WHEN IS THE BEST TIME TO SELL?

STOWHILL ESTATES
BUCKINGHAMSHIRE

SELLING UNIQUE AND BEAUTIFUL HOMES

01.

WHEN IS THE BEST TIME TO SELL?

There's a lot of opinion around the property market.

But when you step back from headlines and commentary, the long-term data tells a much clearer story.

In 2025
66.3%
of homes listed in February and March went on to complete, compared with an annual average of
55.5%

This isn't just about completion rates. It's also about momentum.

Rightmove's research, tracking millions of listings since 2012, shows a remarkably consistent seasonal pattern.

Homes listed at the beginning of the year perform better than at any other point.

Historically, **January and February are the quickest months to find a buyer**, with an average of **51 days**, followed closely by March and April at 52 days. Across 2025 as a whole, the average time to sell ranged between 59 and 77 days.

In other words, homes launched early in the year don't just sell more often – they tend to sell faster too.

WHY ACTIVITY RISES AFTER CHRISTMAS

02.

Rightmove's early-year snapshot shows that in the two weeks after Christmas, buyer demand rose by

57%

while the number of new homes coming to market increased by

81%

Buyer behaviour changes sharply as the year turns.

The immediate post-Christmas period is even more striking:

- Website visits almost doubled (+93%) from Christmas Day to Boxing Day
- Buyer enquiries rose **67%** in the five days after Christmas
- New listings more than doubled (+143%) in the same five-day window

And the momentum doesn't stop there. January is when activity really accelerates. Traffic in the second week of January is typically **69% higher than early December**, and some of the busiest days of the year consistently fall in the New Year.

This isn't casual browsing. It reflects buyers actively resetting their plans, reviewing lifestyle choices, and making decisions about what comes next.

03.

THE BUDGET PAUSE – AND WHAT'S HAPPENED SINCE

The Budget created a period of uncertainty, particularly at the higher end of the market. Many buyers and sellers chose to wait before making decisions.

What's interesting is what's happened since...

OnTheMarket's post-Budget sentiment index found that:

50% of those planning to move said the Budget had no impact on their plans.

6% actually accelerated their timescales.

Of the remainder, only **15%** delayed or cancelled.

Policy-specific changes, such as the so-called "Mansion Tax", were largely seen as neutral, with **66%** saying they had no impact on their buying or selling intentions.

Barclays data supports this. Post-Budget, **58% of UK adults say their confidence to buy is unimpacted, and 50% of those who intend to move this year say they had paused but are now resuming their plans.**

In short, buyers haven't disappeared. They paused, reassessed, and are now returning with clearer intent.

WHY THE FIRST QUARTER MATTERS

04.

When you combine long-term seasonal trends with current sentiment, a clear pattern emerges.

The first quarter offers five distinct advantages:

01

Pent-up demand
Many buyers who paused late last year are now re-entering the market, creating a release of delayed activity.

02

Higher success rates
Homes listed in February and March complete at a significantly higher rate than at any other time of year.

03

Faster sales
January and February deliver the shortest time to find a buyer across the entire year.

04

Strong buyer momentum
Post-Christmas search and enquiry levels remain high well into the New Year.

05

Less competition than spring
While listings increase in January, competition is still lower than the traditional spring peak.

05.

WHAT THIS MEANS IN PRACTICE

There is no single "perfect" time to sell. Personal circumstances always come first.

But the evidence is clear:

WHEN BUYER CONFIDENCE, SEASONAL DEMAND AND COMPETITION LEVELS ALIGN, SELLERS ARE STATISTICALLY BETTER POSITIONED.

For homeowners who are thinking ahead, understanding this rhythm allows you to move from guesswork to strategy.

That's where the real advantage lies.

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CONTACT:

David Rhodes or Sara Alston

01628 562 555
bucks@stowhillestates.com
stowhillbucks.co.uk