

What's the  
big picture *In*  
**PETERBOROUGH  
PROPERTY?**

2022

**Bairstow** eves

“Hello.







**Toby Phillips**  
Divisional Managing Director  
at Countrywide.

I'd like to welcome you to your **Peterborough Market Insight Report**. As a seller, it's important to understand what's happening in your local area and also what buyers are looking for from their property purchases. In this guide you'll find all the essential information on the housing market performance in Peterborough, plus handy tidbits of information on local streets and home hunters in your area.

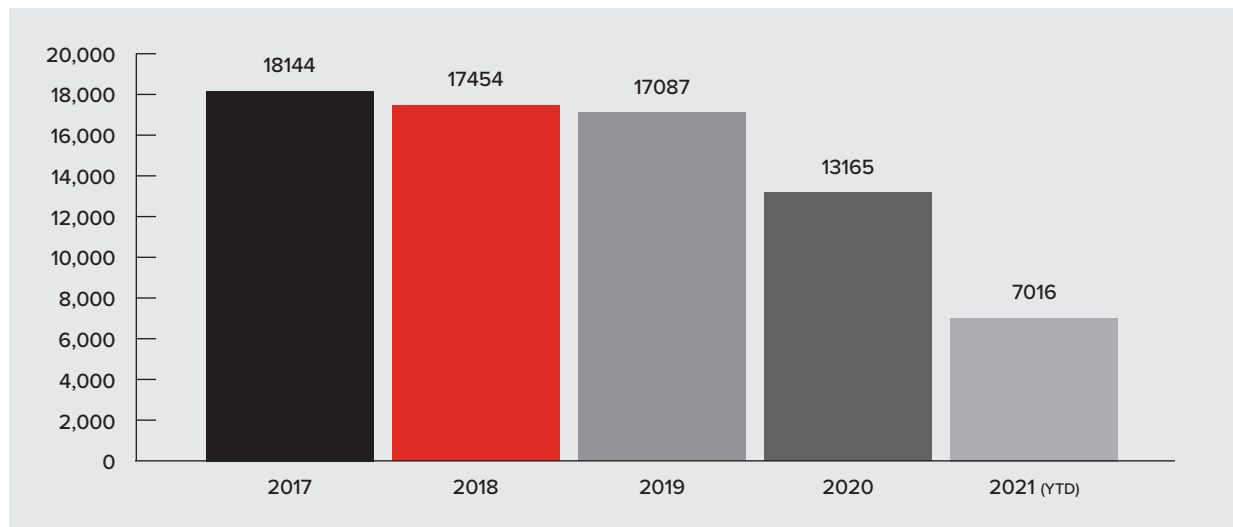
I hope you find this guide useful. Happy reading.

”

## Let's start with local house prices\*

Detached	Semi-detached	Terraced	Flat / Maisonette
			
<b>£296,500</b> Average sold price	<b>£197,000</b> Average sold price	<b>£172,000</b> Average sold price	<b>£125,000</b> Average sold price

## and year-on-year sales\*



*Has your Peterborough home increased in value?*



**FIND OUT**

\*Source: Zoopla Advantage In Your Area (2022)  
<https://advantage.zpg.co.uk/in-your-area/>

# Most expensive street...

**Mill Lane, Cotterstock, PE8 5HH\***

Mill Lane is the most expensive street in Peterborough, with an average price paid of **£1,170,000**



# Lowest priced street...

**Edward Street, PE1\***

Edward Street is currently the cheapest street in Peterborough, with an average price paid of **£60,000**



\*Source: Zoopla Sold House Prices (2022)  
<https://www.zoopla.co.uk/house-prices>

*Just*

# 26 DAYS

(Average time it takes to sell in Peterborough)

Norham Court  
£375,000



Charles Street  
£160,000



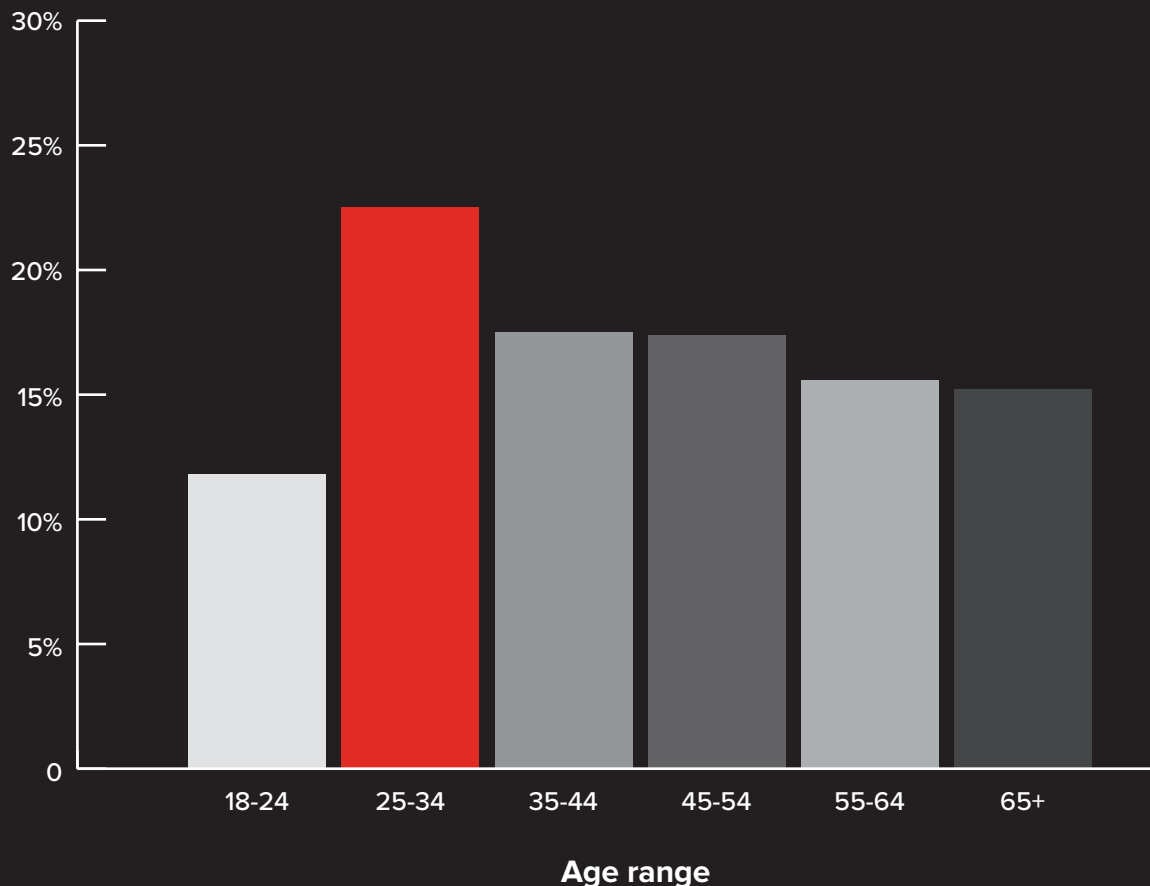
*The price is right*

Houses are selling quickly in your area. Have a look at some properties that have recently sold STC, at different budgets...

# What are house hunters looking for?

## What age are your local house hunters?

The most common age of house hunters in Peterborough is between **25-34** years old and the most popular property type currently is a **one-bedroom flat**.



Source: Zoopla Advantage In Your Area (2022)  
<https://advantage.zpg.co.uk/in-your-area/>

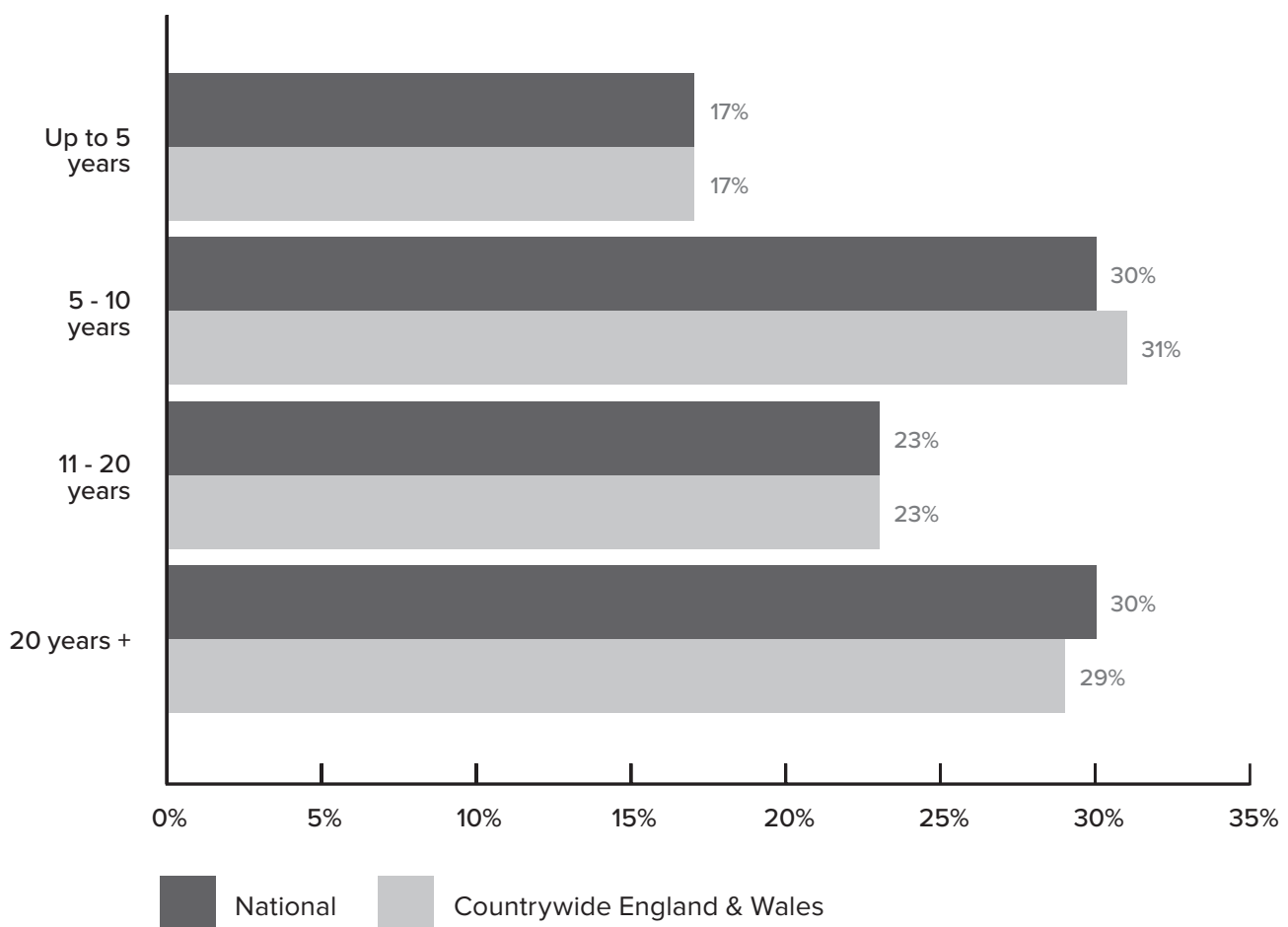
	Most Important	Quite Important	Less Important
A garden	62%	31%	7%
Annexe/outbuildings	23%	49%	28%
Office space/ space to work from home	37%	34%	29%
Broadband speed	37%	55%	8%
Close to amenities e.g. restaurants, pubs, shops	33%	55%	12%
Rural location	25%	50%	25%
Larger property	45%	35%	20%
Smaller property	15%	34%	51%
Closer to friends and family	33%	50%	17%
Local community	39%	53%	8%
Shorter commute to work	18%	47%	35%
Ability to avoid public transport when travelling to work	13%	53%	34%
Pet friendly	27%	40%	33%
Affordability (less financial pressure)	44%	46%	10%

What's the most important  
**PROPERTY**  
**FEATURE**  
*for local buyers?*



Source: Property Academy Home Moving Trends Survey 2021.  
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# How long do buyers imagine living in their property for?

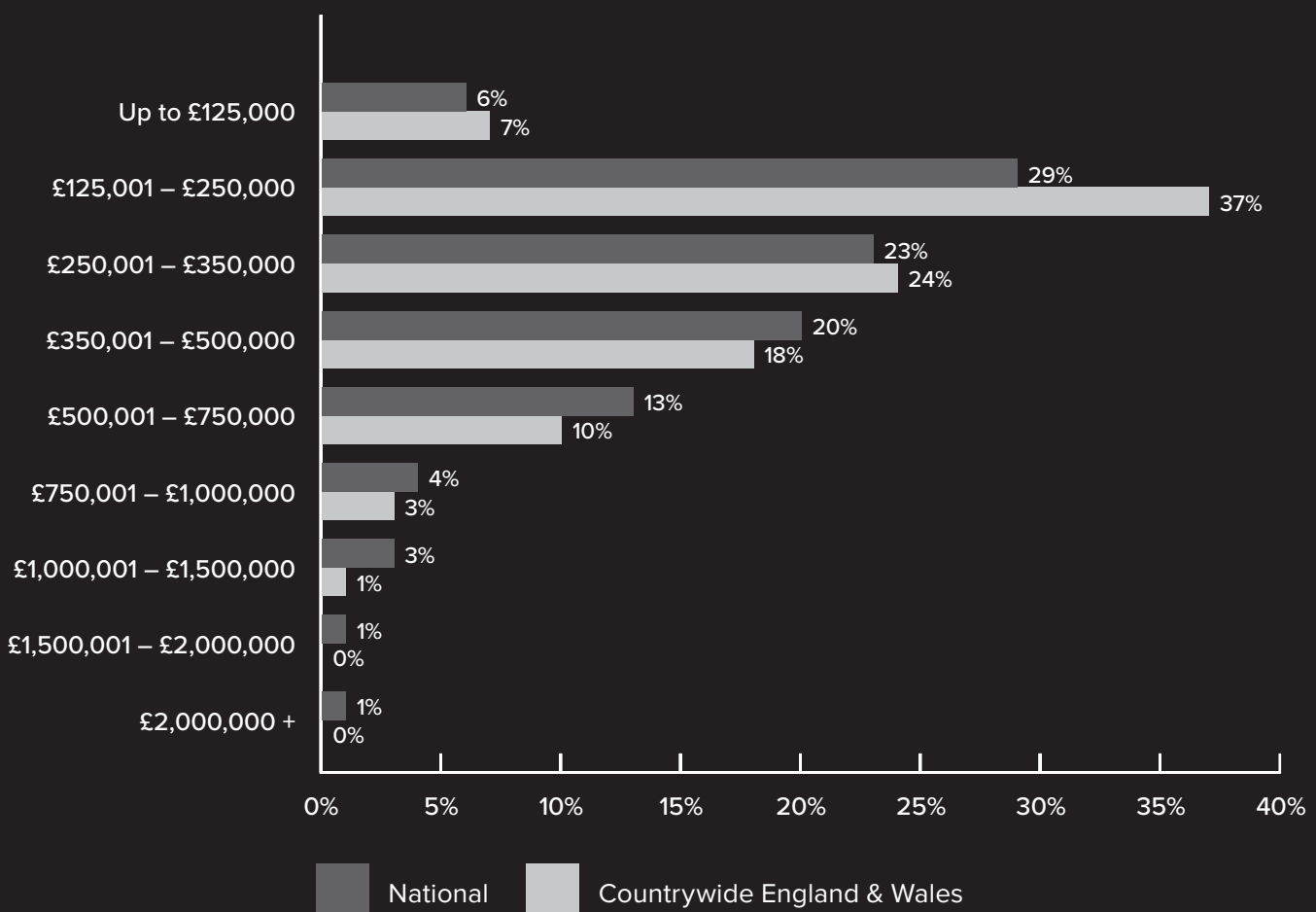


Source: Property Academy Home Moving Trends Survey 2021.  
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# How much would buyers be looking to spend on a property?



**Did you know that renovating your bathroom could add up to £10,000 to the value of your home?**

It could add up to 5% to the value of your property that's £10,000 on a £200,000 home! **Find out which other areas could potentially add thousands to your asking price...**

**TELL ME MORE**

*What is the most*

# IMPORTANT INFORMATION

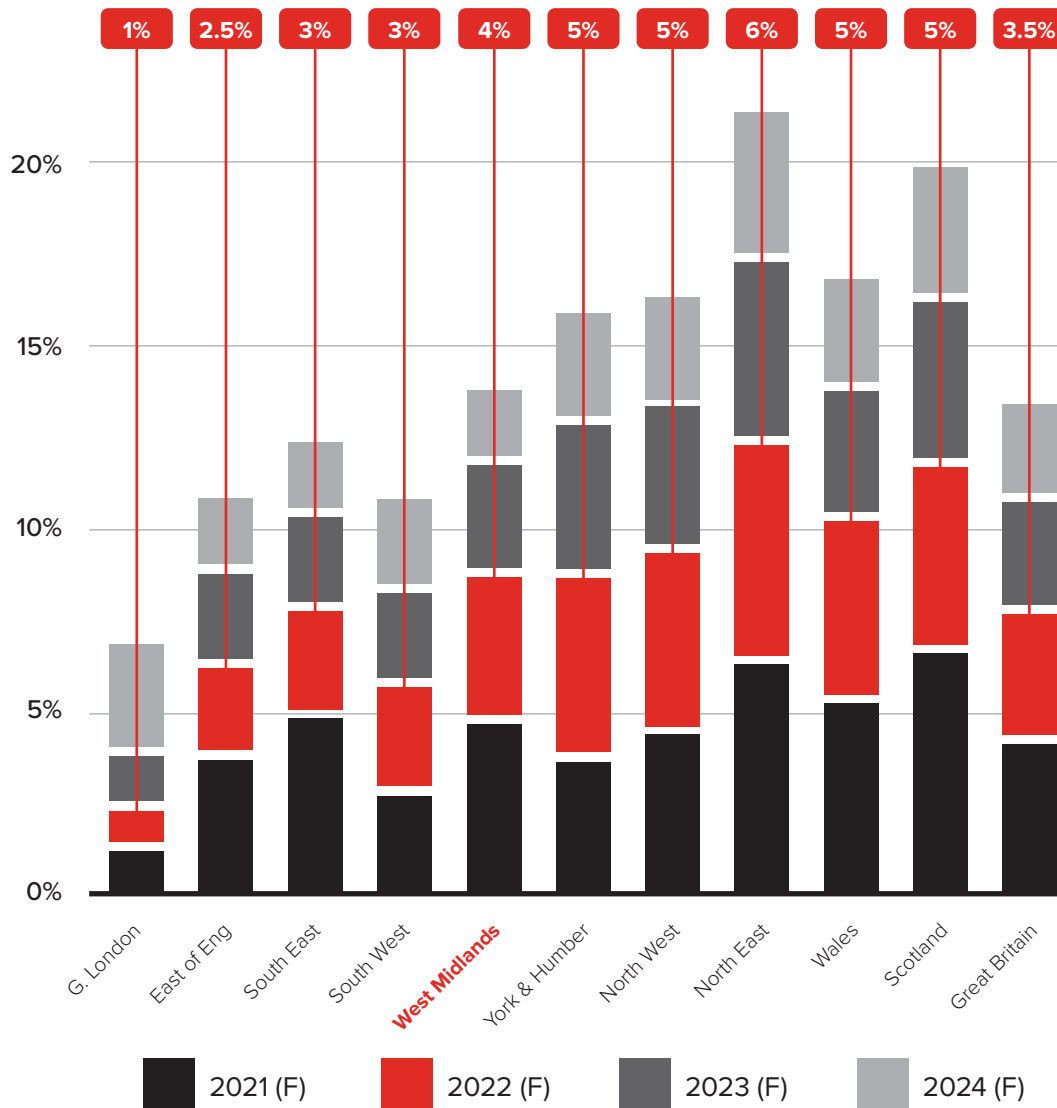
for your buyers when searching for a property?

	1 (very important)	2 (important)	3 (not important)	4 (very unimportant)	Not applicable
Quality of photographs	59%	34%	5%	1%	1%
Number of photographs	52%	39%	7%	1%	1%
Floorplans	72%	24%	2%	1%	1%
Virtual viewings	16%	34%	37%	9%	4%
Live viewings	49%	24%	20%	4%	3%
Video / 360 degree tour	21%	39%	31%	6%	3%
Description	56%	35%	6%	2%	1%
Energy Performance Certificate (EPC)	27%	48%	20%	4%	1%
Green credentials	18%	45%	30%	5%	2%
Map and Street View	52%	38%	8%	1%	1%
Local area information	30%	49%	17%	3%	1%
Running costs	29%	51%	17%	2%	1%
Broadband speed	31%	48%	17%	2%	2%
School catchment	17%	19%	20%	11%	33%
Transport links	23%	40%	28%	5%	4%
Buyer guides	18%	41%	31%	6%	4%
Testimonials for the agent	11%	34%	38%	11%	6%

# UK HOUSE PRICE FORECAST



House Price Growth Forecast (Q4 V Q4)



Source: Hamptons Data.

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you see?*  
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