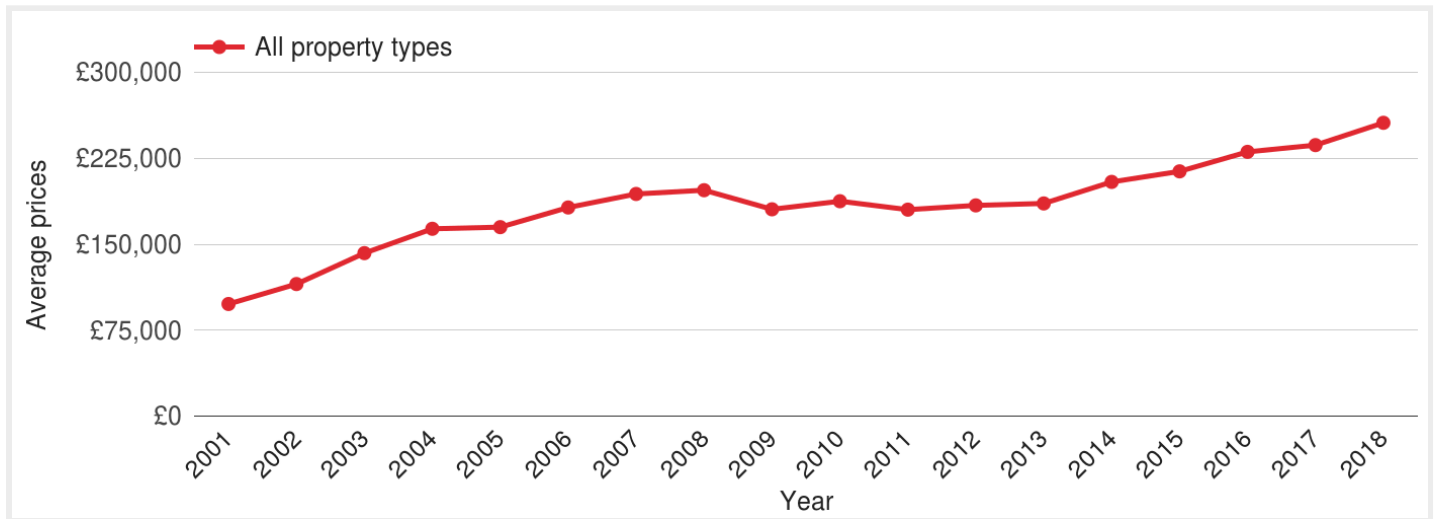


Three reasons to be excited about the value of your Cheadle home



We've seen it all when it comes to the Cheadle property market. People have come and gone, homes have been bought, families have moved in, children have moved out and empty nesters have been born. But one ever present reality in the Cheadle property market is the relentless march of house price growth, much to the benefit of local residents.

The first reason any homeowner in Cheadle should be excited, is that their home may be worth a lot more than they think. There's a lot of doom and gloom in the papers at the moment when it comes to the housing market. Yet the hard reality is that average prices here are now 181.7 per cent higher than they were in 2000, and have grown 29.8 per cent just since the credit crunch.

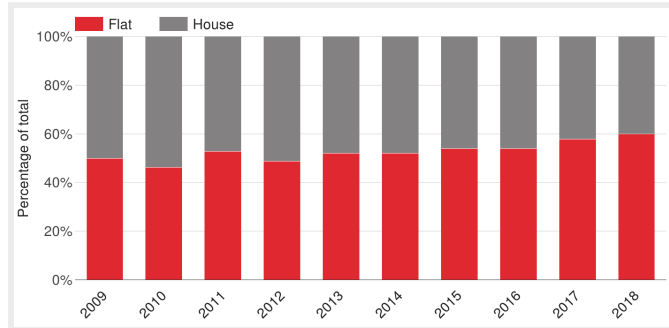
Next, is the growing desirability for our beautiful area. House price growth depends on a 'dynamic equilibrium' of supply and demand. While there has been some house building, the ever-broadening appeal of the area means that demand still outstrips supply and house price growth looks very sustainable as we go into the next housing market cycle.

Finally, comes the future. Standing as we are on the cusp of another housing market cycle, house price growth is likely about to ramp up significantly. That means anyone moving now stands to gain the most from the next cycle. If you'd like to know more about the Cheadle market, just pick up the phone as we would love to help.

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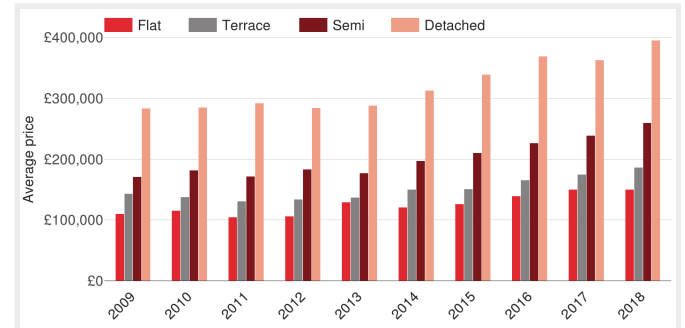
The annual sales split (houses vs flats)

In some parts of the country, the split between house and flat sales is very extreme while elsewhere there is more of a balance. It primarily comes down to how densely populated the area is. Rural, semi-rural and suburban areas are dominated by houses whereas urban districts are awash with flats.



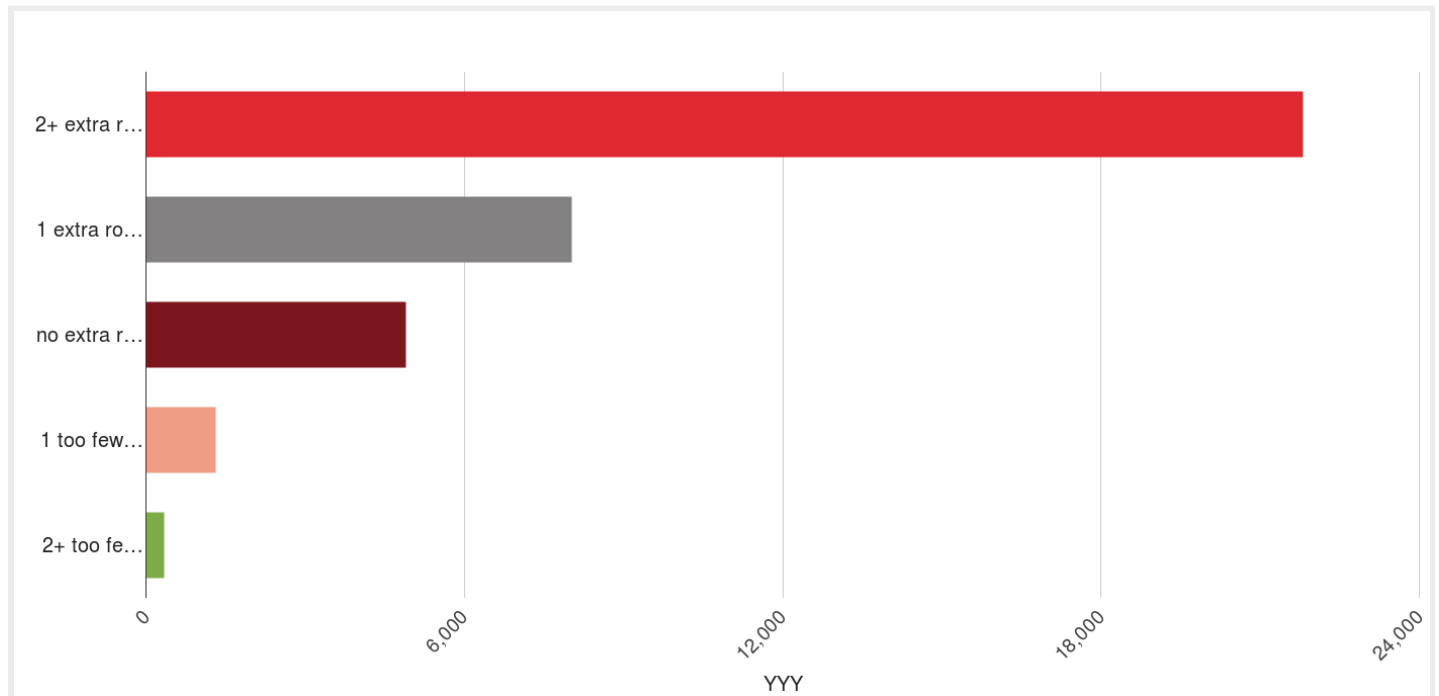
Property prices by house type

The last few years have been something of a rollercoaster ride for property markets up and down the country and our area is no different. Here we show how prices of different house types have changed relative to one another over time.



Local occupancy ratings

Some people rattle around in their home like two beans in a can whilst others are packed in like sardines in a tin. There is a formula, created by the Office for National Statistics which gives the occupancy rating of each home. This number shows whether a property has the 'right' number of rooms given the number of people living there. This shows the picture in our local housing market.



Source: ResiAnalytics, Office for National Statistics and Land Registry © Crown copyright 2019.