

Bedford 30th - 31st May 2006

MARKET SHARE REPORT

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MARKET SHARE REPORT

INTRODUCTION

This section provides a summary of the results of this Market Share Report. If you only have time to glance at this Market Share Report, then this section is for you!

For the area covered by the Market Share Report, this section contains:

- An executive summary showing the number of 'for sale' and 'sold' signs, the movement up or down and the name of the overall market leader
- A full results table, split by Estate Agent, and by 'for sale' and 'sold'
- Pie charts showing market shares in total and split by 'for sale' and 'sold' and then also split by house type
- The pipeline value of houses 'for sale' and 'sold' split by Estate Agent
- Bar charts showing the total number of 'for sale' and 'sold' signs by Estate Agent, and a comparison of the number of 'for sale' and 'sold' signs
- The percentage of multi-listed houses

WHAT THIS SECTION TELLS YOU

This section tells you how the market is changing, and, more importantly, how your branch is performing within its market.

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EXECUTIVE SUMMARY

PREVIOUS REPORT

22nd - 24th February 2006

TOTAL SIGNS	Total Number of Signs Identified in Current Report	938
	Overall Market Leader in Current Report	Taylor's
	Total Number of Signs identified in Previous Report	950
	Overall Change in Number of Signs	-12
	Overall % Change in Number of Signs	-1.3%

SOLD SIGNS	Overall Number of Sold Signs in Current Report	489
	Overall Number of Sold Signs in Previous Report	428
	Overall Change in Number of Signs	61
	Overall % Change in Number of Signs	14.3%

FOR SALE SIGNS	Overall Number of For Sale Signs in Current Report	449
	Overall Number of For Sale Signs in Previous Report	522
	Overall Change in Number of Signs	-73
	Overall % Change in Number of Signs	-14.0%

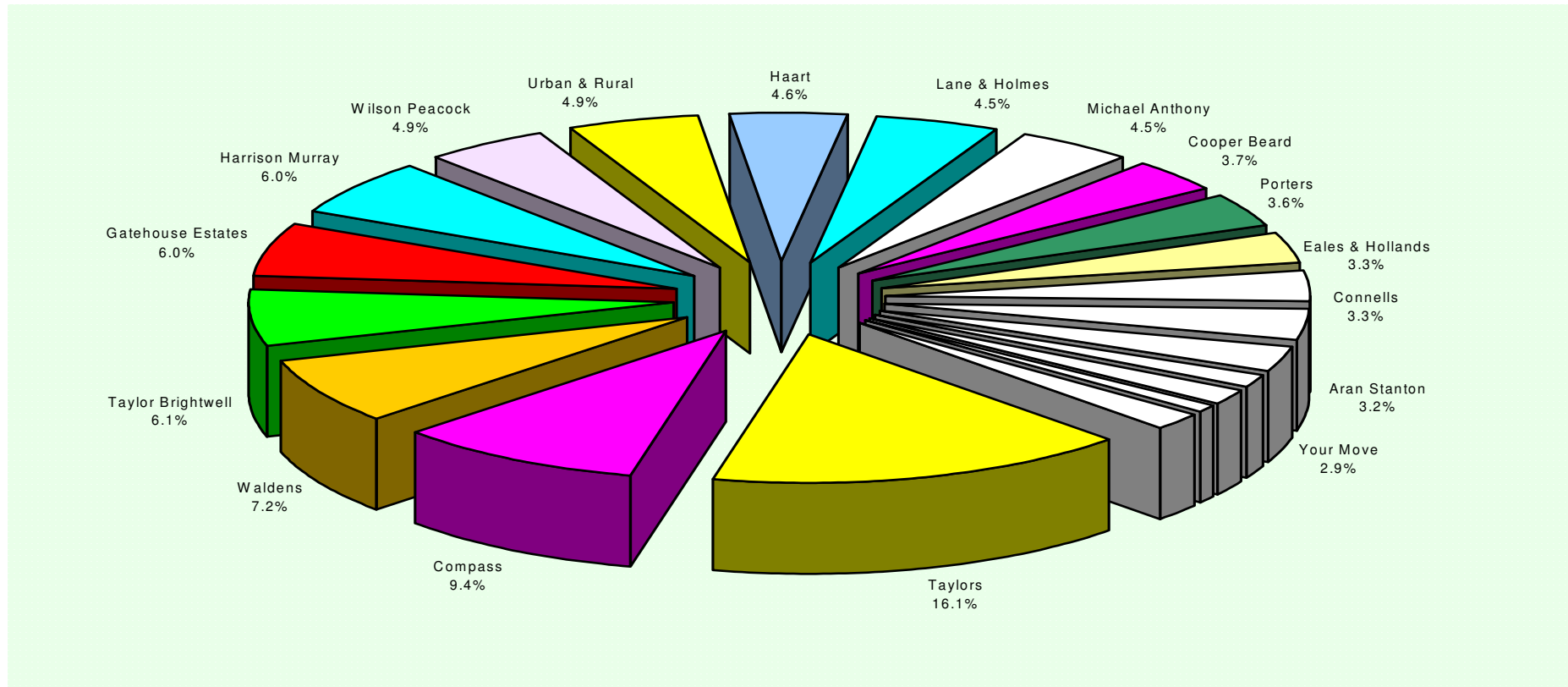
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RESULTS TABLE

	TOTAL SIGNS			% MARKET SHARE			NUMBER FOR SALE			% FOR SALE			NUMBER OF SOLD			% SOLD		
	Previous	Current	Change	Previous	Current	Change	Previous	Current	Change	Previous	Current	Change	Previous	Current	Change	Previous	Current	Change
Taylors	162	151	-11	17.1%	16.1%	-1.0%	73	66	-7	14.0%	14.7%	0.7%	89	85	-4	20.8%	17.4%	-3.4%
Compass	115	88	-27	12.1%	9.4%	-2.7%	60	50	-10	11.5%	11.1%	-0.4%	55	38	-17	12.9%	7.8%	-5.1%
Waldens	54	68	14	5.7%	7.2%	1.6%	25	28	3	4.8%	6.2%	1.4%	29	40	11	6.8%	8.2%	1.4%
Taylor Brightwell	50	57	7	5.3%	6.1%	0.8%	26	29	3	5.0%	6.5%	1.5%	24	28	4	5.6%	5.7%	0.1%
Gatehouse Estates	62	56	-6	6.5%	6.0%	-0.6%	33	26	-7	6.3%	5.8%	-0.5%	29	30	1	6.8%	6.1%	-0.6%
Harrison Murray	29	56	27	3.1%	6.0%	2.9%	19	24	5	3.6%	5.3%	1.7%	10	32	22	2.3%	6.5%	4.2%
Wilson Peacock	38	46	8	4.0%	4.9%	0.9%	22	24	2	4.2%	5.3%	1.1%	16	22	6	3.7%	4.5%	0.8%
Urban & Rural	49	46	-3	5.2%	4.9%	-0.3%	20	21	1	3.8%	4.7%	0.8%	29	25	-4	6.8%	5.1%	-1.7%
Haart	41	43	2	4.3%	4.6%	0.3%	25	26	1	4.8%	5.8%	1.0%	16	17	1	3.7%	3.5%	-0.3%
Lane & Holmes	41	42	1	4.3%	4.5%	0.2%	21	21	0	4.0%	4.7%	0.7%	20	21	1	4.7%	4.3%	-0.4%
Michael Anthony	47	42	-5	4.9%	4.5%	-0.5%	30	13	-17	5.7%	2.9%	-2.9%	17	29	12	4.0%	5.9%	2.0%
Cooper Beard	35	35	0	3.7%	3.7%	0.0%	20	18	-2	3.8%	4.0%	0.2%	15	17	2	3.5%	3.5%	0.0%
Porters	26	34	8	2.7%	3.6%	0.9%	17	10	-7	3.3%	2.2%	-1.0%	9	24	15	2.1%	4.9%	2.8%
Eales & Hollands	34	31	-3	3.6%	3.3%	-0.3%	18	14	-4	3.4%	3.1%	-0.3%	16	17	1	3.7%	3.5%	-0.3%
Connells	44	31	-13	4.6%	3.3%	-1.3%	31	14	-17	5.9%	3.1%	-2.8%	13	17	4	3.0%	3.5%	0.4%
Aran Stanton	27	30	3	2.8%	3.2%	0.4%	17	14	-3	3.3%	3.1%	-0.1%	10	16	6	2.3%	3.3%	0.9%
Your Move	42	27	-15	4.4%	2.9%	-1.5%	25	14	-11	4.8%	3.1%	-1.7%	17	13	-4	4.0%	2.7%	-1.3%
Gold Crown	15	14	-1	1.6%	1.5%	-0.1%	11	11	0	2.1%	2.4%	0.3%	4	3	-1	0.9%	0.6%	-0.3%
Link Up	13	14	1	1.4%	1.5%	0.1%	10	10	0	1.9%	2.2%	0.3%	3	4	1	0.7%	0.8%	0.1%
Harry Moore	10	10	0	1.1%	1.1%	0.0%	7	7	0	1.3%	1.6%	0.2%	3	3	0	0.7%	0.6%	-0.1%
Other	16	17	1	1.7%	1.8%	0.1%	12	9	-3	2.3%	2.0%	-0.3%	4	8	4	0.9%	1.6%	0.7%
Total	950	938	-12	100.0%	100.0%	0.0%	522	449	-73	100.0%	100.0%	0.0%	428	489	61	100.0%	100.0%	0.0%

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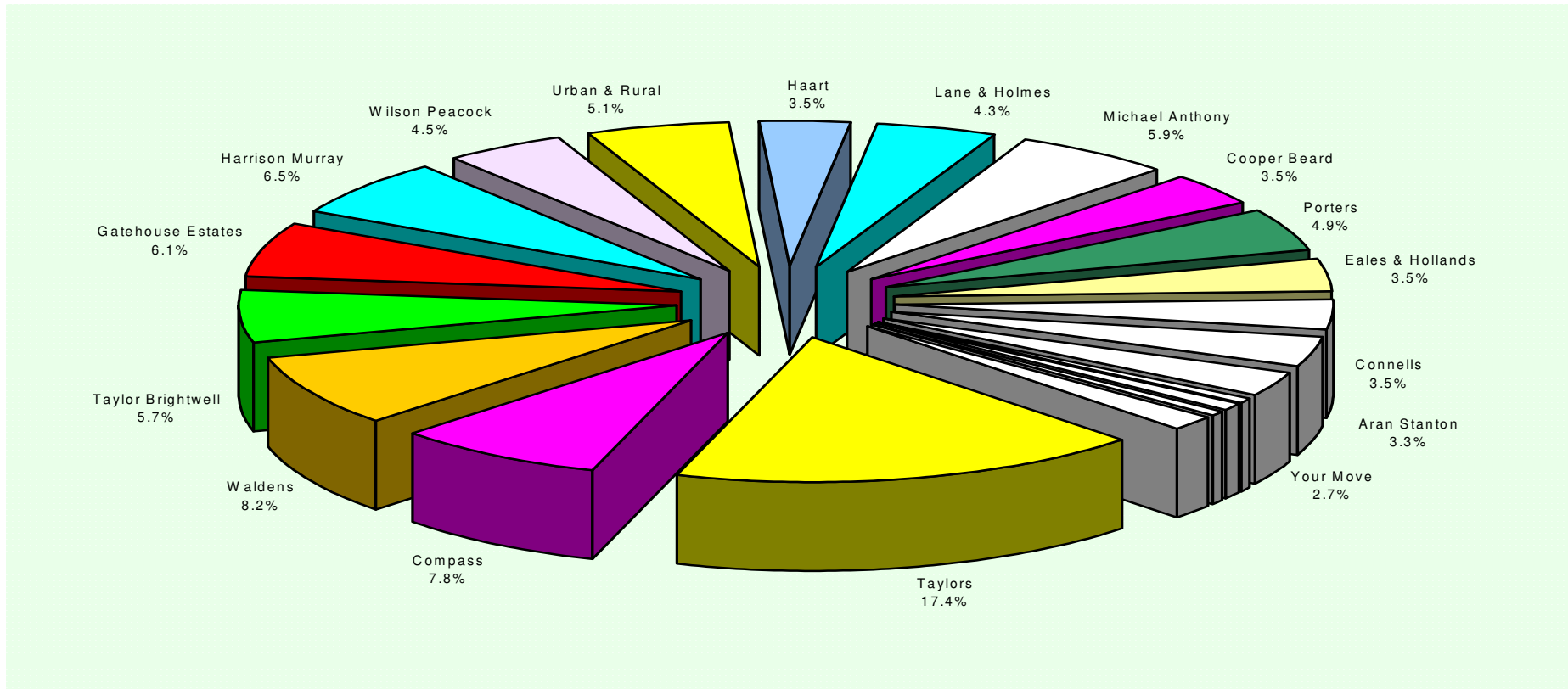
TOTAL MARKET SHARE OF 'FOR SALE' AND 'SOLD' SIGNS BY ESTATE AGENT



This pie chart shows the market share by Estate Agent. It is based on the total 'for sale' and 'sold' signs that were identified in the area, including all house types.

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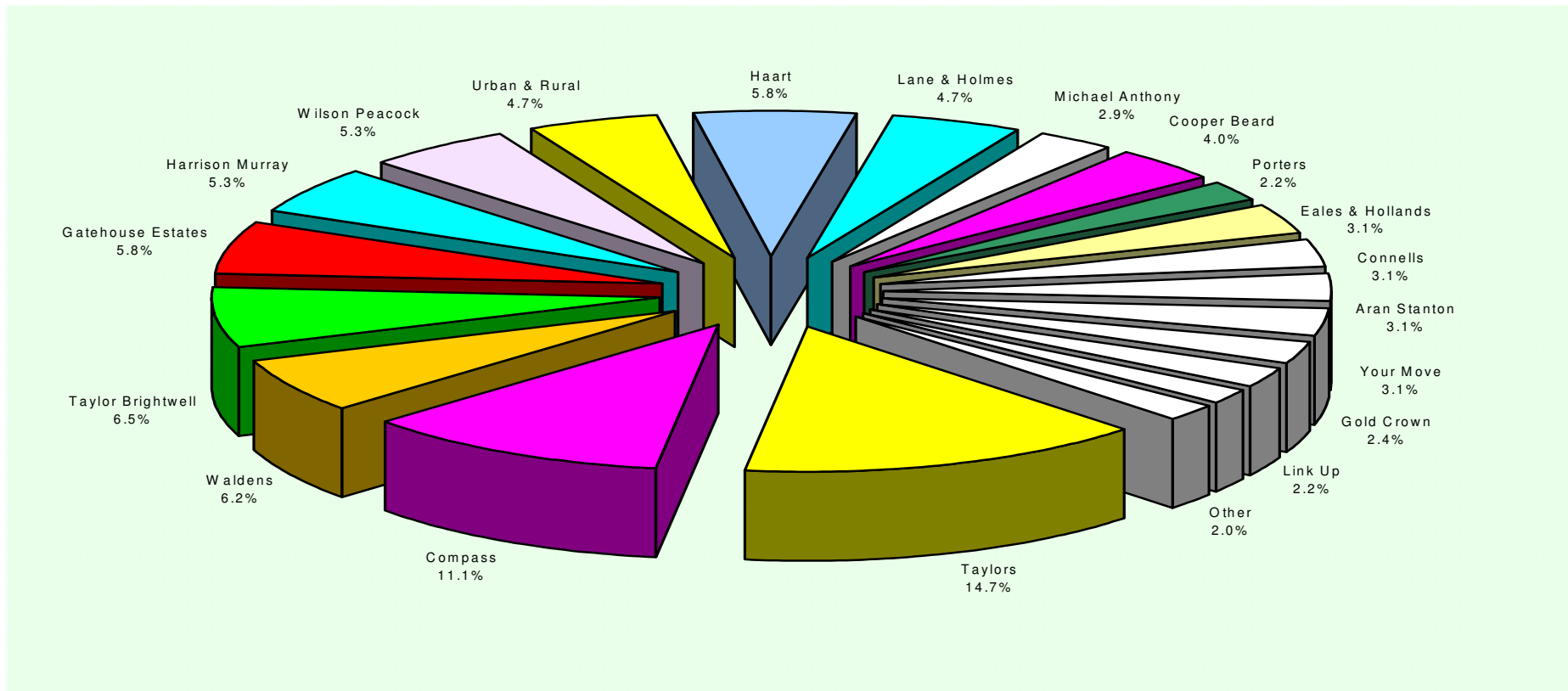
TOTAL MARKET SHARE OF 'SOLD' SIGNS BY ESTATE AGENT



This pie chart shows the market share of 'sold' signs by Estate Agent, including all house types.

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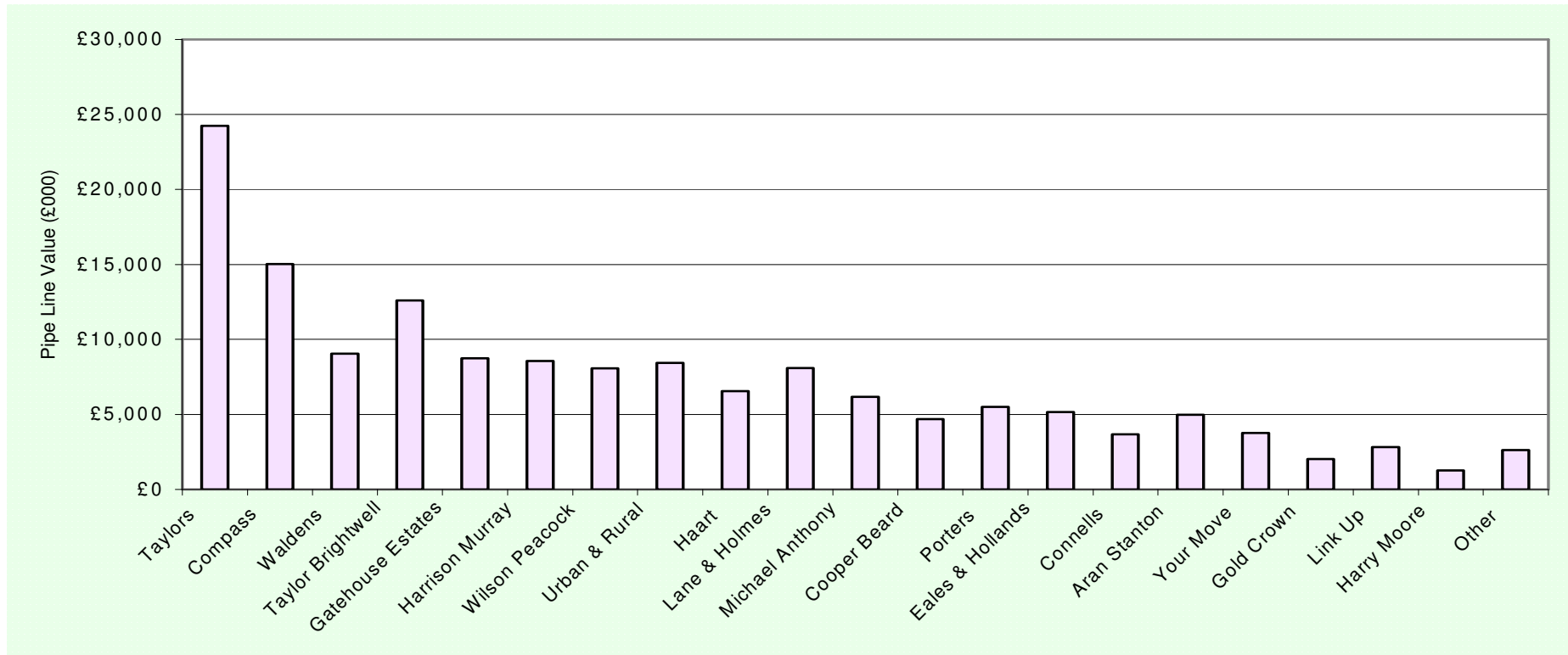
TOTAL MARKET SHARE OF 'FOR SALE' SIGNS BY ESTATE AGENT



This pie chart shows the market share of 'for sale' signs by Estate Agent, including all house types.

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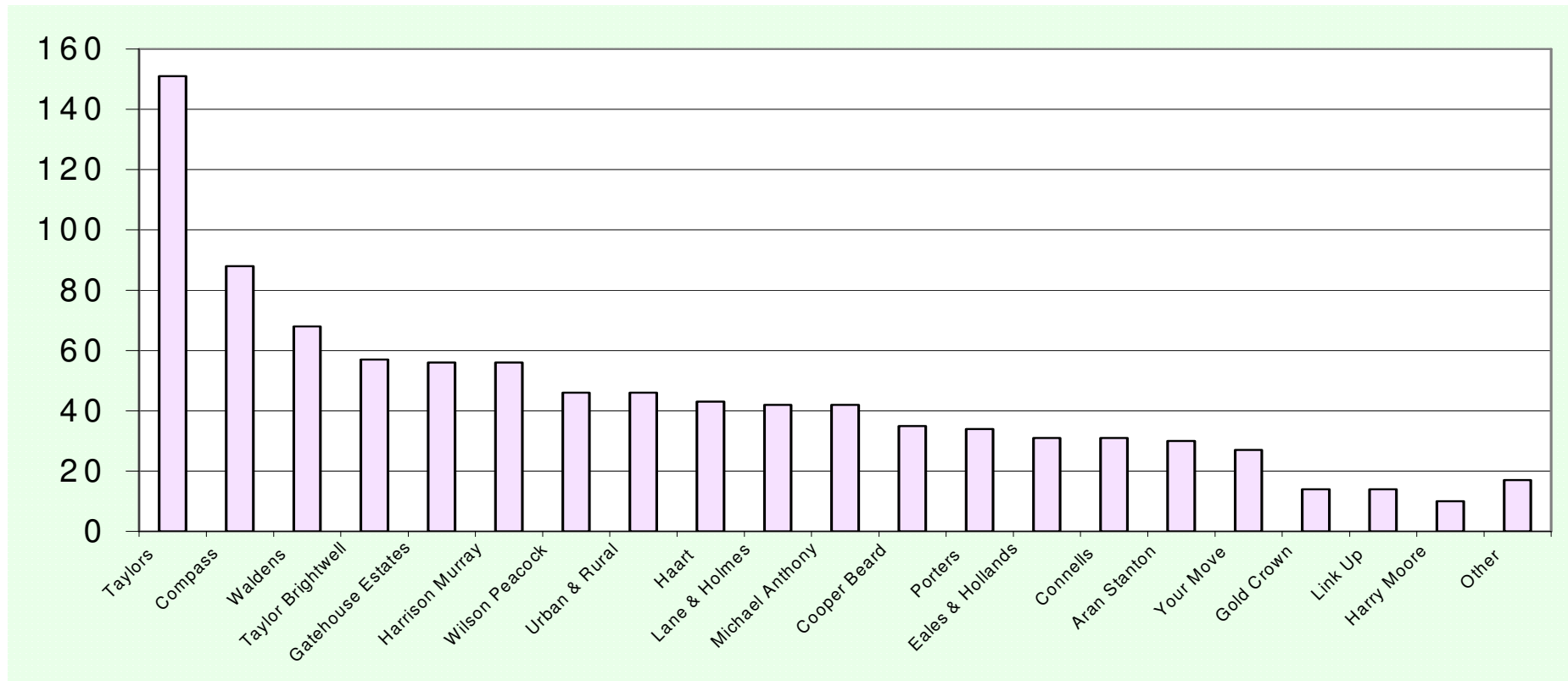
PIPELINE VALUE OF HOUSES THAT ARE 'FOR SALE' AND 'SOLD' SIGNS BY ESTATE AGENT



This bar chart shows the pipeline value of the houses 'for sale' and 'sold' within the market area. Values are based on the latest available Land Registry Data. Multiplying the Pipeline Value by the commission rate (e.g. 2% of the sales value) will give the Sales Value arising from each Estate Agent in the area. Multiplying the Pipeline Value by 4 (quarters) will give an indication of the annual sales for each Estate Agent in the area.

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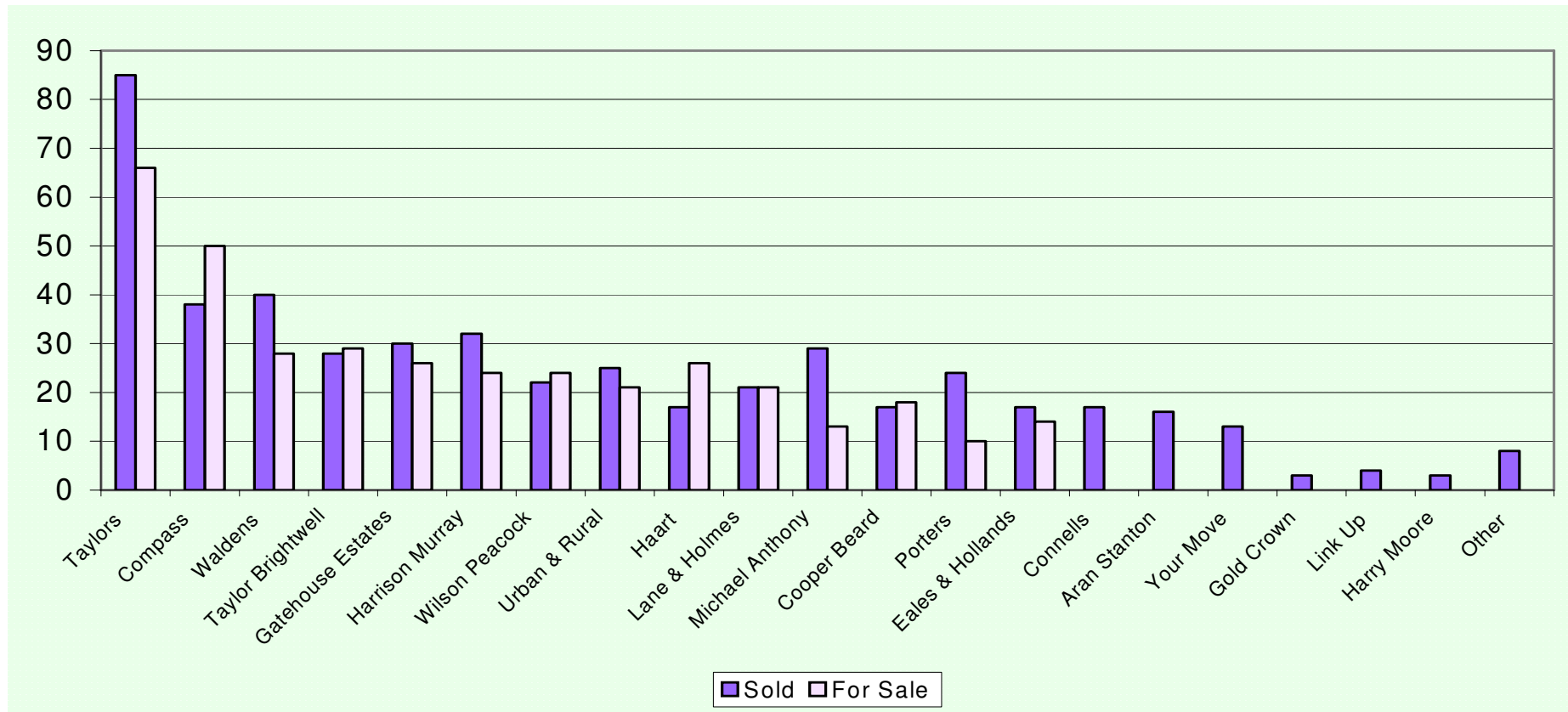
TOTAL NUMBER OF 'FOR SALE' AND 'SOLD' SIGNS BY ESTATE AGENT



This bar chart shows the total number of 'for sale' and 'sold' signs there are in the area for each Estate Agent, including all house types.

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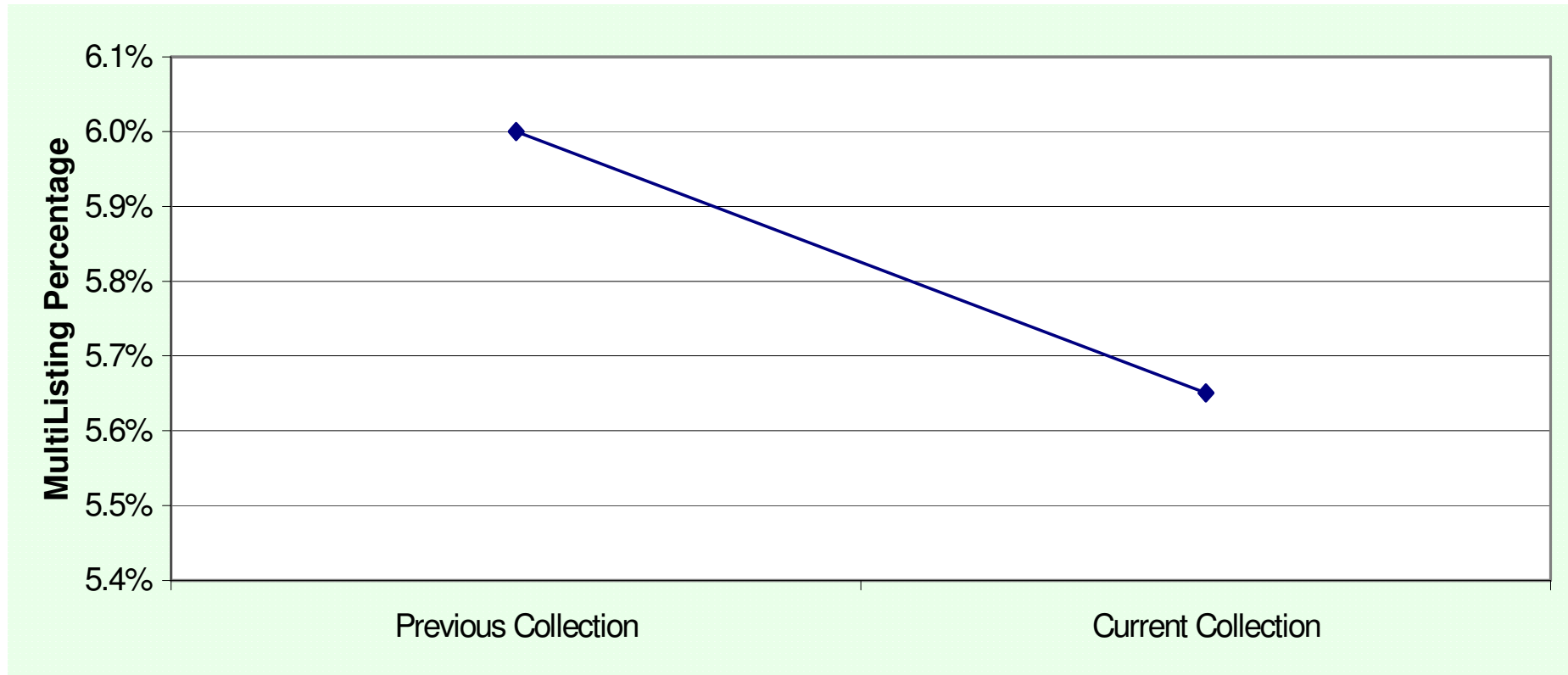
COMPARISON OF THE NUMBER OF 'FOR SALE' AND 'SOLD' SIGNS BY ESTATE AGENT



This bar chart separates the number of 'for sale' and 'sold' signs in the area shows the comparison by Estate Agent. Whilst a high ratio of 'sold' to 'for sale' signs shows a strong market demand, a high ratio of 'for sale' to 'sold' signs for one particular Estate Agent may indicate overvaluing.

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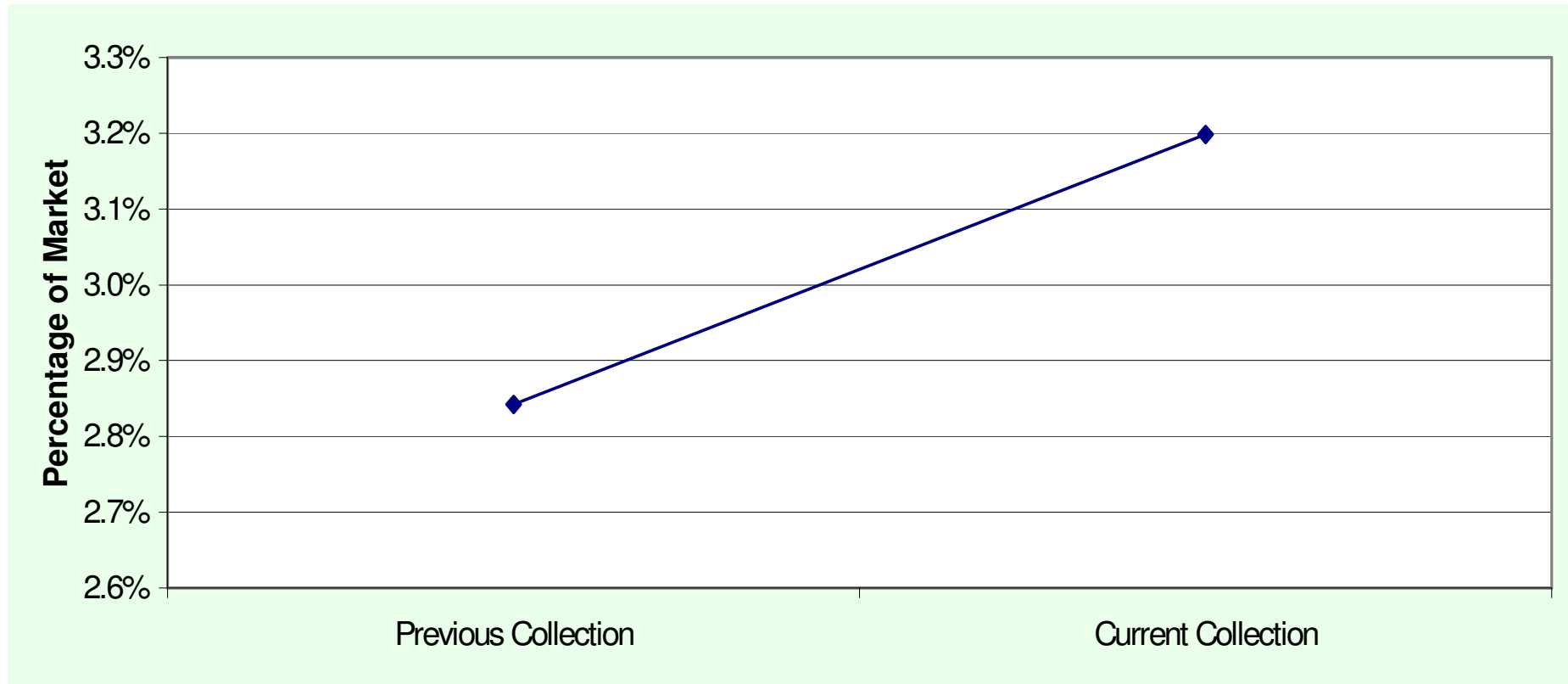
MULTI-LIST PERCENTAGE



This line chart shows the percentage of the total number of houses 'for sale' and 'sold' that are multilisted. A falling proportion of multilisted houses suggests a market that is becoming more buoyant and may indicate rising prices in the marketplace.

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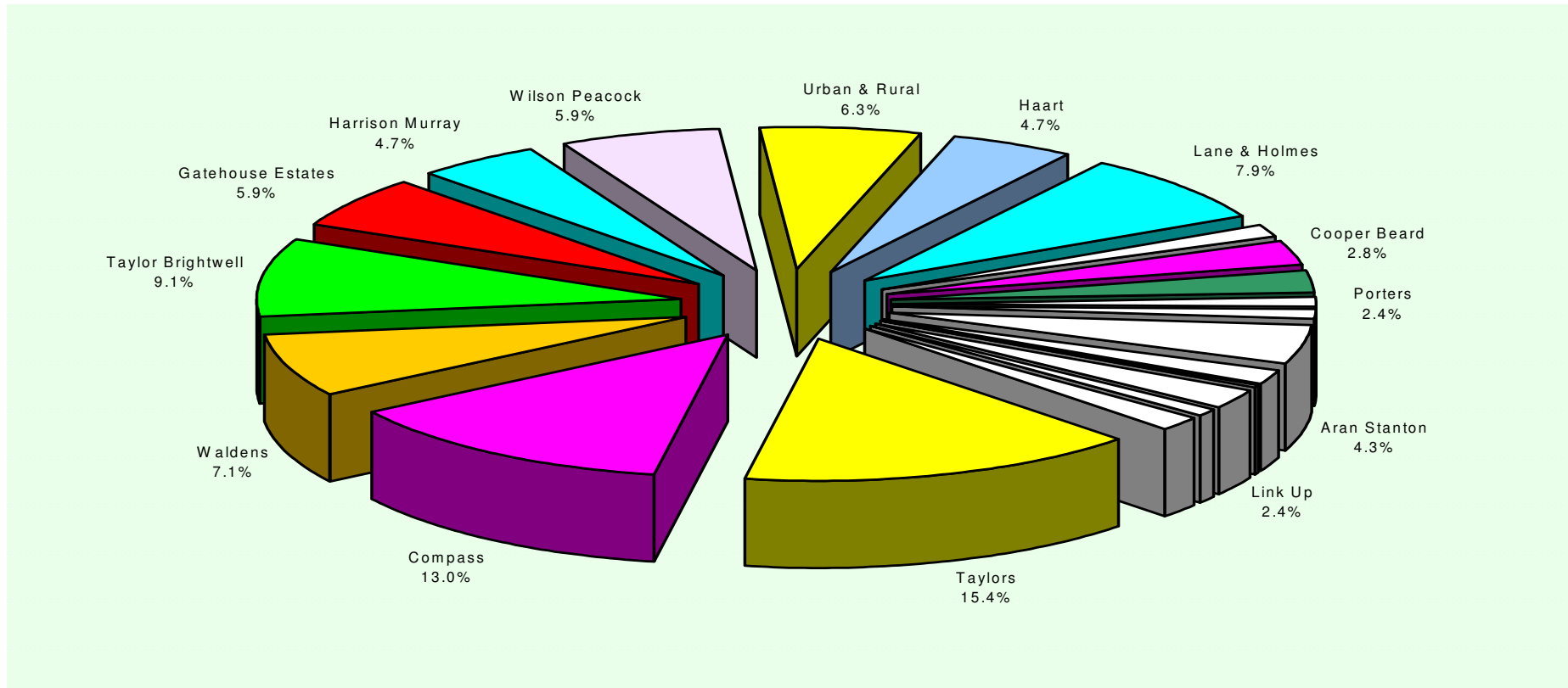
TREND OF MARKET SHARE FOR Aran Stanton



This line chart shows the percentage of 'for sale' and 'sold' signs for a particular Estate Agent compared with the total number of 'for sale' and 'sold' signs in the area. This illustrates the performance of that particular Estate Agent over time.

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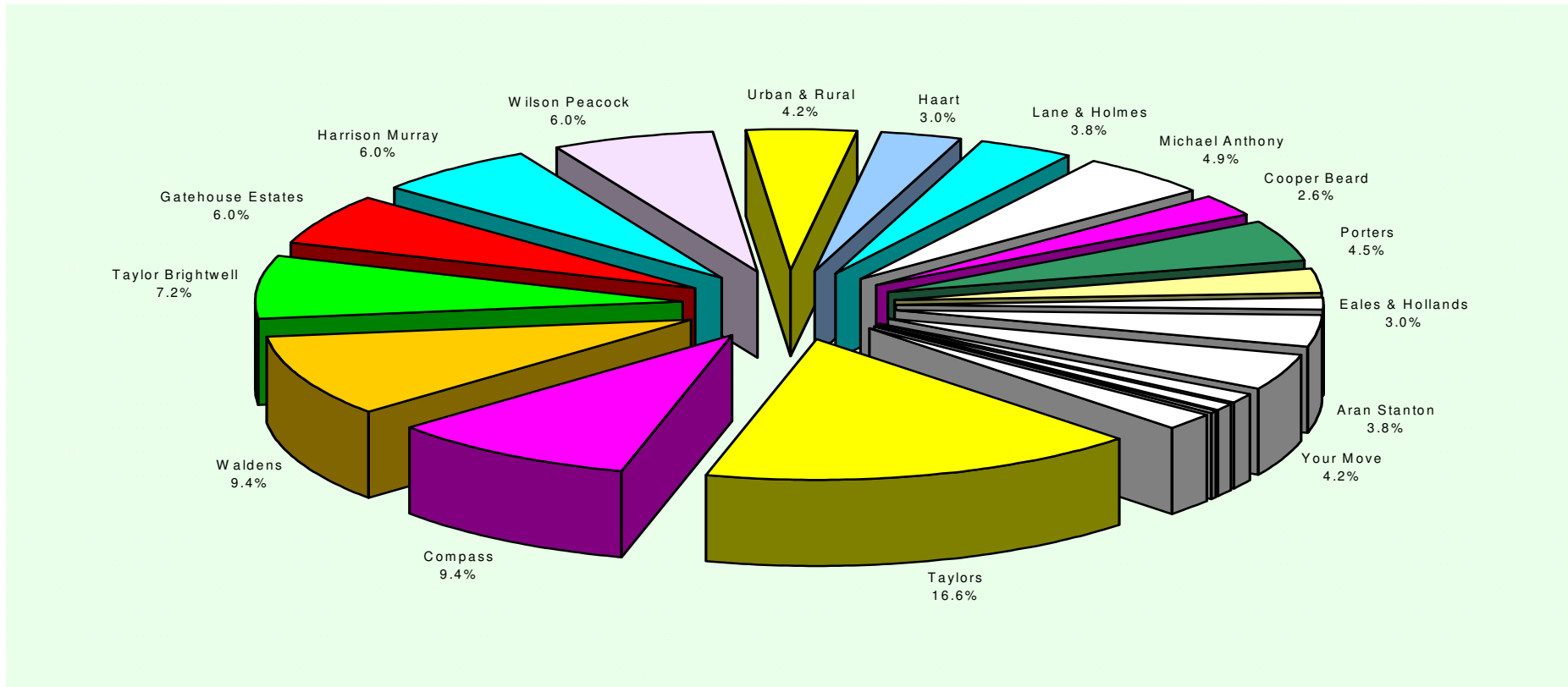
MARKET SHARE OF 'FOR SALE' AND 'SOLD' DETACHED HOUSES BY ESTATE AGENT



This pie chart shows the percentage of 'for sale' and 'sold' signs for detached houses only for each Estate Agent. Variations against the overall percentage pie chart for all property types will indicate strength or weakness within the category. This may be deliberate (e.g. branding targeted at a particular end of the market) or not (e.g. valuation weakness in a particular part of the market).

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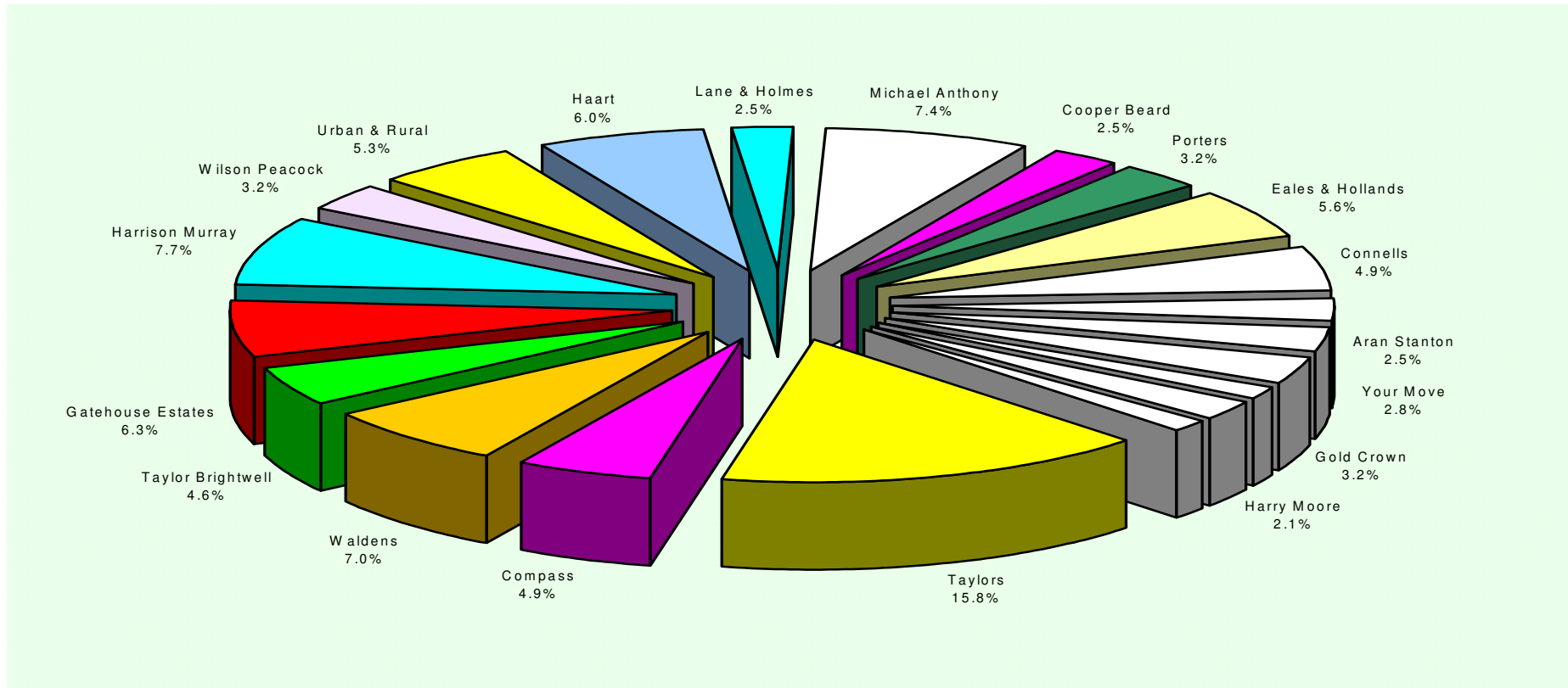
MARKET SHARE OF 'FOR SALE' AND 'SOLD' SEMI-DETACHED HOUSES BY ESTATE AGENT



This pie chart shows the percentage of 'for sale' and 'sold' signs for semi-detached houses only for each Estate Agent. Variations against the overall percentage pie chart for all property types will indicate strength or weakness within the category. This may be deliberate (e.g. branding targeted at a particular end of the market) or not (e.g. valuation weakness in a particular part of the market).

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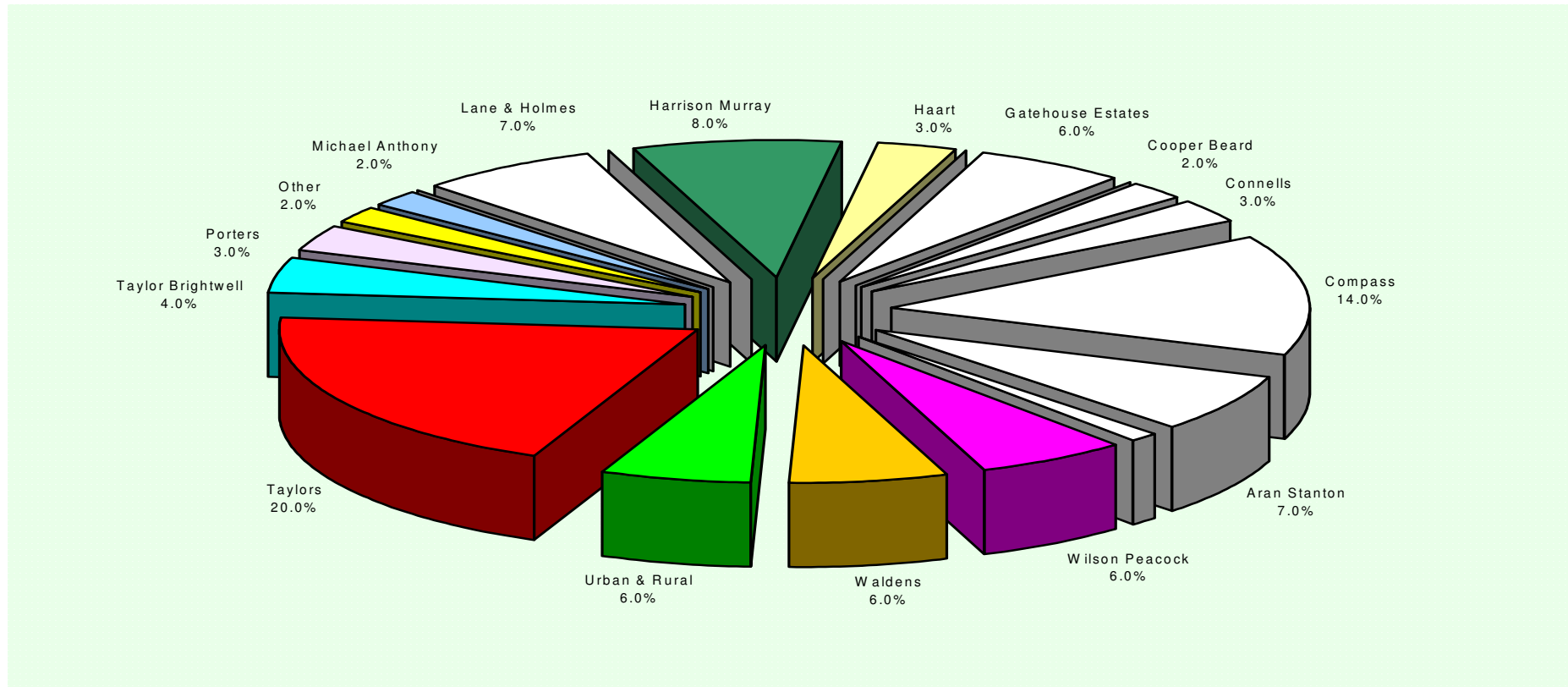
MARKET SHARE OF 'FOR SALE' AND 'SOLD' TERRACED HOUSES BY ESTATE AGENT



This pie chart shows the percentage of 'for sale' and 'sold' signs for terraced houses only for each Estate Agent. Variations against the overall percentage pie chart for all property types will indicate strength or weakness within the category. This may be deliberate (e.g. branding targeted at a particular end of the market) or not (e.g. valuation weakness in a particular part of the market).

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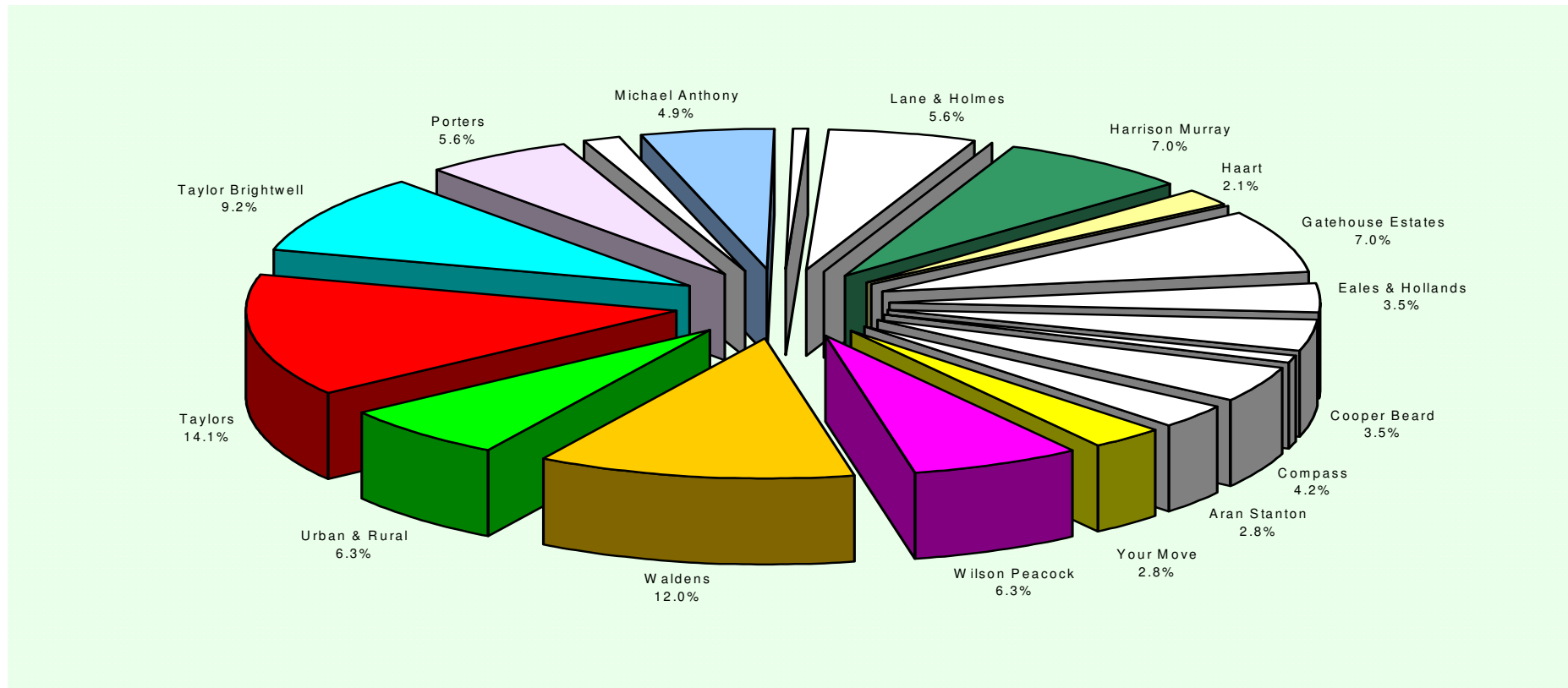
MARKET SHARE OF 'SOLD' DETACHED HOUSES BY ESTATE AGENT



This pie chart shows the percentage of 'sold' signs for detached houses only for each Estate Agent. Variations against the pie chart for 'for sale' and 'sold' may indicate strength or weakness within the category. This may be caused by valuation, either deliberate or otherwise.

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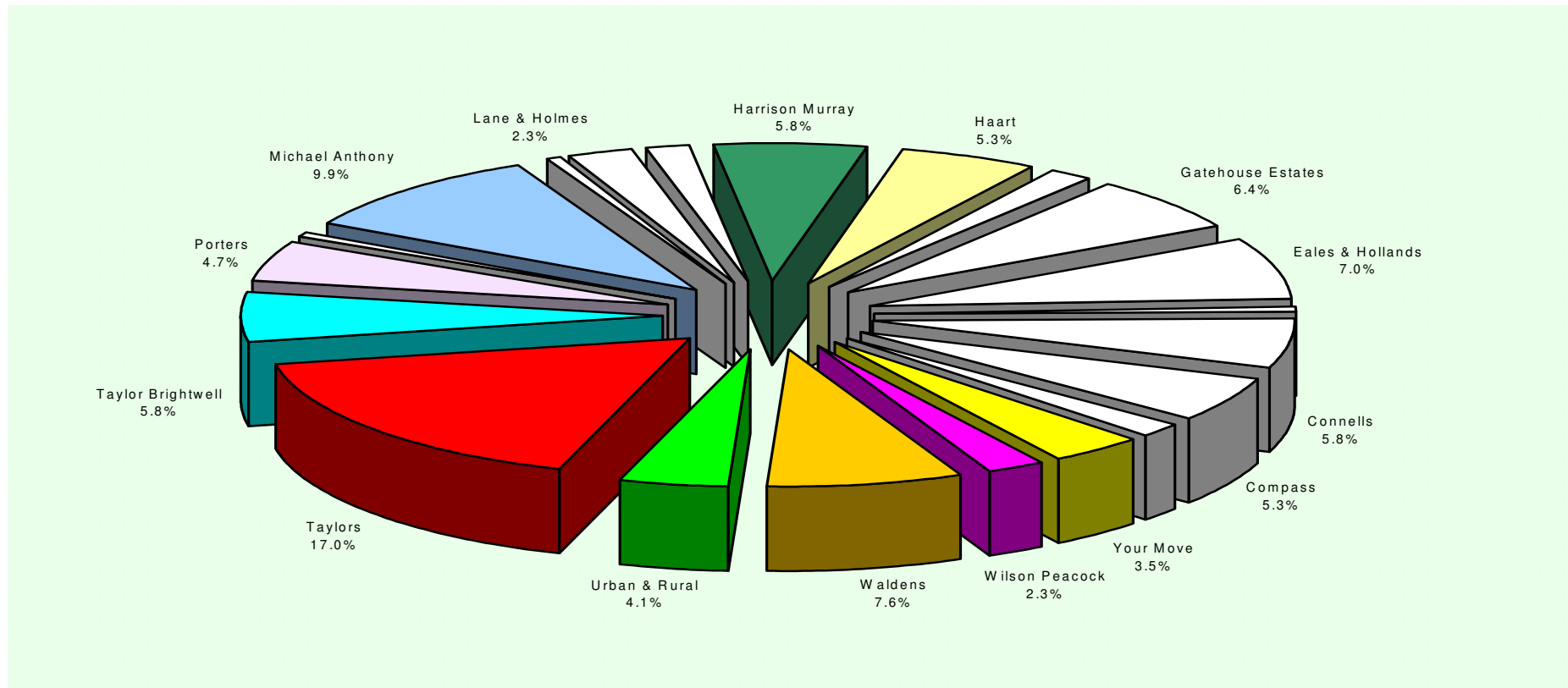
MARKET SHARE OF 'SOLD' SEMI-DETACHED HOUSES BY ESTATE AGENT



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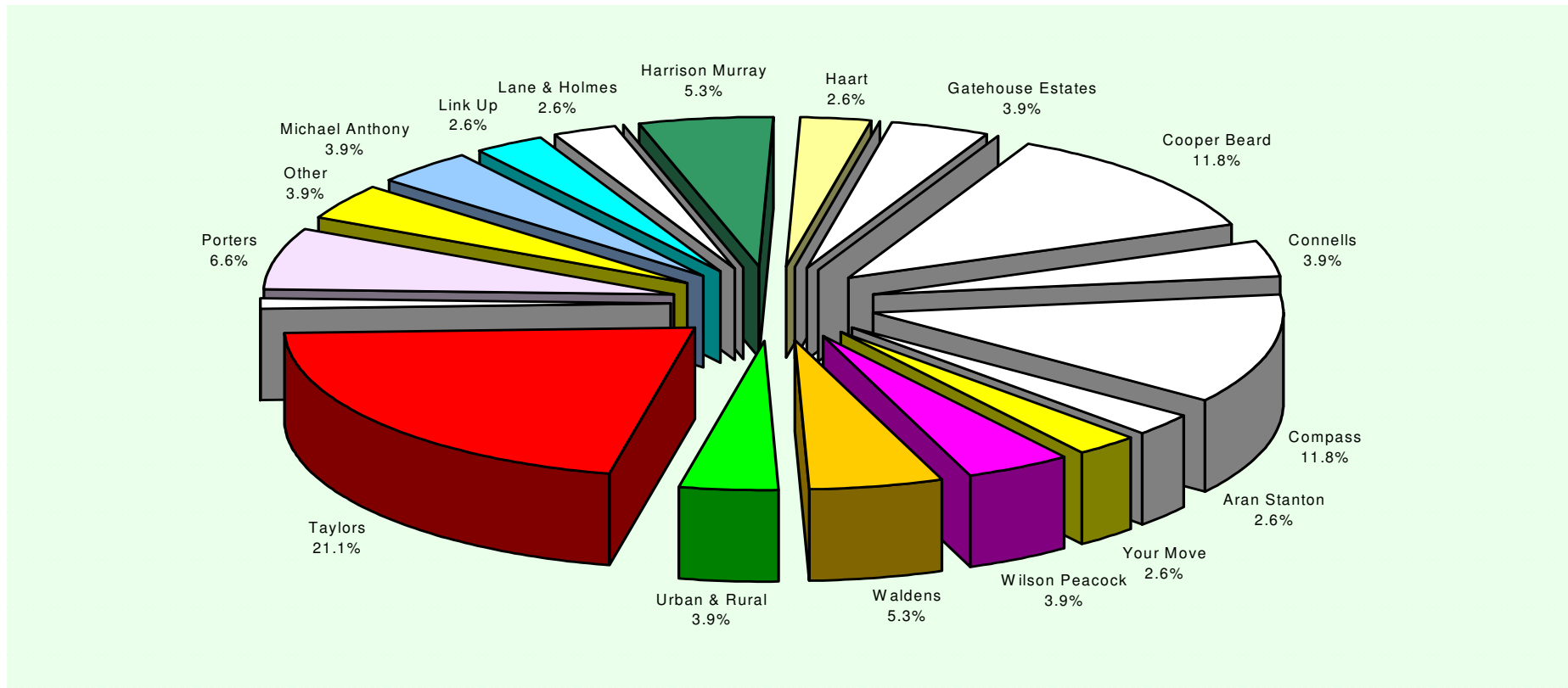
MARKET SHARE OF 'SOLD' TERRACED HOUSES BY ESTATE AGENT



This pie chart shows the percentage of 'sold' signs for terraced houses only for each Estate Agent. Variations against the pie chart for 'for sale' and 'sold' may indicate strength or weakness within the category. This may be caused by valuation, either deliberate or otherwise.

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MARKET SHARE OF 'SOLD' FLATS BY ESTATE AGENT



This pie chart shows the percentage of 'sold' signs for flats only for each Estate Agent. Variations against the pie chart for 'for sale' and 'sold' may indicate strength or weakness within the category. This may be caused by valuation, either deliberate or otherwise.