Mind the Gap: Homeowners Across England and Wales Are Overpricing by More Than £46,000

Homeowners in England and Wales are overestimating the value of their properties by an average of 16.38%, according to new data from Quick Move Now, a figure almost unchanged from 16.57% last year, suggesting the 'expectation gap' between seller ambitions and market reality shows little sign of closing.

Regional Picture: Wales and the North Lead the Overvaluation

The data paints a varied regional picture with no simple geographic pattern. Wales tops the table with homeowners overestimating by 21.89%, up sharply from 16.57% last year. The North East (19.48%) and Yorkshire and The Humber (19.45%) follow closely, both seeing increases from 2025. The East of England also sits high at 18.22%.

At the other end of the scale, the East Midlands (14.53%), West Midlands (14.60%), and Greater London (14.74%) show the most grounded expectations, with all three seeing slight decreases year-on-year.

Region	2026 Overvaluation	vs. Last Year
Wales	21.89%	▲ Up from 16.57%
North East	19.48%	▲ Up from 19.31%
Yorkshire & The Humber	19.45%	▲ Up from 17.55%
East of England	18.22%	▲ Up from 16.23%
North West	15.39%	▼ Down from 18.85%
South East	15.05%	▼ Down from 15.33%
South West	14.84%	▼ Down from 16.01%
Greater London	14.74%	▲ Up from 14.45%
West Midlands	14.60%	▼ Down from 14.89%
East Midlands	14.53%	▼ Down from 16.94%

Terraced Homes Now the Most Overvalued Property Type

The overvaluation trend varies by property type. Terraced houses have overtaken flats as the most inflated in 2026, with owners pricing 19.77% above professional valuations, up from 16.70% last year. End-of-terrace properties also rose, to 16.75%. Flats, by contrast, saw a notable correction, falling from 19.97% to 16.61%. Detached homes (13.40%) and bungalows (12.60%) show the most realistic expectations.

Property Type	2026 Overvaluation	vs. Last Year
Terraced	19.77%	▲ Up from 16.70%
End of Terrace	16.75%	▲ Up from 13.92%
Flats	16.61%	▼ Down from 19.97%
Semi-Detached	14.64%	▼ Down from 16.42%
Detached	13.40%	▼ Down from 14.61%
Bungalows	12.60%	▼ Down from 16.38%

Danny Luke, Chief Executive Officer at Quick Move Now, commented:

"The property market has been quite uncertain over the last few years, so it's little surprise that homeowners are misaligned with professional estate agent valuations. While some regions and property types are becoming more realistic, the gap in areas like Wales and the North remains significant and, in some cases, is widening.

"On an average UK property priced at £285,400, a 16% overvaluation means sellers are often asking more than £46,000 above what the market will bear. With homes currently taking nearly seven months to sell on average, an overpriced property risks sitting unsold indefinitely. Getting the price right from day one isn't just good advice, it's essential."

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Notes to editors: Quick Move Now was founded in 1998 and is the UK's original and largest homebuying company. It is a founding member of the National Association of Property Buyers and a member of The Property Ombudsman.

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