

SHARE

TO

BUY

**Supporting Shared Ownership
and affordable homeownership in Kent**

Share to Buy: the home of Shared Ownership

Search nationwide for your new home



Enter a location or postcode

Search



Free to list Shared Ownership property portal
www.sharetobuy.com launched in 2013

Database of over **149,000** active
users

Website receives over **4.5 million** sessions per
year

Generated over **250,000** property enquiries in
2022

Working with over **300** housing associations,
developers, local authorities and sales agents

Over **500,000** registrants

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Over **2,000,000**
property enquiries

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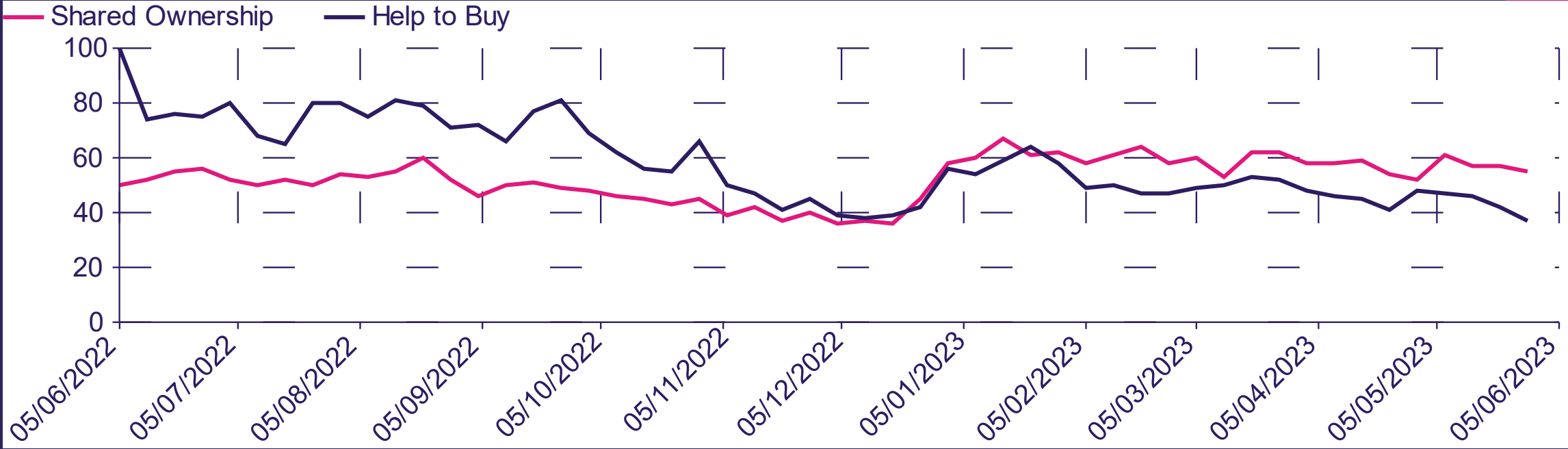
68%

of current mortgage market made up of
first-time buyer transactions

Source: Savills

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Shared Ownership searches on the rise



Google search trends data: Shared Ownership vs Help to Buy 5th June 2022 – 5th June 2023

Share to Buy demand

Property enquiries

6% up YoY



New user accounts

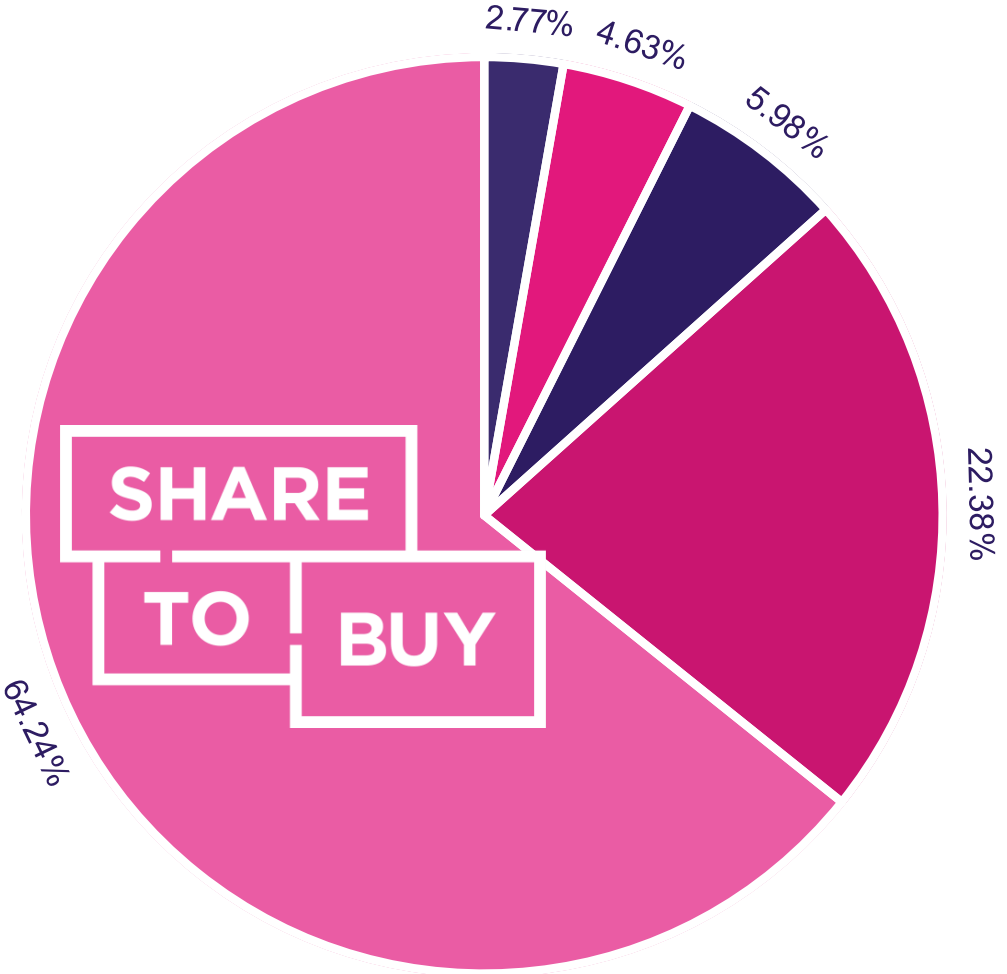
22% up YoY



Share to Buy data March 1st to May 31st 2022 vs March 1st to May 31st 2023

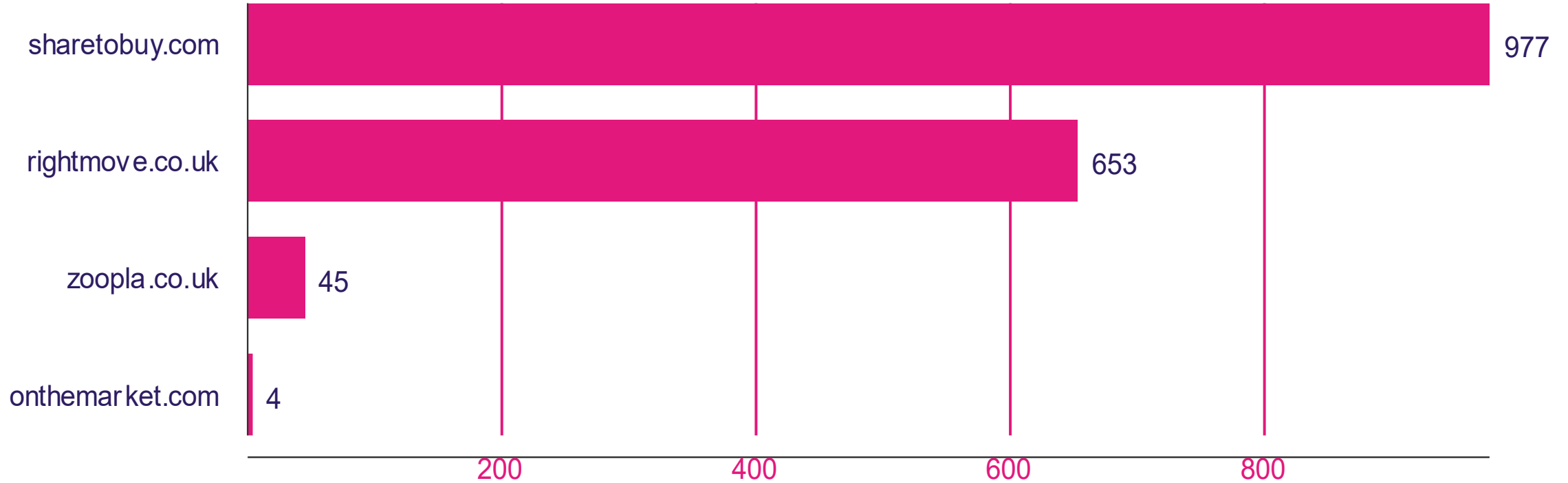
Share to Buy traffic share vs other affordable homeownership portals

- sharetobuy.com
- helptobuyagent3 .org.uk
- helptobuyagent2 .org.uk
- helptobuyagent1.org.uk
- keaze.com



Source: Similarweb: Website visits 1st June 2022 to 31st May 2023

Outranking the major portals for Shared Ownership keyword searches



Source: Similarweb: Keywords ranking distribution for 'shared ownership' positions 1 - 3

Listings live per county

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County | Number of listings live

Buckinghamshire | 110

Oxfordshire | 83

Berkshire | 102

Surrey | 185

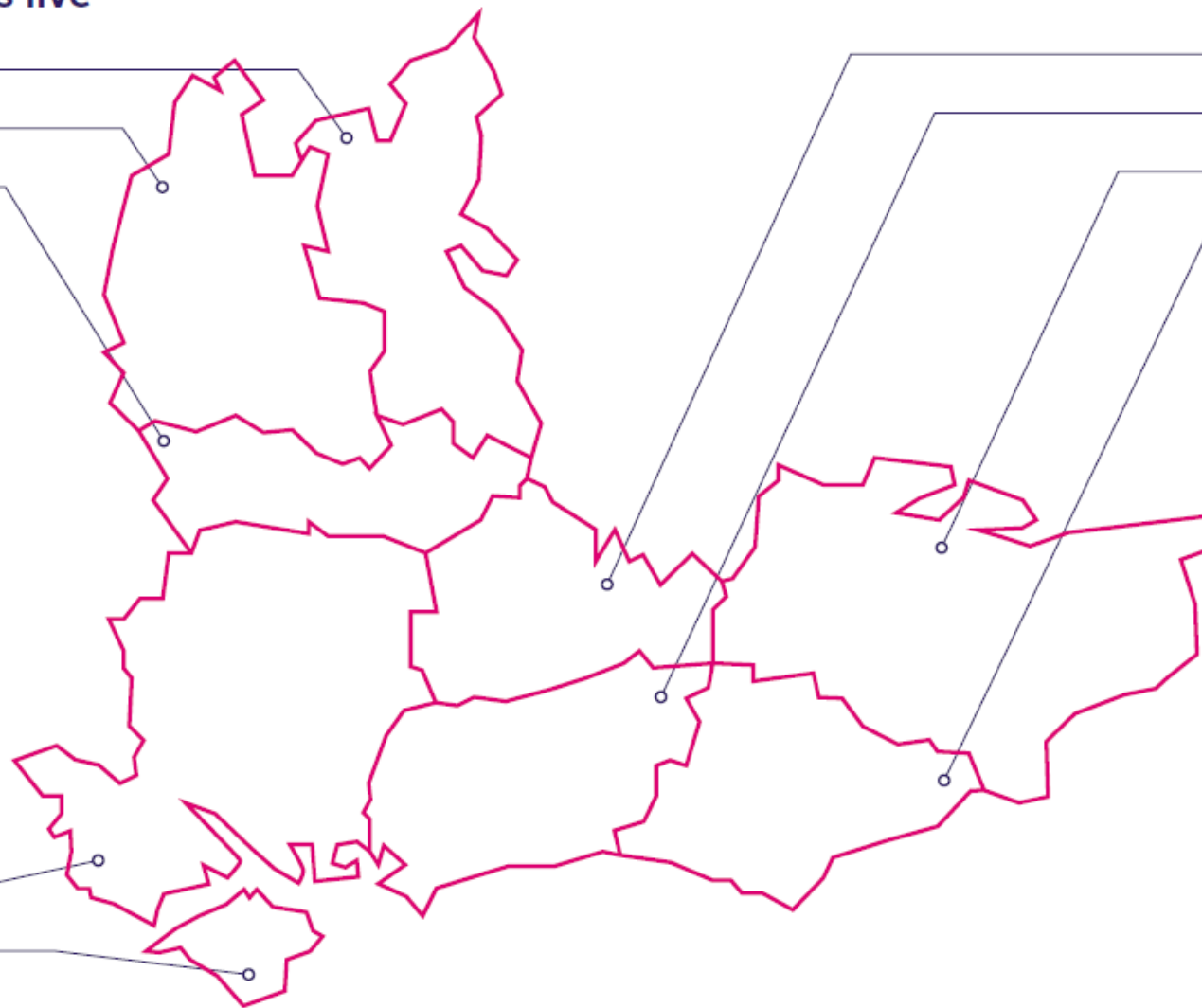
West Sussex | 156

Kent | 319

East Sussex | 104

Hampshire | 279

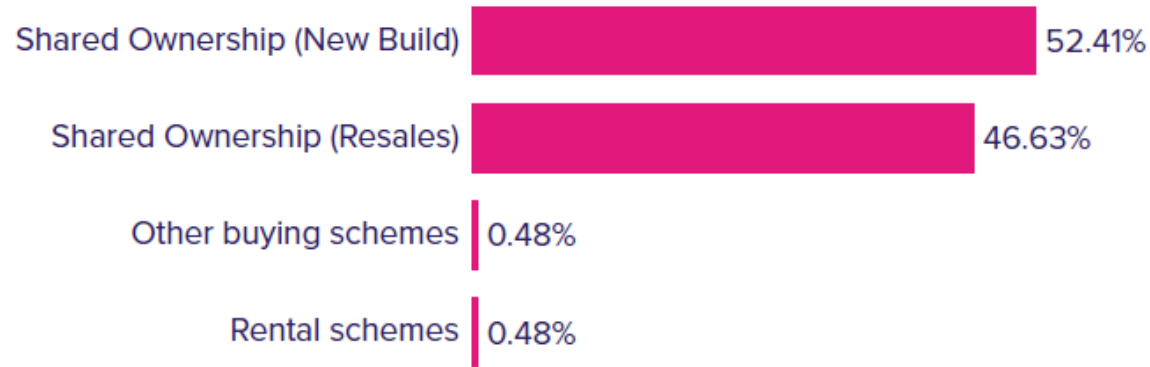
Isle of Wight | 2



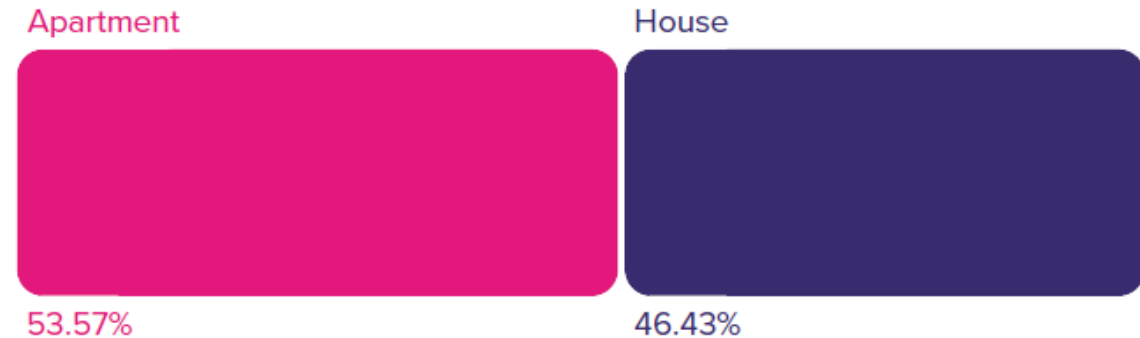
Property insight

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

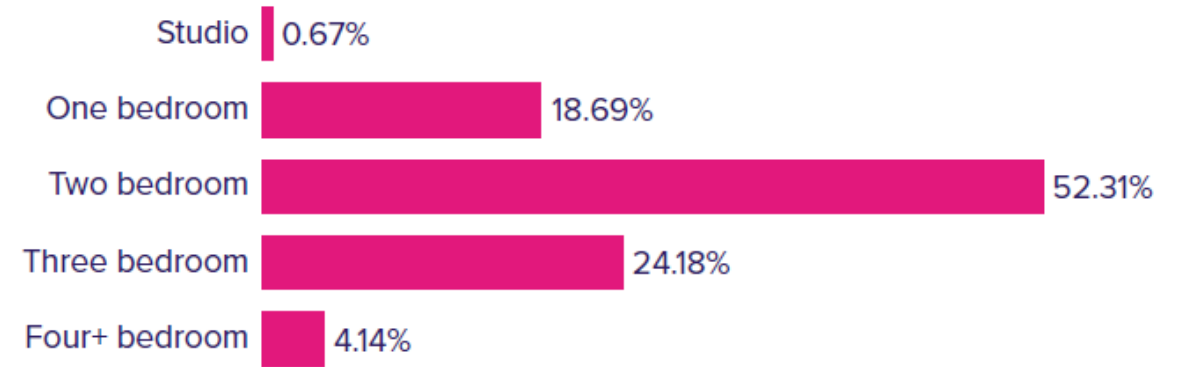
Tenure



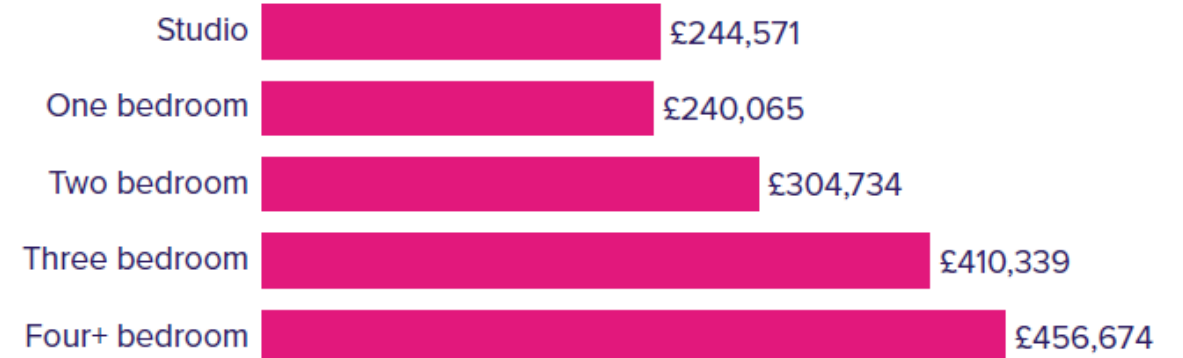
Property type



Property size



Average property price



Buyer insight

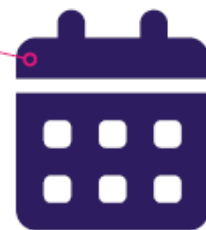
Based on May's enquiries, the average buyer in the South East looks like:

Income
£46,039

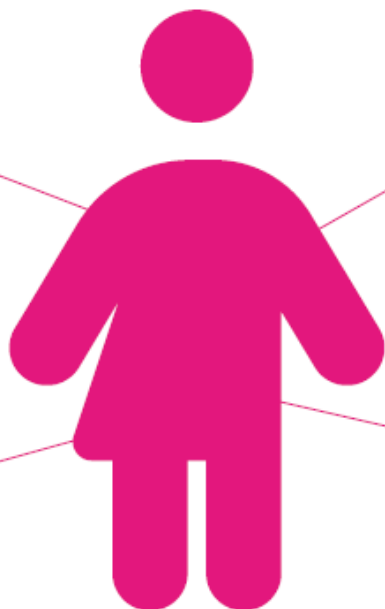


Household
Two people

Deposit
£24,817



Age
35



		2023			
	Active registrants	New registrants	Enquiries	New properties	Live properties
Kent	8,849	1,749	9,661	442	643
Ashford	656	139	575	31	46
Canterbury	667	139	545	43	53
Dartford	1,015	181	1,831	25	56
Dover	197	48	56	9	10
Folkestone and Hythe	278	53	23	9	6
Gravesham	598	140	734	12	25
Maidstone	1,169	213	1,478	74	86
Medway	1,700	331	1,950	58	105
Sevenoaks	409	71	344	23	37
Swale	771	122	548	30	37
Thanet	339	93	360	51	61
Tonbridge and Maling	677	139	716	34	52
Tunbridge Wells	373	80	501	43	69

Most popular development this month

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 **Dartford**



Unity Gardens

Shared Ownership -
£129,500 for a 35% share


Latimer by Clarion
Housing Group
63 Enquiries

 1-3 Bedroom

 1 Bathroom

 Private Garden

These high-quality houses and apartments are located within Ebbsfleet Garden City; a brand new community on the banks of the Thames. Ebbsfleet combines the best of both worlds: acres of glorious green space with only a short 17-minute rail journey into central London – and the shops, restaurants and entertainment venues of Bluewater on your doorstep.

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