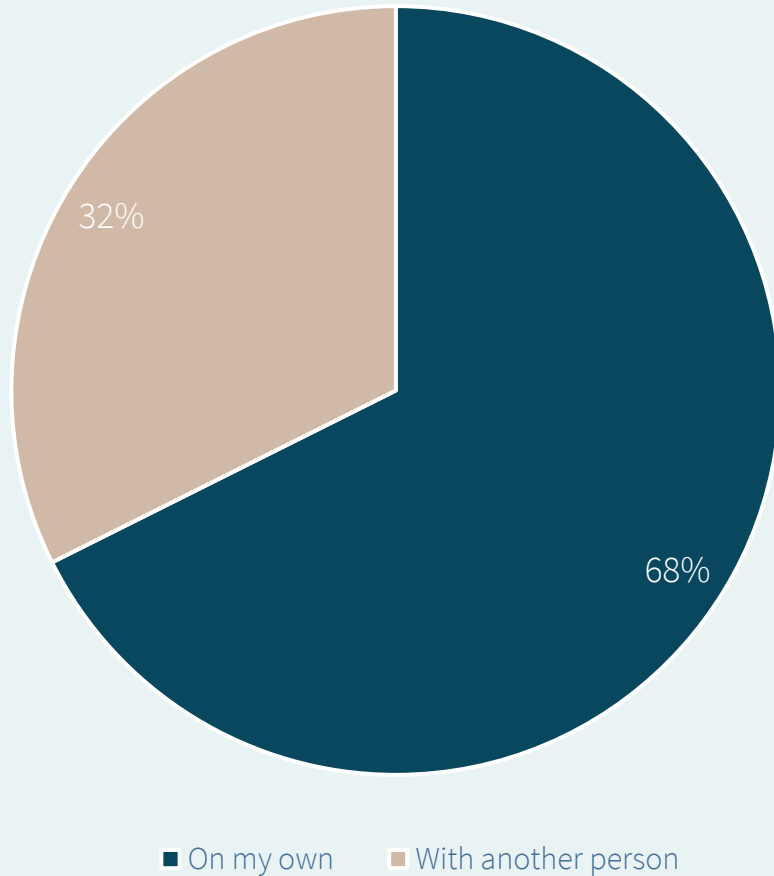


End of Help to Buy Survey

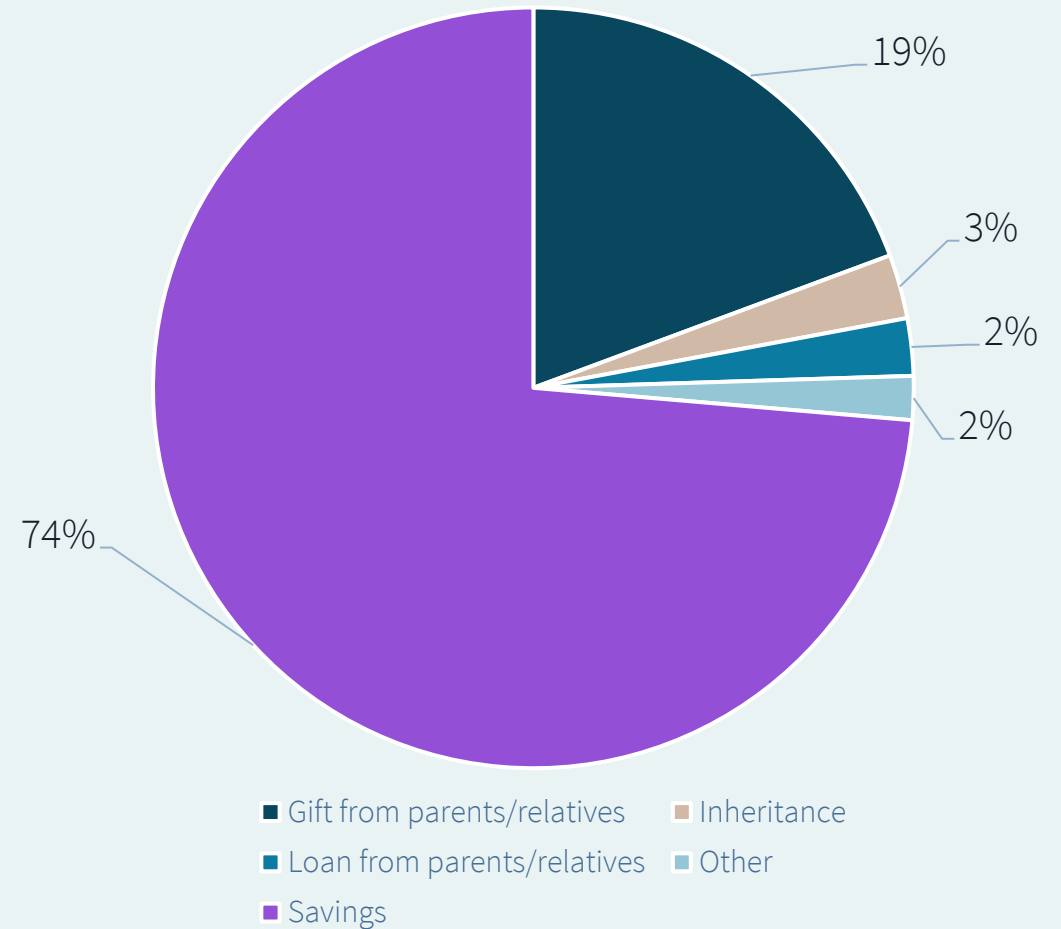


WHO WAS BUYING AND HOW?

HOW BUYERS BOUGHT

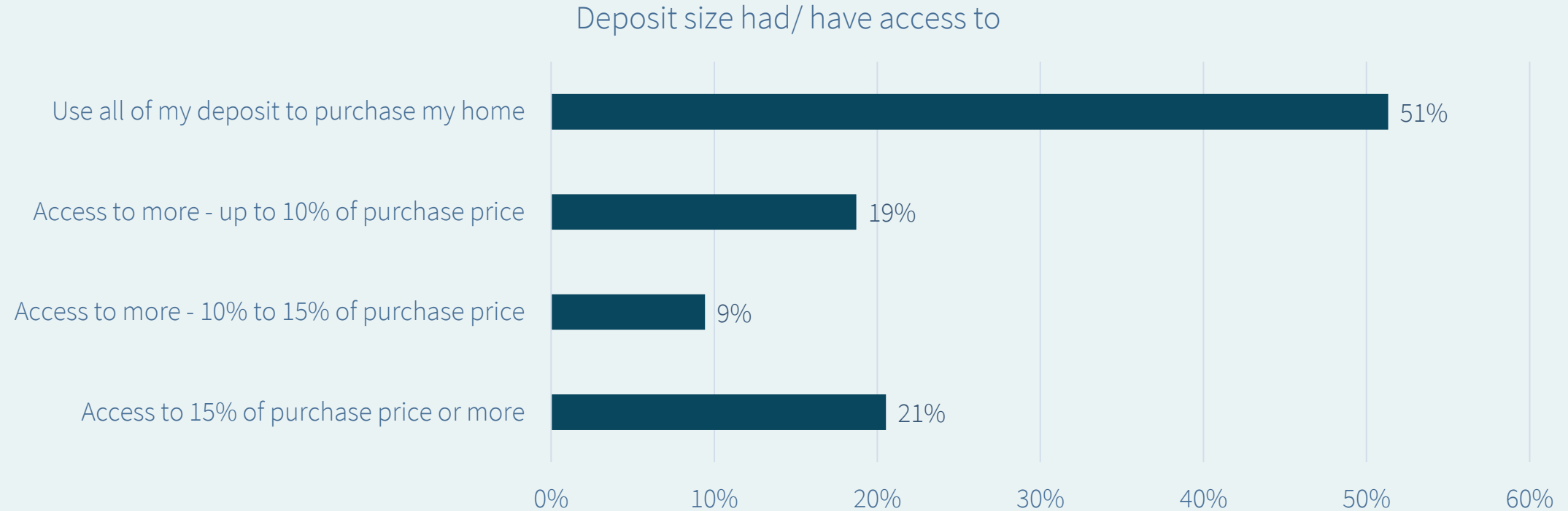


SOURCE OF THE MAJORITY OF DEPOSIT



ALMOST HALF OF BUYERS HAD ACCESS TO A LARGER DEPOSIT

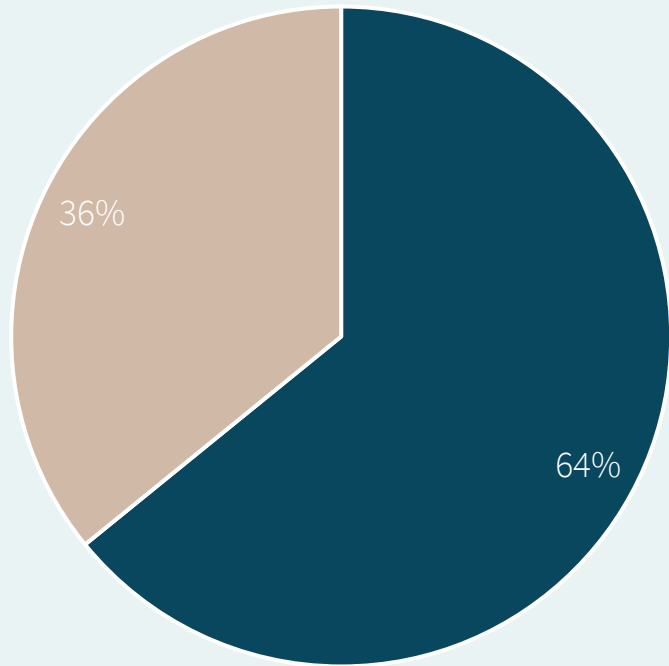
49% of buyers had access to a larger deposit



LIFE WITHOUT HELP TO BUY?

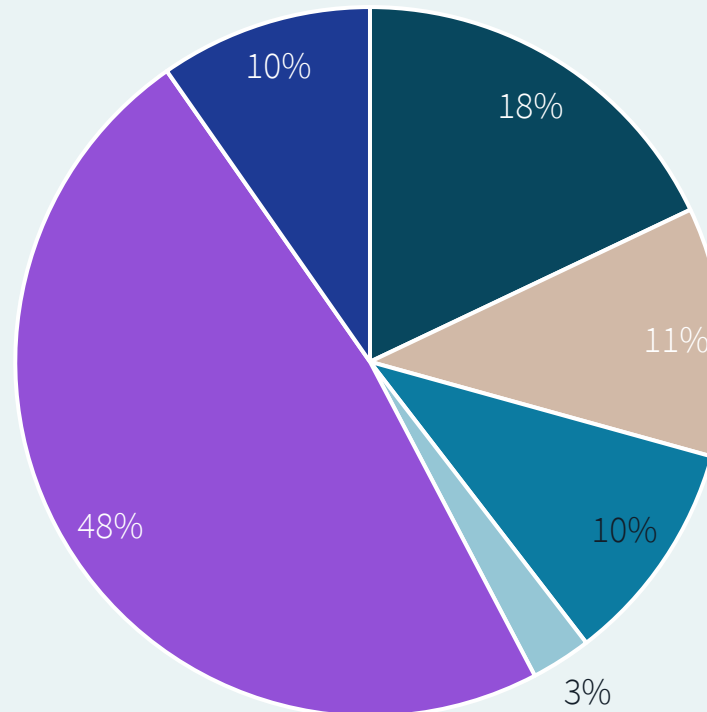
36% of buyers could have purchased without Help to Buy

Able to purchase without Help to Buy?



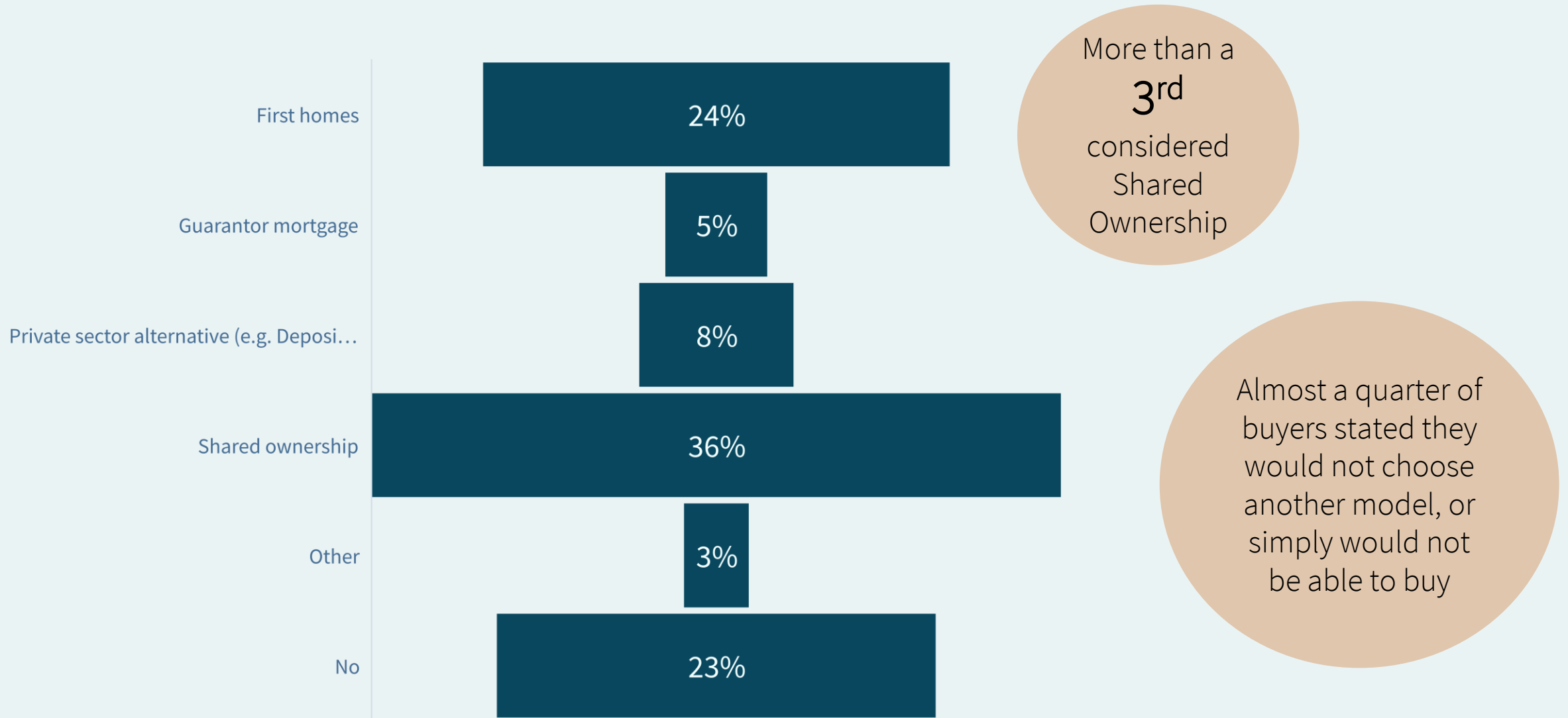
■ No ■ Yes

Without Help to Buy would you have...



- Bought a similar property but in a more affordable area
- Bought a similar property in the same area using another buying scheme
- Bought a smaller property in the same area
- Bought with another person
- Stayed in a rented property for longer
- Stayed living with family for longer

ARE BUYERS CONSIDERING OTHER SCHEMES?



Post Help to Buy



Rising cost of Help to Buy alternatives - £500,000 home

£500,000 home	Total monthly cost last year (2% fix)	Total monthly cost now (5.5% fix)	Considerations
Help to Buy 40% loan	£833	£1,456 (Indicative)	No Longer available
Shared ownership (25% share)	£1,219	£1,488	Eligibility criteria, stigma, quality, re-sale issues
Renting a home	£1,517	£1,667	Lack of security, rising rents, suitability for families
First Homes - London purchase	£1,007	£1,760	Eligibility criteria, availability, value cap
95% mortgage	£1,439	£2,514	Monthly costs

Source: JLL Research/ Bank of England/ Lifetime Capital - Assumes repayment mortgage at 40-year term

- Rising mortgage rates are impacting budgets for those looking to get onto the housing ladder. Rents have risen for those in the PRS, up by circa 10% in the last 12 months but rising rates have meant those purchasing with mortgages have seen costs rise more significantly, with those purchasing using a 95% mortgage seeing monthly payments rise by 75%.
- If Help to Buy was still available purchasers would have seen the mortgage bill on their share of the property rise by more than £620 a month on a £500k property.

What patterns have we seen at JLL since the end of Help to Buy?

- Increase in **enquiries from parents of buyers** and of viewings being conducted either with parents or by parents on their children's behalf.
 - Increased **financial support from parents** – gifted deposits, stamp duty, legal fees.
 - Increase in the number of **joint applicants**. Not just couples and siblings but also friends or colleagues.
 - Increase in the number of applicants **prioritising incentives available** in their search criteria.
- **Buyers are confused about their options** – they have often heard of many of the buying schemes available but don't understand them. They are needing more hand holding and support from our team and our FTB Hub.
- Since the end of Help to Buy it takes an **average of 84 days from enquiry to reservation** for buyers to purchase. Buyers are entering the market knowing what the current situation is with regards to interest rates and still willing to buy.