



SEPTEMBER 2025

# The Hawksman Report

THE MARKET REPORT FOR HIGH-VALUE HOMES

QUARTER 3

## The Calm Before The Storm?

Dear Homeowners,

Welcome to your 2025 Q3 market update of the local area. Pop the kettle on, grab your favourite biscuit and settle in; here's what we'll be diving into this time:

- **2025 so far – from an encouraging start to a bit of a fizzle**
- **What's really going on in the market right now**
- **Our hopes (and honest predictions) for Q3**
- **How global events might shake things up – again**
- **What another interest rate drop means for the market**

And, for those of you who may be thinking of moving house in the next 6 months we'll give you **5 smart steps to get your home sold before Christmas**.

I'll do my best to keep it relevant, useful and maybe even a little entertaining. But if there's something you want to know that I've not covered in this letter, just drop me a line at **[james@hawksman.com](mailto:james@hawksman.com)**



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before they hit Rightmove.



## 2025 So Far

### It's been a strange old eight months.

From February to April, the market was active - if not too many buyers in a strong position. Things were looking positive and we were feeling pretty optimistic about the market over the year ahead.

But since Easter, it's been a very different story...



## What's Happening in the Market Right Now?

All across Surrey we've seen a notable slowdown:

- Enquiries are down by over 30%.
- Viewings have dropped by around 40% since their April peak.

What's driving this market sluggishness? The simplest explanation is that there are fewer buyers out there.

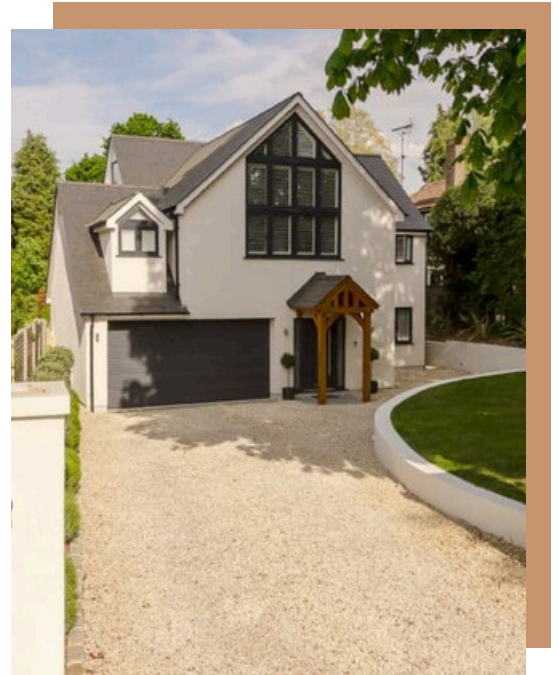
And why is that? You can pick any or all of the following reasons:

- A much slower London market than we're used to;
- It's summer holiday season;
- Overseas residents choosing not to put down permanent roots while we have a Labour Government;
- 1.6m UK households coming off fixed rate mortgage terms in 2025 alone and being faced with significantly higher rates on their new deals;
- Not only VAT on private school fees but also the fact that pretty much all the private schools have put their fees up;
- Global uncertainty;
- The vast majority of us having less money in our pocket; and finally
- The bloody cost of everything (have you seen the price of butter recently?!)

## Price Sensitivity is Increasing

While the average time to sell in the UK is currently 45 days, it's very telling that 22% of properties have been on the market for over 6 months without selling. We believe this is for a number of reasons – agents continuing to over value stock to win business isn't helping. This growing supply and greater choice for buyers is putting pressure on house price growth, which ultimately forces prices down.

**In April, tax changes were introduced, including a revision to Stamp Duty thresholds, adding £2,500 to every purchase over £125,000.** While this may not affect the higher end of the market directly, it could be slowing down the lower end, which in turn creates a ripple effect that delays momentum at the top.



## But here's the good news...

The upside is that we're seeing lots of market preparation – far more than usual.

In the past 6 weeks, our diary has been packed with valuation requests and marketing appointments – numbers we haven't seen for a long time.

We have a great pipeline of wonderful homes which are not yet for sale but photographed and prepped to launch to market when the time is right.

**Our advice to most homeowners is to be ready.**

If there's one thing we know about markets, they ALWAYS come back. And when it does, we'll be ready. Will you?

Launch dates are being scheduled for late August and early September. (If you're interested in buying in the Surrey area, reach out to us and we can share what we've got coming soon.)

All of our key indicators, including interest rate cuts, suggest a stronger end to 2025. The previous couple of months may just be the calm [1] before the storm.\*

\*We hope...

**In other words: The market may be quiet, but it's certainly not dead.  
It's like a coiled spring.**

# The Ongoing Impact of Global Uncertainty

**Well it's still there isn't it?**

We have already started to feel the impact of these external factors and we expect the trend to continue for the foreseeable future.



## Interest Rates: Falling

**Bank of England Base Rate: 4%  
(cut .25% on 7th August)**

**Next review: 17th September  
2025**

**Prediction: 4% - no movement**

The contracting economy and inflation on the rise notwithstanding, the nine-member Monetary Policy Committee voted in favour of a .25% cut 5-4.

Despite the clear divergent views of policymakers at the BOE, economists expect the downward trajectory for interest rates to continue into next year, but the central bank reiterated its cautious approach, noting that "a gradual and careful approach to the further withdrawal of monetary policy restraint remains appropriate."

## How will this impact the property market?

A cut in interest rates generally acts like a shot of espresso for the property market. It makes borrowing cheaper and usually encourages more activity. Again though, this activity usually starts at the bottom of the market and can take a few months to impact any higher end markets.

## What we expect to see through Q3

This current lull is creating a vacuum that won't - and can't - last indefinitely. Every market imbalance creates market pressure that releases at some point and inevitably tips the other way.

With a wave of new homes about to hit the market, we believe buyer activity will return with force and fill that vacuum. As we move into late summer and early autumn, we anticipate:

- A burst of new unseen listings from the end of August and into September;
- In reaction, renewed buyer interest;
- Sensibly priced homes receiving bids from procedable buyers

**Meaning it could be the perfect time to sell your high-value home.**

We've seen these lull periods several times over the last few years and our experience tells us that just as frustration and seller concern hits boiling point, the market can shift. (I've been in the property industry since I was 18 and I've seen this cycle multiple times)

## Here's our advice – with a bit of a warning:

If you're planning to sell within the next 6 months, don't wait until after the wave.

Be in it.

Be prepared.

### Thinking of Selling in September? Here's What You Need to Do

September is traditionally one of the busiest months for property sales and this year it may well be THE month. If you're thinking of selling this year, then preparing for September (or October at the very latest) is your best chance.

Here are 5 essential things you should be doing right now to make sure your home is ready to go to market if the situation changes quickly:

# 5 Smart Steps To Get Your Home Sold Before Christmas



## 1 Declutter and Clean

Create space, calm and flow. Removing excess furniture and personal items allows buyers to see the potential of the space and not just your possessions. Sparkling kitchens, clean windows and neutral scents can make a surprisingly big difference.

## 2 Style Your Home

**First impressions sell homes.** Highlight the rooms buyers care most about – kitchen, reception rooms, entertaining spaces and principal bedroom – with soft furnishings, fresh flowers or subtle accessories which showcase what living there could feel like.

A small investment here often returns tenfold. For inspiration, check out how top hotels style their bedrooms. We're talking lamps, duvets, throws etc. That's what buyers look for. We work with all our clients to get their homes looking their absolute best before filming day. We truly believe in the importance of showing buyers what their life would look like in their new home.

### 3 Get Legal Ready

Instruct a solicitor early and pull together all documents – title deeds, guarantees, planning approvals and warranties. Buyers may ask and being ready can shave weeks off your sale timeline.

### 4 Tidy Up Your Outside Spaces

Your outside space may be more important than you think. Kerb appeal matters even more for high-value homes, where buyers often expect near-perfection. Trim, weed, mow, pressure-wash and dress your outdoor areas as you would a key interior room. Buyers fall in love at the gate. If your home feels loved, they're more likely to fall in love with it too.

### 5 Book a Strategy Call With Us

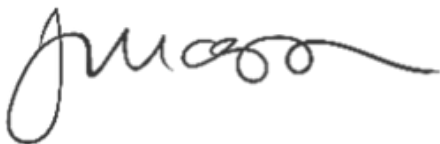
Be ready. Every home – and every owner – is unique. We'll work with you to find the right launch date, pricing strategy and marketing plan to maximise your impact and minimise any stress. Whether you want an initial quiet off-market launch or a big splash, we'll tailor it for you. The earlier we have this conversation, the easier it is for us to help you.

Even if you're not ready to move yet, we'd love to help you plan – 6 months, 12 months or 3+ years. Over half our sale consultations are with homeowners just exploring their options. That's what we're here for.

Let's talk:

- ✓ Call the team: [01932\\_505505](tel:01932_505505)
- ✓ Message me directly on my mobile: [07753\\_101900](tel:07753_101900)
- ✓ Email me: [james@hawksman.com](mailto:james@hawksman.com)

Best wishes,



James Mason  
Owner of Hawksman Real Estate

PS: When a quiet market flips into a busy one, it happens quickly. If you want to be ahead of the curve, rather than chasing it, get in touch now!

