



2022

What's the big picture in

# Cheltenham

# Property?



TAYLORS

“

# Hello!



**CHRIS ROSINDALE**  
National Operations  
Director for Countrywide

**I'd like to welcome you to your Cheltenham 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 Cheltenham, plus handy tidbits of information on local streets and home hunters in your area.

**I hope you find this guide useful. Happy reading.**

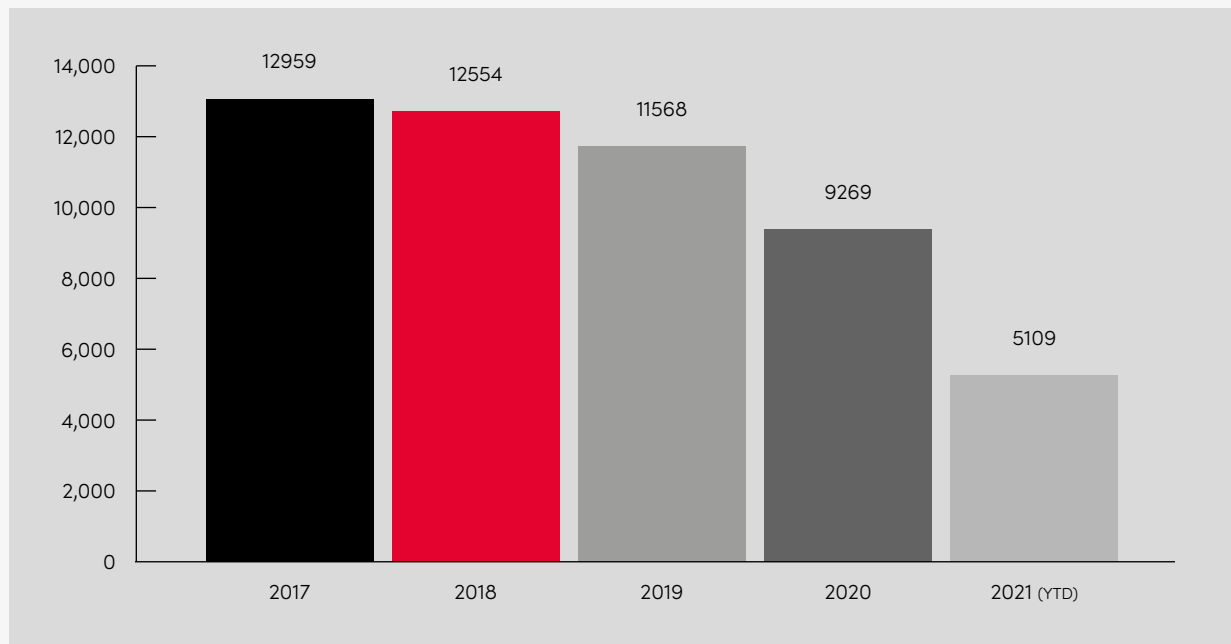
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To succeed in property, you need to arm yourself with the right knowledge and work with the best people. Let's start with...

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

Detached	Semi-detached	Terraced	Flat / Maisonette
			
<b>£435,000</b> Average sold price	<b>£268,800</b> Average sold price	<b>£229,000</b> Average sold price	<b>£148,000</b> Average sold price

### and year-on-year sales\*



Has your Cheltenham home increased in value?



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

# Best value street...

**High Street,  
GL50 1DF\***

High Street is currently the cheapest street in Cheltenham, with an average price paid of **£230,000**

# Most expensive street...

**Daisy Bank Road,  
GL53 9QQ\***

Daisy Bank Road is the most expensive street in Cheltenham, with an average price paid of **£2,748,000**

Just

**22** days

(Average time it takes  
to sell in Cheltenham)

Great Western Street  
£340,000



Tennyson Road  
£285,000



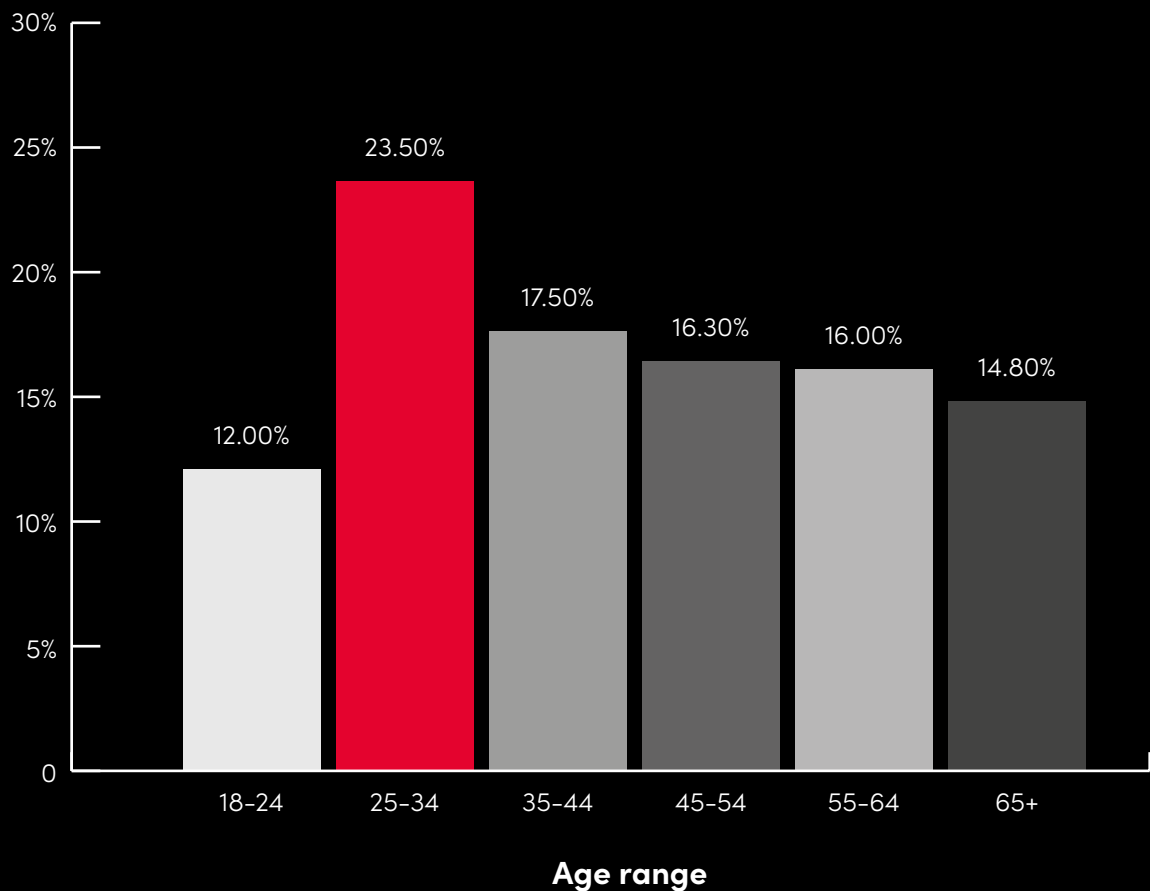
**The  
price is  
right**

Homes are selling quickly in your area.  
Here are some that have recently sold,  
at different budgets...

# What are house hunters looking for?

## What age are your local house hunters?

The most common age of house hunters in Cheltenham is between **25-34** years old and the most popular property type currently is a **2 bed terraced**.



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

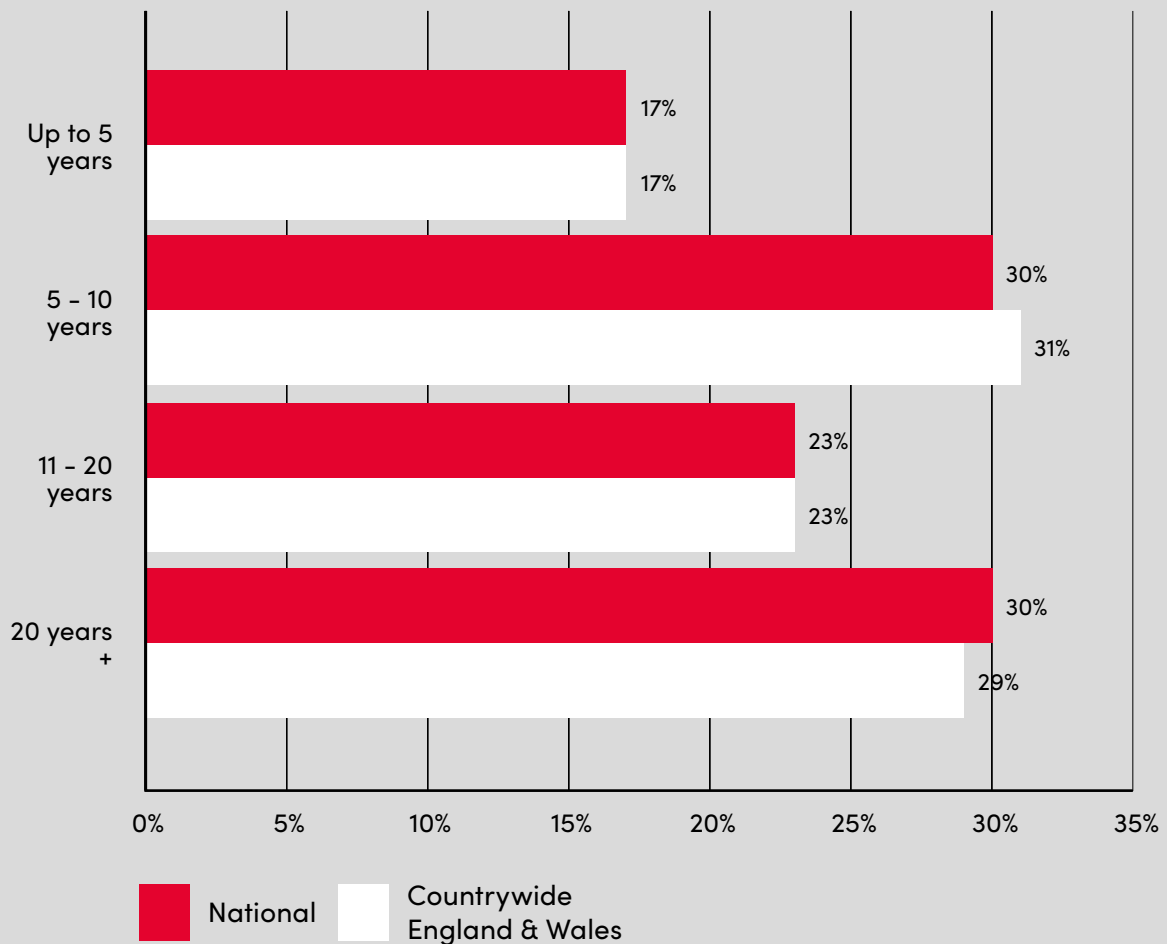
# What's the most important property feature for local buyers?



	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%

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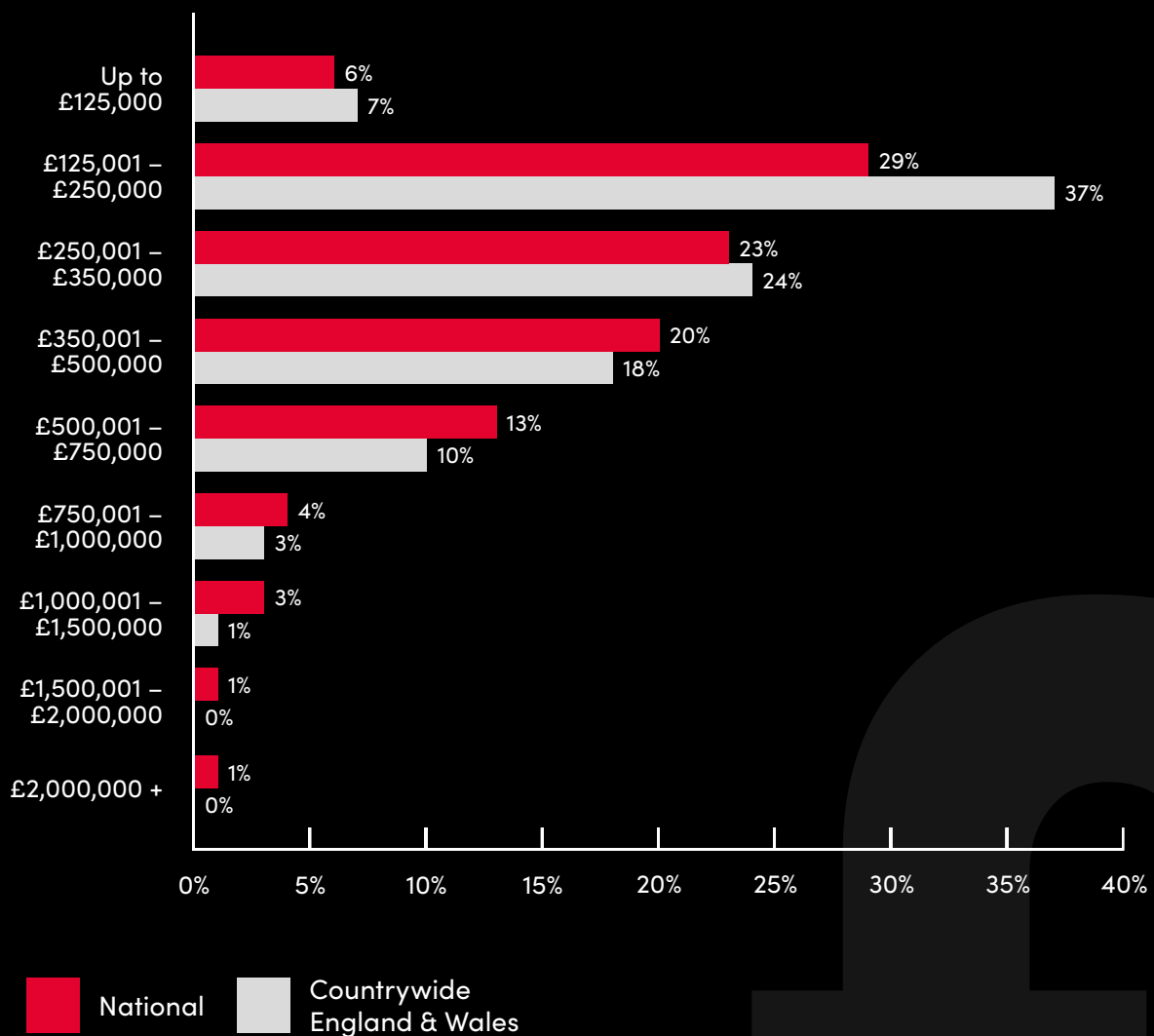
# How long do buyers imagine living in their property for?



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



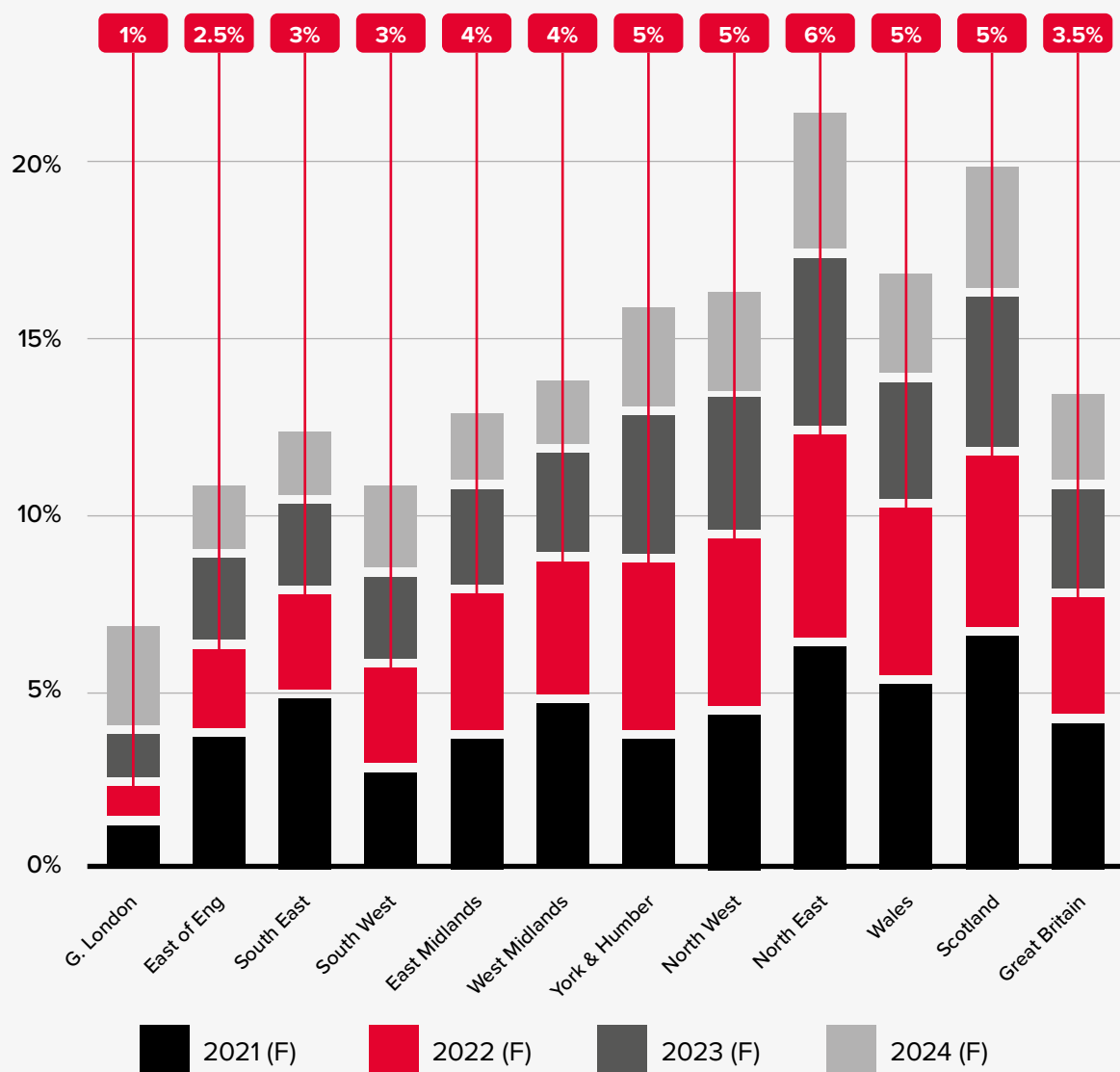
Source: Property Academy Home Moving Trends Survey 2021.  
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# What is the most important information for your buyers when searching for a property?

	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%

Property Academy Home Moving Trends Survey 2021.  
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# UK House Price Forecast



Source: Hamptons Data.

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