

For Immediate Release

5 April 2010

- ESPC HOUSE PRICE REPORT: Q1 2010 -

- **House prices continued to show annual rises in most areas during the first three months of 2010.**
- **The number of properties sold continues to increase but remains well below 'normal' levels.**
- **Average house price in Edinburgh rises by 5.9% annually and now stands at £207,420.**
- **Fastest annual growth was recorded in East Lothian where a rise of 16.7% took the average price to £210,952. Increase was partly fuelled by a rise in the number of larger properties sold.**
- **Average house price in Dunfermline decreased slightly to £126,100 but values in the area have remained largely unchanged at £125-£130,000 over the last 12 months.**
- **The number of properties being made available for sale rose in early 2010 as more sellers return to the market.**
- **Increase in supply of properties to the market should help to moderate inflation in coming months, with house prices still expected to remain broadly unchanged during 2010.**

[Regional Analysis – Edinburgh](#)

[Regional Analysis – Lothians](#)

[Regional Analysis – Fife & Kinross](#)

The latest figures from market leader ESPC show that average house prices continued to show annual increases across most of East Central Scotland during the first quarter of 2010. The average price of a property sold across the region during the first three months was £193,207, 6.9% higher than during the same period in 2009. The number of homes selling in East Central Scotland also rose from less than 1,300 during the first quarter of 2009 to almost 1,400 in 2010, although sales remained some way below levels witnessed over much of the last decade.

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The number of properties coming onto the market showed a substantial increase compare to 2009. Over 3,000 properties were made available for sale during the first three months of the year – almost double the number recorded in the first quarter of 2009.

David Marshall, business analyst with ESPC, said: “We’ve seen a significant increase in activity, particularly on the supply side, during the first few months of the year. It’s worth bearing in mind that the flow of properties to the market over the same period last year was disrupted following the introduction of Home Reports. Now there are more sellers showing a willingness to test the market than a year ago.

Sales have shown a more modest increase to this point, but we’re definitely seeing clear signs of increasing activity amongst buyers. Beyond the increase in properties selling, we’ve also seen a 15% increase in the number of people visiting espc.com – with over 215,000 unique visitors last month – whilst the average number of online home report requests for an individual property has almost doubled over the last year.

It goes without saying that activity is still some way below levels witnessed at the peak of the market inn early 2007 and there’s certainly no suggestion that things have returned to where they were prior to the ‘credit crunch’. Recovery is still likely to take some time, but there has been steady improvement over the last eight months and, while prices are not expected to rise markedly, we should continue to see an increase in activity throughout 2010.”

Regional Analysis - Edinburgh

The average house price in Edinburgh increased by 5.9% annually during the first quarter of 2010. Properties in the Capital sold for an average of £207,420 during the first three months of the year compared to £195,895 during the first quarter of 2009. The total number of sales also rose, from 818 during the first quarter of 2009 to 899 this year.

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Some of the fastest annual growth was witnessed in Marchmont and Bruntsfield where the average price of a two-bedroom flat rose by 16.2% to £258,106. This rise largely offset a corresponding decrease in the area in 2009, with prices almost unchanged when compared to levels witnessed in the first quarter of 2008.

Although most areas saw prices rise, the average value of a four-bedroom detached property in Edinburgh's suburbs fell by 11.7% - from £417,292 in the first quarter of 2009 to £368,298 this year. This decrease took prices back in line with levels witnessed prior to the credit crunch in early 2007.

David Marshall commented: "Typically in a city where prices are static overall you will see some volatility within districts in an individual period, with some areas seeing rises and others reporting falls. We've seen some slightly larger increases in some cases than may have been anticipated, but with more properties now coming onto the market inflation should cool as we move forward.

Prices for larger properties continued to rise throughout much of 2008 and 2009, but we're now seeing values here return to 2007 levels, in line with the rest of the market."

Regional Analysis – The Lothians

East Lothian saw some of the fastest growth of any region during the first quarter of 2010. A 16.7% annual rise took the average price of a property to £210,592. This marked the third consecutive quarter when the average price had exceeded £200,000.

David Marshall explained: "Some of the increase has been due to a rise in the number of larger properties selling, but even when looking at properties of similar size, values in East Lothian are still showing an increase. The average two-bedroom property here sold for £145,792 in the first quarter of 2010, 10% up on last year, while the average price of a four-bedroom property rose by a more modest 2.5% to £312,746.

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Since the downturn in the financial markets in 2007, prices in East Lothian have shown a high degree of resilience. It has remained popular with buyers despite the economic climate. Many of the reasons for demand in the area remaining the same as they always have. Excellent amenities, good local schools and improving commuter links to Edinburgh all mean that there is still strong demand for quality housing in the area. This rate of price increase is unlikely to continue for a prolonged period, but growth has remained strong over the last two years.”

Elsewhere, a 5.1% year-on-year rise in West Lothian took the average selling price of a home to £163,355, while a drop of 1.2% in Midlothian took the average house price to £161,618.

Mr Marshall concluded: “West Lothian and Midlothian have not witnessed the same level of growth as their neighbours to the east, but by and large prices in these areas have held firm over the last year and a half and it is likely this pattern of stability will continue in the months ahead.”

Regional Analysis – Fife & Kinross

The average house price in Fife & Kinross showed an annual increase of 3.8% during the first quarter of 2010, with properties in the area selling for an average of £135,818 during the first three months of the year. Almost 200 sales were recorded across the region, an increase of 17% compared to the same period last year.

In Dunfermline the average price of a property fell slightly from £128,244 in the first quarter of 2009 to £126,110 during the first three months of this year. The number of homes sold in the town increased markedly. Almost 100 sales were recorded during the first three months of the year – 40% up on the same period in 2009.

Notes to editors

- ESPC is the number 1 channel for marketing property in East Central Scotland
- 1,218 words
- Figures quoted are based on all residential sales recorded by ESPC in the quoted period. ESPC do not seasonally adjust figures and for this reason reference year-on-year price changes unless otherwise stated.
- ESPC was founded in 1971 and comprises over 200 member solicitor estate agents across East Central Scotland.
- Previous press releases issued by ESPC can be viewed by visiting the '[Market Watch](#)' section at [espc.com](#)
- For more information or to arrange an interview contact David Marshall on 0131 624 8000

ESPC STATISTICS SUMMARY QUARTER 1 2010

City of Edinburgh				
	Property Type	2010	2009	YOY %
Average selling price	All properties	£207,420	£195,895	5.9%
Sales Volume	All properties	899	818	9.9%
Total Sales Value	All properties	£186.5m	£160.2m	16.4%
City Centre	All properties	£243,676	£222,261	9.6%
Suburbs	3 bedroom semi	£225,732	£204,782	10.2%
	4 bedroom detached	£368,298	£417,292	-11.7%
Marchmont/Bruntsfield	2 bedroom flats	£258,106	£222,088	16.2%
Gorgie/Dalry	1 bedroom flats	£110,305	£104,418	5.6%
Leith Walk/Easter Road	1 bedroom flats	£110,399	-	-
Stockbridge/Comely Bank	2 bedroom flats	£217,230	£206,830	5.0%
Lothians				
East Lothian	All properties	£210,592	£180,458	16.7%
Midlothian	All properties	£161,618	£163,574	-1.2%
West Lothian	All properties	£163,355	£155,498	5.1%
Other Areas				
Dunfermline	All properties	£126,110	£128,244	-1.7%
Kirkcaldy	All properties	£124,875	-	-

Issued by ESPC (UK) Ltd
For further information please contact:
David Marshall
e: david.marshall@espc.com

All statistics are based on all residential sales recorded through ESPC in the quoted period.
Where less than five sales are recorded in a given area or category figures are not quoted to avoid presenting misleading averages.
ESPC strive to ensure all data are compiled with due care, however we offer no guarantee as to its accuracy. Persons wishing to employ data for commercial or other purposes do so at their own risk.