

July 2026

### Executive Summary

#### GB house prices are still rising slowly.

Average prices are £328,800, up 1.8% year on year. Monthly growth remains modest at 0.1%, while annual growth has eased from May.

#### Lower-priced regions continue to lead.

Yorkshire and the Humber is up 4.1%, followed by the North West, West Midlands, Wales and the North East. London remains the only region in negative territory.

#### Purchase demand has adjusted to higher costs.

Buying costs are around 78% above June 2019 levels, but mortgage approvals were only 6% lower over the same period

#### Buyers are active but more price sensitive.

Higher mortgage costs have reduced borrowing headroom, leaving buyers sensitive to price.

**£328,800**

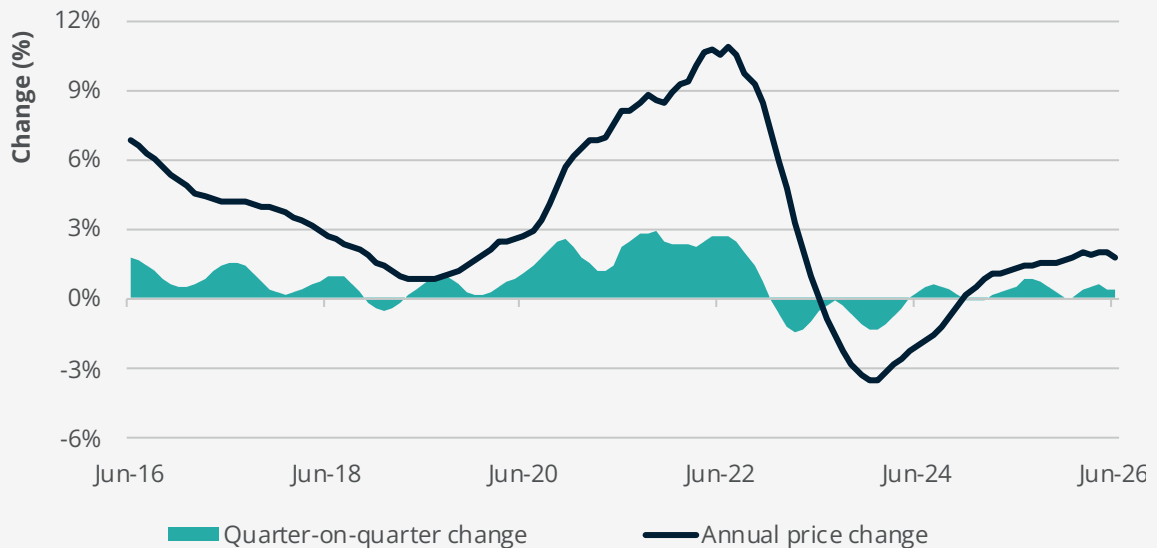
GB Avg. Price (April 2026)

**+1.8%**

% Annual Price Change

### Top Performing Regions

- 1. Yorkshire +4.1%
- 2. North West +3.8%
- 3. West Midlands +3.4%



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## ► National growth remains steady

Region	Price	%YOY	%QOQ	%MOM
Yorkshire and The Humber	£238,300	4.1%	0.5%	0.1%
North West	£250,300	3.8%	0.5%	0.1%
West Midlands	£280,900	3.5%	0.8%	0.2%
Wales	£237,700	3.3%	0.6%	0.1%
North East	£192,700	3.2%	0.4%	0.1%
East Midlands	£266,600	2.8%	0.4%	0.1%
Scotland	£227,100	2.8%	0.8%	0.3%
South West	£329,600	1.6%	0.2%	0.0%
East of England	£374,000	1.0%	0.2%	0.0%
South East	£417,100	0.4%	0.0%	0.0%
London	£589,500	-3.4%	0.5%	0.1%
Great Britain	£328,800	1.8%	0.4%	0.1%

Source: e.surv House Price Index, June 2026

The average house price in Great Britain is £328,800, up 1.8% year on year. Prices increased by 0.1% over the month and 0.4% over the quarter.

The national picture remains steady, but growth has eased slightly. Annual growth is down from 2.0% in May, while monthly growth remains modest. Prices are still rising, but the latest figures do not point to a stronger acceleration.

### Lower-priced regions continue to lead

Most regions are recording annual price growth. Yorkshire and the Humber is the strongest region, with prices up 4.1% year on year. The North West follows at 3.8%, the West Midlands at 3.5%, Wales at 3.3% and the North East at 3.2%.

These are all lower-priced markets than the GB average, and they continue to lead the regional table. This remains the main split in the data. More affordable regions are seeing the strongest growth, while higher-priced markets in London and the South East continue to lag.

Scotland and the East Midlands are also ahead of the national rate, with prices up 2.8% year on year in both regions. Scotland and the West Midlands recorded the strongest quarterly growth, both up 0.8%. This suggests there is still some short-term support in parts of the market outside southern England.

### London and the South East remain weakest

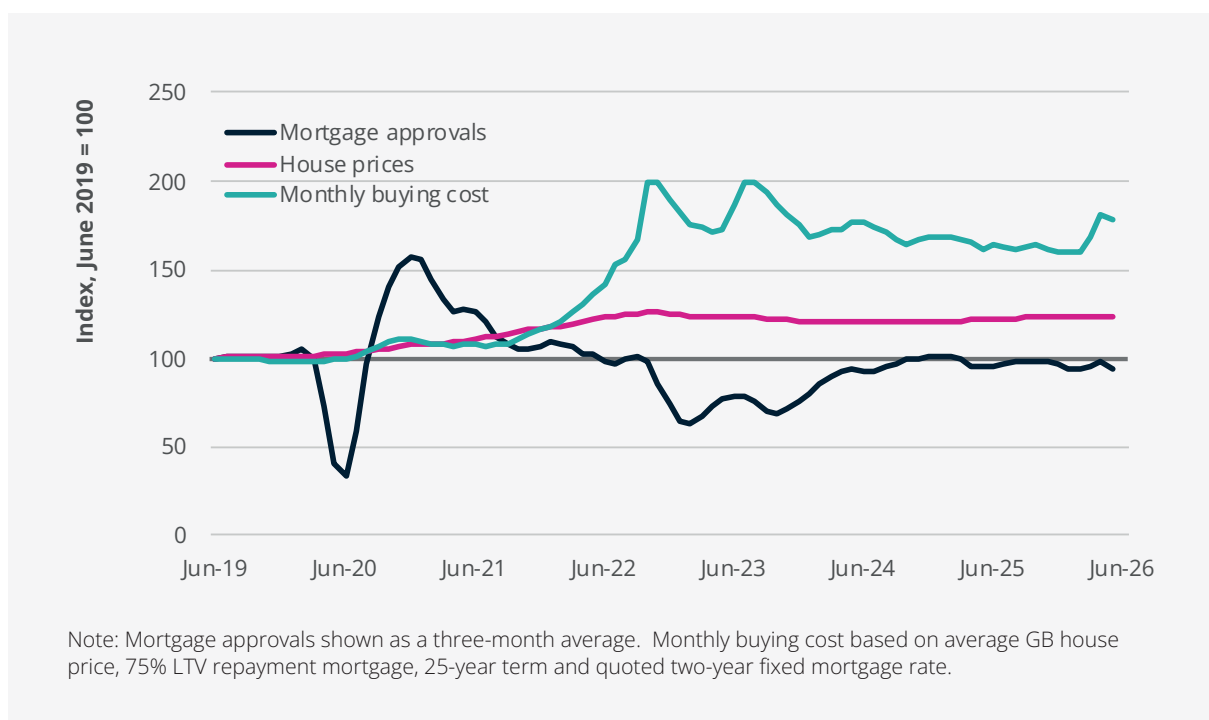
Southern England remains weaker. Prices are up 1.6% in the South West, 1.0% in the East of England and 0.4% in the South East. The South East recorded no monthly or quarterly growth, underlining the slower picture in higher-priced markets.

London is still the only region where prices are lower than a year ago. The average price is £589,500, down 3.4% year on year. However, the annual fall has eased compared with recent months, and prices rose by 0.5% over the quarter. London remains weak, but the pace of decline has slowed.

## ► Demand has held up despite higher buying costs

Mortgage-backed demand has held up better than the rise in buying costs might suggest. The chart compares house prices, the indicative monthly cost

of buying and mortgage approvals against June 2019, giving a pre-pandemic benchmark for how prices, buying costs and demand have shifted.



Source: e.surv House Price Index and Bank of England

Buying costs have risen much faster than house prices. House prices are around 24% above their June 2019 level, while the indicative monthly cost of buying the average home is around 78% higher.

Mortgage approvals have recovered despite this higher cost base. On a three-month average, approvals were around 6% below their June 2019 level in May 2026, after falling much further during the 2022 and 2023 rate shock.

This points to a market where demand remains, but buyers have become more selective. Higher mortgage costs are limiting borrowing capacity and making buyers less flexible on price. Homes priced within local budgets can still sell. Homes priced above that level are more likely to take longer, be renegotiated or fall through.

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## Outlook

House price growth is likely to remain modest over the second half of the year. Lower-priced regions should continue to outperform, while London and the South East remain more exposed to affordability pressure.

Political change in Westminster may bring housing policy back into focus, including council housebuilding and possible reform of council tax and stamp duty.

However, any changes would take time to affect the market. In the near term, markets will be watching policy signals ahead of the Autumn Budget for any impact on funding costs.

Mortgage rates have started to edge lower, which should help buyer confidence. Affordability remains tight, but a more stable rate environment would give buyers and sellers greater confidence on pricing.



### About the e.surv House Price Index

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We are the UK's only provider offering the full spectrum of valuation methodologies within one fully integrated digital ecosystem - from AVMs and remote assessments to complex physical inspections. Our next-generation, surveyor-led AVM blends real-world valuation experience with advanced modelling, delivering greater speed, accuracy and certainty across the mortgage lifecycle.

Powered by a nationwide network of 600+ RICS-registered surveyors and backed by growing in-house expertise in data science, analytics and technical insight, we complete a valuation roughly every 25 seconds - giving lenders unparalleled scale, resilience and risk intelligence.

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