

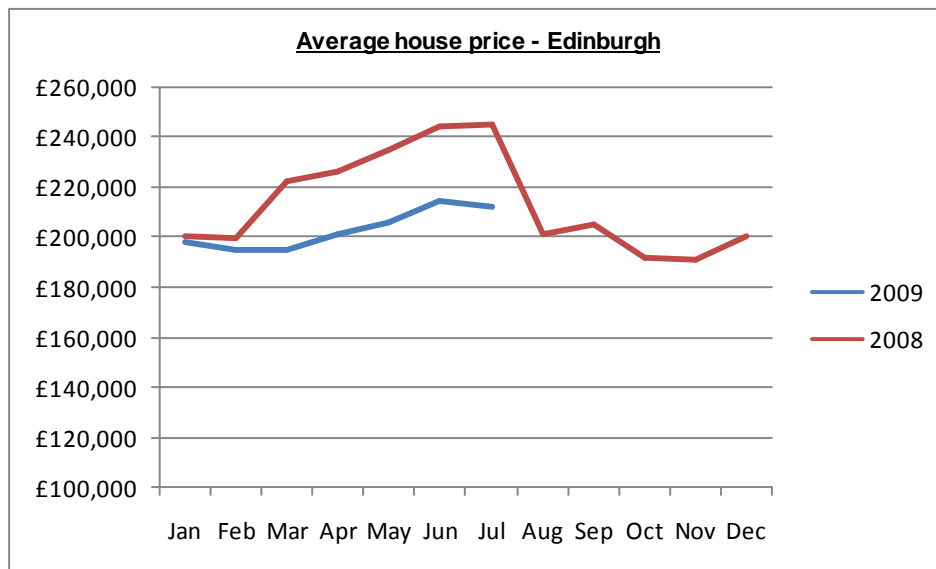
For Immediate Release

6 August 2009

-EDINBURGH HOUSE PRICE REPORT: JULY 2009-

- **House prices in the Capital continue to show stability in 2009, with the average house price now standing at £212,174.**
- **An annual increase in the average house price is now probable before the end of 2009, although a return to rapid house price inflation should not be expected.**
- **The number of homes sold in Edinburgh rose annually for fifth consecutive month.**
- **The average time taken to sell a property eased to 17 weeks in July having peaked at over 22 weeks in February 2009.**
- **Almost 40% of Fixed Price properties achieved the asking price, the highest level since May 2008.**

Latest ESPC figures show that the average price of a house sold in Edinburgh in July stood at £212,174. The figure marked an annual fall of 13.5% from the peak in July last year. More recently however, prices have risen from £198,267 since the start of the year.



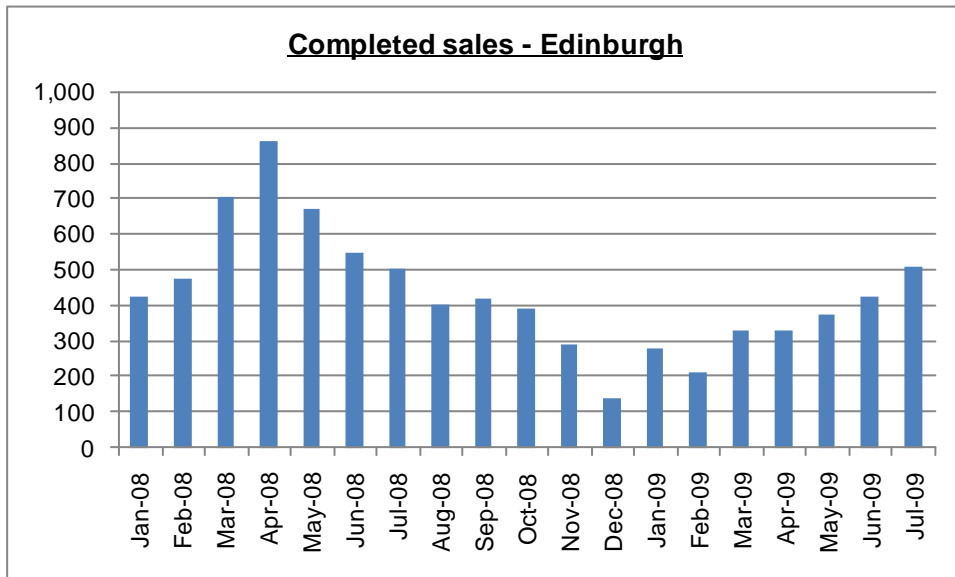
There was a rise in the number of sales for the fifth consecutive month with 506 homes sold in July compared to 427 in June. This marked the highest number of sales since June 2008 and was the first time a year-on-year fall in sales had not been seen since February last year.

[more/2...](#)

EDINBURGH HOUSE PRICE REPORT: JULY 2009

Ron Smith, ESPC chief executive commented: "July has seen a continuation of trends witnessed so far in 2009. Prices have remained stable and the number of homes selling has been increasing since February. Prices are typically around 10-15% lower than at the peak of the market and this, coupled with historically low interest rates has attracted a number of buyers back to the market."

Mr Smith continued: "There is now a strong likelihood that we will see an annual increase in the average house price before the end of the year. Naturally people should not expect a swift return to rapid inflation. Risks remain due to the prospect of rising unemployment and sustained significant rises in the short-term would not be conducive to reaching a healthy market in any event. Prices are likely to fluctuate from month-to-month but it is now probable that the average will be slightly higher than we witnessed towards the end of 2008.



Sales increased for the fifth consecutive month in July.

In addition to an increase in the number of sales, the rise in activity in the market was reflected by a further reduction in the time taken for properties to sell. The average time for a property to sell in July stood at just over 17 weeks, down from over 22 weeks earlier in the year. Almost a third of properties brought to the market in May had sold by the end of July.

There was a further increase in the number of properties achieving the asking price in over the last month. 39.4% of properties sold at Fixed Price in July achieved the asking price, up from just 17.7% in March this year.

more/3...

-3-

Robin Stimpson, ESPC chairman explained: "There are two main factors at work here. In the first instance, the number of properties available on the market has fallen by about 50% meaning sellers are facing less competition, putting them in a stronger negotiating position. In addition, we are seeing sellers becoming more realistic in setting their asking price. There is some suggestion that Home Reports have helped in this regard, with asking prices being set at, or close to, the valuation level. The valuation has also offered a starting point for negotiations between buyers and sellers in many cases.

"The overall picture is one of continued improvement in the market for those looking to sell and this is likely to continue as we move towards the end of the year."

-ENDS-

Notes to editors

- 623 words
- All figures quoted are based on all residential properties handled by ESPC.
- ESPC were founded in 1971 and comprise over 215 member solicitor estate agents across East Central Scotland.
- ESPC members accounted for over 9,600 residential sales worth more than £1.9bn last year.
- Previous press releases issued by ESPC can be viewed by visiting the '[News](#)' section at espc.com
- For more information or to arrange an interview contact *0131 624 8000*