starting prices of the top one per cent and top five per cent of properties in the local market, ranked by price. This chart displays their historical movements side-by-side so you can see how each premium segment of the market has performed.



## Local tenure patterns

The tenure mix of properties is a handy yardstick to measure the underlying nature of the local market in which we operate. Attitudes to homeownership and renting have changed dramatically in the last few decades, and in some parts of the country, we're starting to adopt a more continental mindset. The chart shows how many people are renting, which, at the national level has risen sharply over the last ten years.

Source: ResiAnalytics, Office for National Statistics & Land Registry © Crown copyright 2018. Dotted lines & hatched areas on charts are estimates based on historical trends. Sales data labelled '2017' relates to the first 10 months. For full terms of use, please visit [resianalytics.com/docs/terms](http://resianalytics.com/docs/terms)



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