

HARROW PROPERTY BULLETIN

Harrow Edition



POV: Your rental property is managed by Empire Chase

✓ Making Tax Digital

✓ Renter Reform Law

✓ Property Licensing



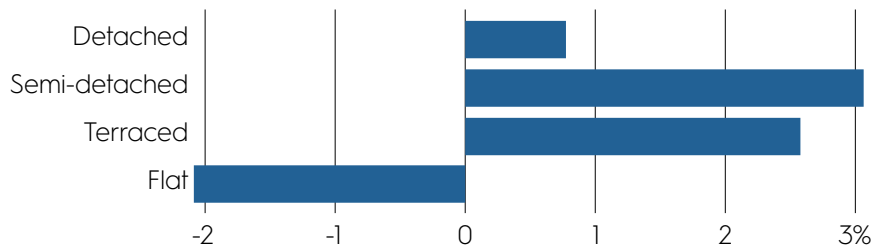
LANDLORDS!

YOU MUST FORMALLY SERVE THE RENTERS REFORM INFORMATION DOCUMENT TO YOUR TENANTS BEFORE THE 31ST MAY 2026 OR FACE £7000 FINE.



CHANGES IN HOUSE PRICE BY PROPERTY TYPE IN HARROW

Provisional figure for 12-month change in house price, by property type, February 2026



Source: UK House Price Index from Office for National Statistics and HM Land Registry

In the year to February 2026, the average price for semi-detached properties in Harrow rose by 3.1%, while the average price for flats decreased by 2.1%.

For each property type, average prices as of February 2026 in Harrow were:

- Detached properties: £1,232,000
- Semi-detached properties: £681,000
- Terraced properties: £550,000
- Flats and maisonettes: £326,000

HARROW PROPERTY ACCOMODATION TYPE

	Households	
	Harrow Local Authority	
	count	%
All households	89,642	100.0
Detached	10,174	11.3
Semi-detached	33,281	37.1
Terraced	15,136	16.9
In a purpose-built block of flats or tenement	23,528	26.2
Part of a converted or shared house, including bedsits	5,754	6.4
Part of another converted building, for example, former school, church or warehouse	525	0.6
In a commercial building, for example, in an office building, hotel or over a shop	1,209	1.3
A caravan or other mobile or temporary structure	35	0.0

In order to protect against disclosure of personal information, records have been swapped between different geographic areas and counts perturbed by small amounts. Small counts at the lowest geographies will be most affected.

Source: ONS - 2021 Census (TS062)

TIPS FOR SELLERS IN 2026

HOW TO ACHIEVE THE BEST PRICE

1. Price Strategically

Setting the correct asking price from the outset is crucial.

- Overpriced properties can sit on the market and lose momentum
- Well priced homes generate stronger interest and better offers

Tip: Competitive pricing often leads to multiple enquiries and improved outcomes.

2. First Impressions Matter

Presentation plays a key role in maximising value.

- Declutter and keep décor neutral
- Ensure the property is clean and well maintained
- Use professional photography and video

Well-presented homes consistently outperform the competition.

3. Understand Your Buyer

Different types of properties attract different buyers:

- Apartments and smaller homes appeal to first-time buyers and investors
- Larger homes attract families and upsizers

Tailoring the marketing approach ensures your property reaches the right audience.

4. Maximise Exposure

A strong, multi-channel marketing campaign is essential:

- Major property portals
- Social media advertising
- Targeted local outreach
- Detailed marketing plan

Greater exposure increases the chances of securing the right buyer quickly.

5. Be Flexible & Accessible

- Offer viewing availability during evenings and weekends
- The easier it is to view, the more interest you generate

Serious buyers are ready to act when they find the right property.

6. Be Prepared for Negotiation

Buyers are more price-conscious in today's market.

- Offers may come in below asking price
- A well-managed strategy can minimise reductions

Creating competition is key to achieving the best price.

EMPIRE CHASE PRICING APPROACH

We do not guess pricing, we position properties based on:

- Real buyer behaviour
- Street level comparables
- Current absorption rates
- Micro-market demand shifts

We combine strategic pricing, high-quality marketing, local expertise and premium service to ensure your property stands out and achieves the best possible result.

THINKING OF SELLING?

We would be happy to provide a tailored valuation and marketing strategy for your property.

Contact 0208 4227722, 07890285162 anytime

HOT FEATURED LISTINGS

Mount Park Road, Harrow



£3.9 Million

Littleton Crescent, Harrow



£1,195,000

Lowick Road, Harrow



£650,000

Harrow Fields Grd, Harrow



£850,000

Check out our website
or our Rightmove page for our full list of properties for sale and rent



Empire Chase

www.empirechase.co.uk | 0208 4227722 | 24 hour UK call centre

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