Q1-Q2 2026 Edition

ashtons
for life's great moves

Market Review

Despite early market challenges, rising buyer activity and improving confidence suggest a positive outlook for the remainder of 2026. Read on to see how Ashtons can guide you.

Maintaining a positive outlook

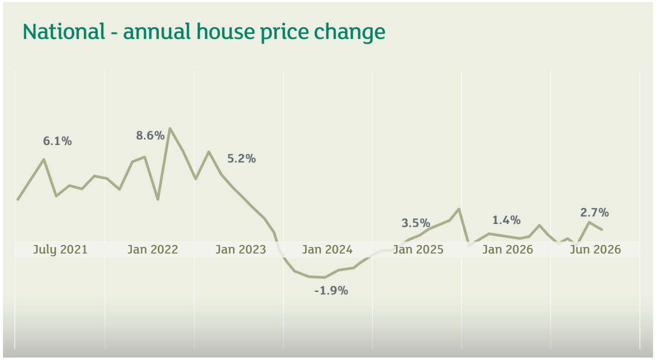
As we reach the halfway point of the year, the local property market has not escaped the wider geopolitical realities of the world. The year started positively, with optimism around lower interest rates and stronger economic performance.

However, this optimism was tempered by the ongoing war in the Middle East, which quickly led to rising mortgage rates from the major lenders and significant uncertainty in the market.

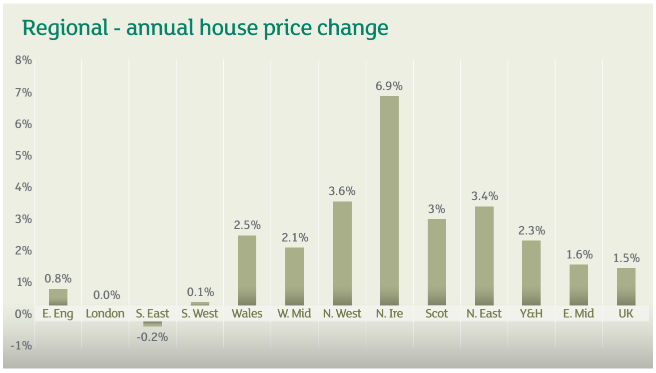
Cost of living concerns also came back to the fore, as petrol prices skyrocketed. This has inevitably dampened confidence and reduced sales activity in the first half of 2026.

> However, there are still reasons to be *positive* as we move forward, with several underlying trends offering cause for cheer.

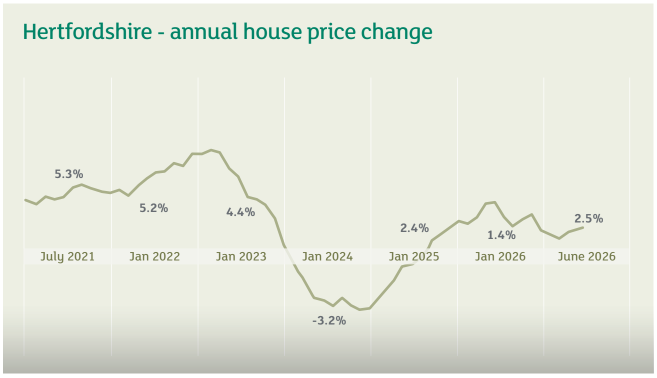
Available stock across the Ashtons group remains high, giving buyers a wide choice. More importantly, buyer interest remains strong, with close to 10% more buyers registering their searches across Ashtons' territory than during the same period in 2025.



Source: HM Land Registry



Source: Zoopla



Source: HM Land Registry

THE SUNDAY TIMES
Best Places to Work 2026
MEDIUM ORGANISATION

For an expert perspective and focused advice on how best to leverage your most valuable asset, contact our team to arrange a detailed appraisal for your future financial and lifestyle planning.

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Opportunities can be found

The Renters' Rights Act, which came into force on 1st May, has added another layer of complexity for buy-to-let investors. However, this has been effectively managed by the Ashtons team for our landlords, with rental demand remaining strong across the group.

Looking ahead to the remainder of the year, we see abundant opportunities for movers across Hertfordshire and beyond.

June was the strongest month of the year for the group across second-hand residential sales, lettings, and land and new homes. This clearly points to changing buyer and renter sentiment, alongside significantly increased activity as people make the moving commitments that had been put on hold earlier in the year.

> Whilst the wider geopolitical outlook remains far from settled, more encouraging inflation and GDP growth forecasts point to underlying positivity for the year ahead. If you are looking to make a move this year, the next three months provide an excellent environment in which to do so.

National numbers

Rate of inflation 2.6%

Bank base rate 3.75%

Ashtons key numbers

flexi fee™ From ashtons

Delivered over £500,000 of savings for our clients in its first year

98.87% asking price achieved across all property transactions in 2025

12,192 active buyers and tenants

ashtons land & new homes

309% more new build homes sold than our nearest Hertfordshire competitor in 2025

The Collection TOWN | COUNTRY | EQUESTRIAN

More £1,000,000+ prime market homes sold than any other agent with 1,200 plus active buyers in the prime market

Average days to exchange of contract in 2026

112 DAYS Ashtons average

67 DAYS average

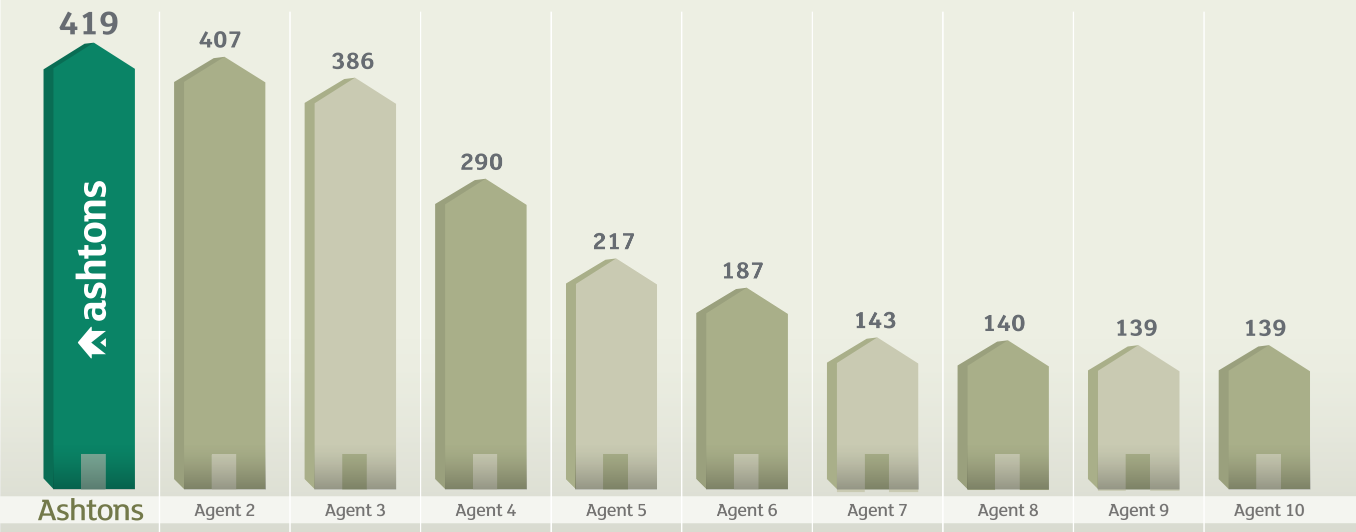
123 DAYS National average

Assured™ Move from ashtons

As at 30th June 2026

Hertfordshire top 10 - Ashtons sales agreed, **all properties**

1st January 2026 - 30th June 2026



Source: Rightmove

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