

# Share to Buy



To find out more about data and insight at Share to Buy, contact:

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## Shared Ownership Demand

As is expected, Shared Ownership search demand dipped from November to December. However, the demand at the end of the year was higher than the equivalent period at the end of 2022.

## Traffic Share

Share to Buy continues to dominate as the leading specialist affordable homeownership resource for potential buyers. Our website traffic in December was 77.31% compared to other specialist affordable homeownership websites combined. We rank 1st for 700 keyword searches.

## Website performance

In line with the increased year on year search demand, we saw increases compared to December 2022 of:

- 3.4% increase in property enquiries.
- 19.7% increase in new registrants.
- 1.5% increase in page views.

## Regional Highlights

Despite December slowing down regionally, there was strong performance seen in most regions in 2023, with all but London increasing in both the number of listings live and new registrants year on year. Notable performance includes:

- East Midlands; 106% increase in live listings.
- South West; 197% increase in live listings, 90% increase in new registrants, 117% increase in enquiries.
- Yorkshire and the Humber & the North East; 117% increase in live listings.

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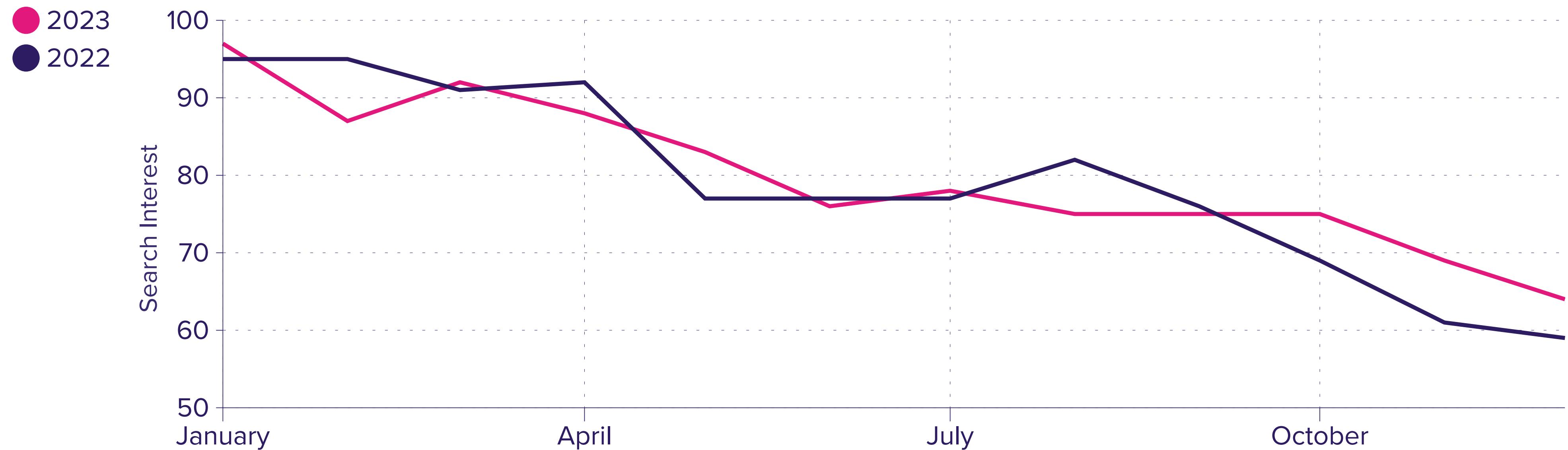


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# Market trends

SHARE  
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Shared Ownership interest via Google searches since 1st January 2023.



Numbers represent the search interest relative to the highest point on the chart for the given time period (i.e. 100 is highest popularity, 50 is half as popular etc).

Source: Google Trends: January 2022 - December 2023

# Website performance

SHARE  
TO BUY

## Users

An individual person who has initiated at least one session during the month.

121,189

-23.28%  
Year on year

-11.32%  
Month on month

## Sessions

A session is when a user is actively engaged with our website, ending after a period of inactivity.

269,971

-4.41%  
Year on year

-11.38%  
Month on month

## Page Views

The total number of Share to Buy pages viewed by users.

1,391,921

↑ +1.49%  
Year on year

-10.38%  
Month on month

# Website performance

SHARE  
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## Registrants

The total number of new registrants during the month.

3,417



+19.68%  
Year on year

-12.38%  
Month on month

## Enquiries

The total number of listing enquiries during the month.

14,685

+3.39%  
Year on year

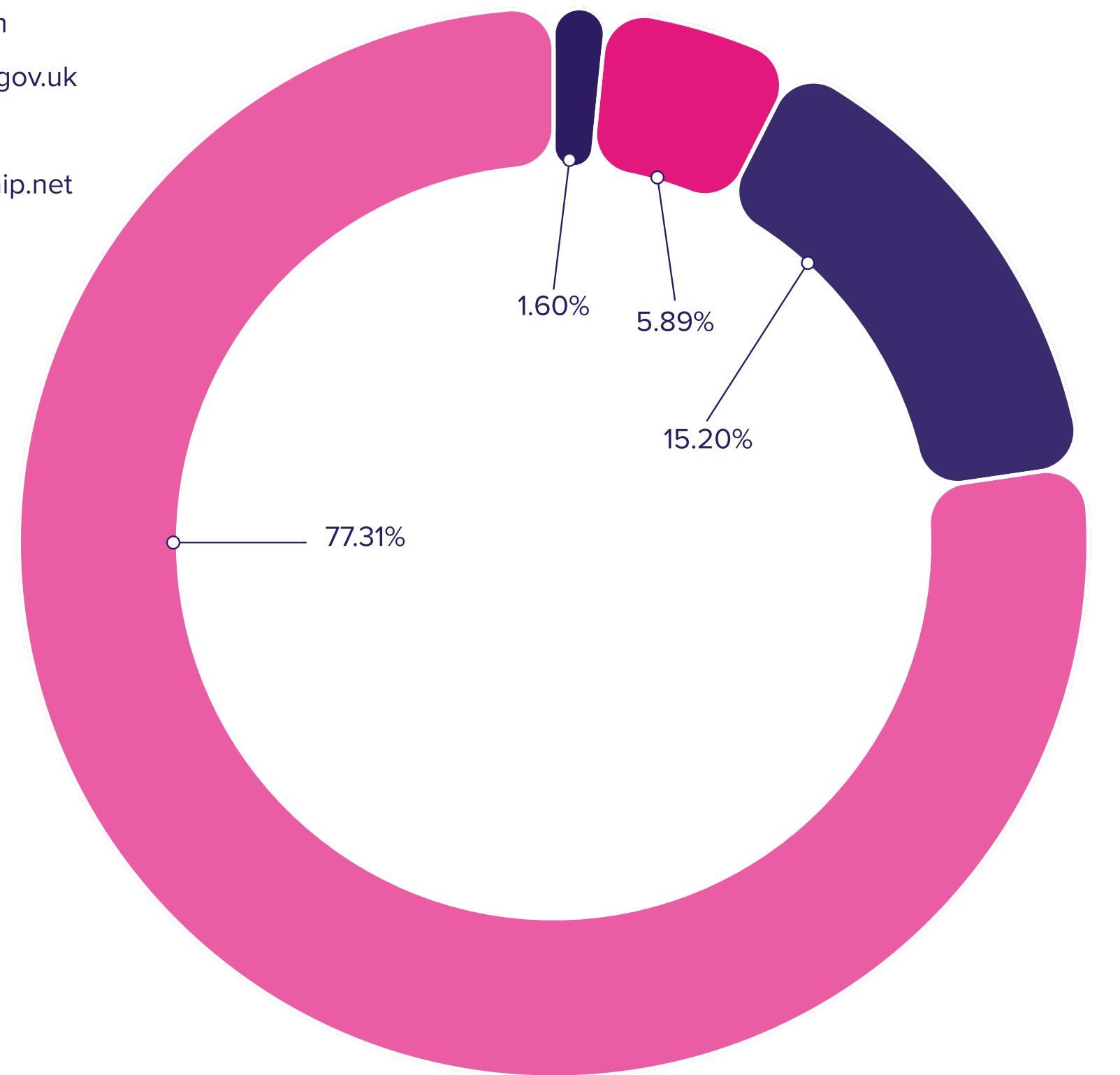
-14.27%  
Month on month

# Market comparison

SHARE  
TO BUY

## Monthly visits to specialist affordable homeownership sites

- sharetobuy.com
- ownyourhome.gov.uk
- keaze.com
- sharedownership.net



Number of keywords ranking in position 1 is **700**



Number of total ranking keywords overall is **42.6k**

Source: Similarweb: December 2023 / monthly visits

# Client activity

In December, the following housing providers began listing on Share to Buy.



[Plymouth Community Homes -  
SO Living](#)

# London

December 2023 figures

## Listings added

**274**

-11.3%  
Month on month

## New registrants

**1,162**

-12.4%  
Month on month

## Total enquiries

**6,319**

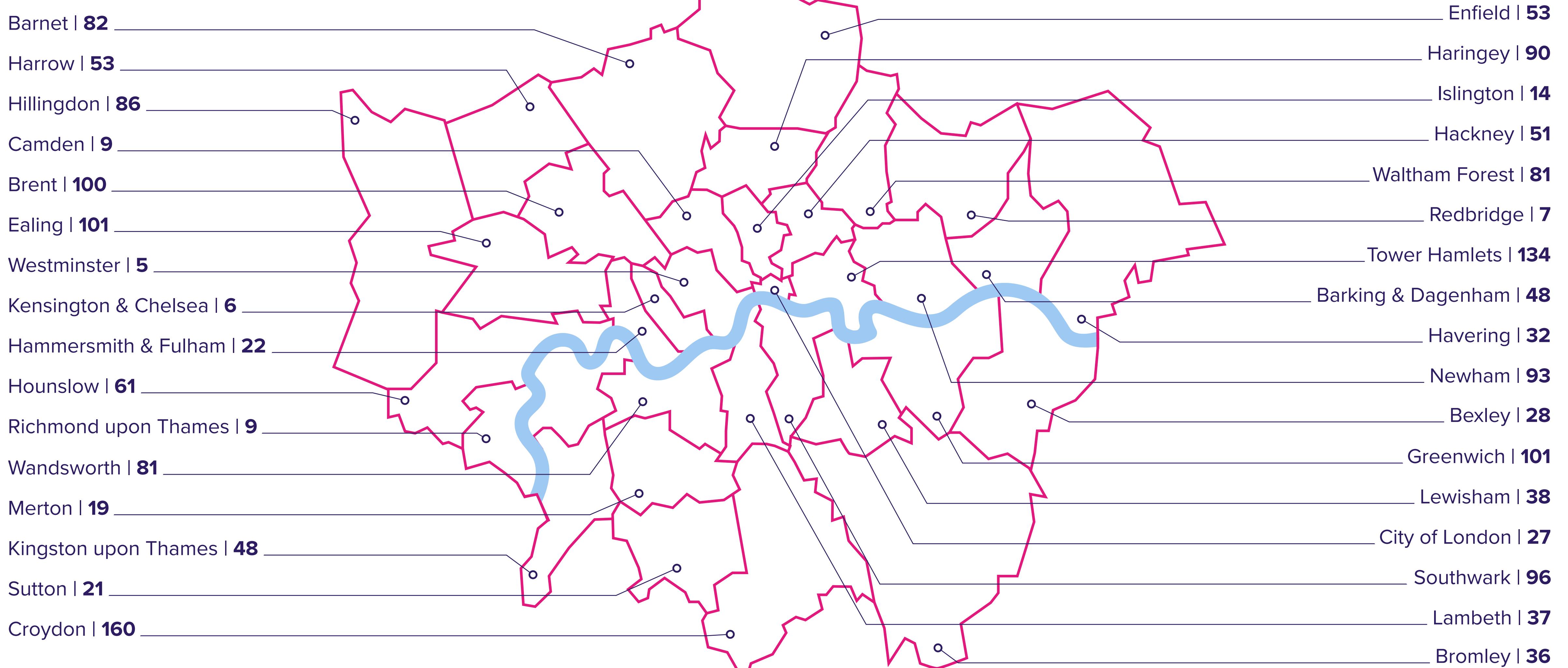
-14.1%  
Month on month



# Listings live per borough

SHARE  
TO BUY

## Borough | Number of listings live

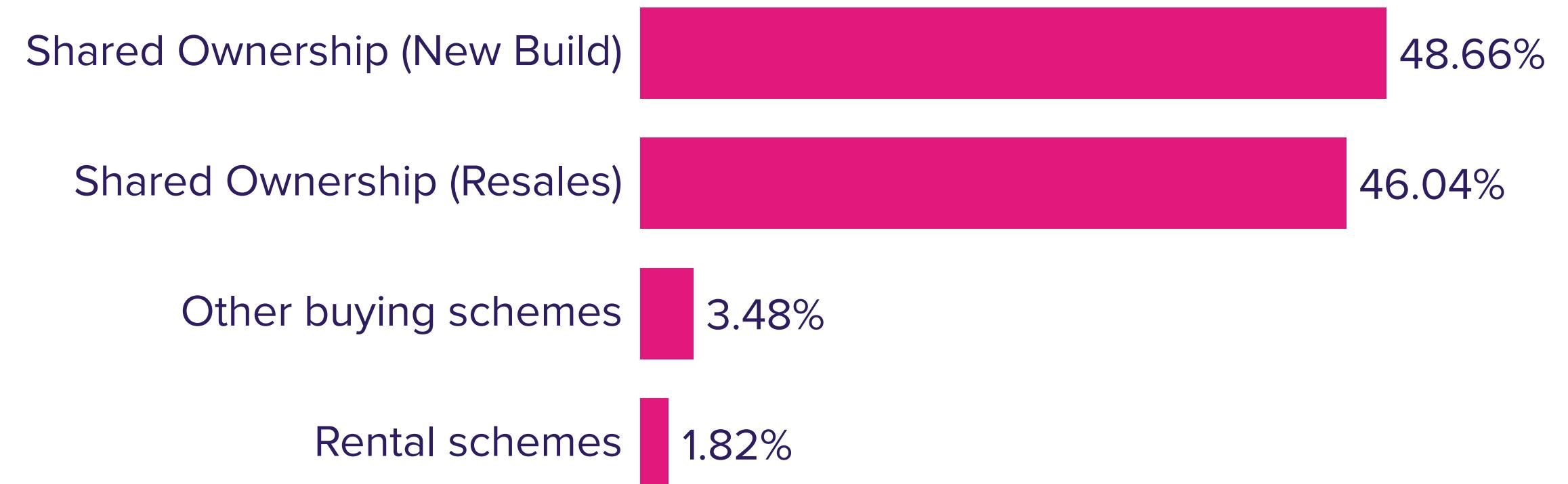


# Property insight

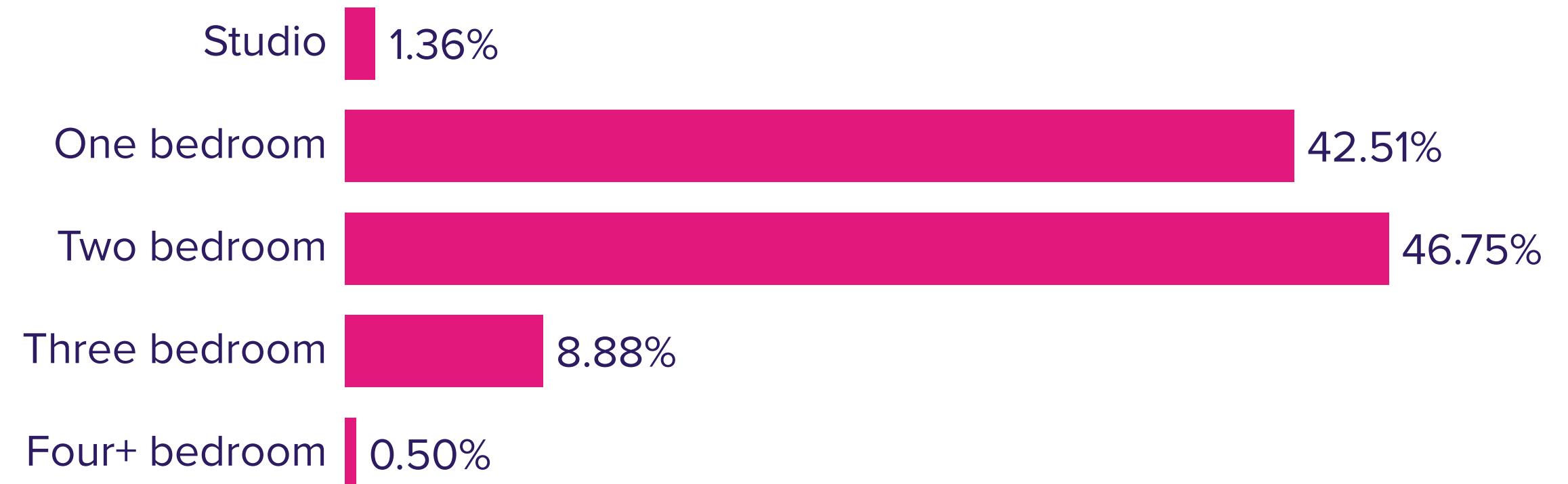
SHARE  
TO BUY

Breakdown of property details based on December's live listings:

## Tenure



## Property size



## Property type



## Average property price



# Buyer insight

SHARE  
TO BUY

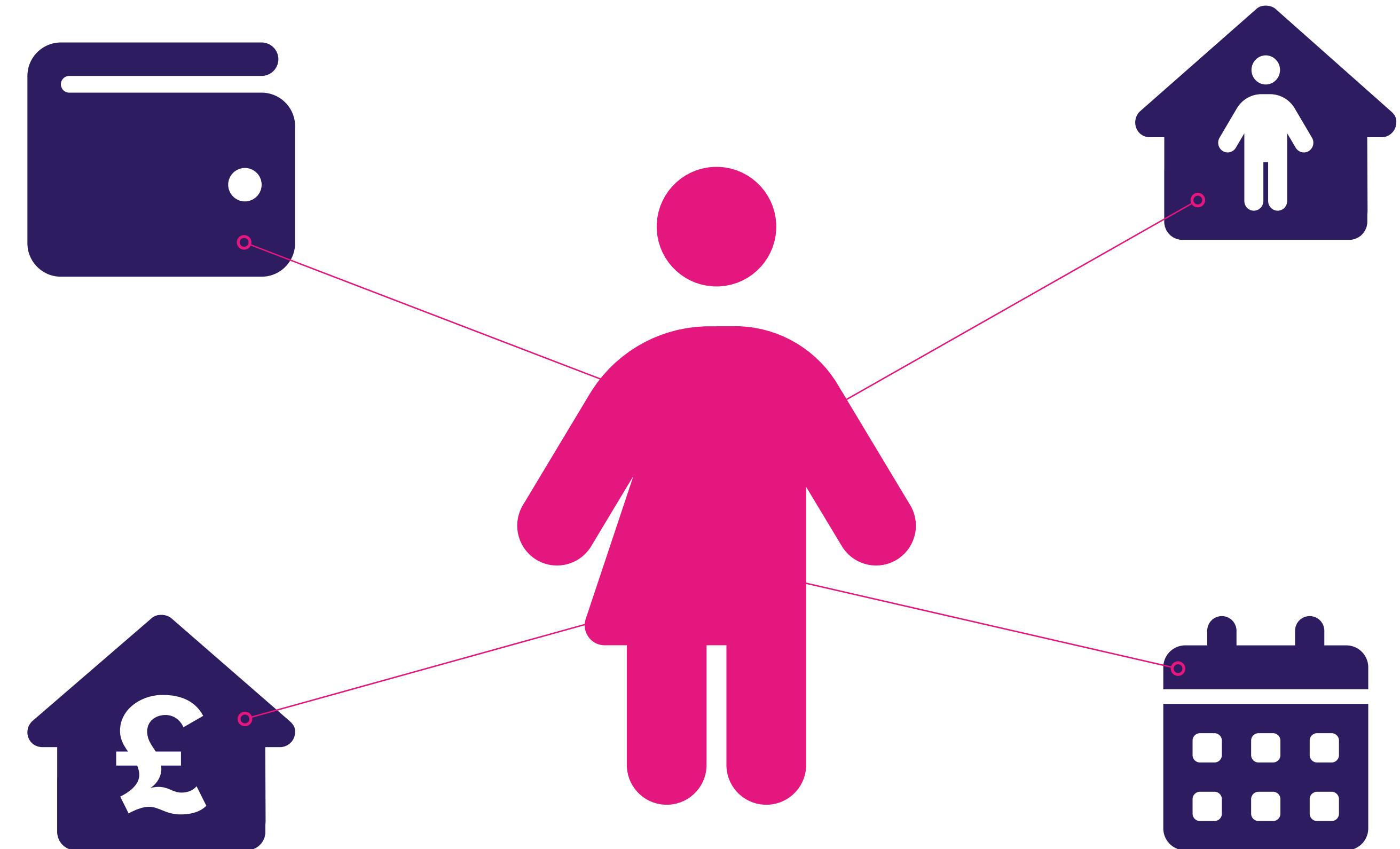
Based on December's enquiries, the average buyer in London looks like:

**Income**  
£51,677

**Deposit**  
£24,744

**Household**  
One person

**Age**  
31 - 35

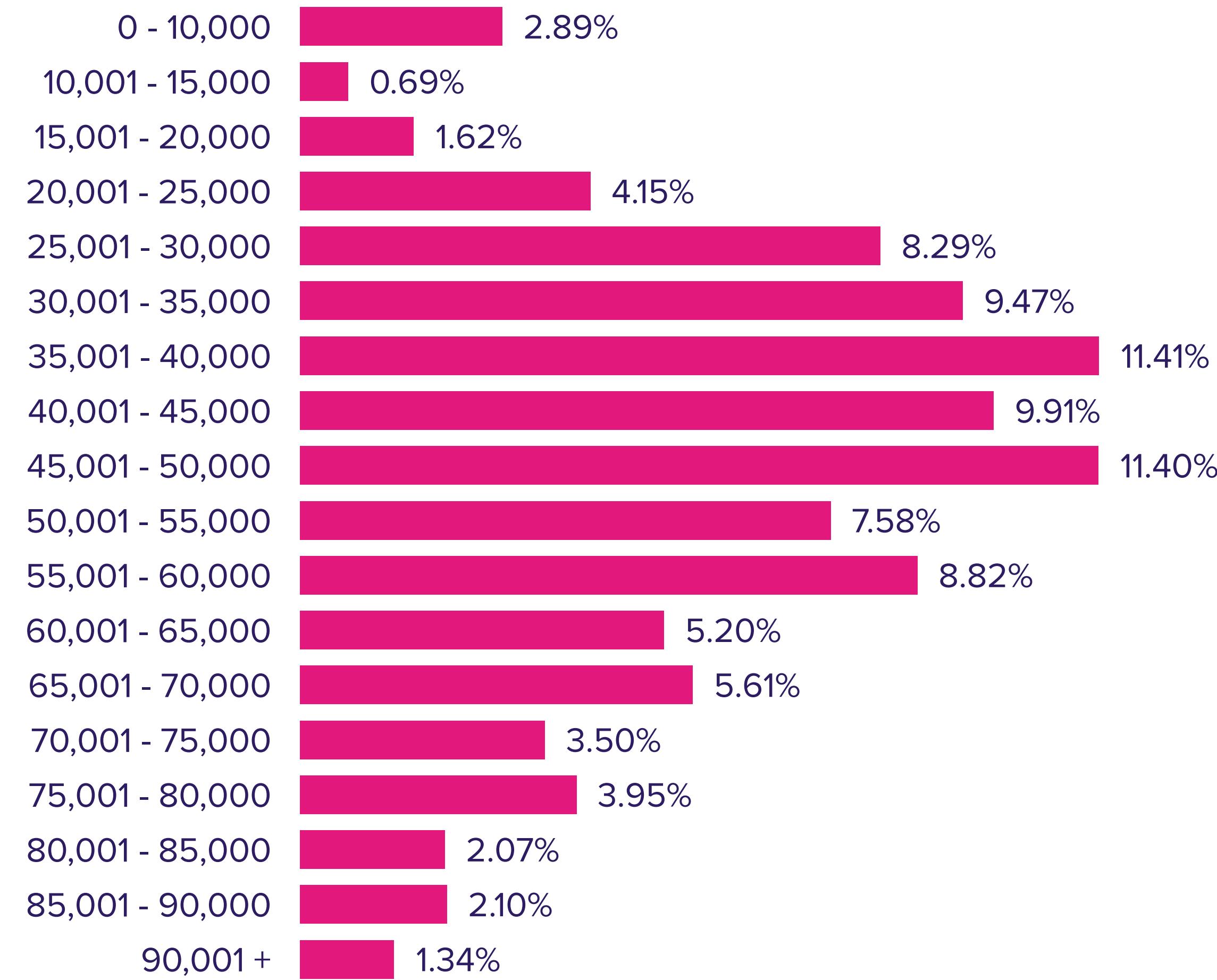


# Active registrants

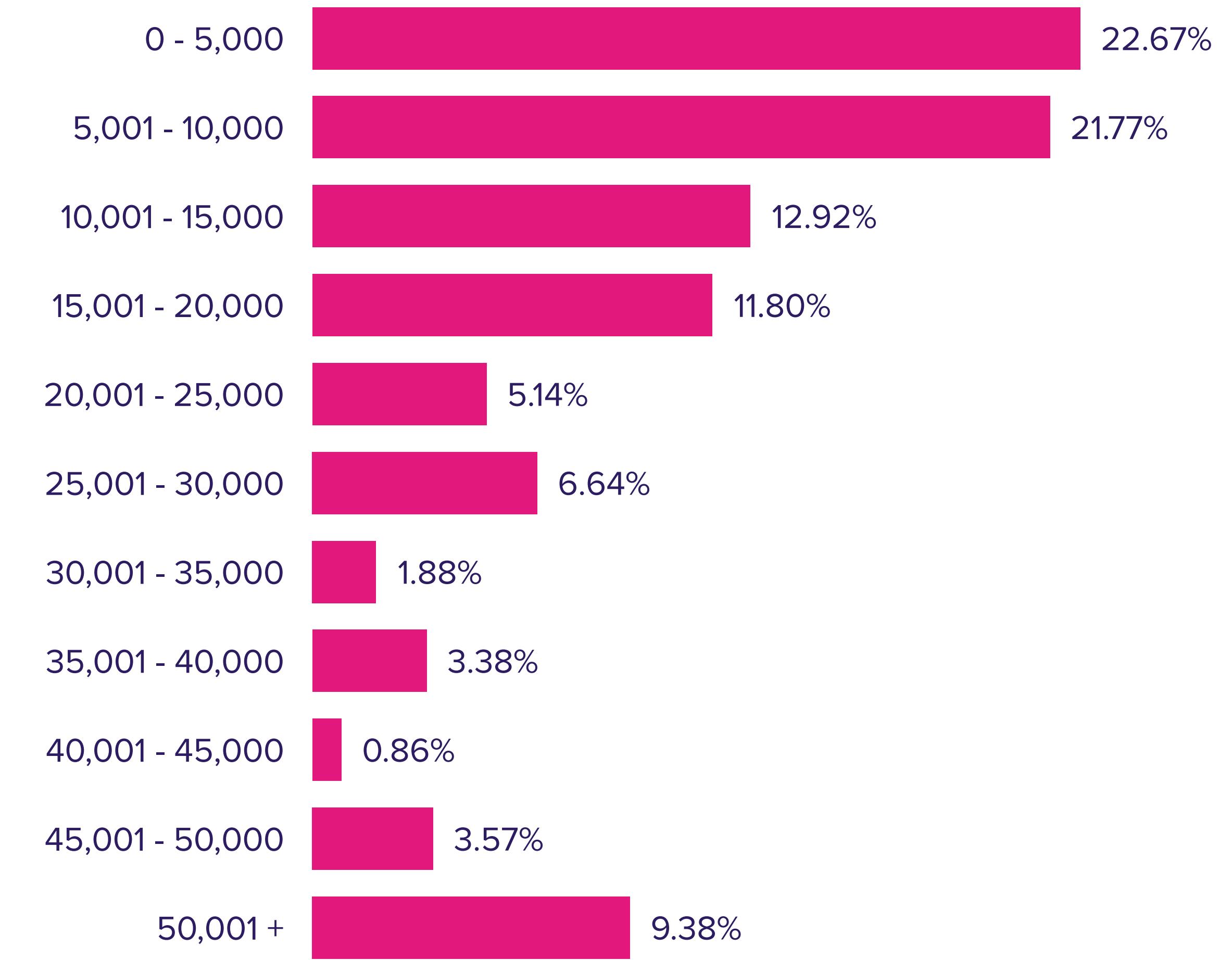
SHARE  
TO BUY

This gives an overview of the active registrants on Share to Buy currently living in London.

## Income bracket (£)



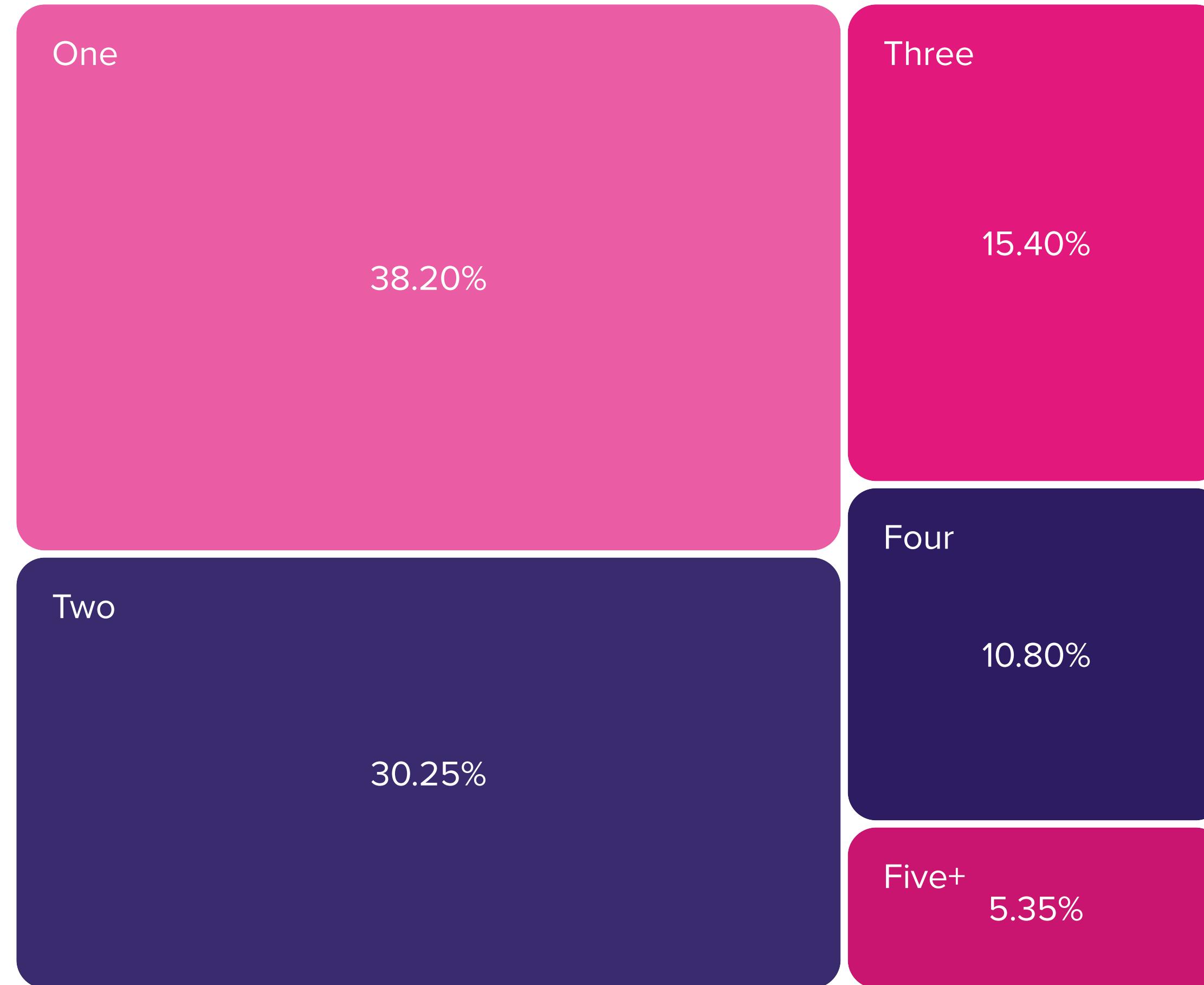
## Deposit bracket (£)



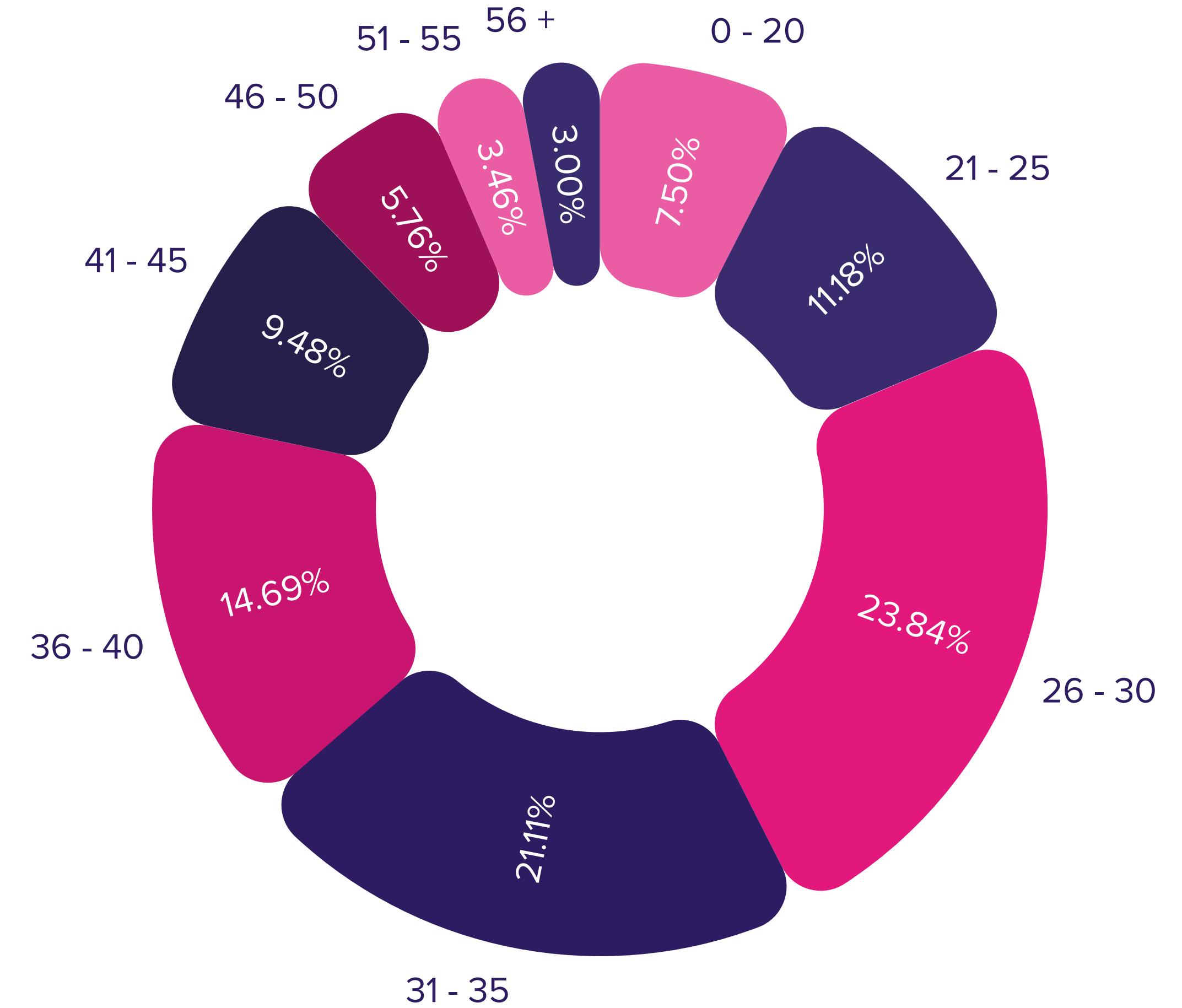
# Active registrants

This gives an overview of the active registrants on Share to Buy currently living in London.

## Household size



## Age



# Most popular development this month

SHARE  
TO BUY

Q Lewisham



## Excalibur

Shared Ownership -  
£80,000 for a 25% share

L&Q

L&Q

77 Enquiries

1-2 Bedroom

1 Bathroom

Private Balcony/Terrace

Excalibur is transforming this corner of South East London and creating a new community in partnership with Lewisham Council. It sets new standards for housing in the area by creating a great neighbourhood that residents will be proud to call their home. Set in the flourishing and well-connected location of Catford, this charming urban collection of one & two bedroom apartments is part of a dynamic community buzzing with independent shops, cafés, and nightlife.

# East Midlands

SHARE  
TO BUY

December 2023 figures

## Listings added

**53**

-34.6%  
Month on month

## New registrants

**175**

-3.3%  
Month on month

## Total enquiries

**303**

-24.6%  
Month on month



# Listings live per county

SHARE  
TO BUY

## County | Number of listings live

Nottinghamshire | 73

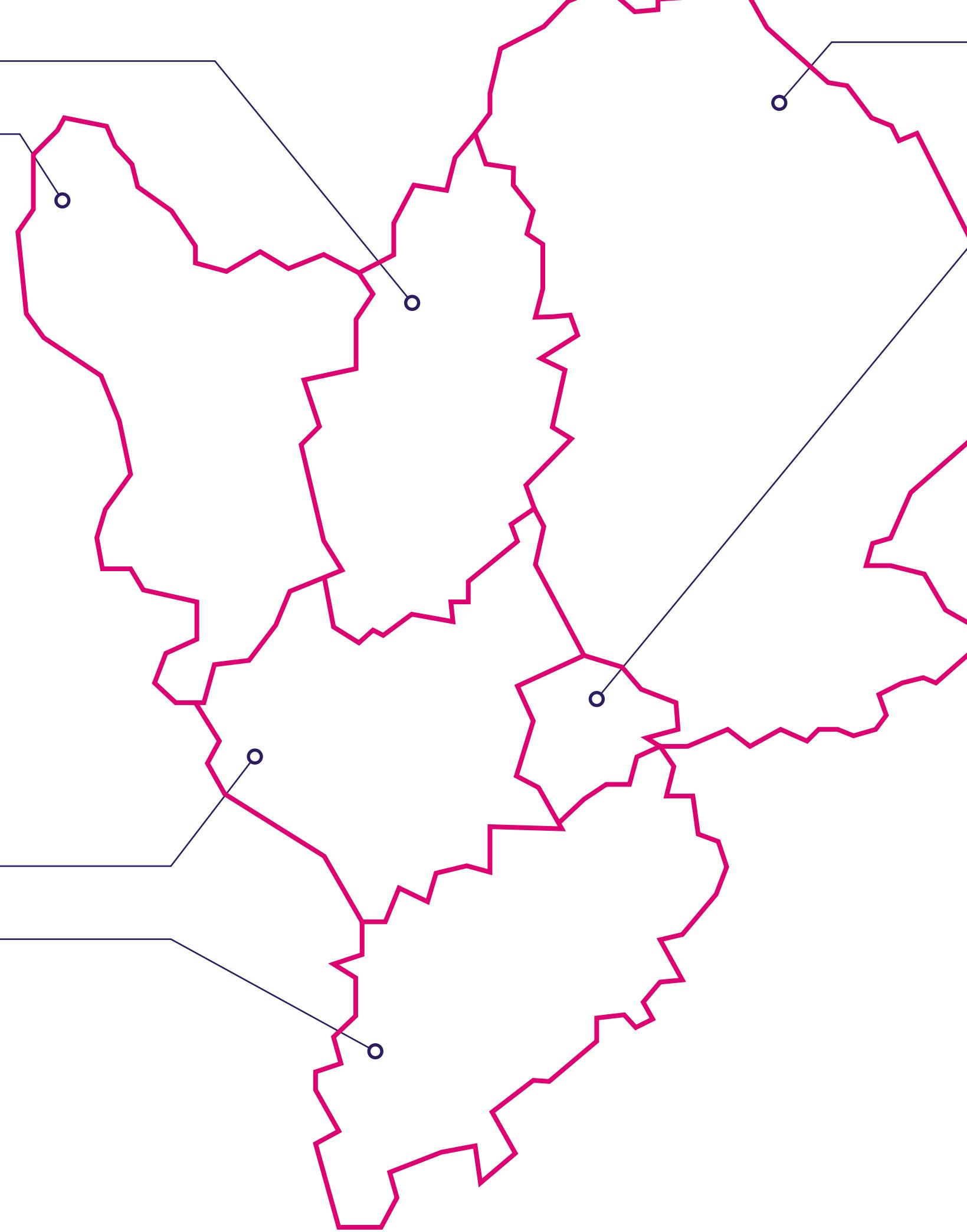
Derbyshire | 42

Leicestershire | 62

Northamptonshire | 64

Lincolnshire | 94

Rutland | 0

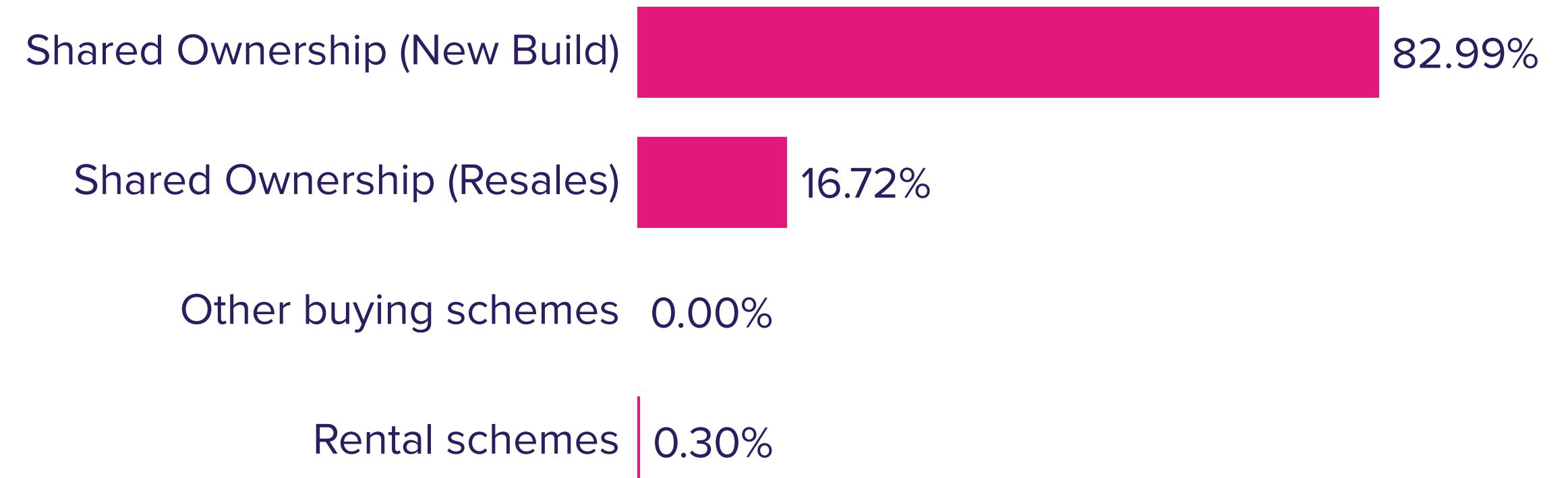


# Property insight

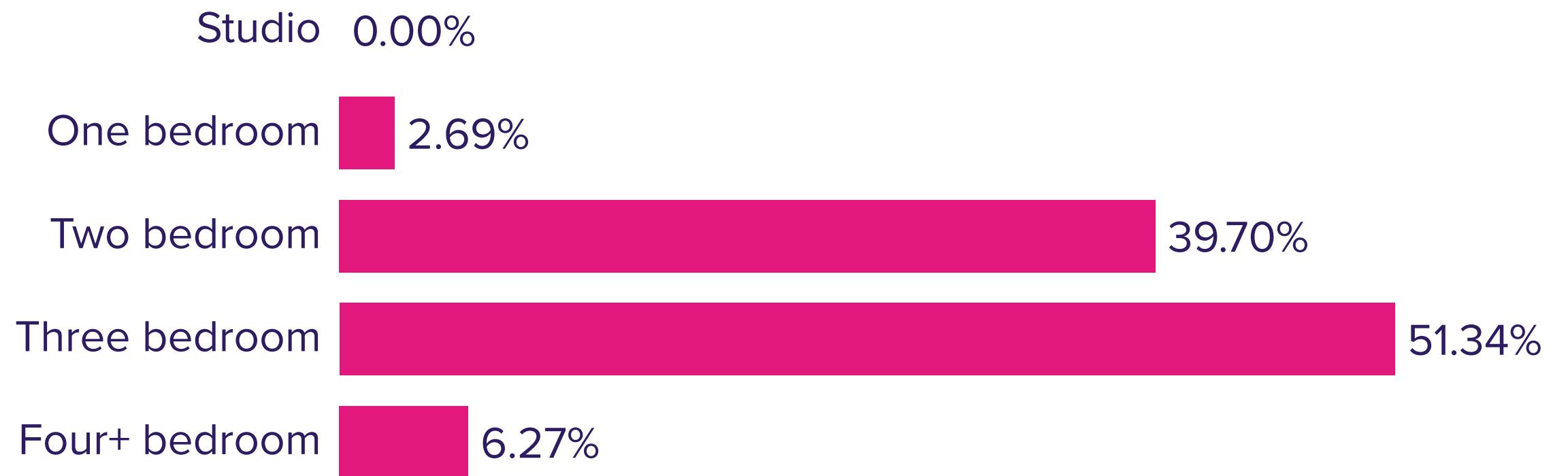
SHARE  
TO BUY

Breakdown of property details based on December's live listings:

## Tenure



## Property size



## Property type



## Average property price



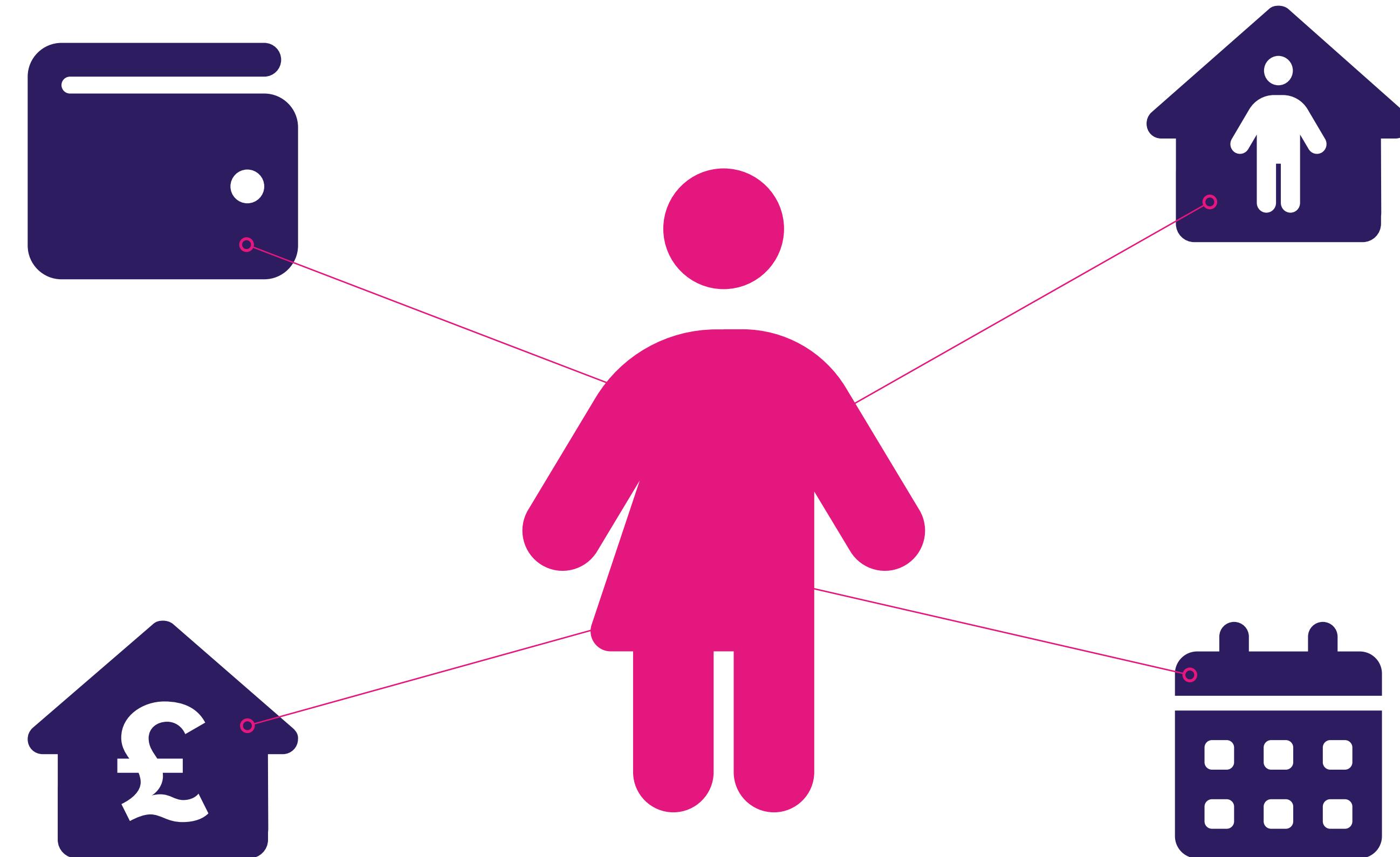
# Buyer insight

SHARE  
TO BUY

Based on December's enquiries, the average buyer in the East Midlands looks like:

**Income**  
£35,216

**Deposit**  
£18,696



**Household**  
Two people

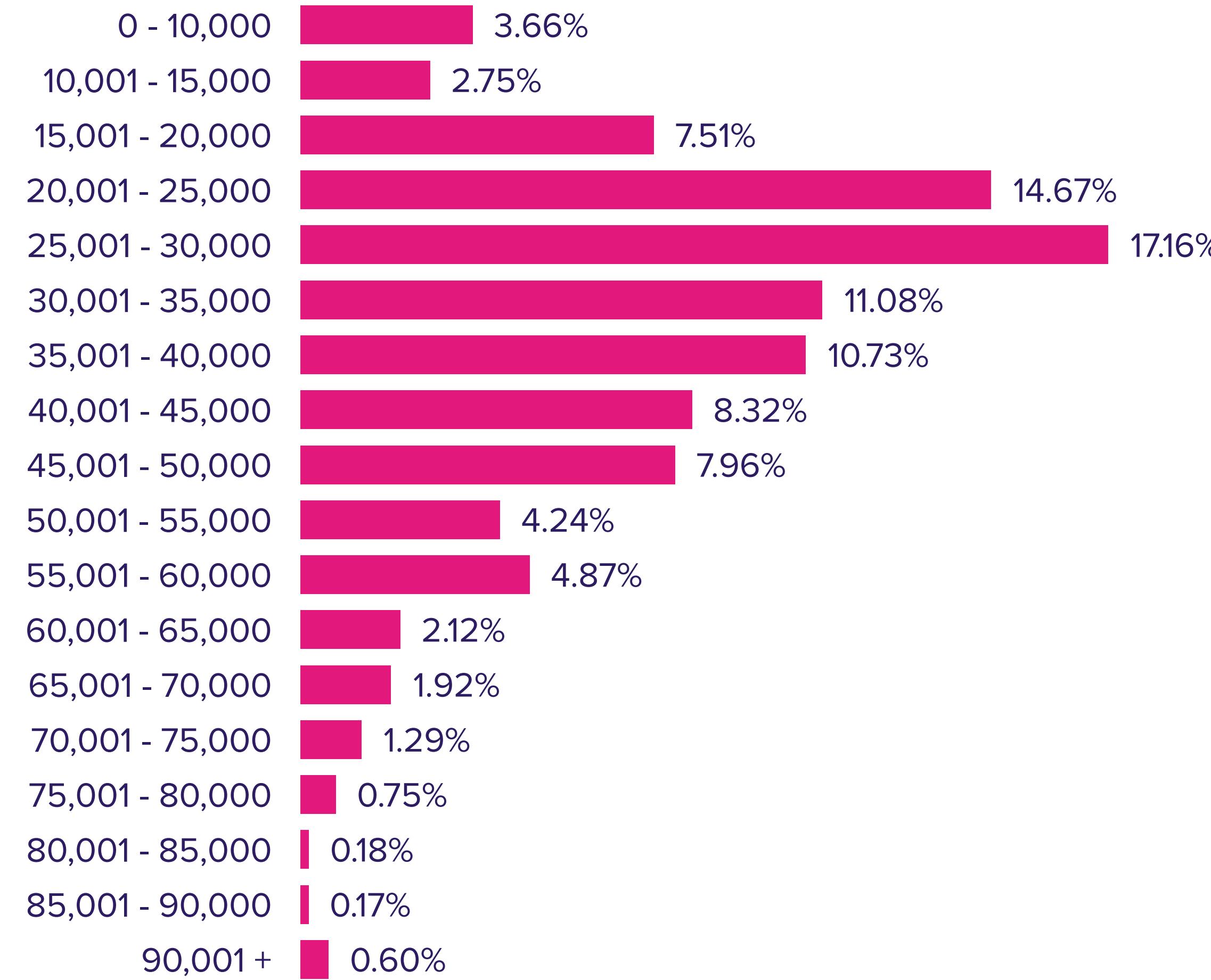
**Age**  
26 - 30

# Active registrants

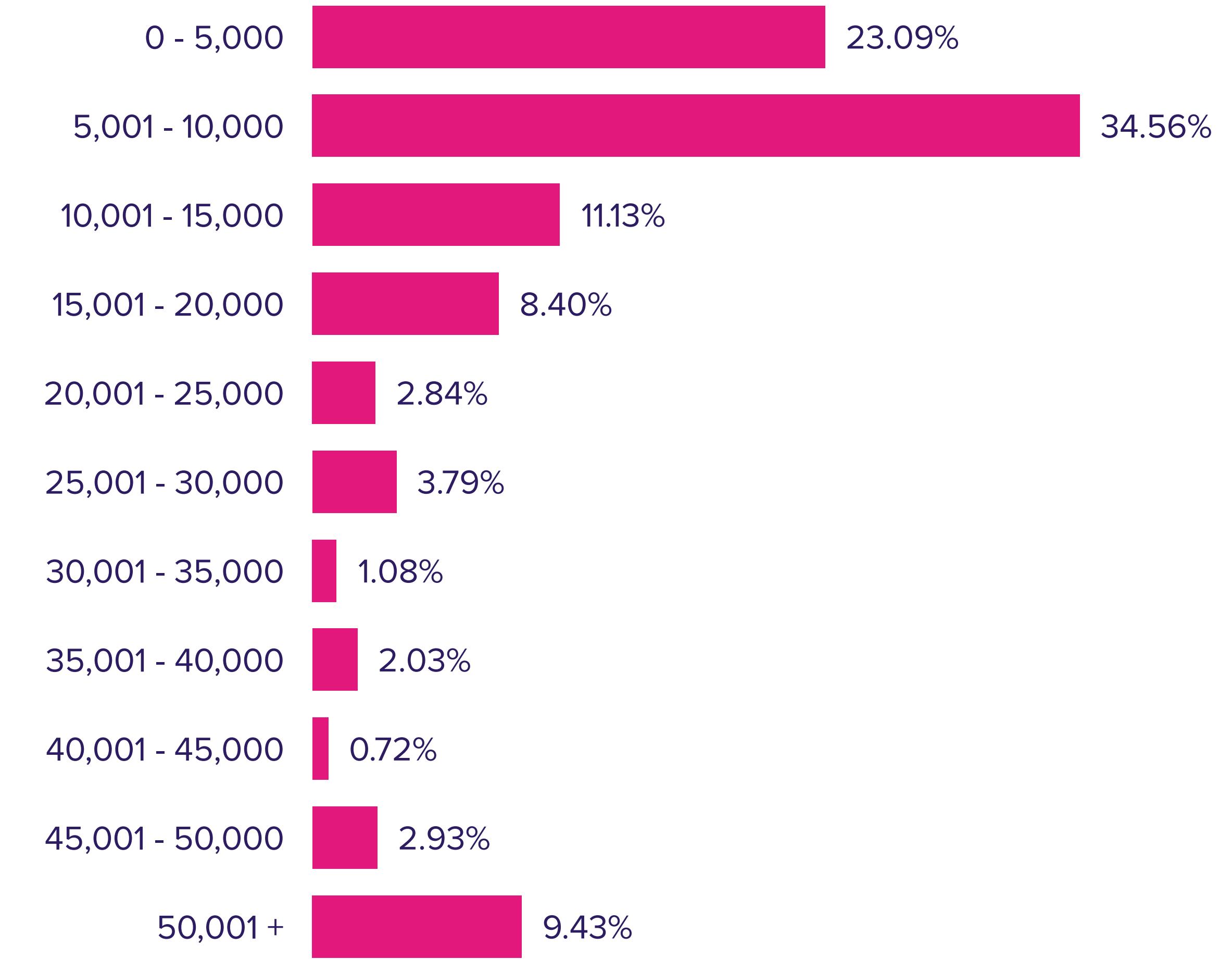
SHARE  
TO BUY

This gives an overview of the active registrants on Share to Buy currently living in the East Midlands.

## Income bracket (£)



## Deposit bracket (£)

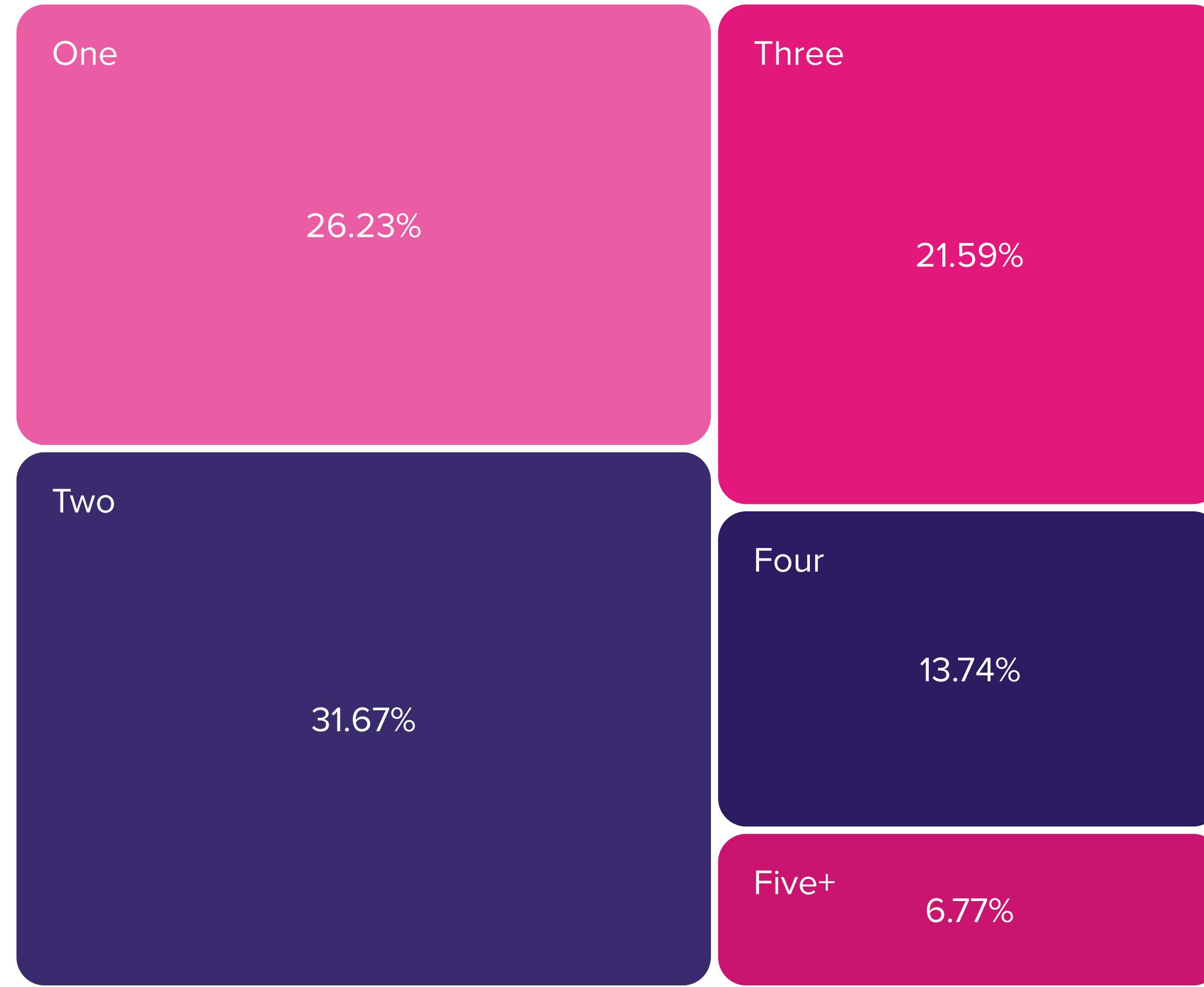


# Active registrants

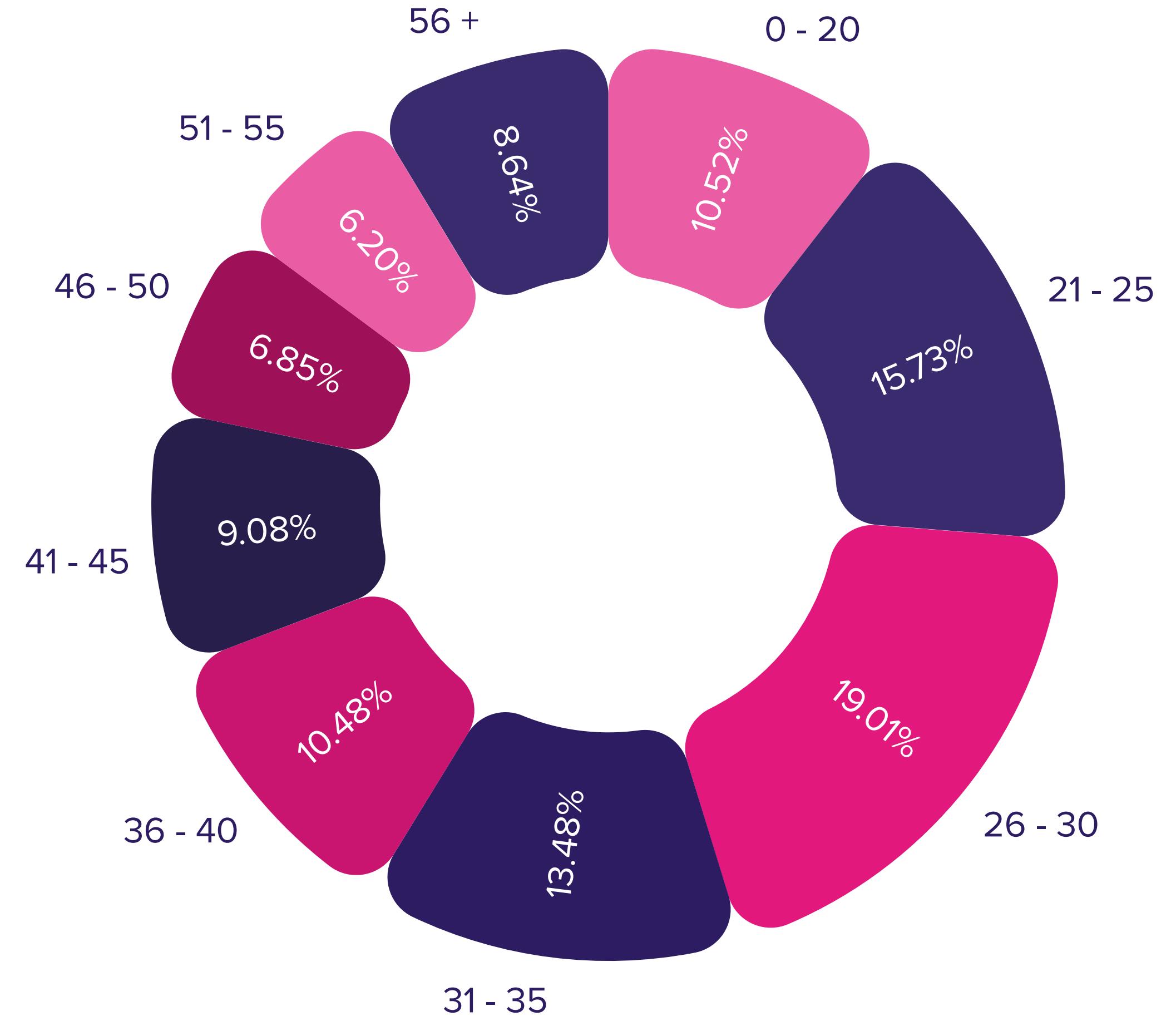
SHARE  
TO BUY

This gives an overview of the active registrants on Share to Buy currently living in the East Midlands.

## Household size



## Age



# Most popular development this month

SHARE  
TO BUY

## Q Oadby and Wigston



## Stoughton Park



Shared Ownership - Sown Shared Ownership  
£68,750 for a 25% share

13 Enquiries

2 Bedroom

1 Bathroom

Private Garden

Located in the town of Oadby, Stoughton Park is ideally situated for professionals commuting to Leicester just under five miles away. Stoughton Park is close to a host of amenities catering to everyday life, including a post office, supermarket, pharmacy and florist, with family-friendly attractions and beautiful Leicestershire countryside right on the doorstep as well.

# East of England

SHARE  
TO BUY

December 2023 figures

## Listings added

**133**

-33.5%  
Month on month

## New registrants

**395**

-13.6%  
Month on month

## Total enquiries

**1,719**

-15.4%  
Month on month



# Listings live per county

SHARE  
TO BUY

County | Number of listings live

Cambridgeshire | 197

Bedfordshire | 140

Hertfordshire | 205

Norfolk | 126

Suffolk | 92

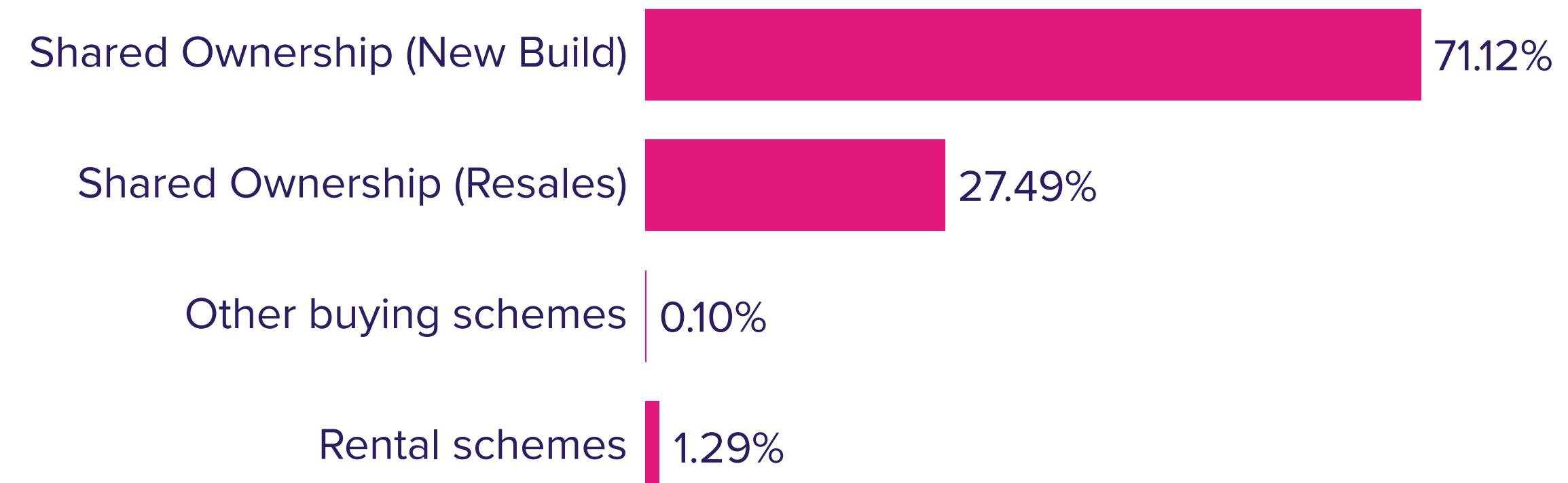
Essex | 244

# Property insight

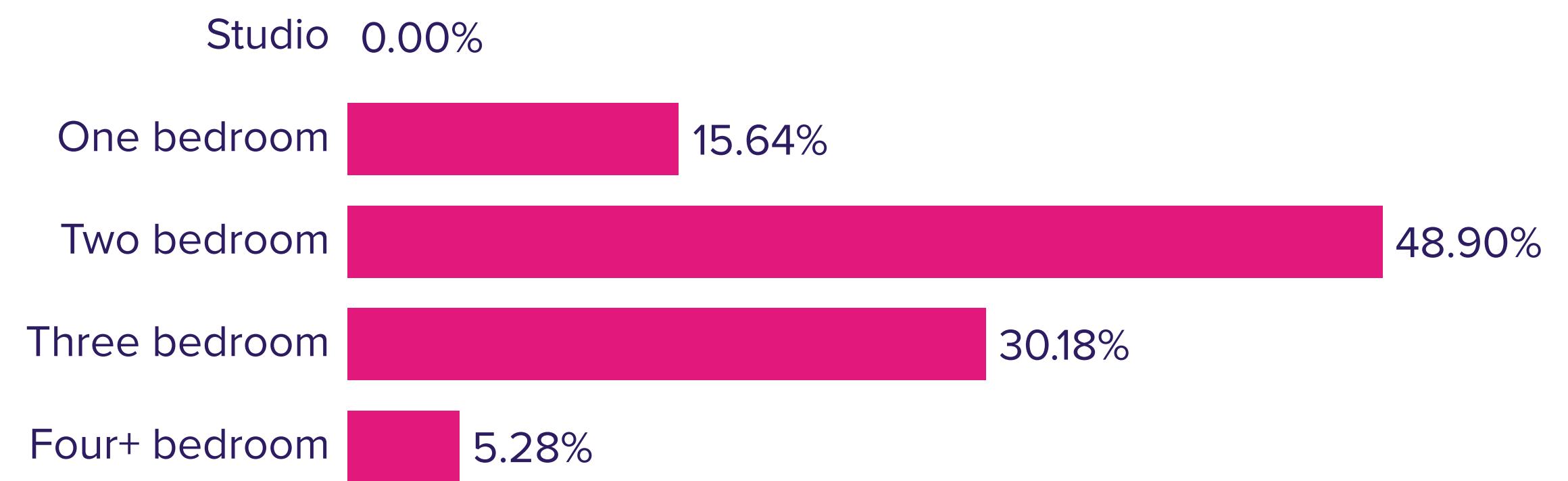
SHARE  
TO BUY

Breakdown of property details based on December's live listings:

## Tenure



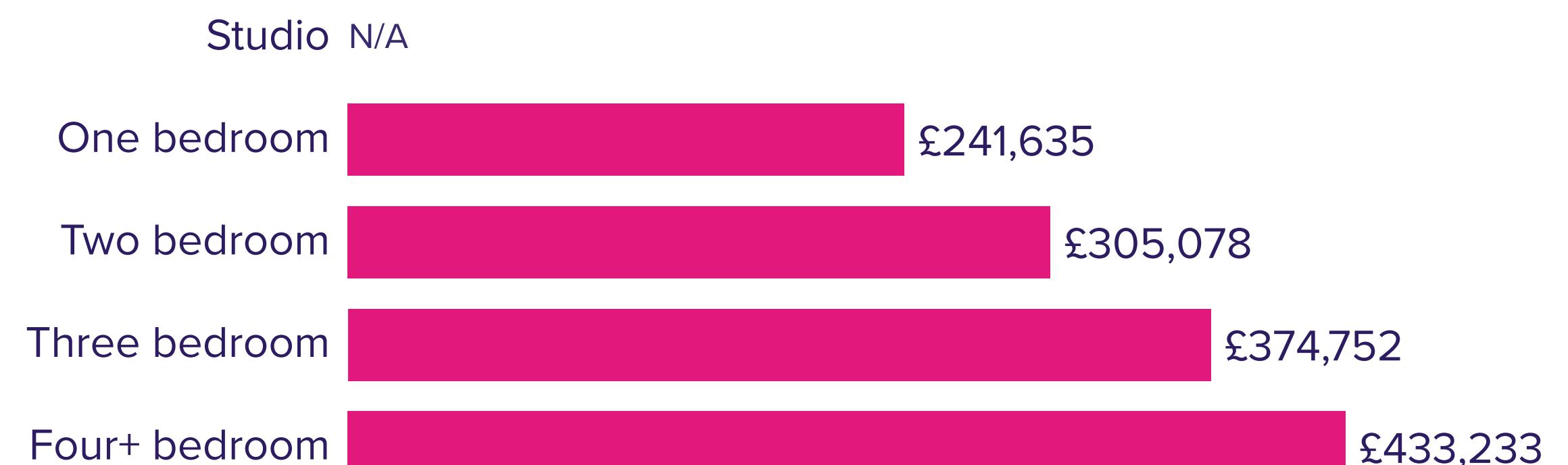
## Property size



## Property type



## Average property price



# Buyer insight

SHARE  
TO BUY

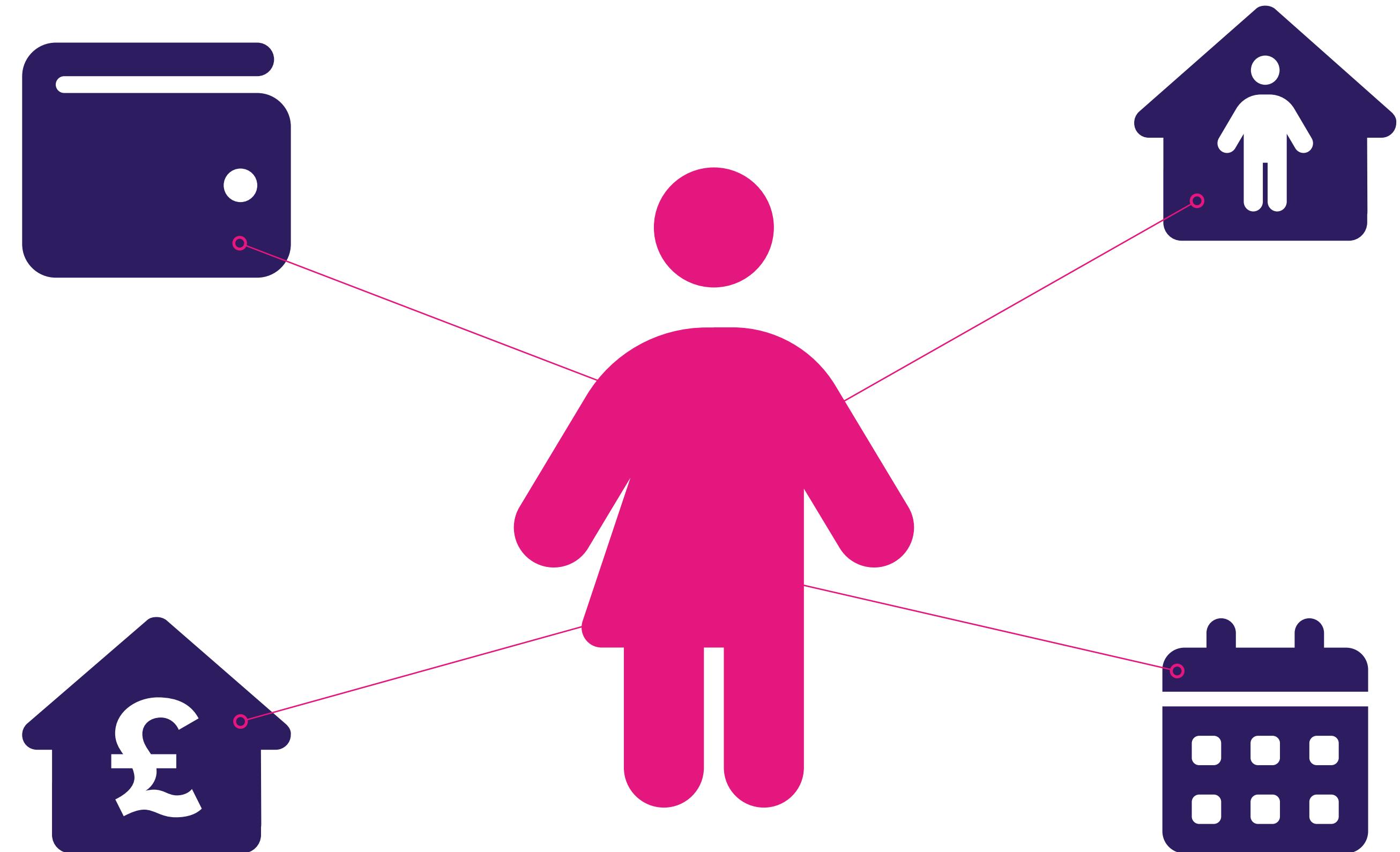
Based on December's enquiries, the average buyer in the East of England looks like:

**Income**  
£45,857

**Deposit**  
£22,393

**Household**  
Two people

**Age**  
31 - 35

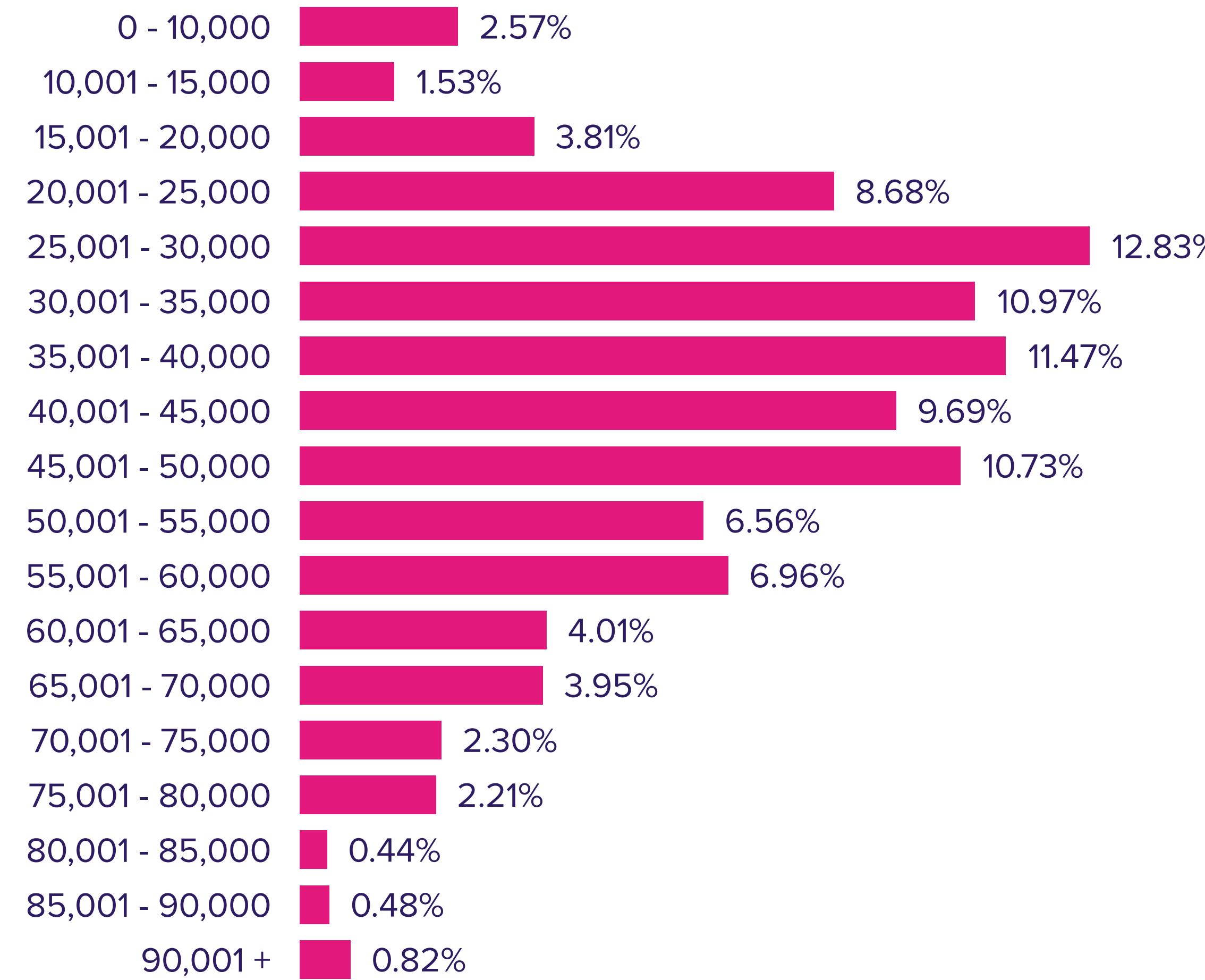


# Active registrants

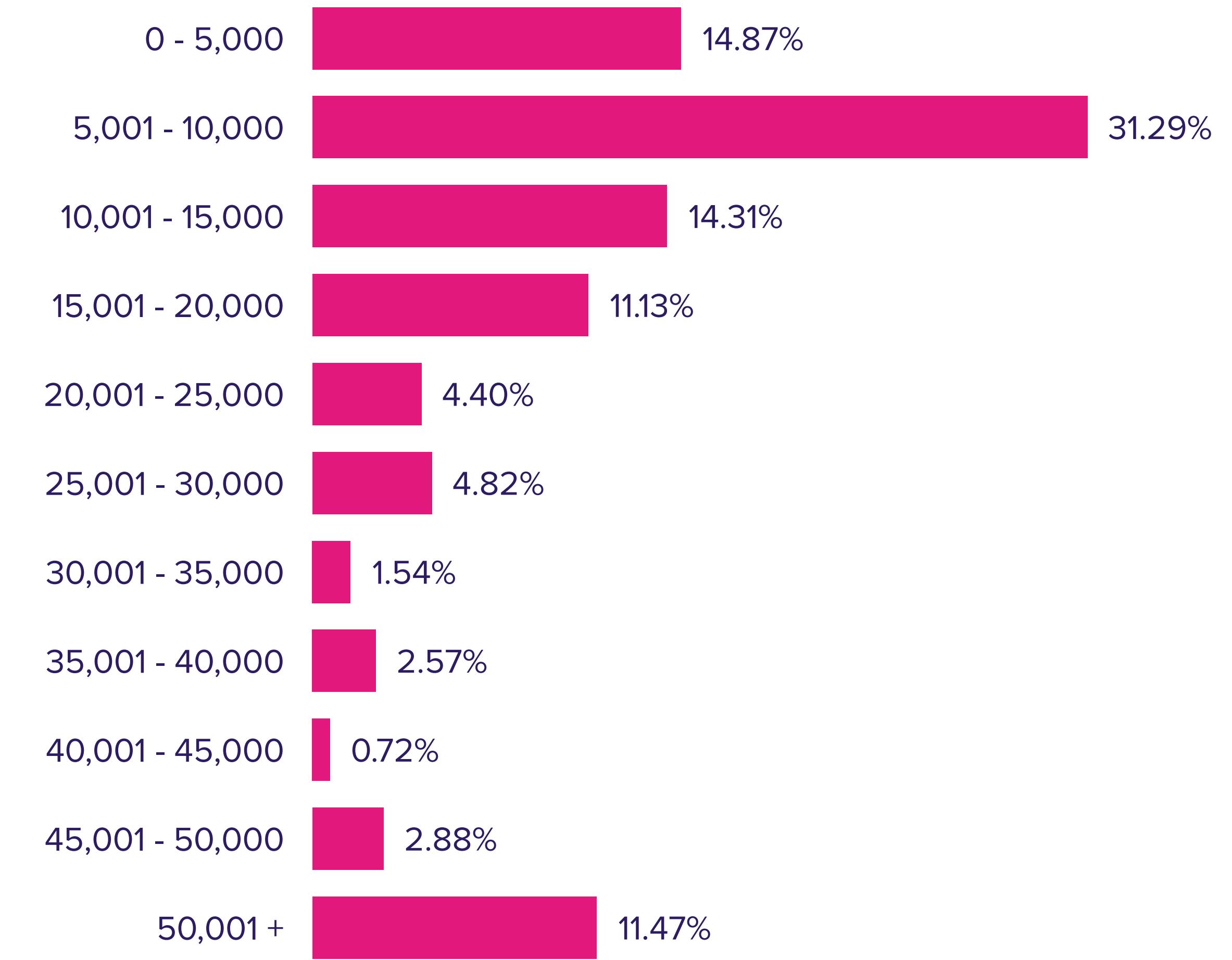
SHARE  
TO BUY

This gives an overview of the active registrants on Share to Buy currently living in the East of England.

## Income bracket (£)



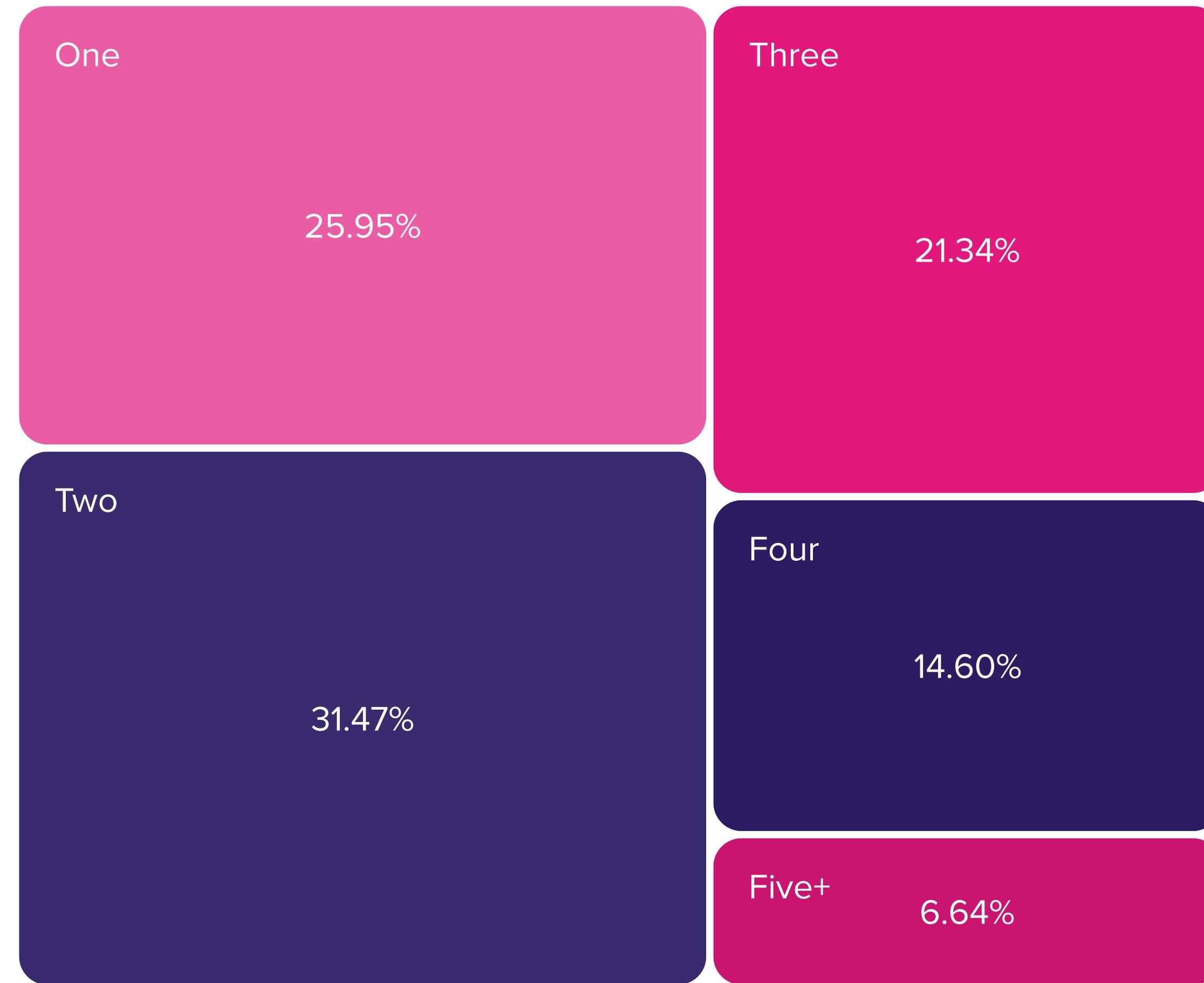
## Deposit bracket (£)



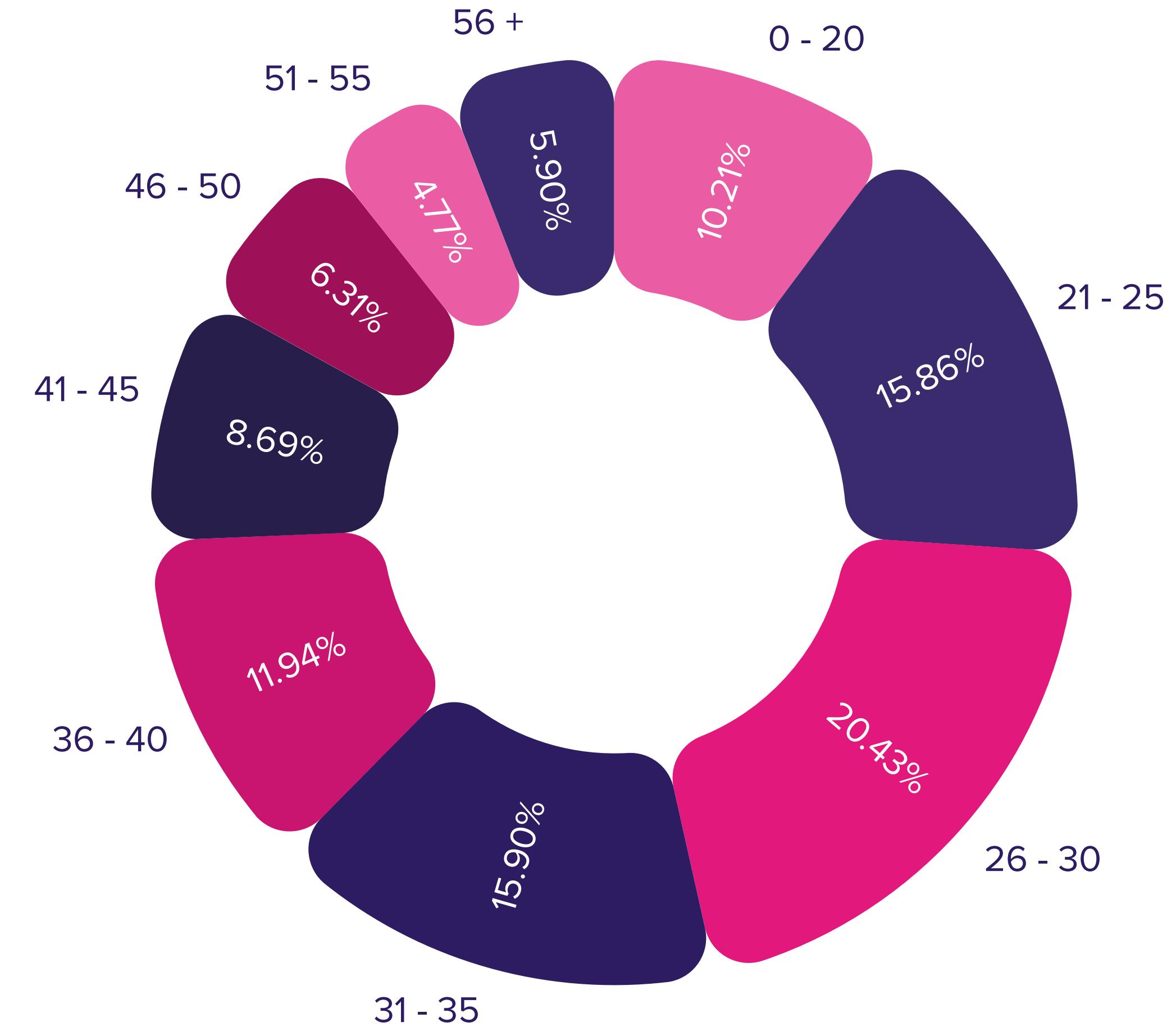
# Active registrants

This gives an overview of the active registrants on Share to Buy currently living in the East of England.

## Household size



## Age



# Most popular development this month

SHARE  
TO BUY

Q **Watford**



## Parkside Watford

Shared Ownership -  
£76,875 for a 25% share

Thrive  
Homes

Thrive  
35 Enquiries

1-3 Bedroom

1-2 Bathroom

Private balcony

Parkside is a modern development of one, two, and three bedroom homes situated on St Albans Road, Watford. This new development backs onto the beautiful Garston Park, which spans 6.4 hectares, half of which is a local nature reserve. With two courtyards within the development and direct access in to Garston Park, Watford Parkside really does live up to its name.

# North West

December 2023 figures

## Listings added

**24**

-38.5%  
Month on month

## New registrants

**135**

-8.8%  
Month on month

## Total enquiries

**166**

-38.3%  
Month on month



# Listings live per county

SHARE  
TO BUY

County | Number of listings live

Cumbria | 6

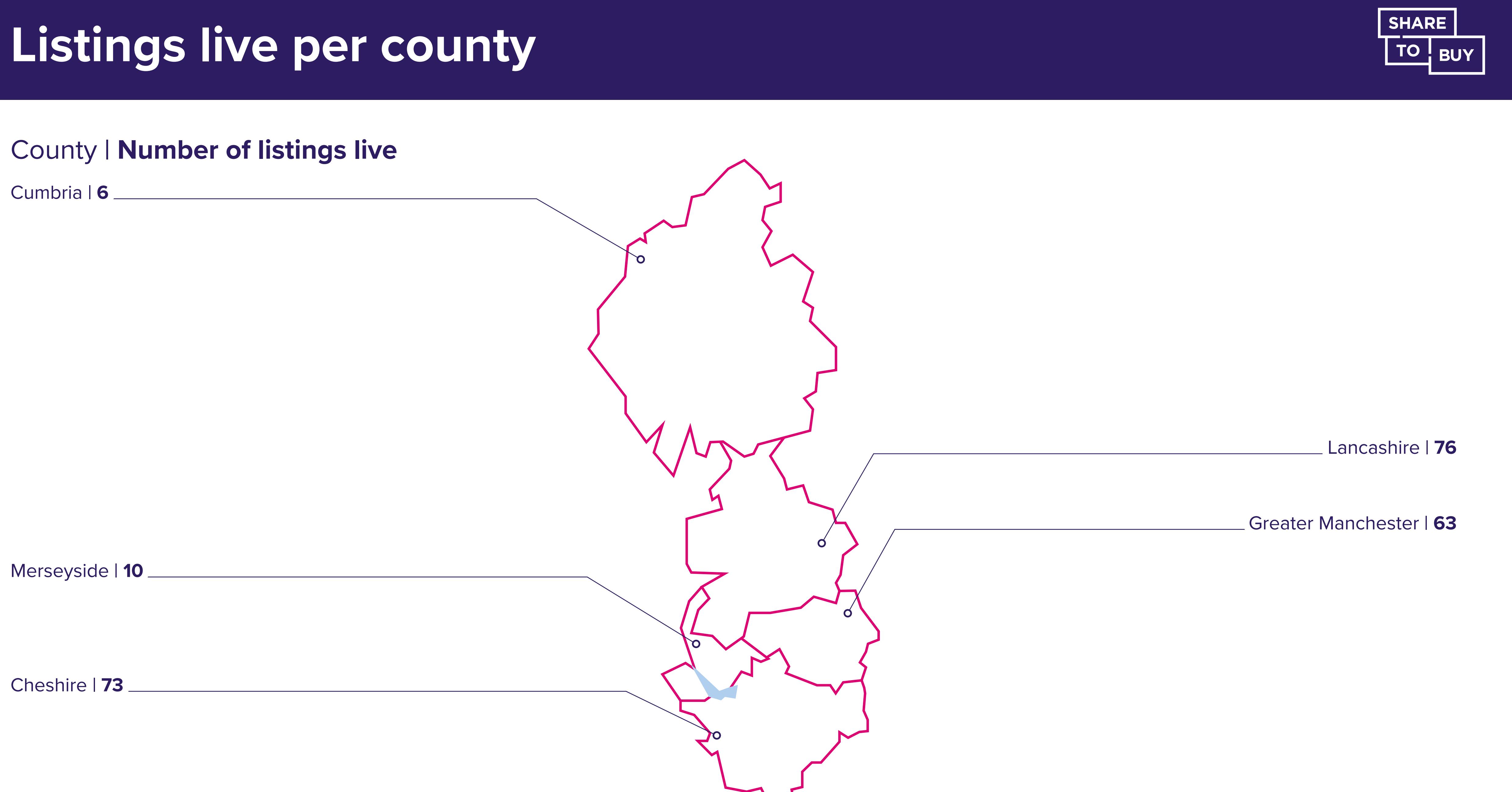
Merseyside | 10

Cheshire | 73

Lancashire | 76

Greater Manchester | 63

North West 30

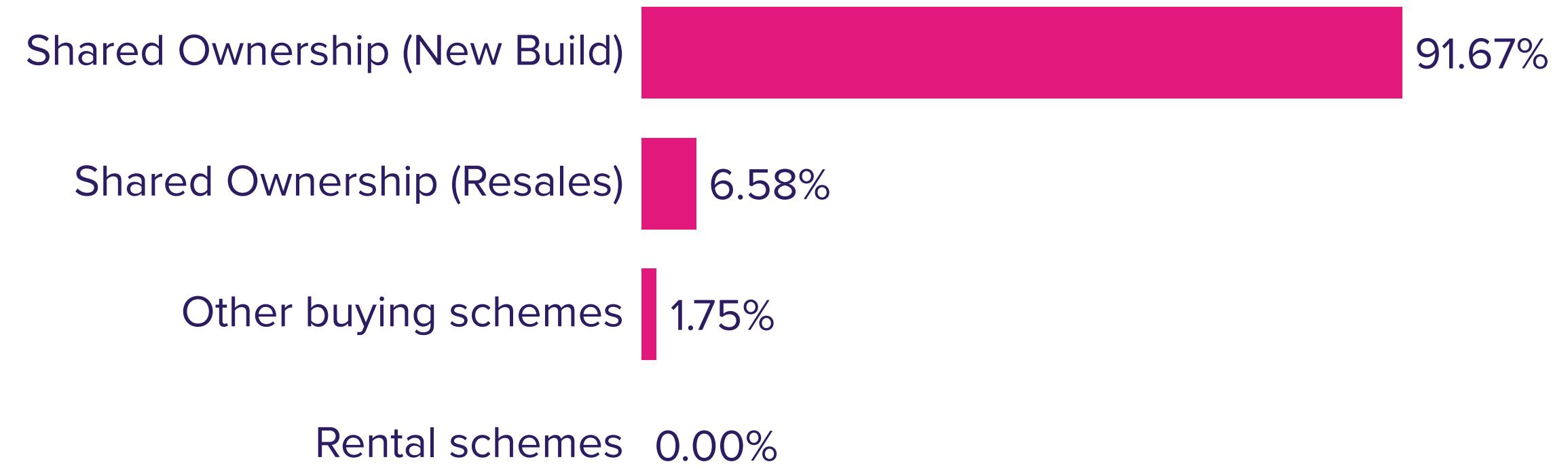


# Property insight

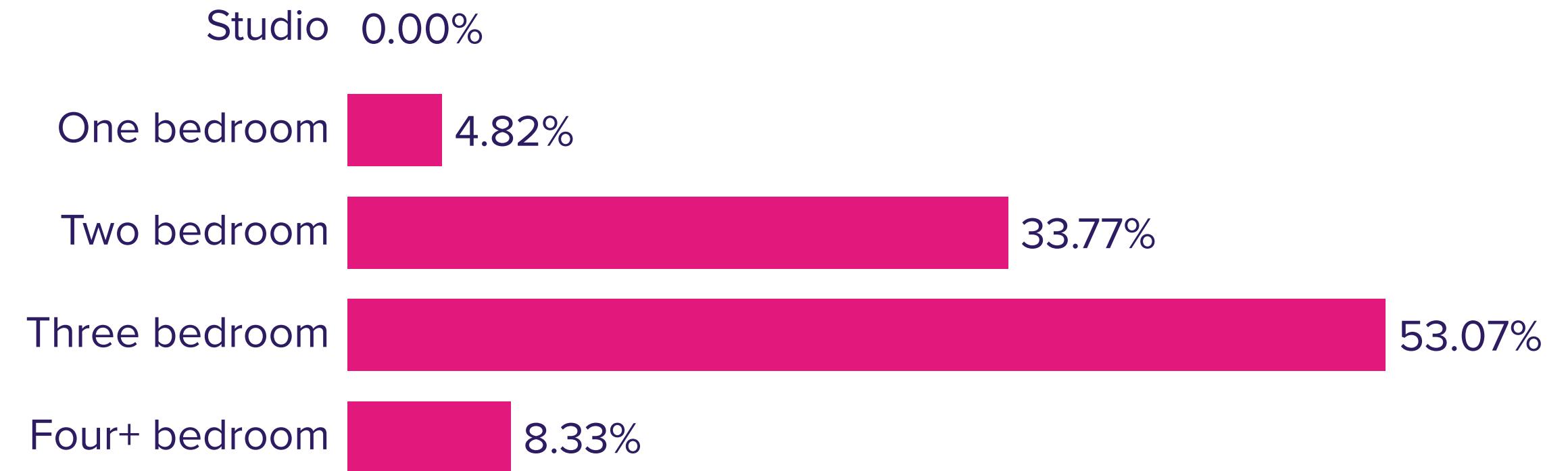
SHARE  
TO BUY

Breakdown of property details based on December's live listings:

## Tenure



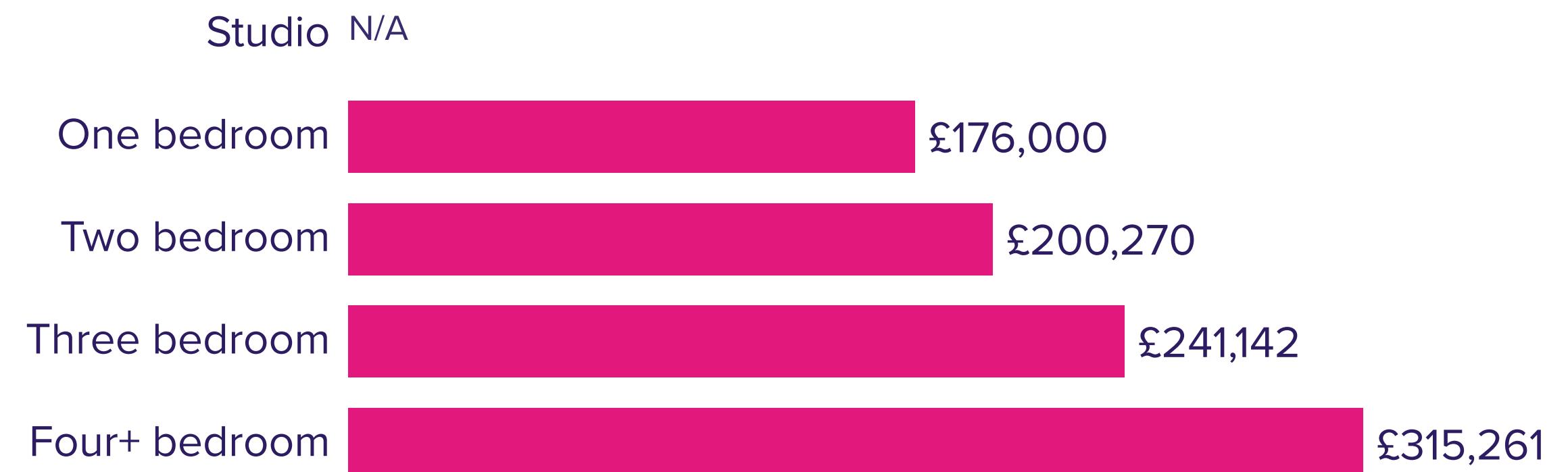
## Property size



## Property type



## Average property price



# Buyer insight

SHARE  
TO BUY

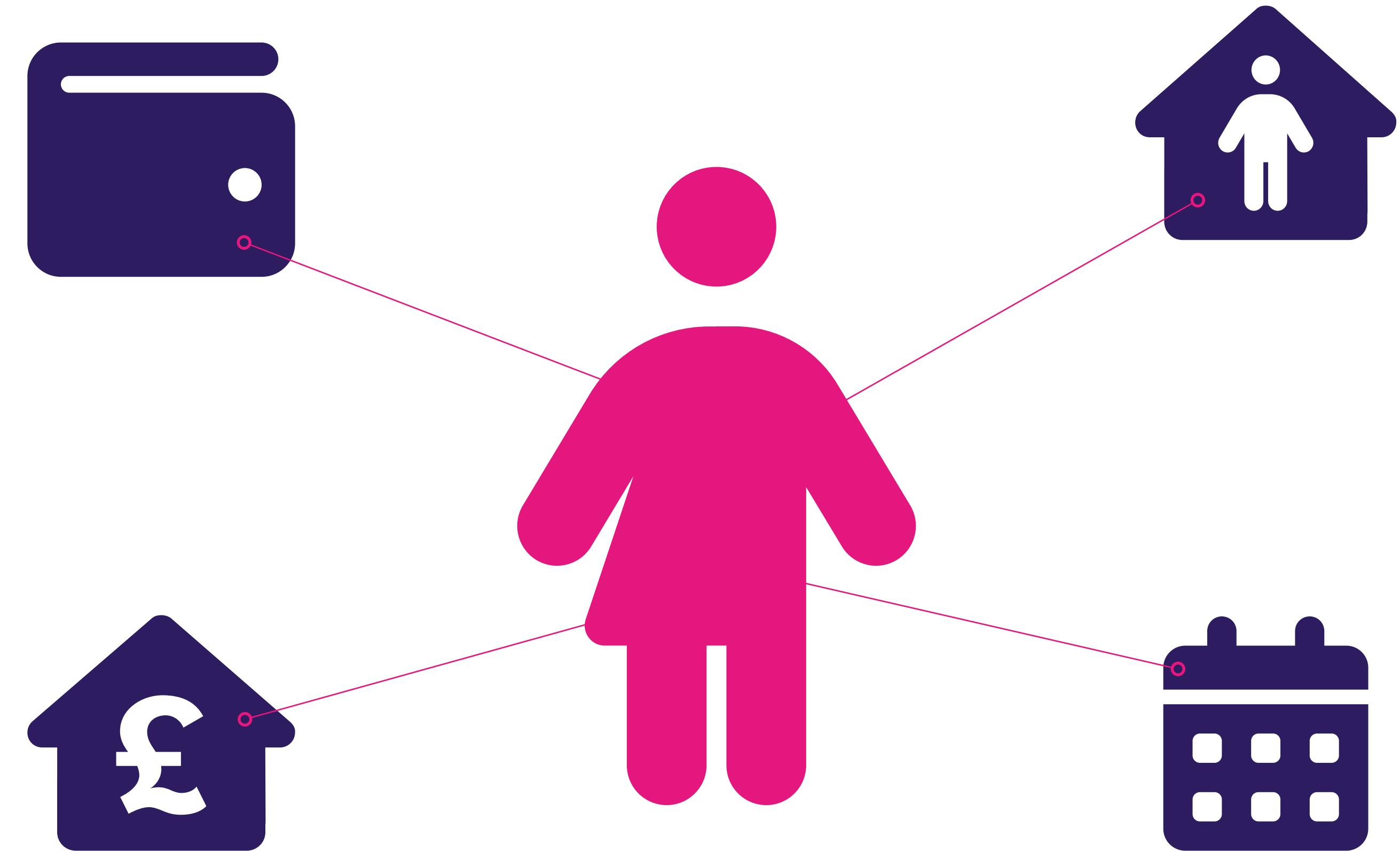
Based on December's enquiries, the average buyer in the North West looks like:

**Income**  
£38,349

**Deposit**  
£17,212

**Household**  
One person

**Age**  
26 - 30

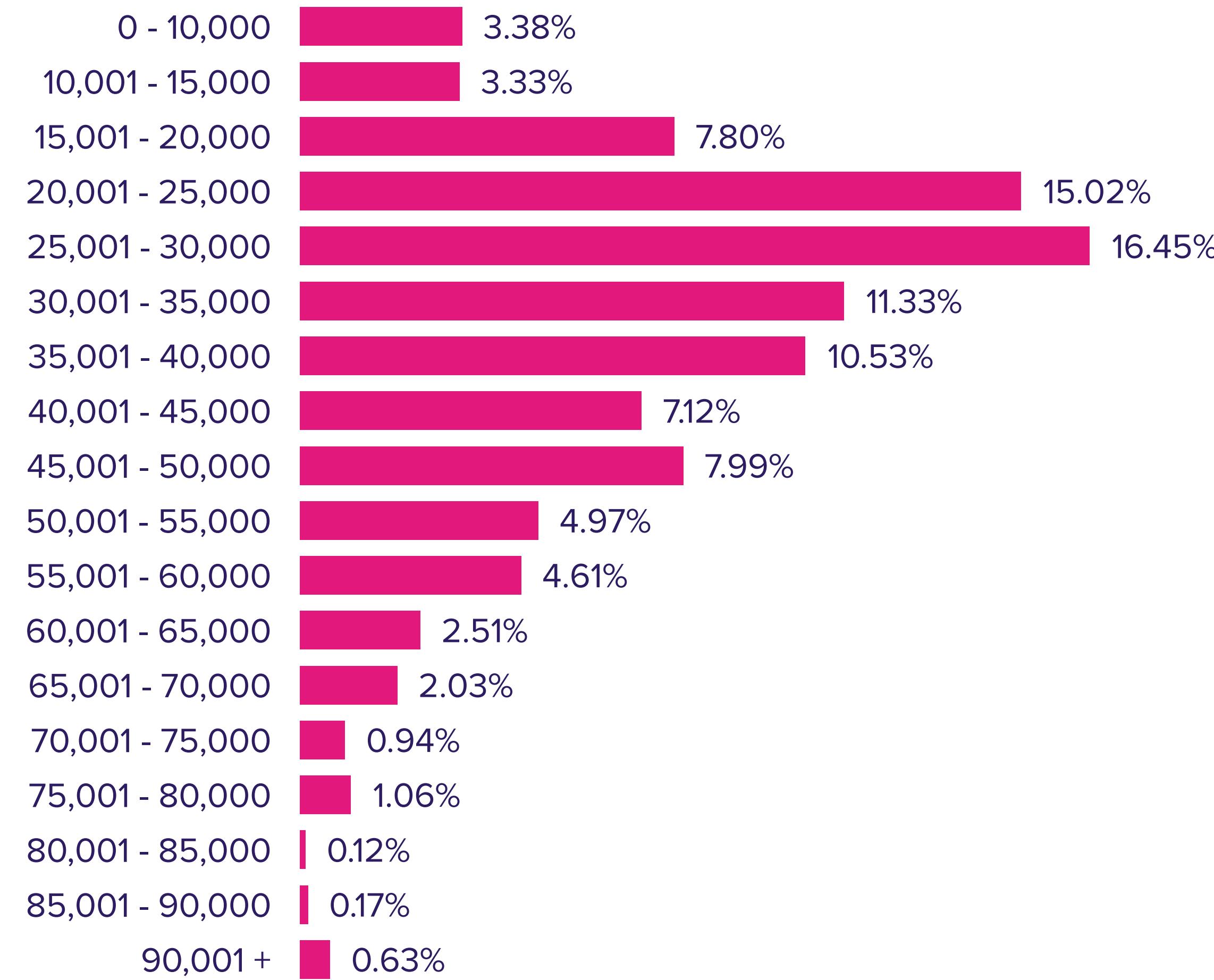


# Active registrants

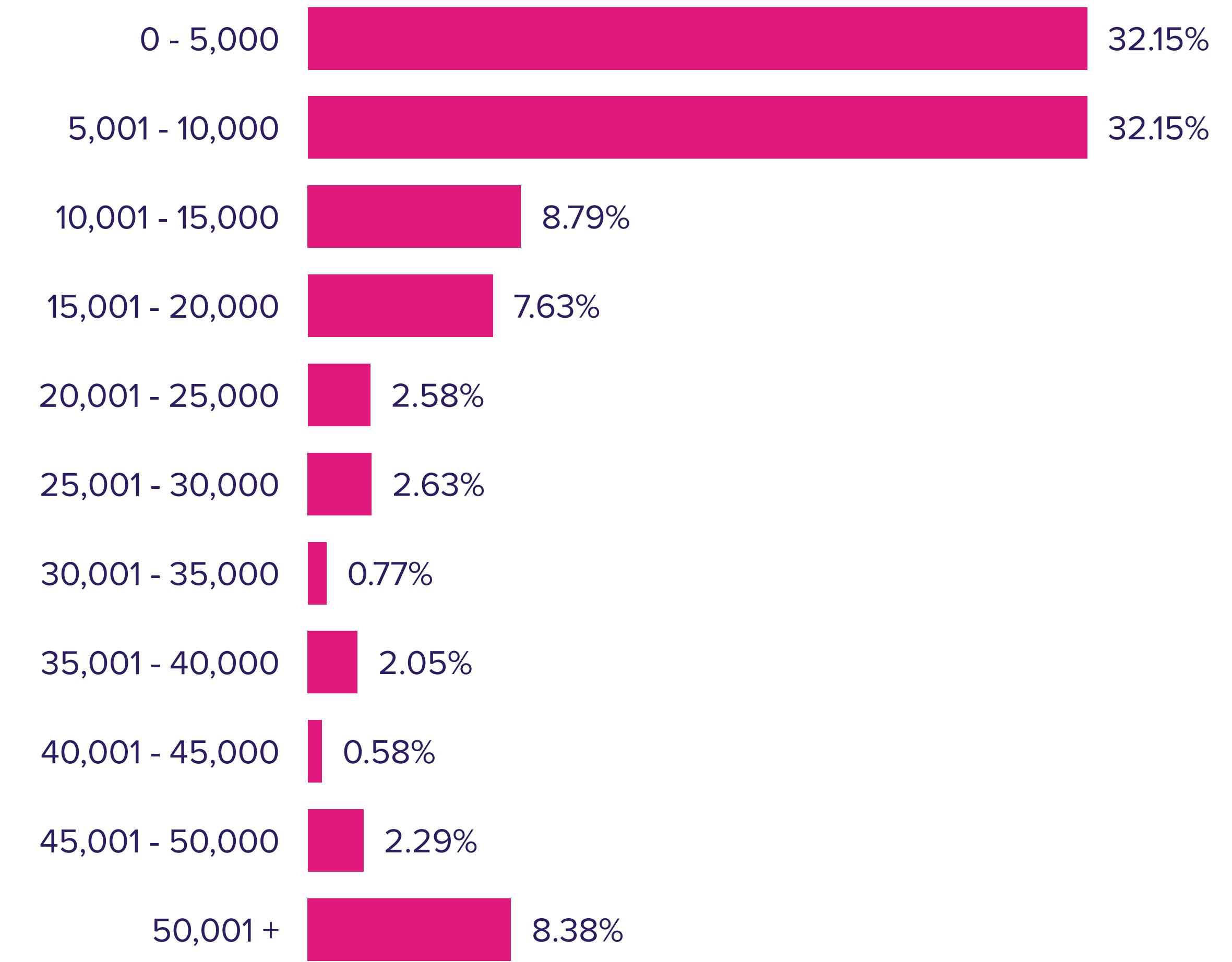
SHARE  
TO BUY

This gives an overview of the active registrants on Share to Buy currently living in the North West.

## Income bracket (£)



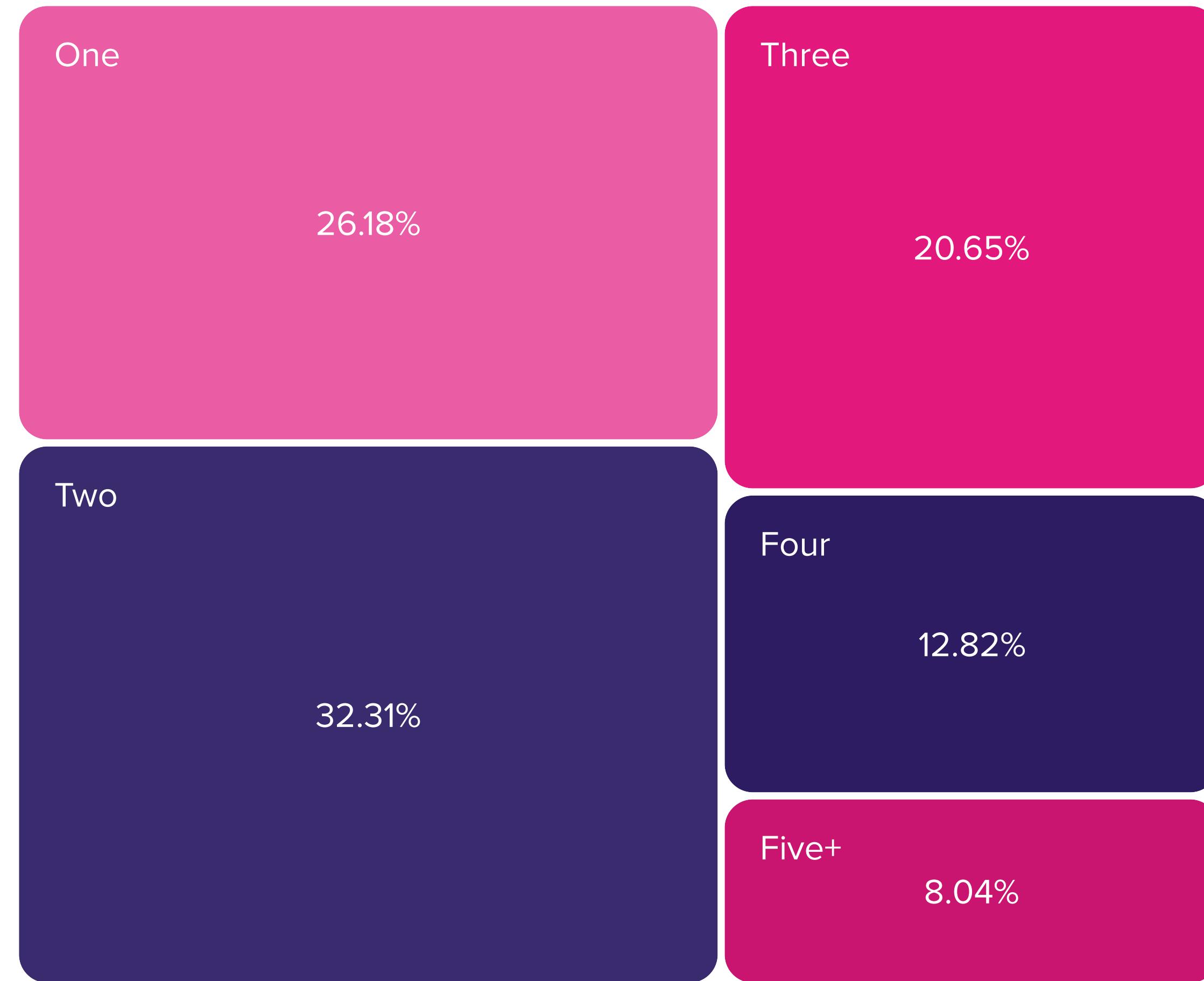
## Deposit bracket (£)



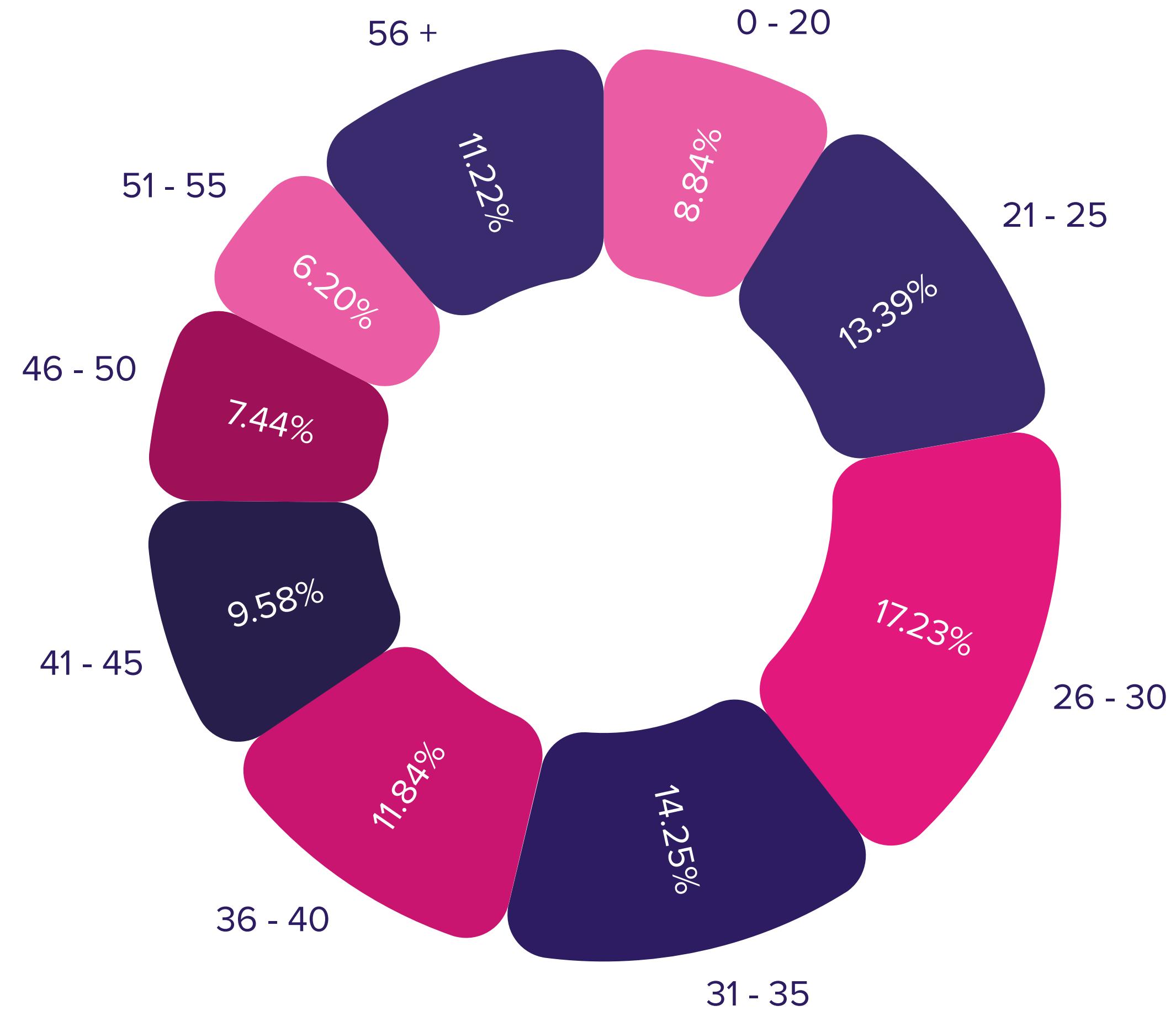
# Active registrants

This gives an overview of the active registrants on Share to Buy currently living in the North West.

## Household size



## Age



# Most popular development this month

SHARE  
TO BUY

Q Salford



## Neighbourhood Salford

Shared Ownership -  
£102,000 for a 40% share



Willo Homes  
**14 Enquiries**

**3 Bedroom**

**2 Bathroom**

**Private balcony/terrace**

Neighbourhood is a welcoming and diverse community of sustainably designed homes. A collection of Shared Ownership 29 three-bedroom homes, contemporary in design, each one is built to a high specification. A short walk from the Neighbourhood on offer are local shops including barbers, hairdressers, convenience stores, florists, Cornerstone Medical & Community Centre, pharmacies, eateries and local pubs.

# South East

December 2023 figures

## Listings added

**241**

-29.3%  
Month on month

## New registrants

**825**

-15.3%  
Month on month

## Total enquiries

**4,262**

-8.6%  
Month on month



# Listings live per county

SHARE  
TO BUY

## County | Number of listings live

Buckinghamshire | 165

Oxfordshire | 107

Berkshire | 162

Hampshire | 236

Isle of Wight | 4

Surrey | 224

West Sussex | 160

Kent | 374

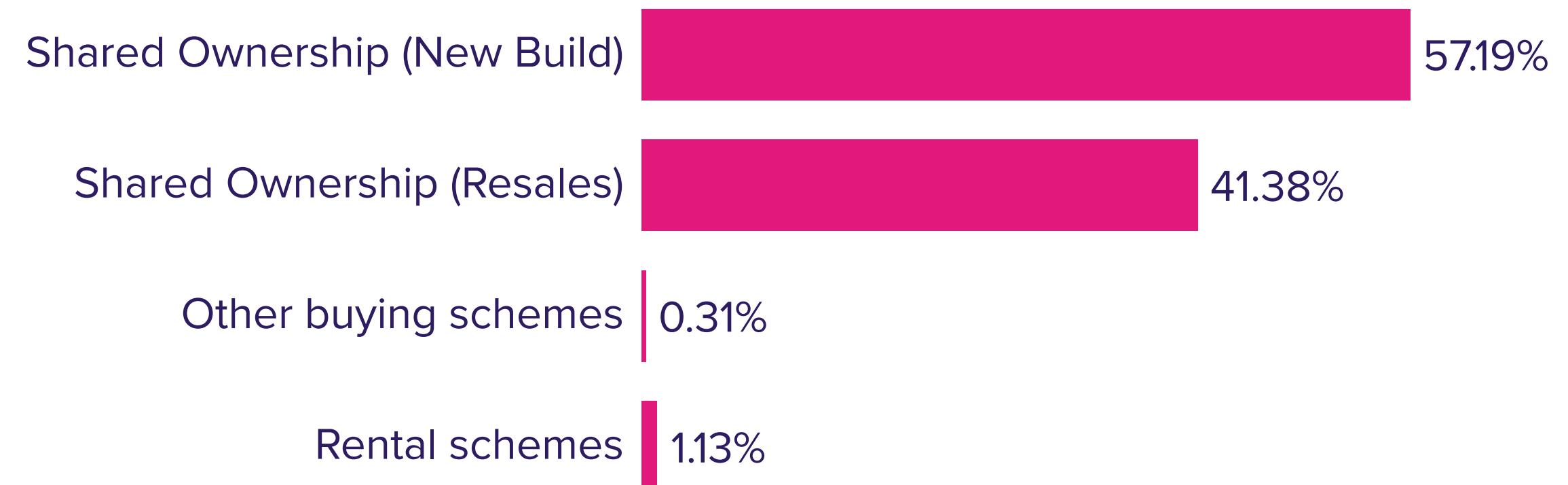
East Sussex | 168

# Property insight

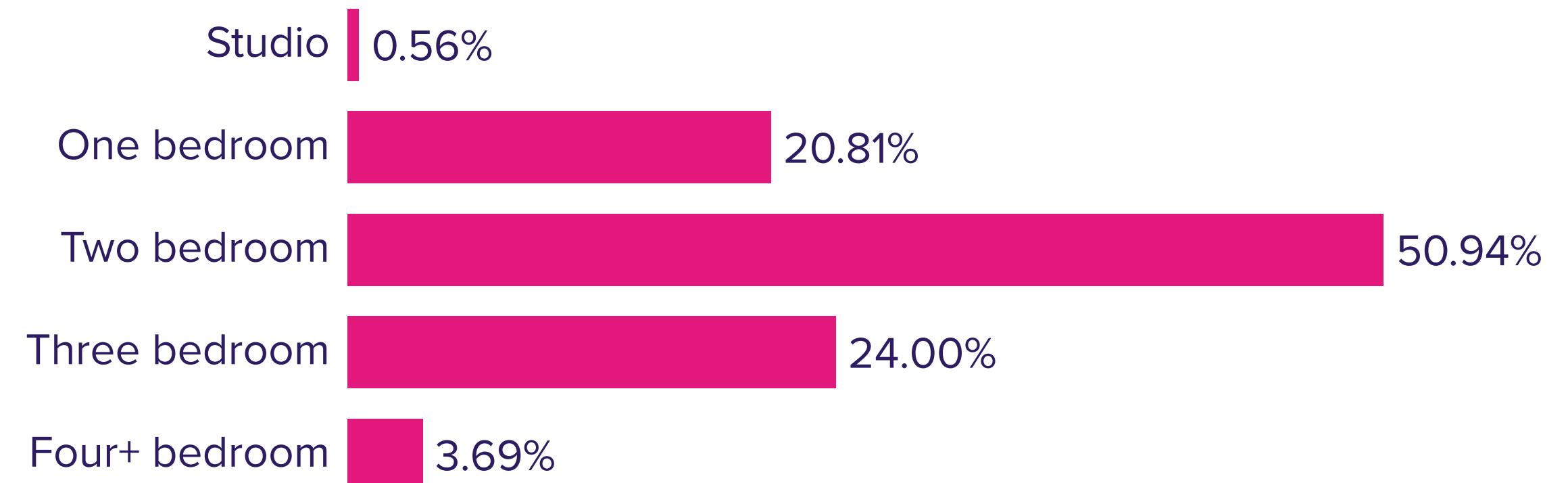
SHARE  
TO BUY

Breakdown of property details based on December's live listings:

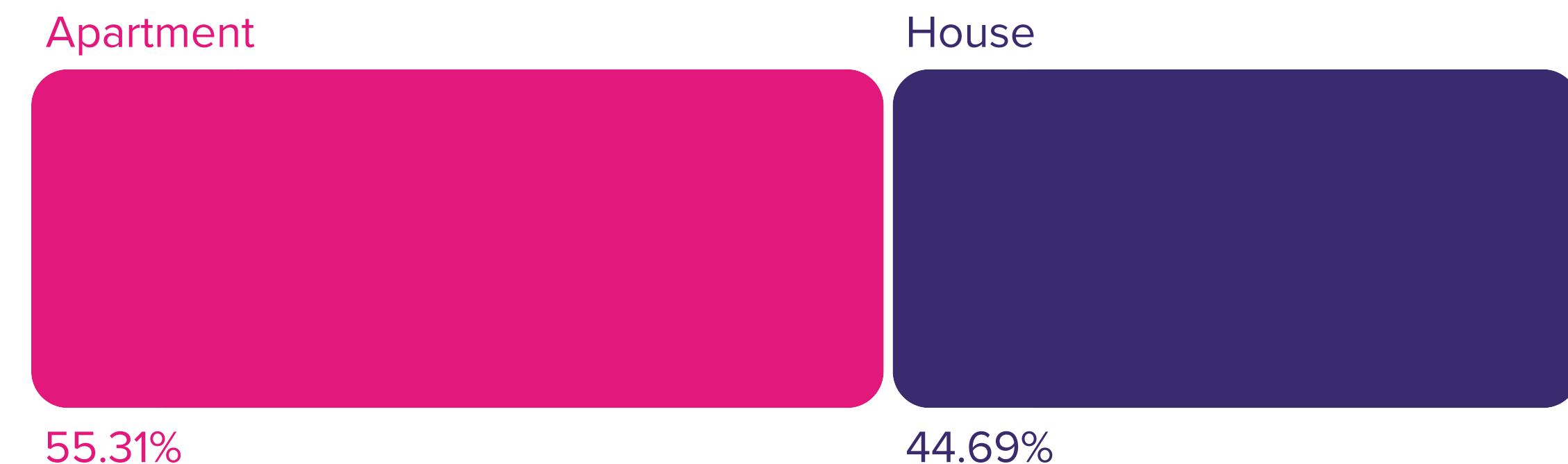
## Tenure



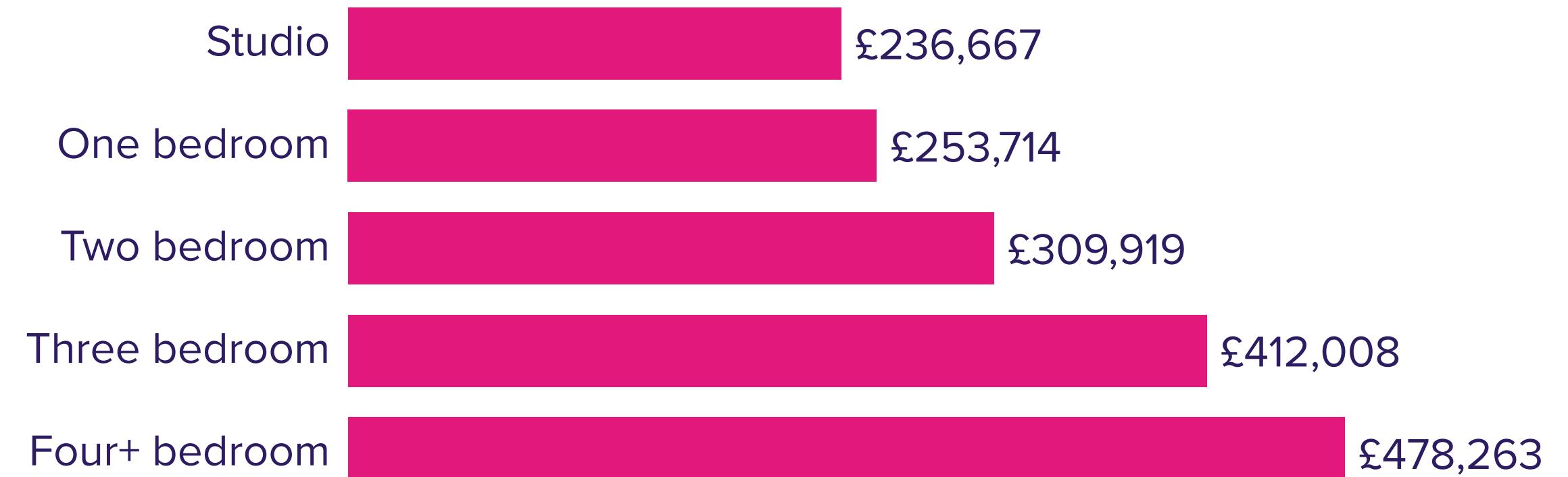
## Property size



## Property type



## Average property price



# Buyer insight

SHARE  
TO BUY

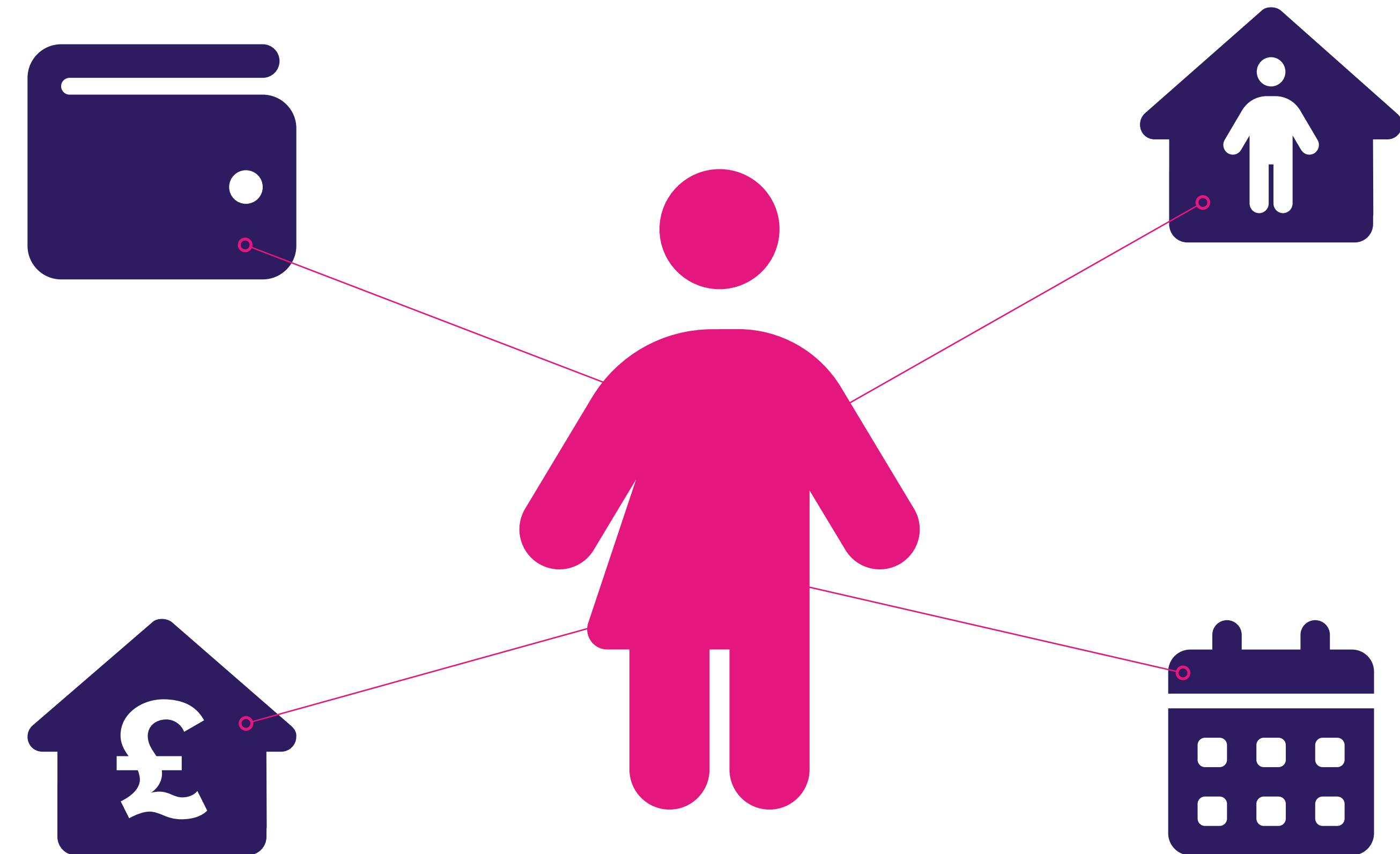
Based on December's enquiries, the average buyer in the South East looks like:

**Income**  
£46,415

**Deposit**  
£23,211

**Household**  
Two people

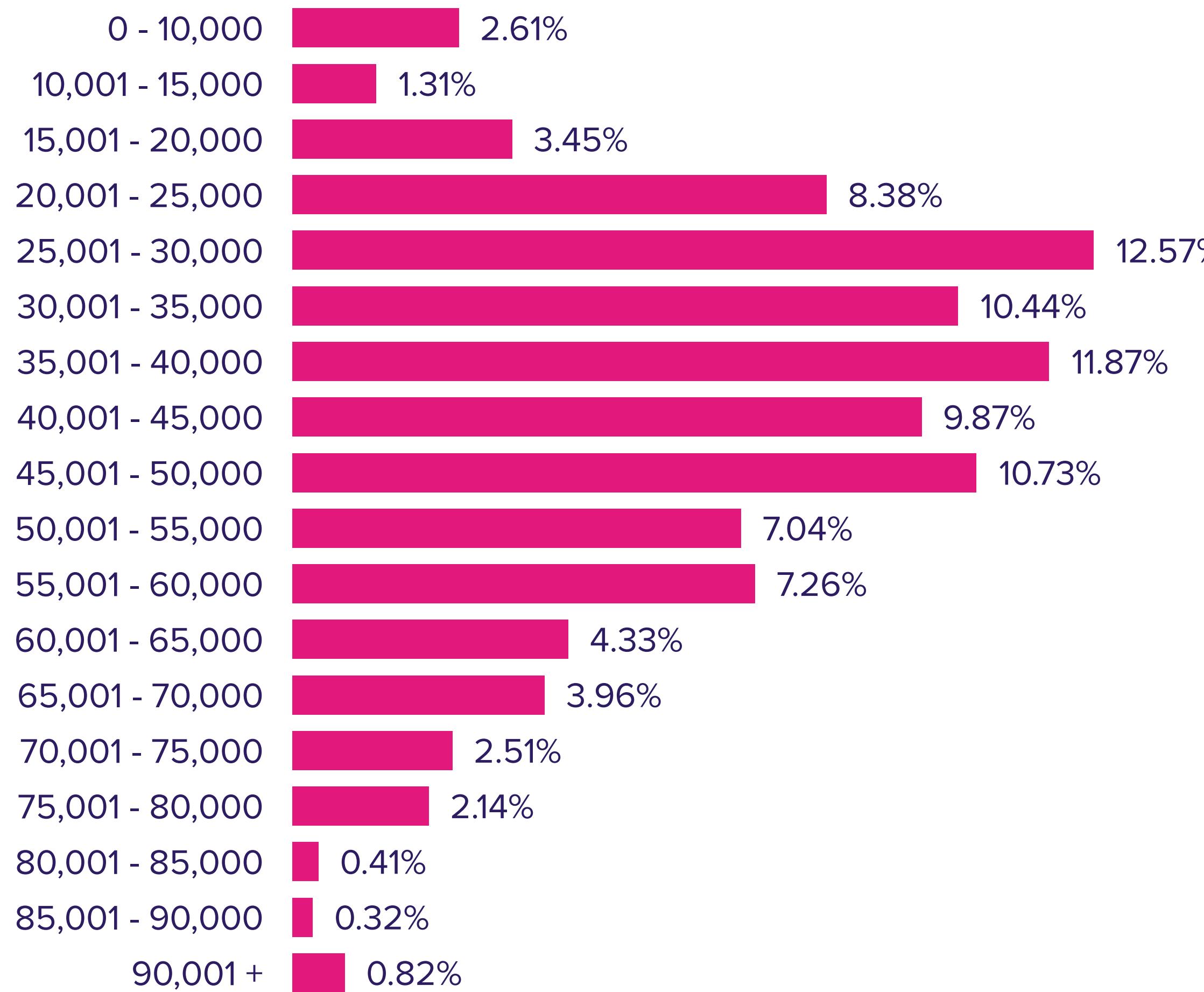
**Age**  
26 - 30



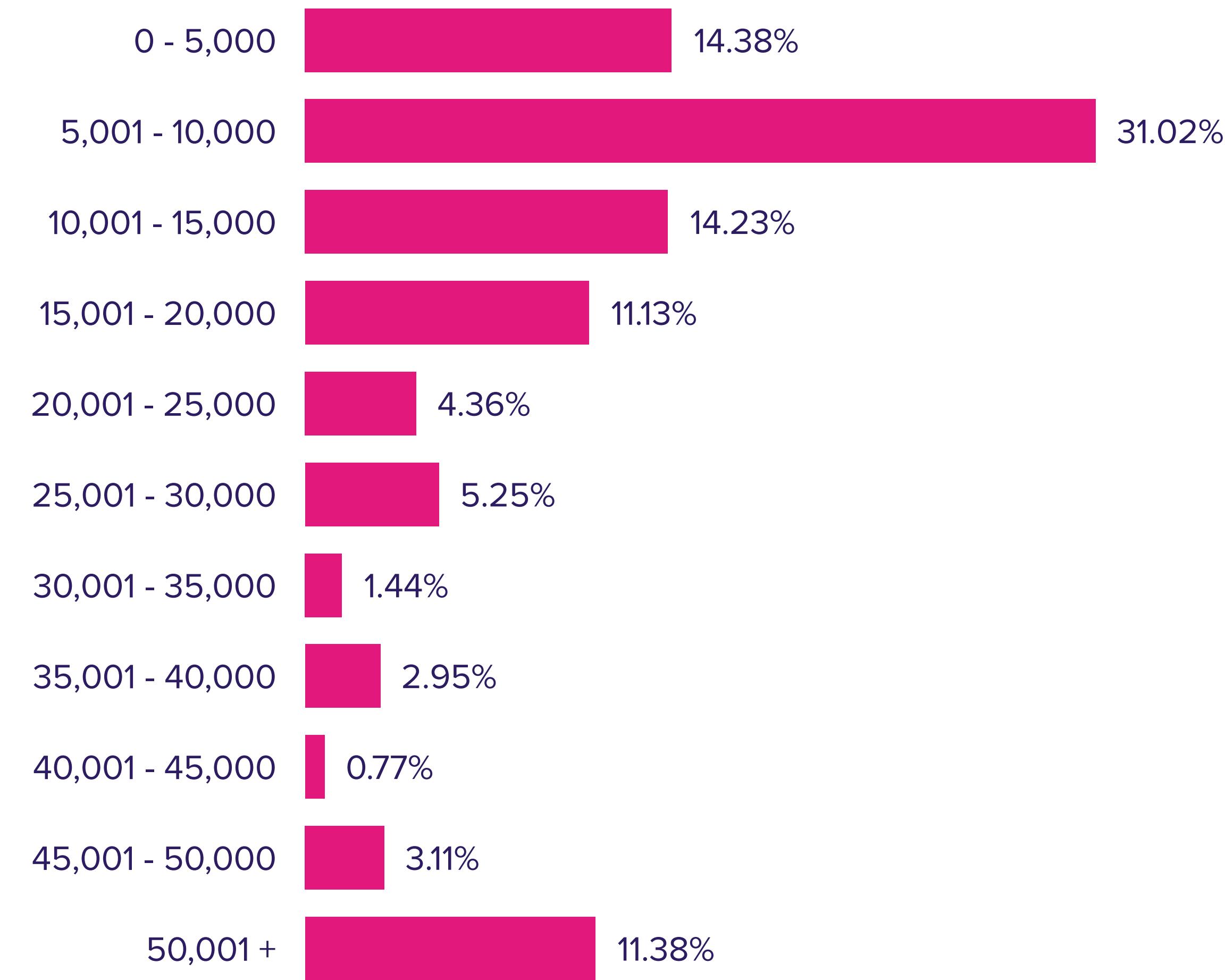
# Active registrants

This gives an overview of the active registrants on Share to Buy currently living in the South East.

## Income bracket (£)



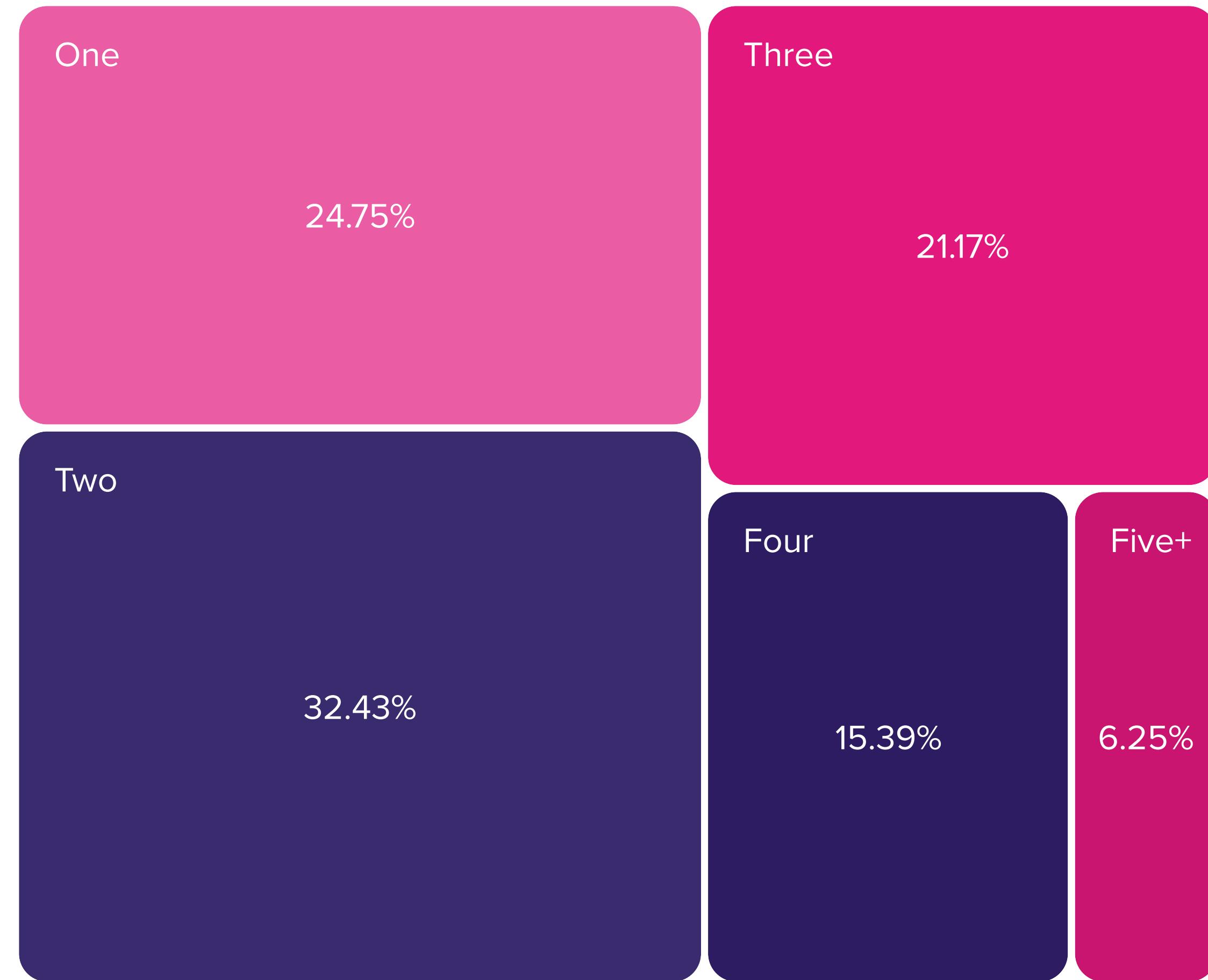
## Deposit bracket (£)



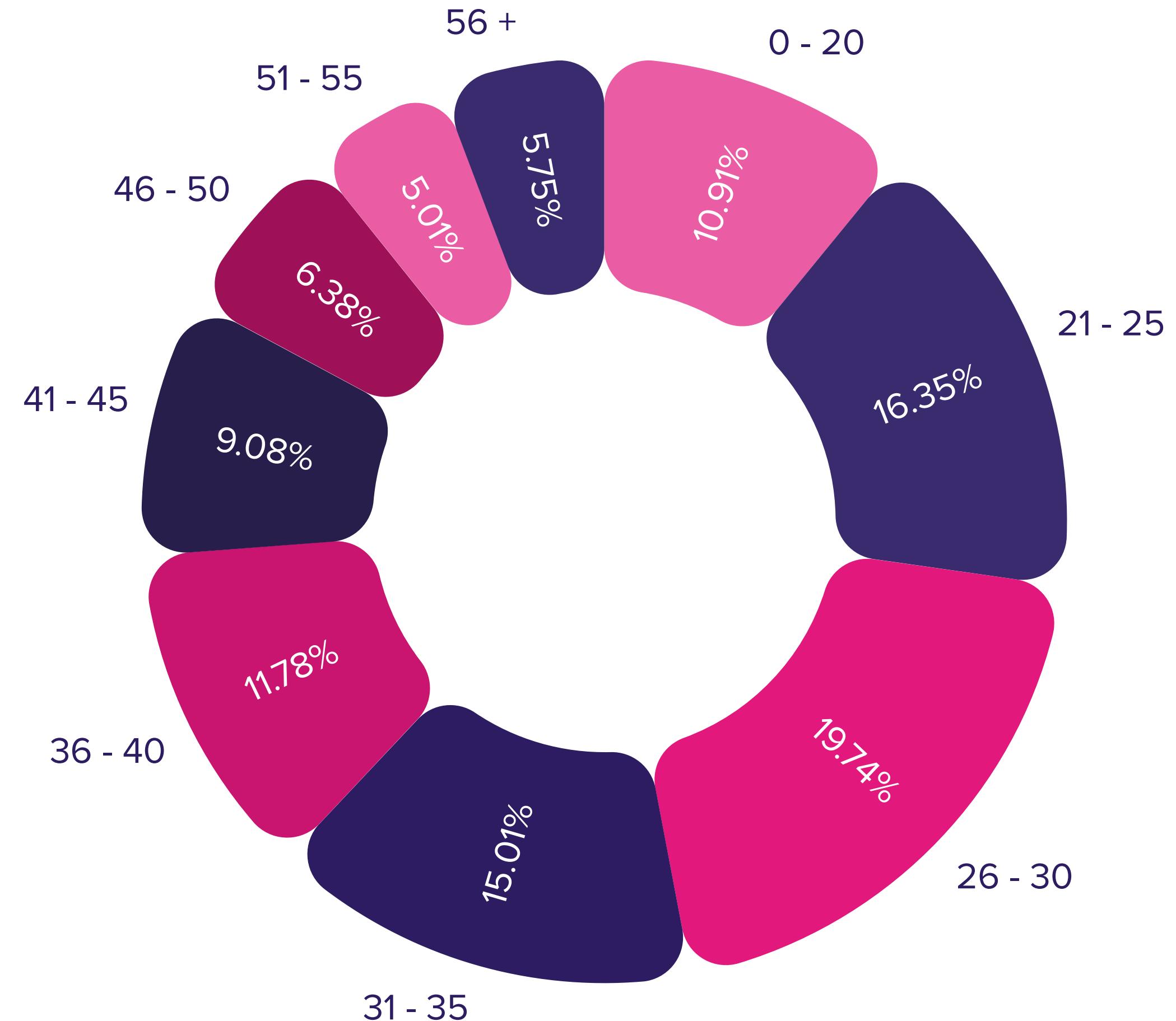
# Active registrants

This gives an overview of the active registrants on Share to Buy currently living in the South East.

## Household size



## Age



# Most popular development this month

SHARE  
TO BUY

## Q Sevenoaks



## Egerton Nursery

Shared Ownership -  
£40,000 for a 10% share

- 3 Bedroom**
- 2 Bathroom**
- Private garden**

Nestled within an established community of Hextable, Egerton Nursery is a welcoming collection of two & three bedroom homes. Create roots in this new enchanting development in an area surrounded by historic royalty and outstanding natural beauty. With a strong community spirit, the newly built development on the doorstep into London. Highly sought after as a scenic commuting location, reserve your dream home with a minimum 10% Shared Ownership available soon.



Love Living Homes  
**69 Enquiries**

# South West

December 2023 figures

## Listings added

**91**

-30.5%  
Month on month

## New registrants

**426**

-18.9%  
Month on month

## Total enquiries

**880**

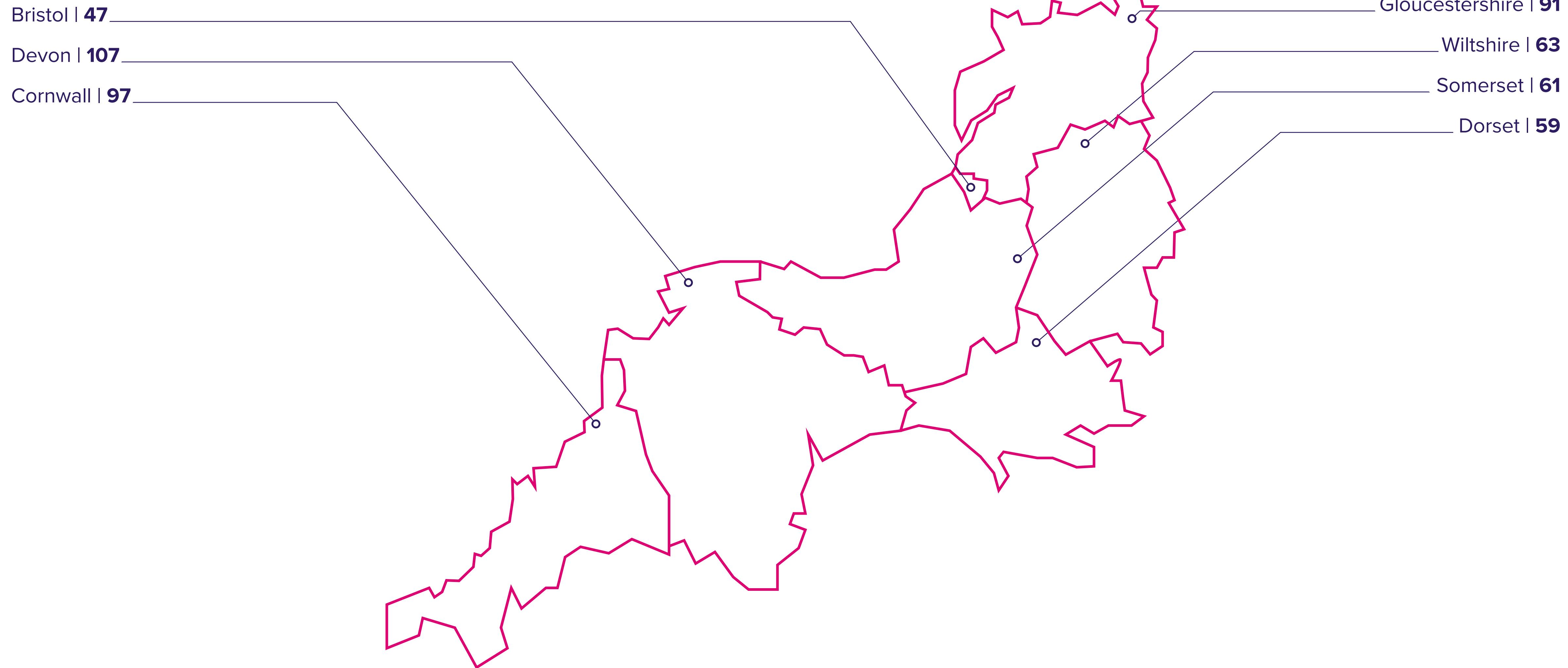
-24.7%  
Month on month



# Listings live per county

SHARE  
TO BUY

## County | Number of listings live

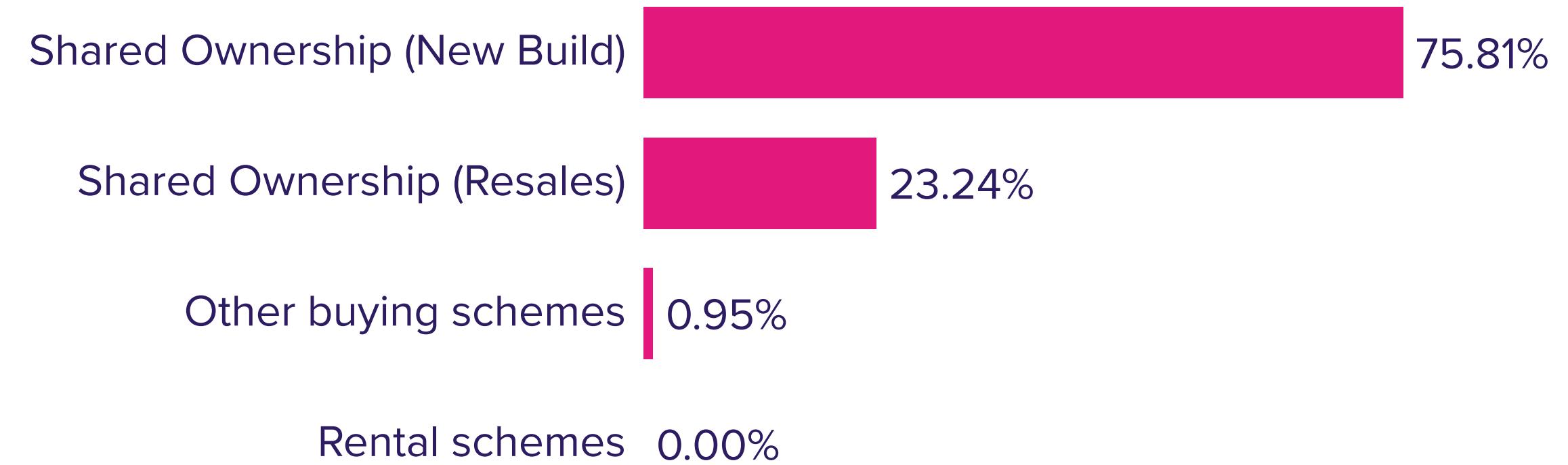


# Property insight

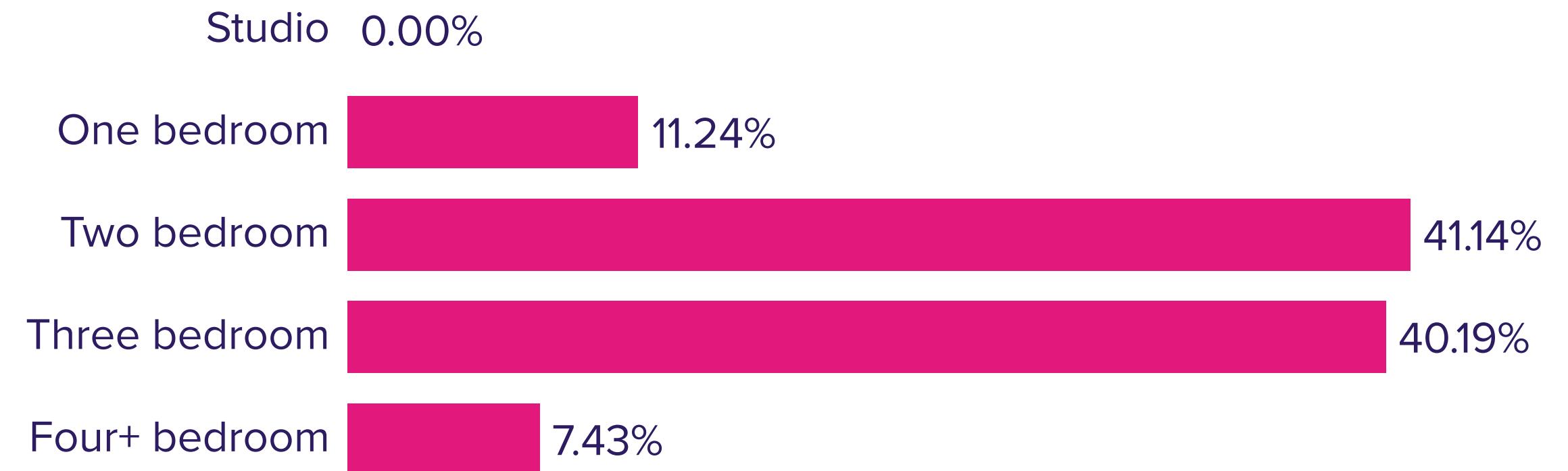
SHARE  
TO BUY

Breakdown of property details based on December's live listings:

## Tenure



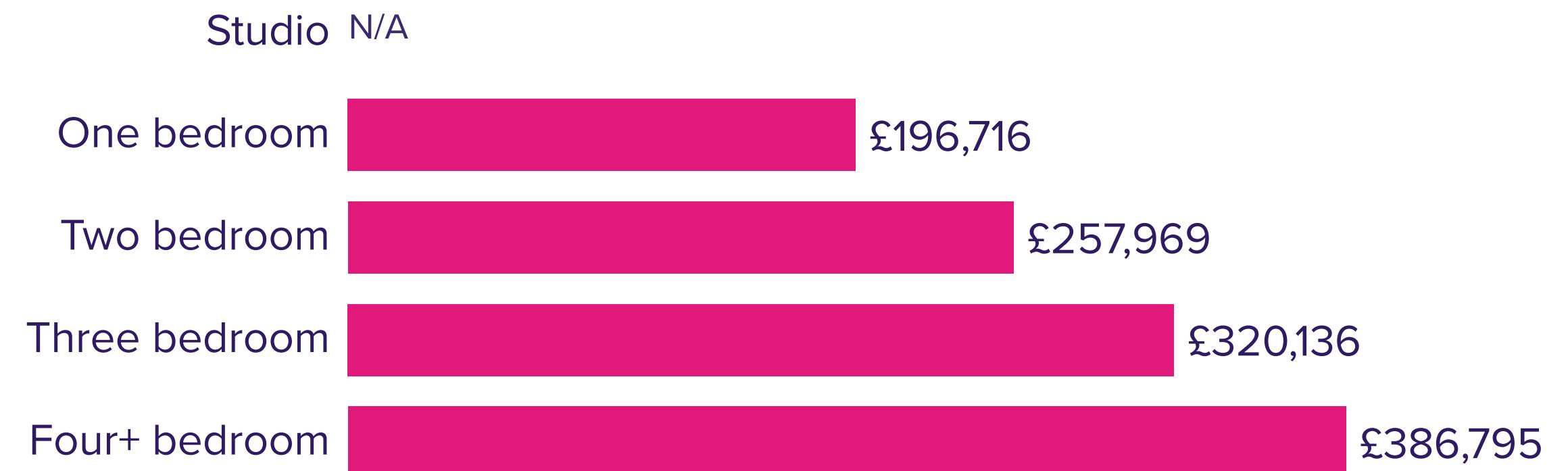
## Property size



## Property type



## Average property price



# Buyer insight

SHARE  
TO BUY

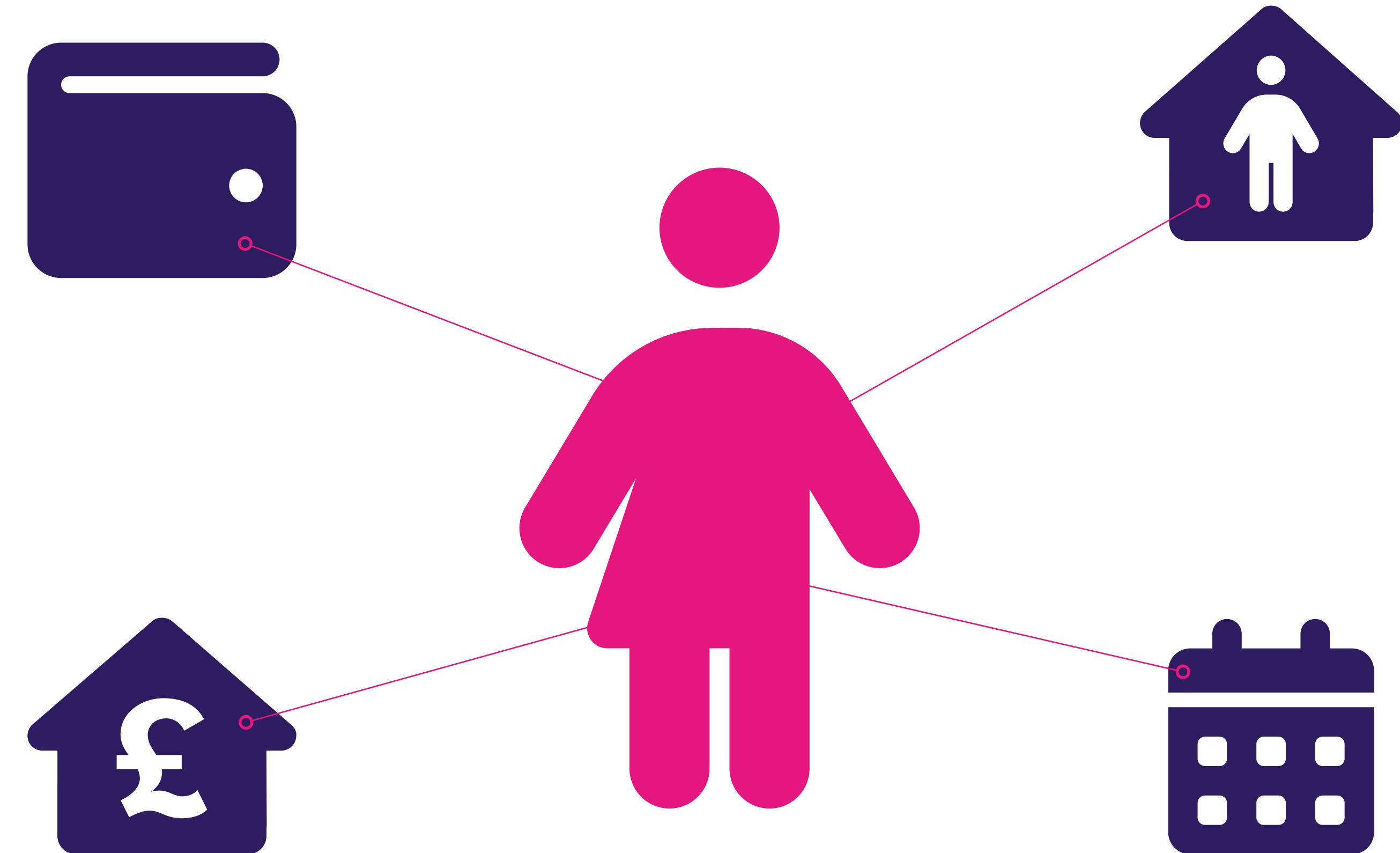
Based on December's enquiries, the average buyer in the South West looks like:

**Income**  
£40,470

**Deposit**  
£23,406

**Household**  
One person

**Age**  
26 - 30

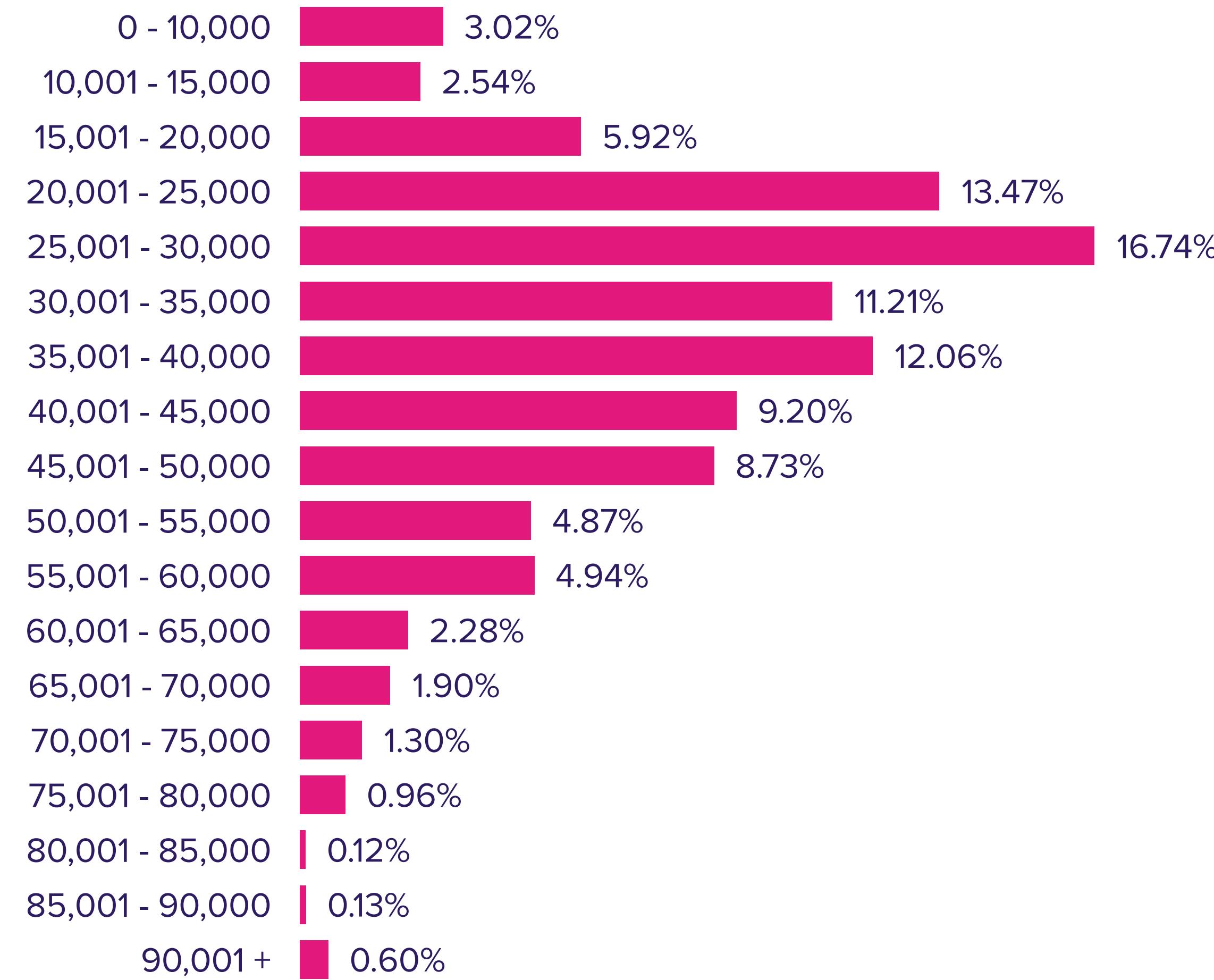


# Active registrants

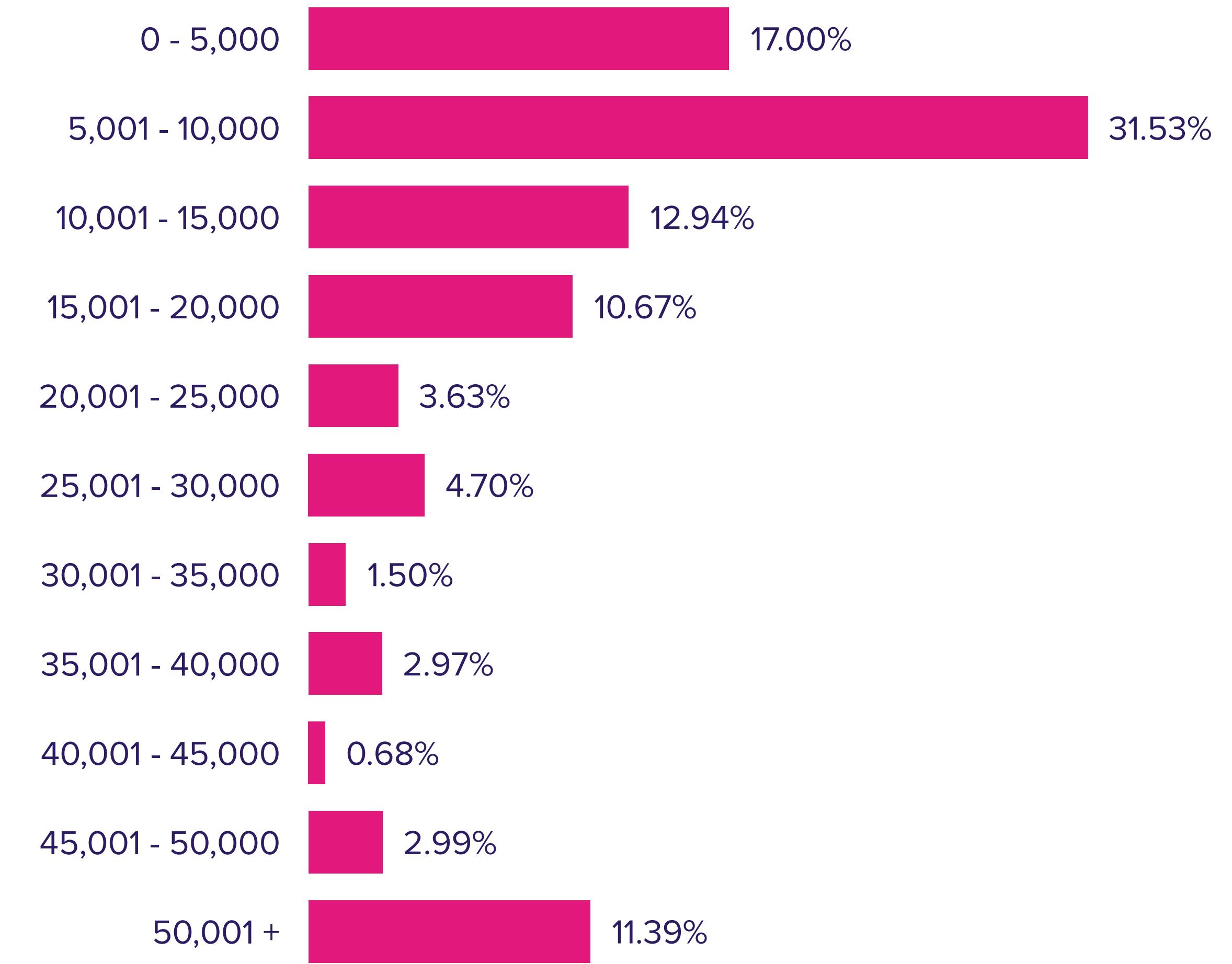
SHARE  
TO BUY

This gives an overview of the active registrants on Share to Buy currently living in the South West.

## Income bracket (£)



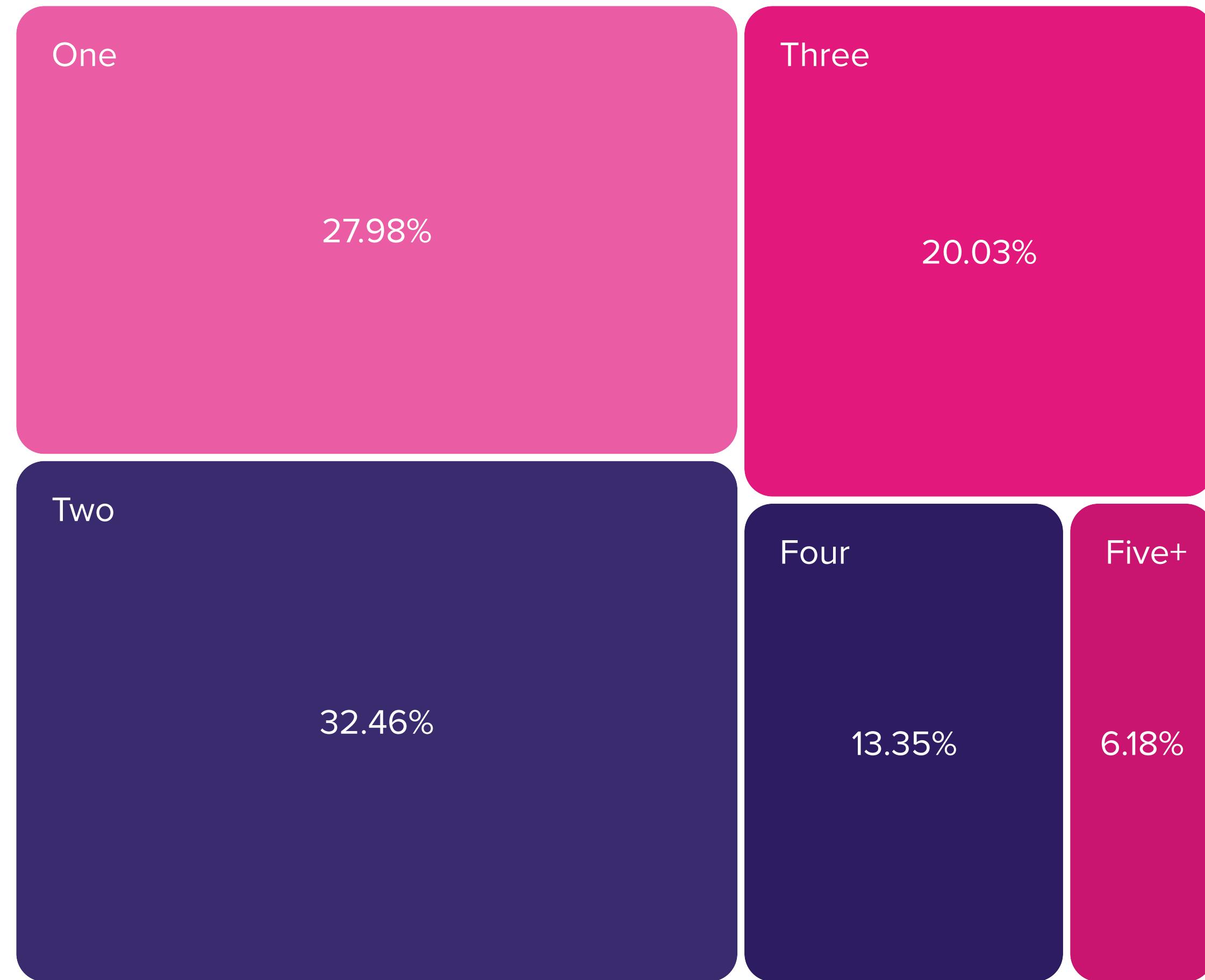
## Deposit bracket (£)



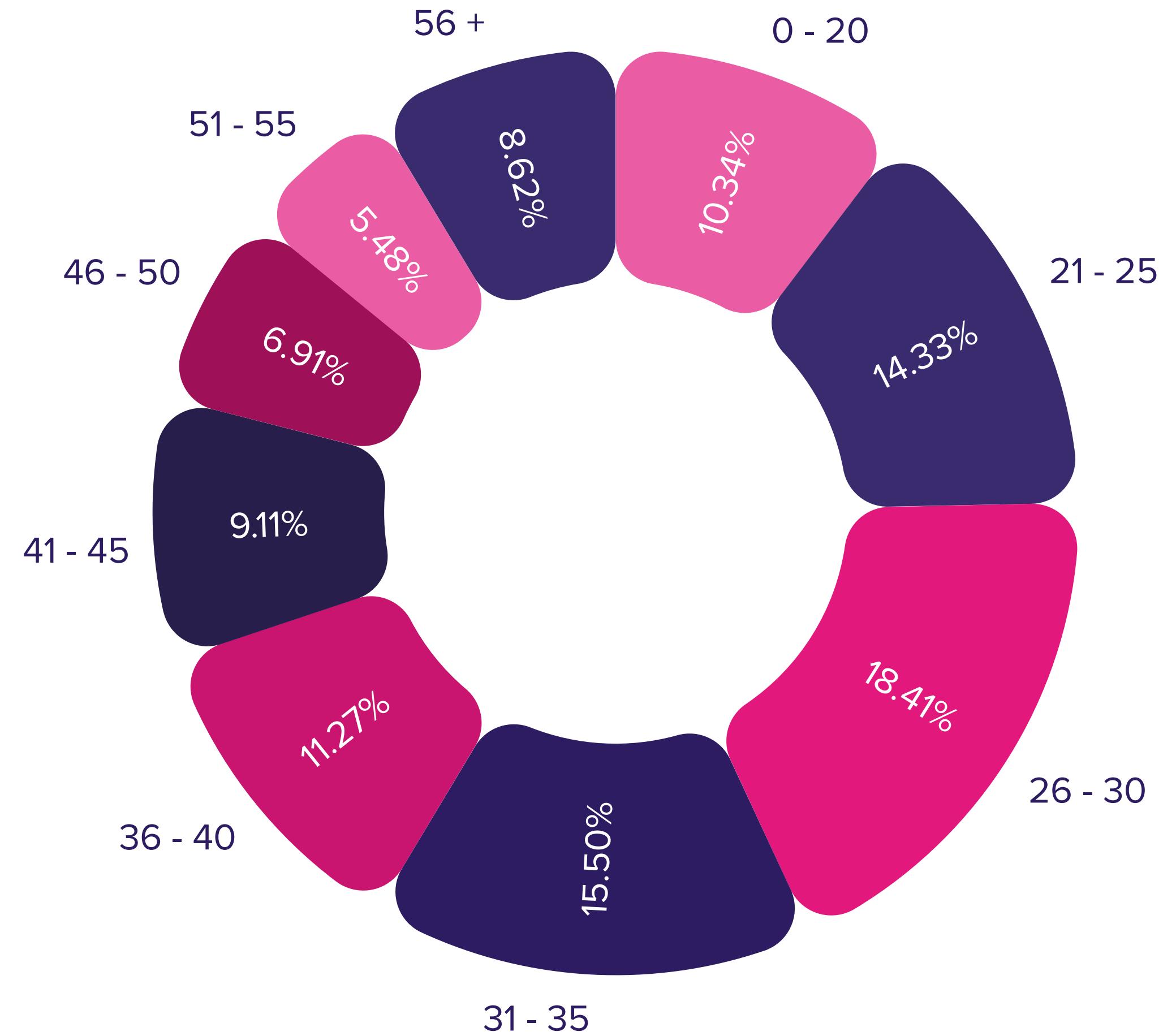
# Active registrants

This gives an overview of the active registrants on Share to Buy currently living in the South West.

## Household size



## Age



# Most popular development this month

SHARE  
TO BUY

Q Cornwall



## Quintrell Rise

Shared Ownership -  
£85,750 for a 35% share

 2-4 Bedroom

 1-2 Bathroom

 Private garden

Quintrell Downs is a neighbouring village to Newquay with regular buses heading into the popular sea side town. There's also a post office and train station in Quintrell Downs, giving you easy access up and down the county as well as the all-important convenience store just a short walk away from the development.

Coastline  
housing

Coastline Housing  
**58 Enquiries**

# West Midlands

December 2023 figures

## Listings added

**42**

-33.3%  
Month on month

## New registrants

**181**

+16.0%  
Month on month

## Total enquiries

**248**

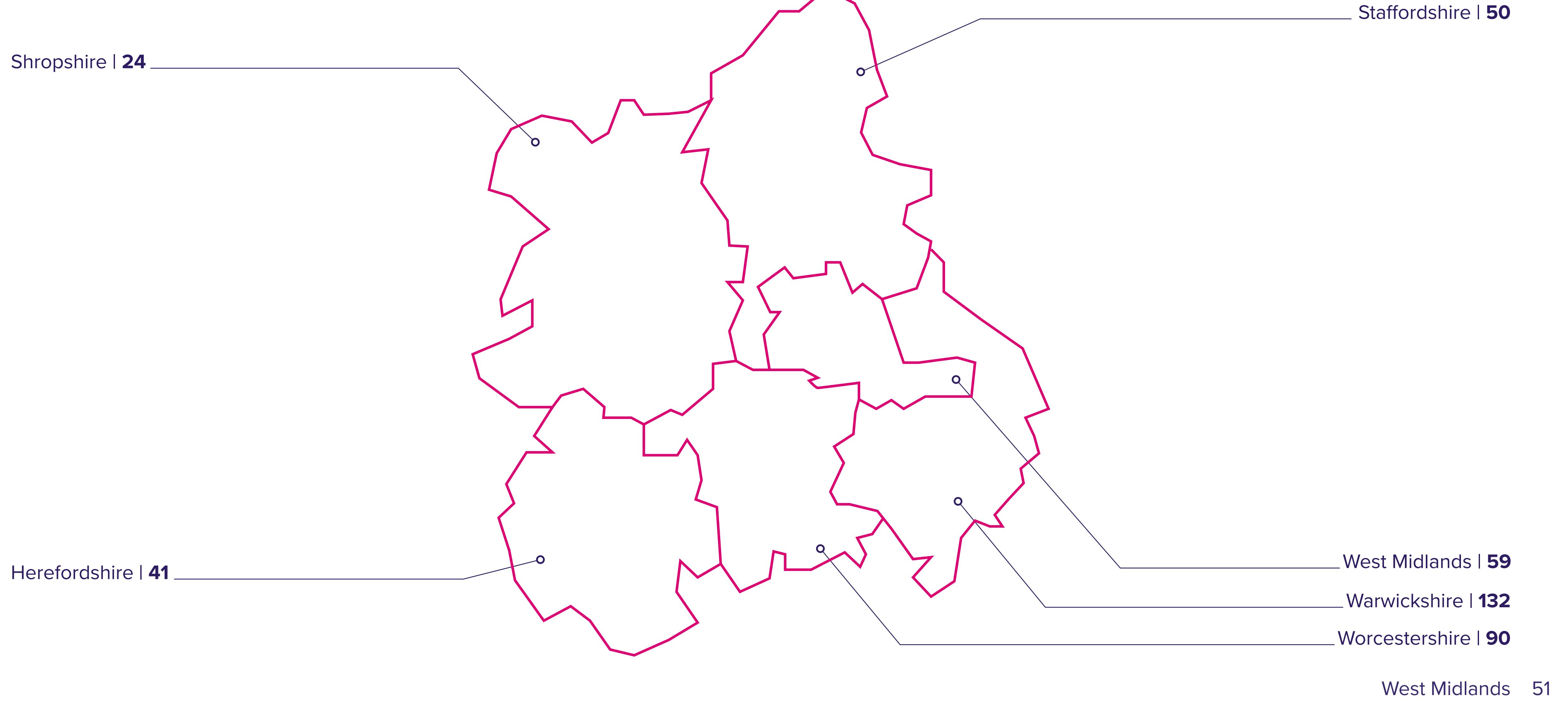
-13.3%  
Month on month



# Listings live per county

SHARE  
TO BUY

County | Number of listings live

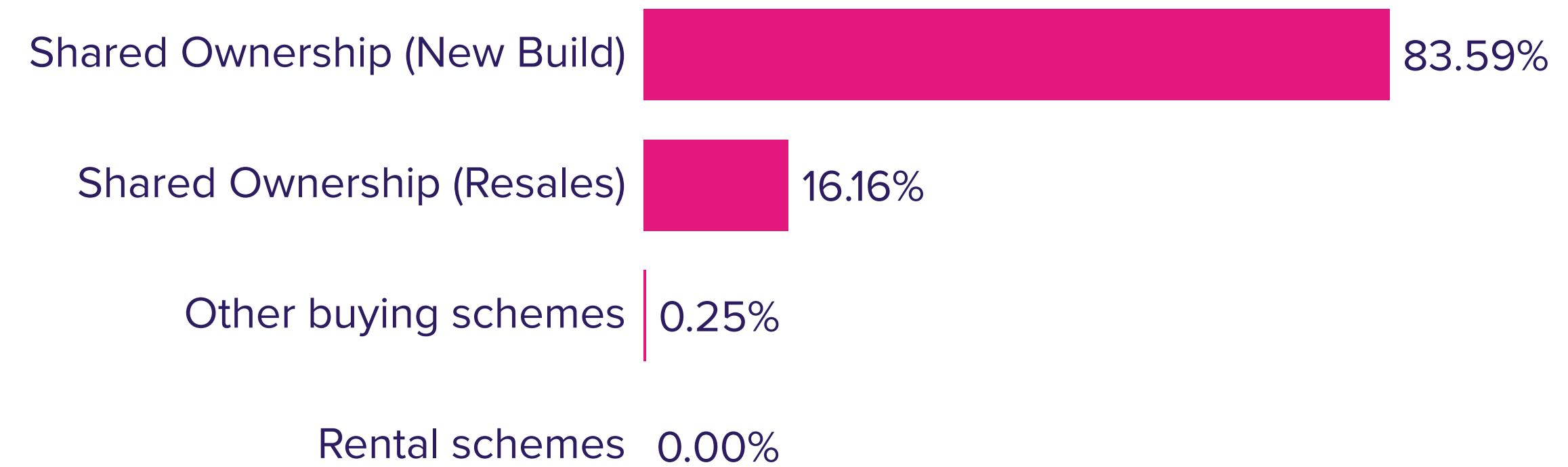


# Property insight

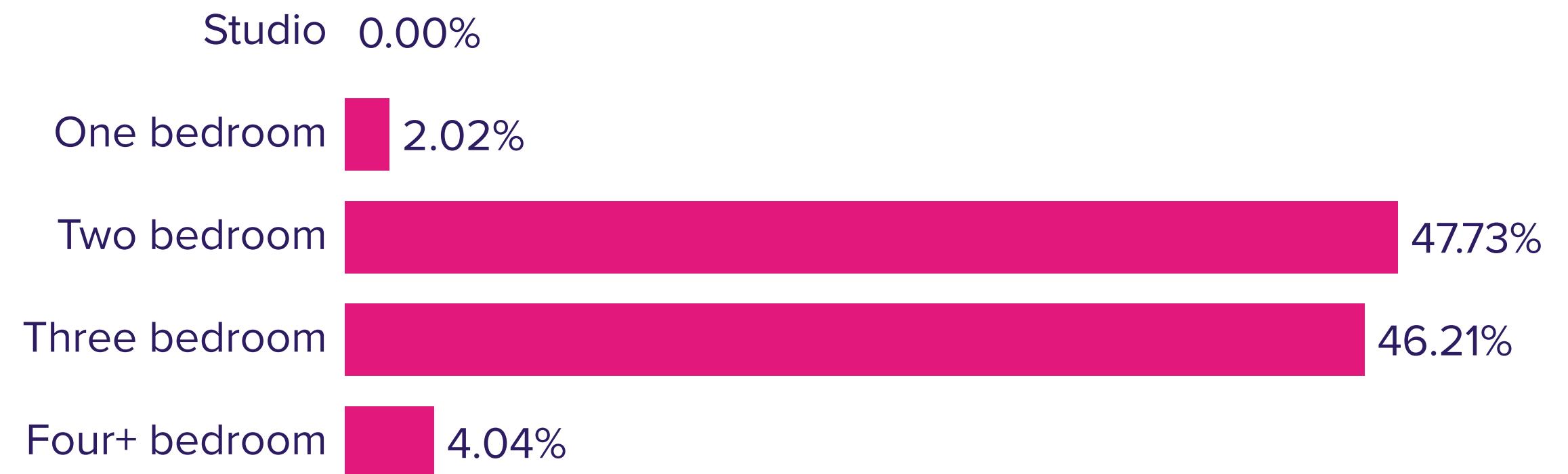
SHARE  
TO BUY

Breakdown of property details based on December's live listings:

## Tenure



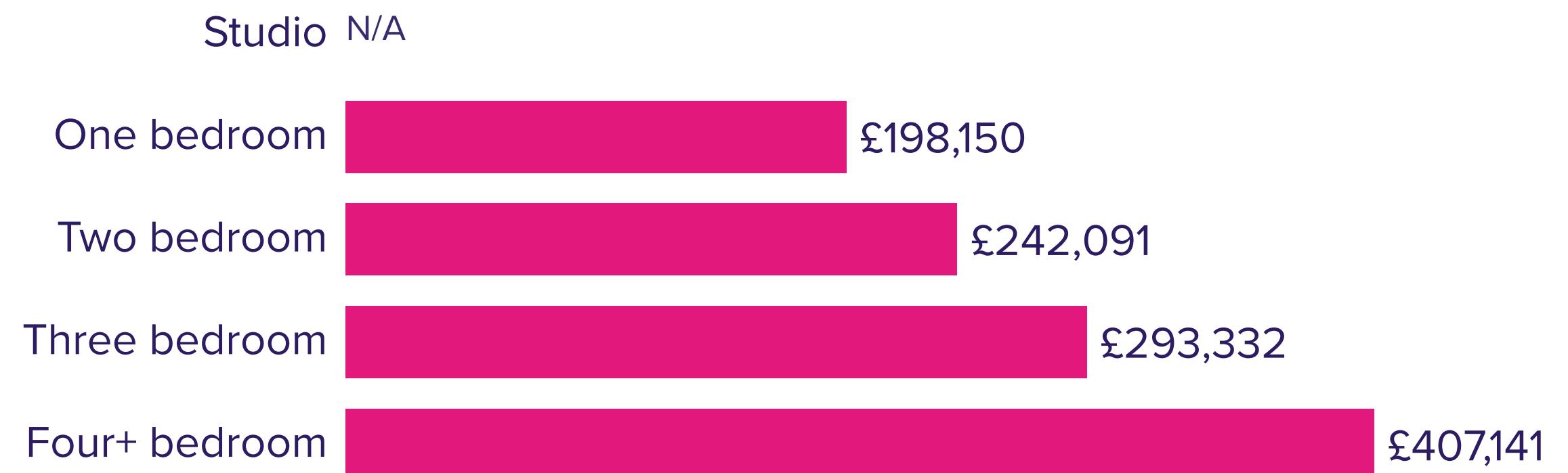
## Property size



## Property type



## Average property price



# Buyer insight

SHARE  
TO BUY

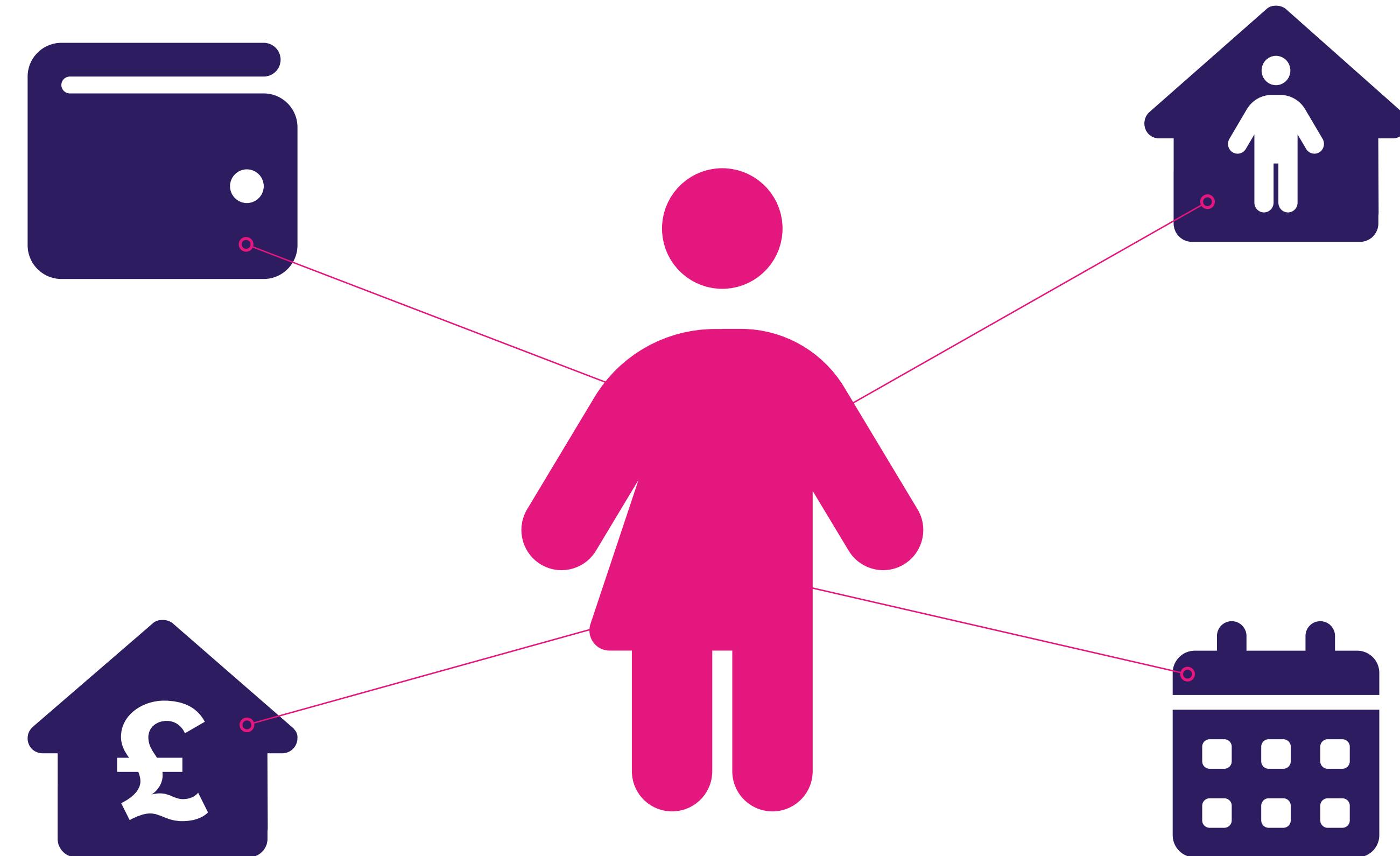
Based on December's enquiries, the average buyer in the West Midlands looks like:

**Income**  
£40,988

**Deposit**  
£17,889

**Household**  
Two people

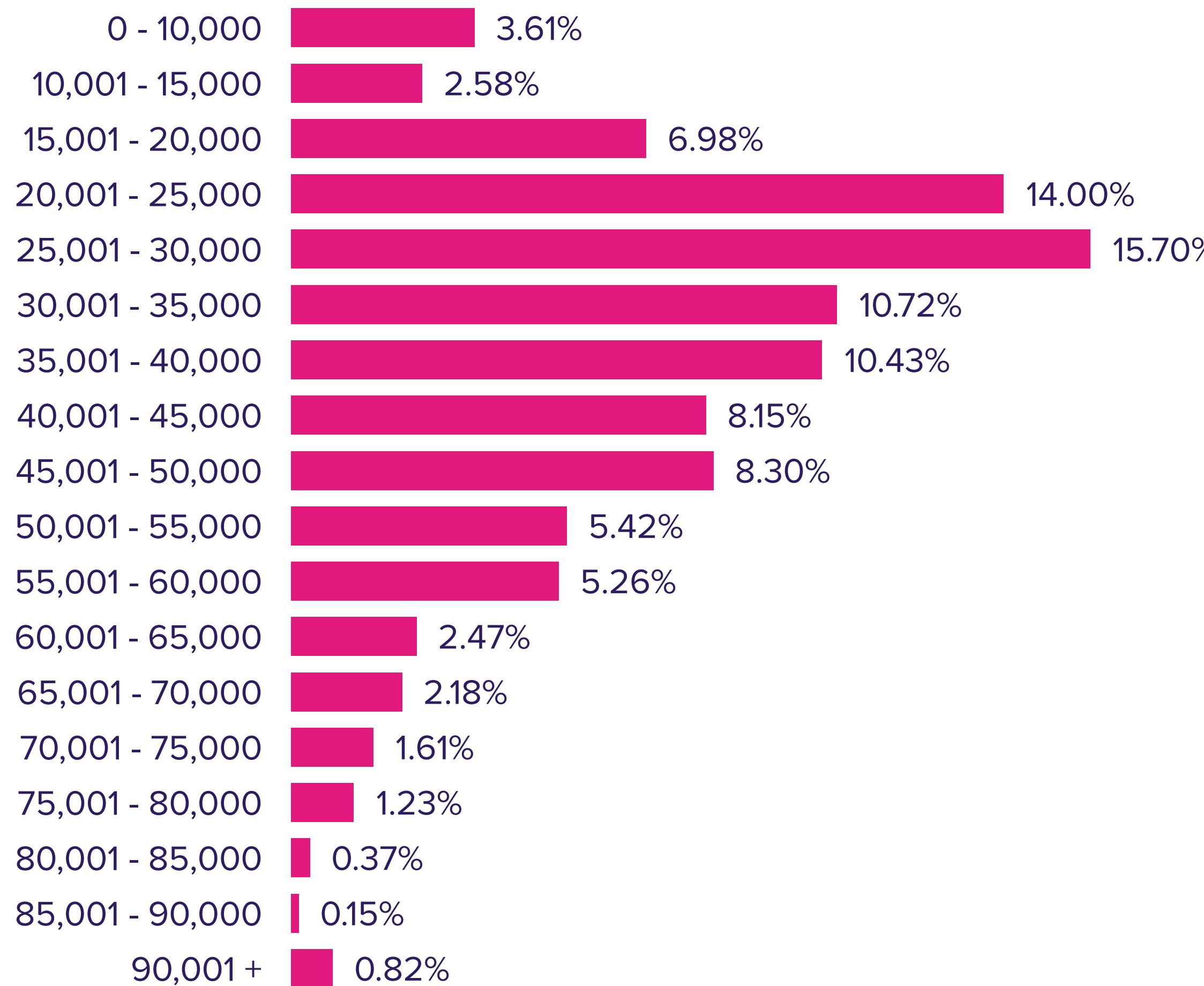
**Age**  
26 - 30



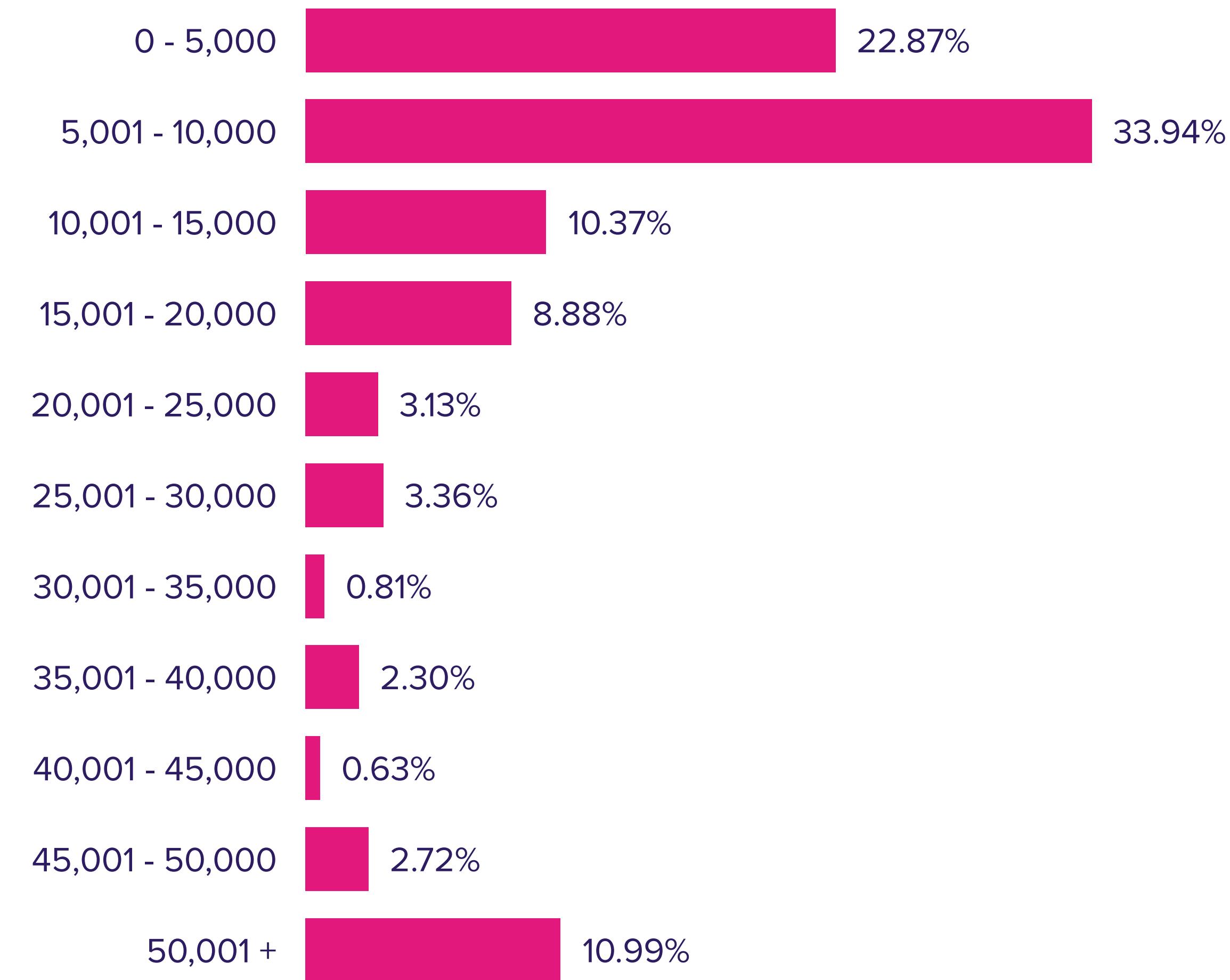
# Active registrants

This gives an overview of the active registrants on Share to Buy currently living in the West Midlands.

## Income bracket (£)



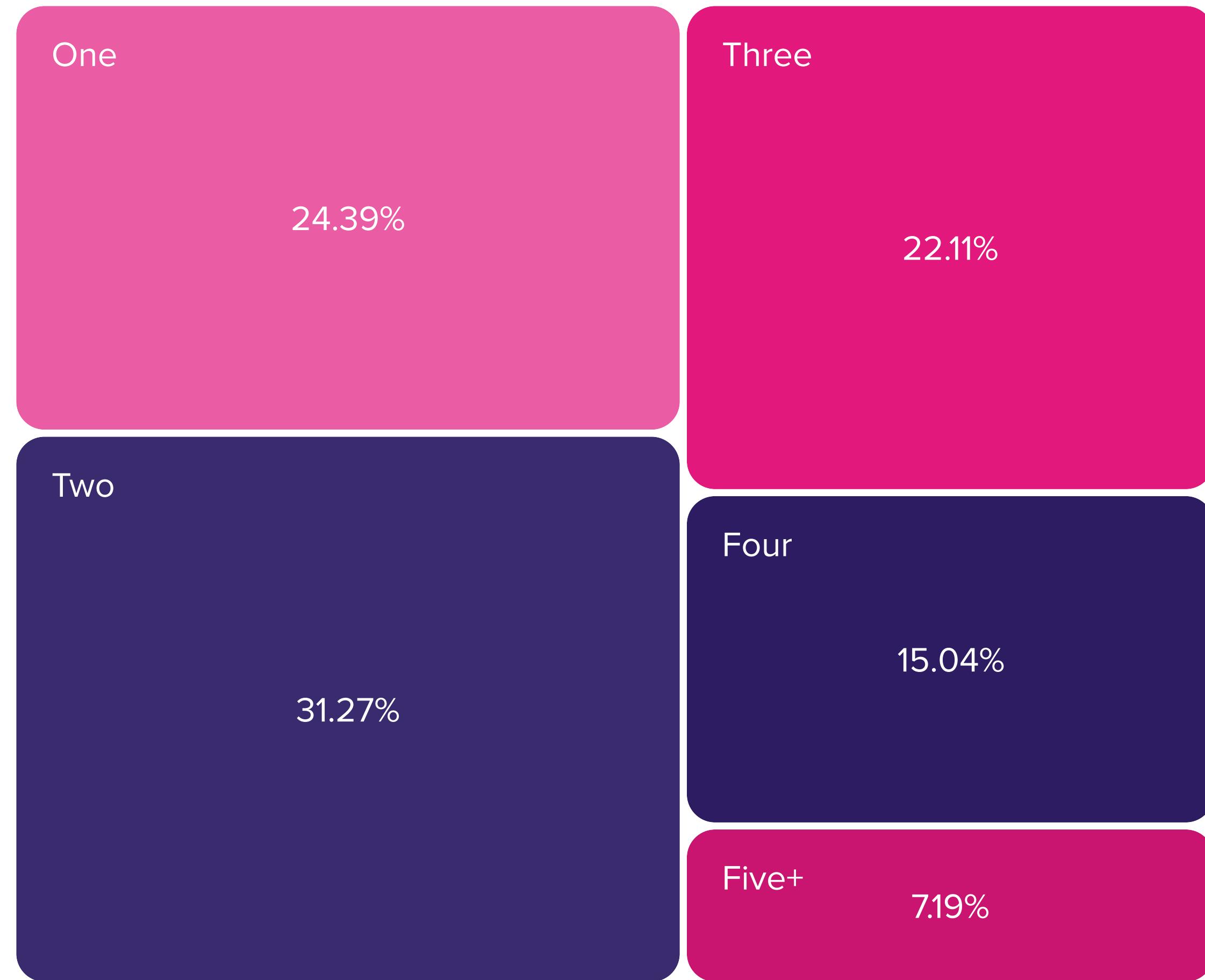
## Deposit bracket (£)



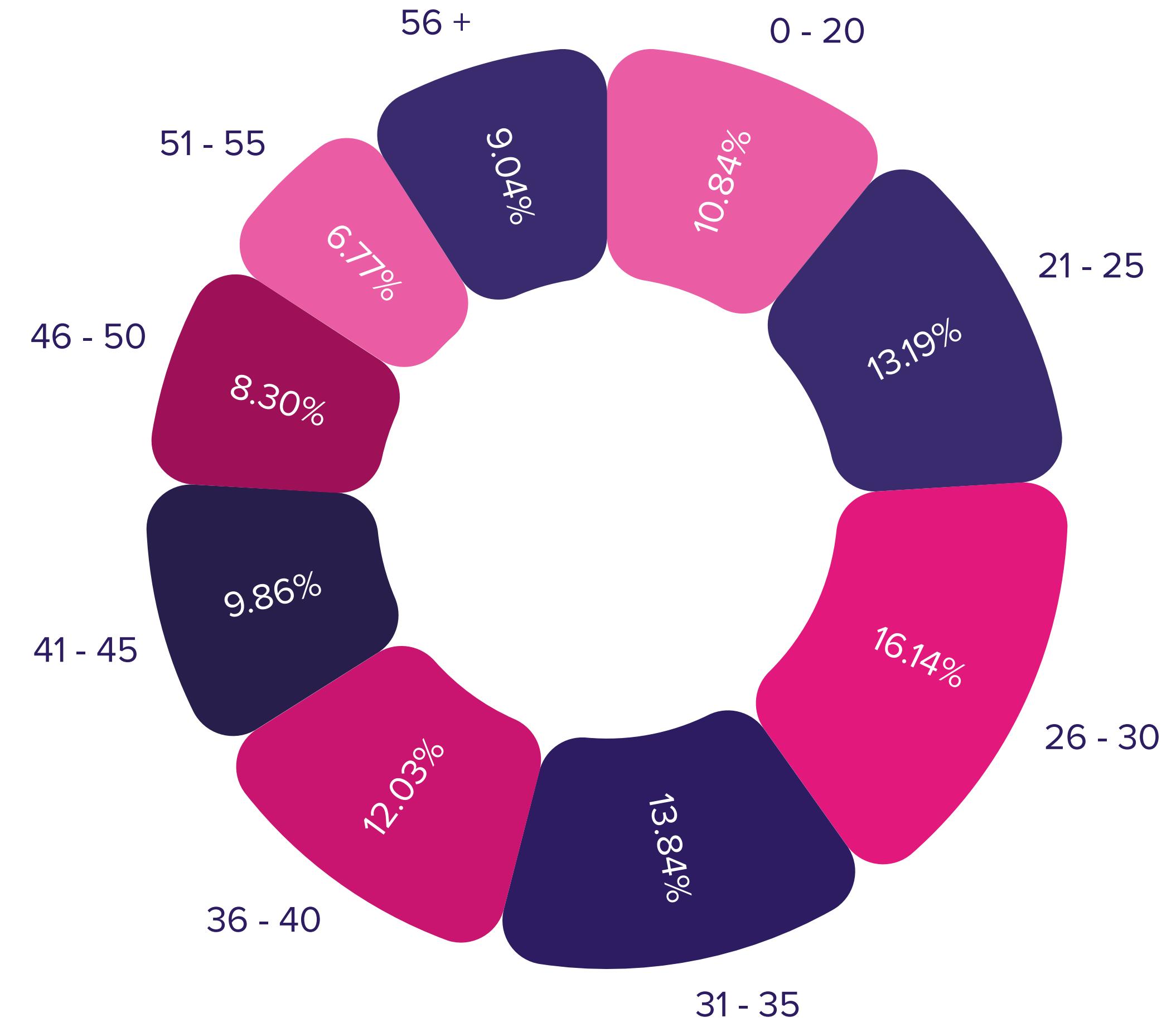
# Active registrants

This gives an overview of the active registrants on Share to Buy currently living in the West Midlands.

## Household size



## Age



# Most popular development this month

SHARE  
TO BUY

Q Birmingham



## Belgrave Village

Shared Ownership -  
£56,100 for a 30% share

1 & 3 Bedroom

1-2 Bathroom

Parking

Just moments away from Birmingham's thriving commercial centre, New Street Station and Grand Central shopping centre, Belgrave Village is a landmark development providing 438 city centre homes in a combination of one and two bedroom apartments and two, three and four bedroom houses. Residents of Belgrave Village can benefit from living within a green oasis whilst being in close proximity to Birmingham city centre. The development also offers an indoor gym, screening room and co-working space for residents to enjoy.

Connells

Connells  
- West Midlands  
11 Enquiries

# Yorkshire and the Humber & the North East

SHARE  
TO BUY

December 2023 figures

## Listings added

**33**

-50.0%  
Month on month

## New registrants

**104**

-25.2%  
Month on month

## Total enquiries

**177**

-7.3%  
Month on month



# Listings live per county

SHARE  
TO BUY

## County | Number of listings live

Northumberland | 3

County Durham | 14

West Yorkshire | 136

South Yorkshire | 82

Tyne and Wear | 3

North Yorkshire | 81

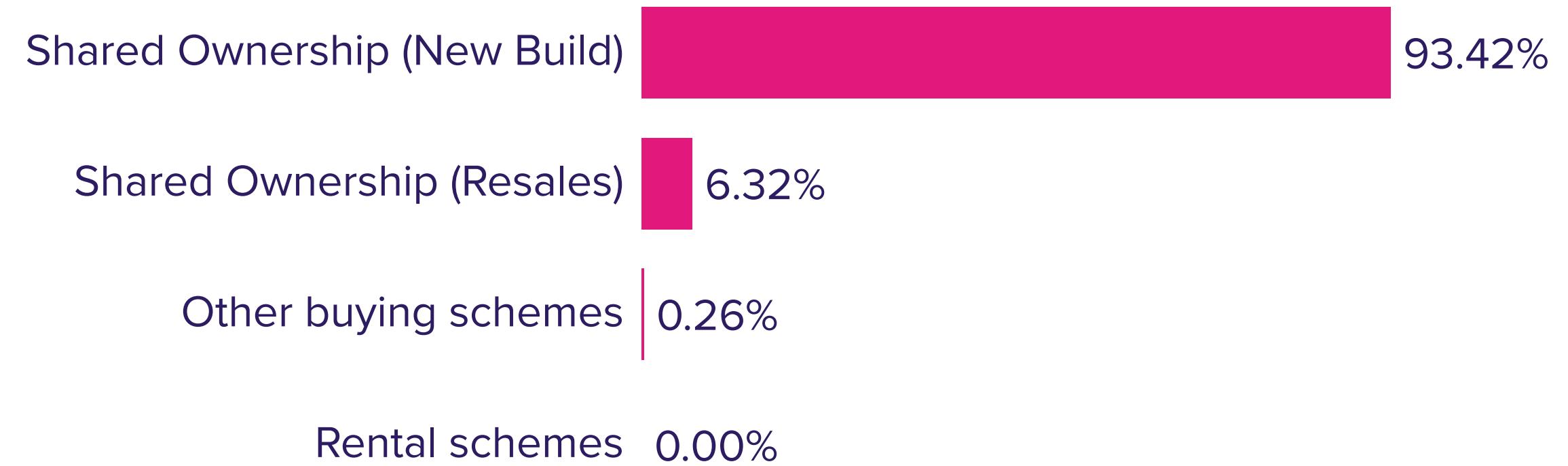
East Riding of Yorkshire | 55

# Property insight

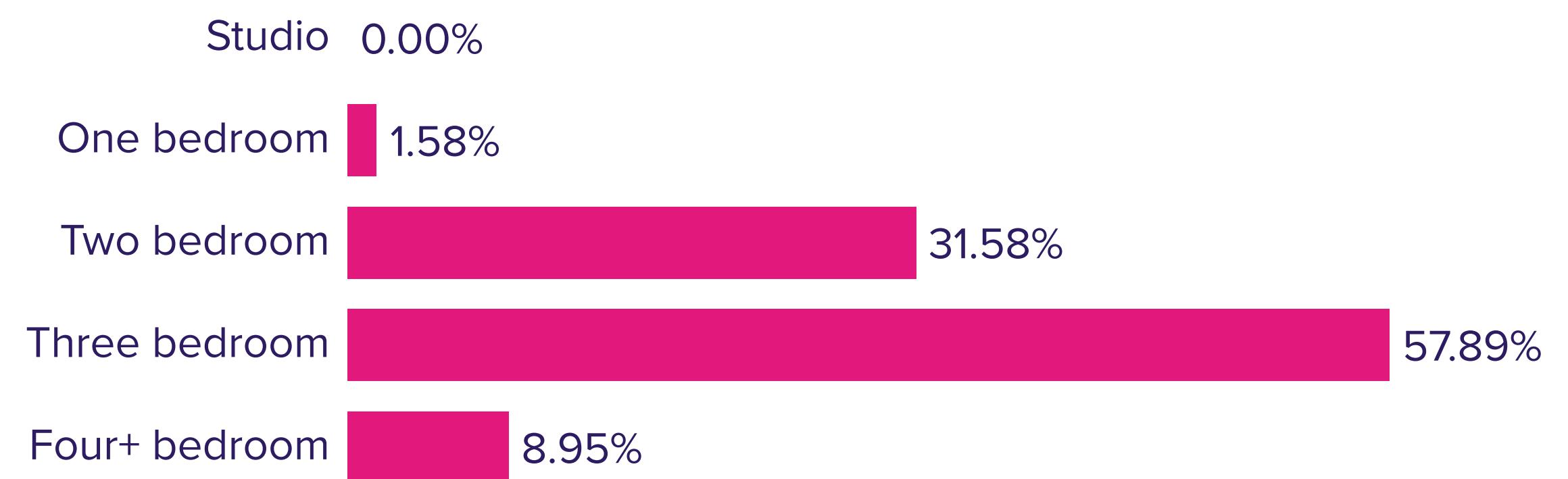
SHARE  
TO BUY

Breakdown of property details based on December's live listings:

## Tenure



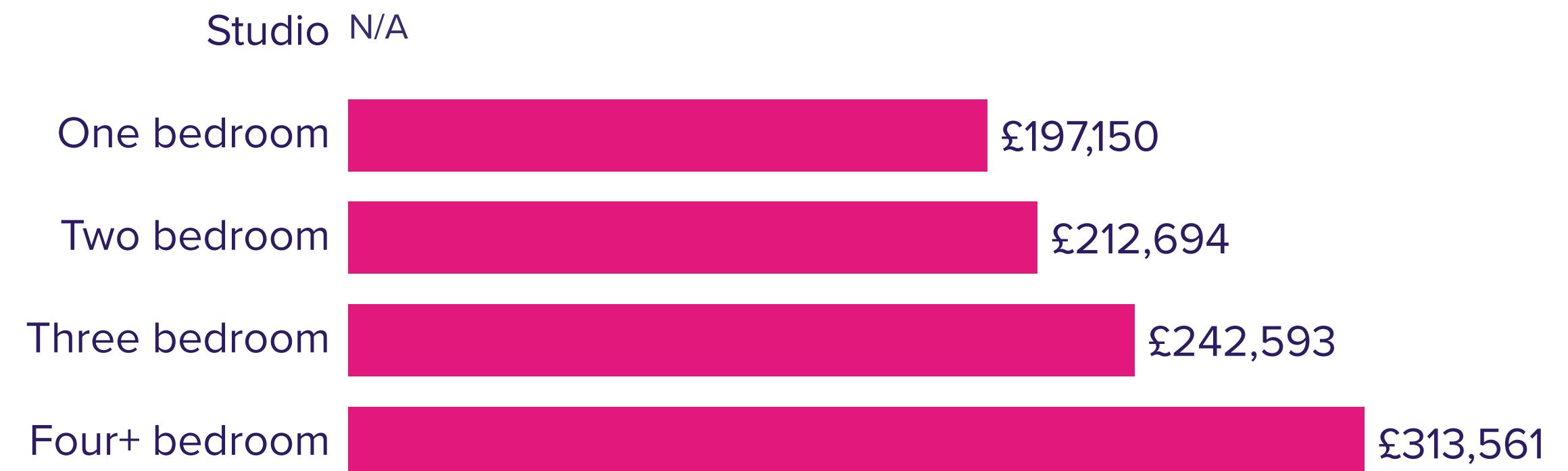
## Property size



## Property type



## Average property price

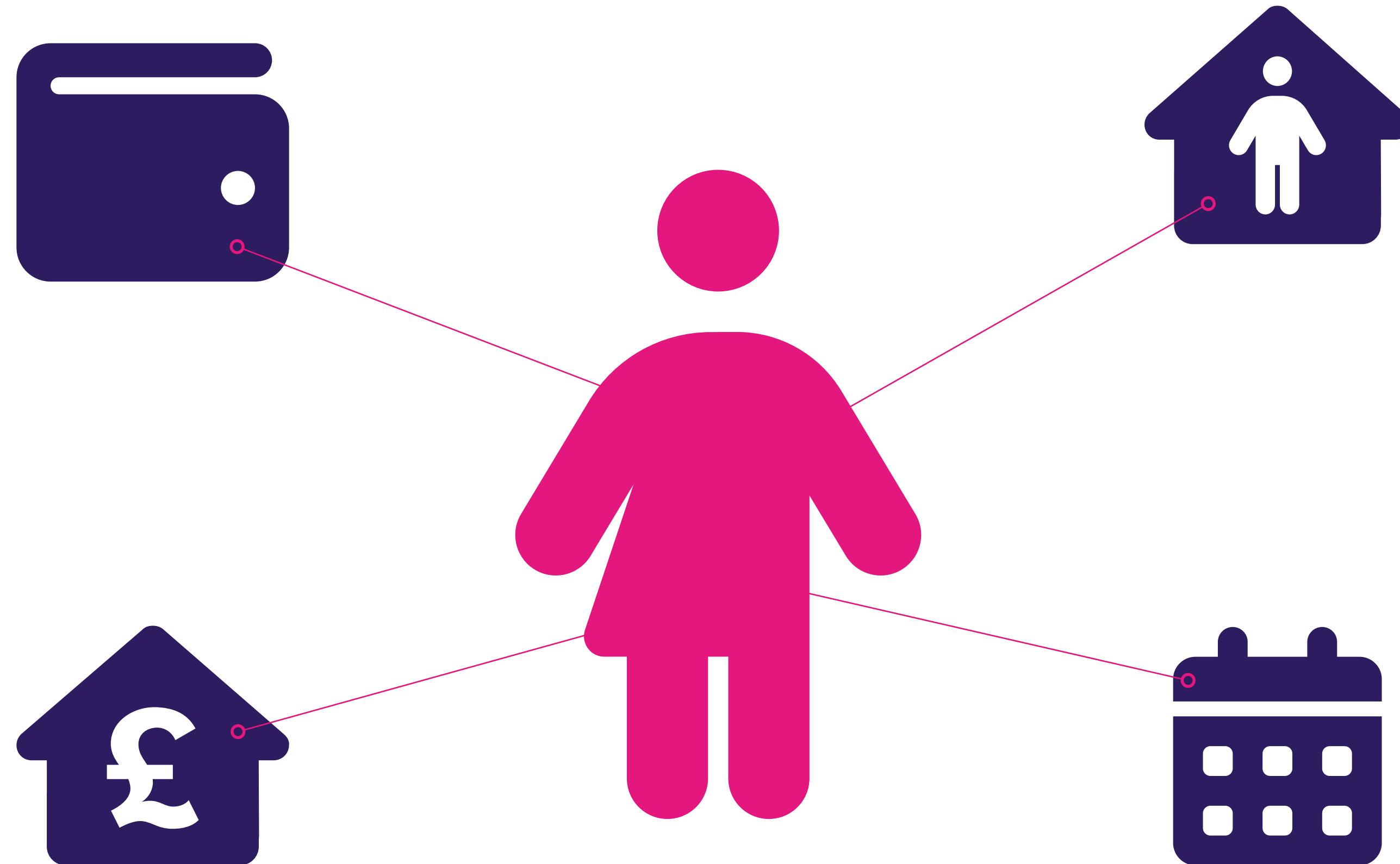


# Buyer insight

SHARE  
TO BUY

Based on December's enquiries, the average buyer in Yorkshire and the Humber & the North East looks like:

**Income**  
£41,225



**Deposit**  
£12,671

**Household**  
Two people

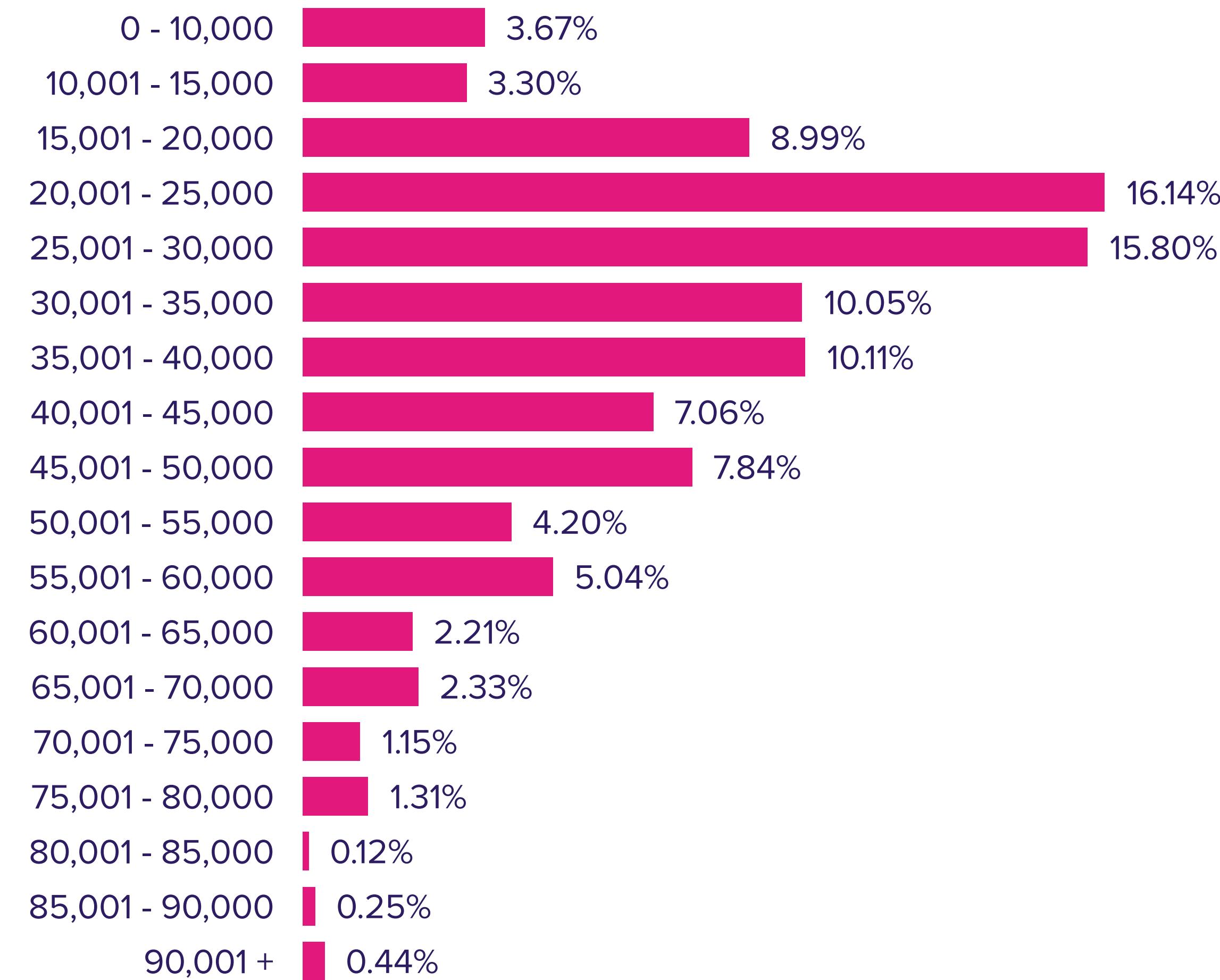
**Age**  
26 - 30

# Active registrants

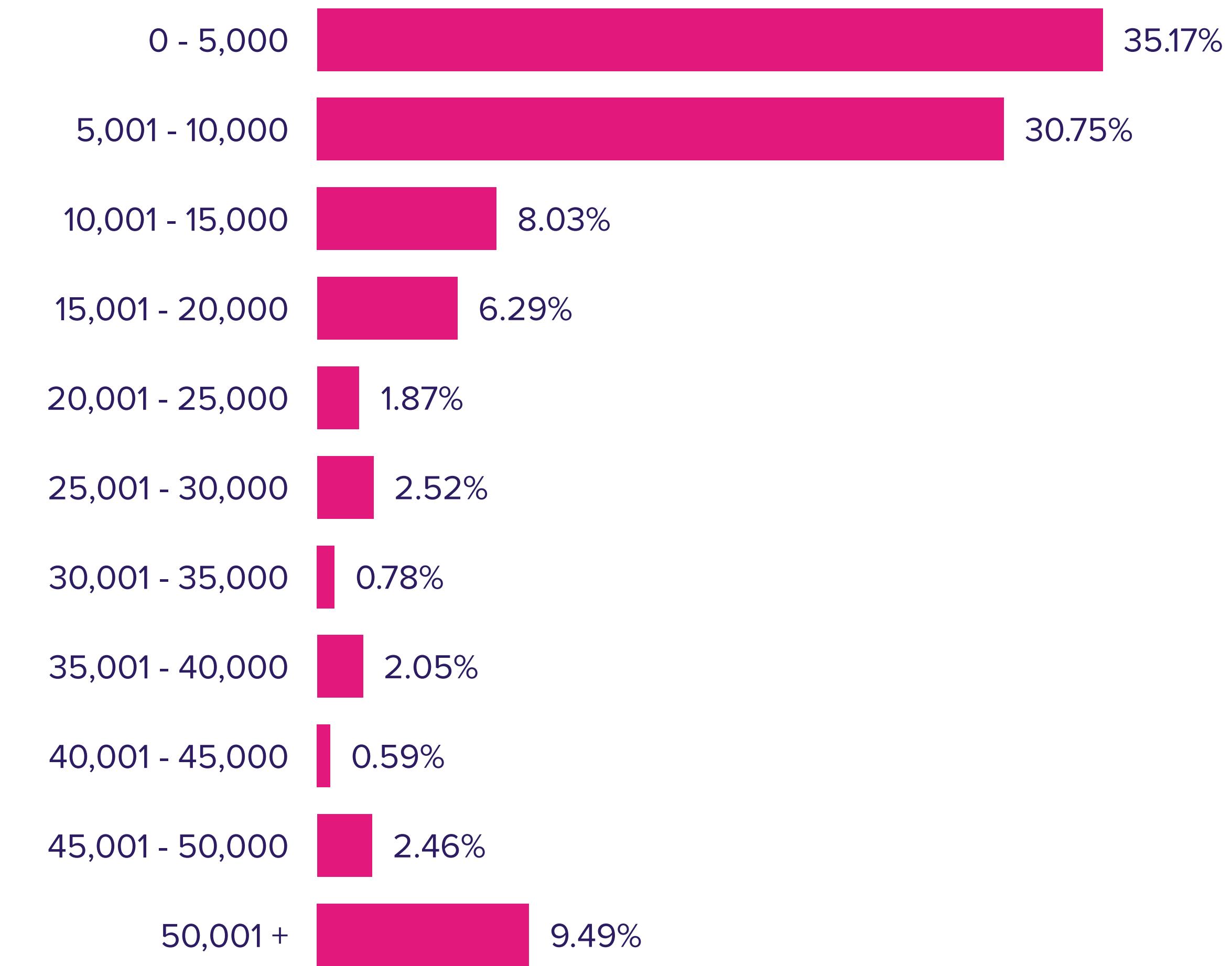
SHARE  
TO BUY

This gives an overview of the active registrants on Share to Buy currently living in Yorkshire and the Humber & the North East.

## Income bracket (£)



## Deposit bracket (£)

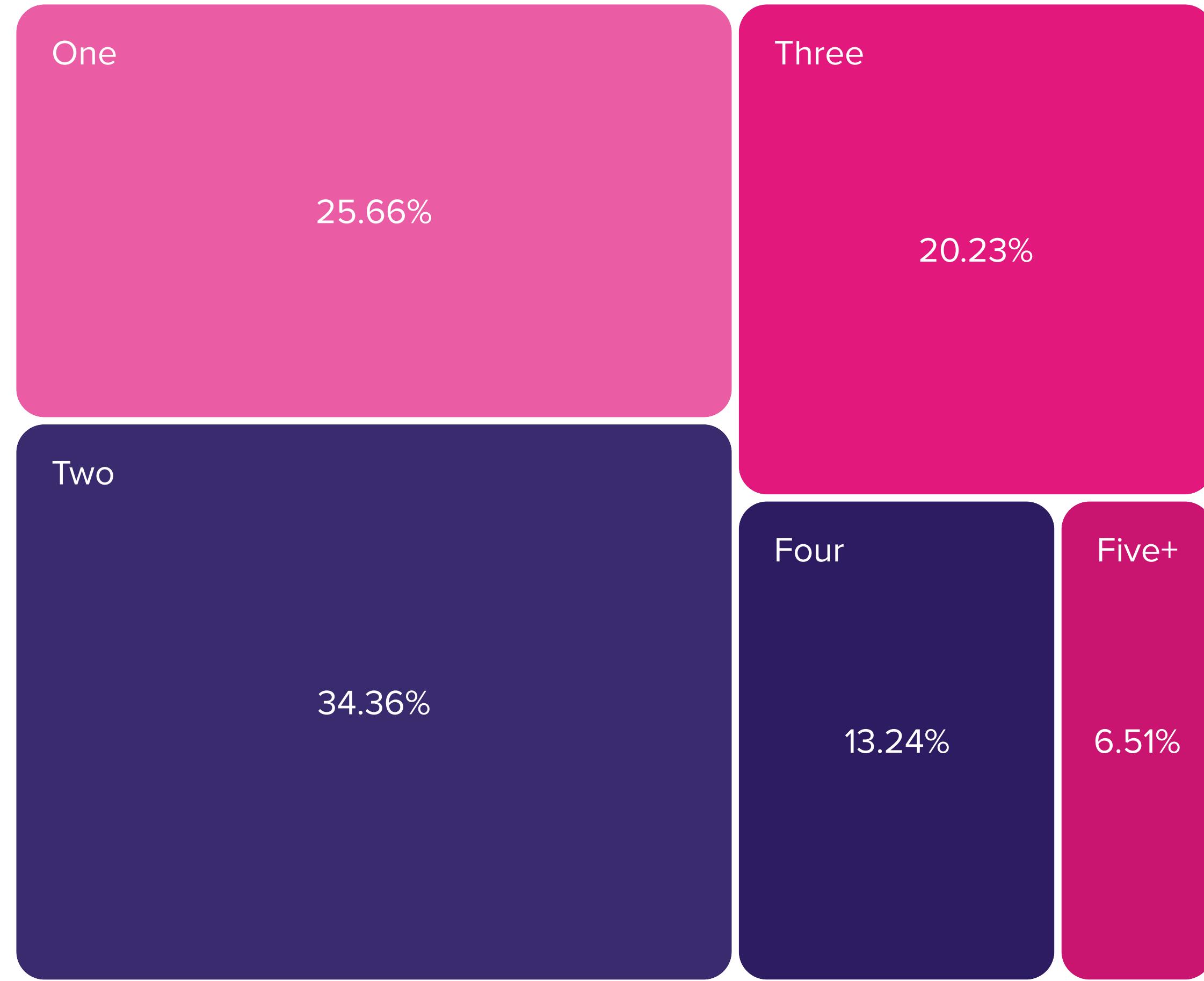


# Active registrants

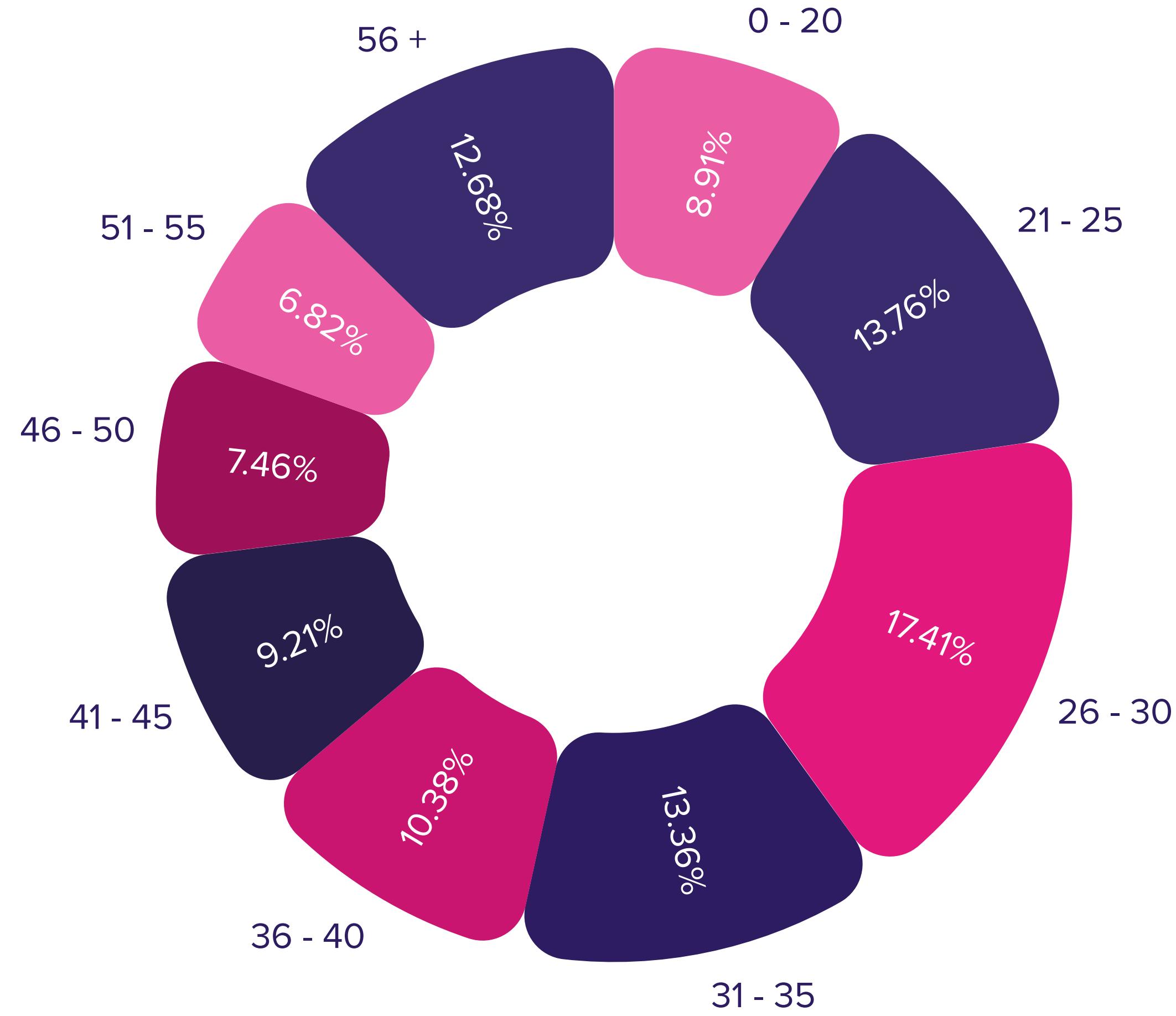
SHARE  
TO BUY

This gives an overview of the active registrants on Share to Buy currently living in Yorkshire and the Humber & the North East.

## Household size



## Age



# Most popular development this month

SHARE  
TO BUY

Q Leeds



## Affinity

Shared Ownership -  
£54,875 for a 25% share

Places for People  
(Central and North)  
**20 Enquiries**

 **2-3 Bedroom**

 **1 Bathroom**

 **Private Garden**

Affinity offers a fresh start in many ways. Living here offers a change of surroundings, in a high-quality modern home with all the amenities you need close by. This is a place where the community comes first. Located in the heart of Seacroft, it's the perfect place to set up home with a wide range of shops, schools, pubs, bars, cafés and restaurants, all within a few minutes' walk.

 Places  
for People

For more information on our data and insight services, please contact:

**Georgy Clifford-Savage**  
Data and Insight Manager  
[data@sharetobuy.com](mailto:data@sharetobuy.com)