# Foxtons flags rising London new‑home sales as mortgage rules and guarantees ease access



Foxtons says it recorded a 16.5% rise in London new‑homes sales volumes in the first half of 2025 compared with the same period a year earlier, with a smaller 2.2% increase in the total value of those sales. According to the firm’s internal data reported to the trade press, first‑time buyers accounted for the bulk of activity at 58.5% of purchases, landlords made up 25.4% and home movers 16.1%. Mortgage‑funded transactions represented 72.6% of sales, while cash buyers were 27.4%.

Joel Ellis‑Duffy, Foxtons’ new homes sales director, told The Intermediary that the London market “has continued to show why it is a great long‑term investment” and that first‑time buyers and off‑plan sales are providing a positive signal for the second half of the year. He added the firm expects momentum to continue as buyers benefit from recent improvements in the mortgage landscape and, he said, the Government’s stated intention to ease lending criteria. The company’s comments reflect an upbeat read of its own sales pipeline and customer mix rather than an independent market-wide audit.

Those operational results sit alongside the group’s formal interim financials filed to the market. Foxtons reported group revenue up around 10% to £86.1m for the half‑year to 30 June 2025 and an adjusted operating profit increase of about 31% to £12.3m, with sales revenue notably stronger and management highlighting improved conversion from under‑offer pipelines and gains in market share. The interim statement also flagged that part of the H1 activity was driven by timing effects around a Q1 stamp‑duty deadline and cautioned that the outlook for H2 remains dependent on interest‑rate movements.

Those company figures sit against a backdrop of recent policy moves designed to widen mortgage access. In mid‑July the Government published a permanent Mortgage Guarantee Scheme intended to support 91–95% loan‑to‑value lending from July 2025, explicitly to help first‑time buyers and home movers access mortgages with smaller deposits by providing participating lenders with a guarantee for higher‑LTV lending. Officials say the scheme’s aim is to increase availability of higher‑LTV products while setting out eligibility and operational rules for lenders.

At the same time, the Bank of England’s July 2025 Financial Stability Report set out adjustments to the loan‑to‑income (LTI) flow limit that will allow individual lenders greater flexibility to increase higher‑LTI lending while keeping an aggregate cap. The Financial Policy Committee framed the change as a way to improve access to credit for creditworthy borrowers, subject to prudential safeguards and monitoring to contain systemic risk. Taken together, the government and regulator measures signal official intent to ease some affordability constraints while attempting to guard financial stability.

Foxtons also emphasised the continued importance of cash buyers — noting in its commentary that some cash purchases can exchange in around ten days — a point that matches wider industry guidance on chain‑free cash transactions. Industry advisers note genuine cash, chain‑free purchases can complete markedly faster than mortgage transactions — sometimes in as little as a week or two where title and searches are straightforward — but they warn sellers to verify proof of funds and to take independent legal advice to avoid scams or sub‑optimal pricing when prioritising speed.

Independent property trade coverage has recorded similar signs of stronger new‑build activity across London, reporting rising exchange volumes and values, increased offers and developer appetite to launch schemes. Industry commentators point to improved buyer confidence in new‑build product and to brokers and agents winning greater market share as sales convert, while also noting that such momentum can be uneven by location and price band.

Taken together, the data and policy shifts sketch a cautiously constructive picture for new‑homes activity in London: Foxtons’ internal figures and market filings point to stronger volumes and profitability in H1, while government and regulatory changes are lowering some barriers for buyers. That said, the company itself — and its interim results — stress a degree of caution: H2 performance will be sensitive to interest‑rate developments and to how broadly lenders adopt greater flexibility in lending standards. Sellers and buyers should therefore weigh the benefits of quicker, cash‑led deals against the protections and pricing brought by more conventional mortgage transactions.

For now, Foxtons is optimistic that the combination of policy easing, improved mortgage availability and sustained first‑time buyer demand will keep momentum into the autumn. Observers will be watching actual lender behaviour, the pace of scheme take‑up and whether broader macro moves on rates alter the pace of activity through the rest of 2025.

### 📌 Reference Map:

## Reference Map:

* Paragraph 1 – [[1]](https://theintermediary.co.uk/2025/08/foxtons-reports-16-5-rise-in-london-new-homes-sales-in-h1-2025/), [[2]](https://theintermediary.co.uk/2025/08/foxtons-reports-16-5-rise-in-london-new-homes-sales-in-h1-2025/)
* Paragraph 2 – [[1]](https://theintermediary.co.uk/2025/08/foxtons-reports-16-5-rise-in-london-new-homes-sales-in-h1-2025/), [[2]](https://theintermediary.co.uk/2025/08/foxtons-reports-16-5-rise-in-london-new-homes-sales-in-h1-2025/)
* Paragraph 3 – [[3]](https://www.stockopedia.com/share-prices/foxtons-LON%3AFOXT/news/urn%3Anewsml%3Areuters.com%3A20250730%3AnRSd0744Ta/)
* Paragraph 4 – [[4]](https://www.gov.uk/government/publications/2025-mortgage-guarantee-scheme)
* Paragraph 5 – [[5]](https://www.bankofengland.co.uk/financial-stability-report/2025/july-2025)
* Paragraph 6 – [[6]](https://www.webuyanyhome.com/cash-house-buyers/cash-buyer-no-chain-complete/), [[1]](https://theintermediary.co.uk/2025/08/foxtons-reports-16-5-rise-in-london-new-homes-sales-in-h1-2025/)
* Paragraph 7 – [[7]](https://www.propertyreporter.co.uk/new-build-sales-volumes-surge-across-london.html), [[1]](https://theintermediary.co.uk/2025/08/foxtons-reports-16-5-rise-in-london-new-homes-sales-in-h1-2025/)
* Paragraph 8 – [[3]](https://www.stockopedia.com/share-prices/foxtons-LON%3AFOXT/news/urn%3Anewsml%3Areuters.com%3A20250730%3AnRSd0744Ta/), [[5]](https://www.bankofengland.co.uk/financial-stability-report/2025/july-2025), [[4]](https://www.gov.uk/government/publications/2025-mortgage-guarantee-scheme)
* Paragraph 9 – [[1]](https://theintermediary.co.uk/2025/08/foxtons-reports-16-5-rise-in-london-new-homes-sales-in-h1-2025/), [[3]](https://www.stockopedia.com/share-prices/foxtons-LON%3AFOXT/news/urn%3Anewsml%3Areuters.com%3A20250730%3AnRSd0744Ta/), [[5]](https://www.bankofengland.co.uk/financial-stability-report/2025/july-2025), [[4]](https://www.gov.uk/government/publications/2025-mortgage-guarantee-scheme), [[6]](https://www.webuyanyhome.com/cash-house-buyers/cash-buyer-no-chain-complete/)

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## Bibliography

1. <https://theintermediary.co.uk/2025/08/foxtons-reports-16-5-rise-in-london-new-homes-sales-in-h1-2025/> - Please view link - unable to able to access data
2. <https://theintermediary.co.uk/2025/08/foxtons-reports-16-5-rise-in-london-new-homes-sales-in-h1-2025/> - The Intermediary reports that Foxtons’ internal data showed a 16.5% rise in London new homes sales volumes in the first half of 2025 versus H1 2024, and a 2.2% increase in the total value of new homes sold. The piece breaks down purchaser types — first-time buyers (58.5%), landlords (25.4%) and home movers (16.1%) — and notes mortgage-funded purchases made up 72.6% of transactions with 27.4% cash buyers. It quotes Joel Ellis-Duffy of Foxtons on buyer momentum and references government intent to ease lending criteria to support purchasers in H2.
3. <https://www.stockopedia.com/share-prices/foxtons-LON%3AFOXT/news/urn%3Anewsml%3Areuters.com%3A20250730%3AnRSd0744Ta/> - This RNS/market report summarises Foxtons’ interim results for the half year ended 30 June 2025, showing group revenue up 10% to £86.1m and adjusted operating profit up 31% to £12.3m. It sets out segment performance (lettings, sales and financial services), sales revenue growth of 25% and increased sales volumes, and flags strong conversion of under‑offer pipelines. The statement from management highlights market share gains, the effect of the Q1 stamp duty deadline on activity and a cautious outlook for H2 dependent on interest rate movements. The bulletin reproduces the company’s formal interim announcement and financial highlights.
4. <https://www.gov.uk/government/publications/2025-mortgage-guarantee-scheme> - The UK Government page sets out the 2025 Mortgage Guarantee Scheme, published 15 July 2025, which establishes a permanent, comprehensive guarantee designed to support availability of 91–95% loan‑to‑value mortgages from July 2025. The guidance explains objectives — to help first‑time buyers and home movers access mortgages with smaller deposits by providing participating lenders with a government‑backed guarantee and thereby incentivising high‑LTV lending. The page includes scheme rules and documentation for lenders, describes eligibility and operational arrangements, and states the policy intent to improve access to home ownership while providing details of the scheme’s administration.
5. <https://www.bankofengland.co.uk/financial-stability-report/2025/july-2025> - The Bank of England’s July 2025 Financial Stability Report discusses mortgage policy and the operation of the loan‑to‑income (LTI) flow limit. The FPC concluded that implementation of the LTI flow limit should be adjusted so individual lenders can increase high‑LTI lending subject to maintaining an aggregate 15% flow cap. The report explains the Committee’s reasoning, stresses monitoring and prudential safeguards, and recommends the PRA and FCA amend implementation. It highlights that opening up lender flexibility aims to improve access to credit for creditworthy borrowers while seeking to preserve systemic resilience and limit aggregate risk to financial stability.
6. <https://www.webuyanyhome.com/cash-house-buyers/cash-buyer-no-chain-complete/> - This industry guidance explains how genuine cash buyers and chain‑free purchasers can speed up property transactions in the UK. It outlines that chain‑free cash purchases remove mortgage delays and can often complete within days to a few weeks; the fastest cash completions are quoted as possible in as little as seven to fourteen days, depending on title clarity, solicitor speed and searches. The page sets out advantages and trade‑offs of cash sales — speed, reduced fall‑through risk and bargaining power for buyers — while warning sellers to verify proof of funds and seek independent legal advice to avoid scams and poor pricing.
7. <https://www.propertyreporter.co.uk/new-build-sales-volumes-surge-across-london.html> - Property Reporter covers Foxtons’ New Homes and Investments data showing a substantial uplift in new‑build activity (previously reported for Q3 2024), including large percentage increases in exchanged volumes and values year‑on‑year. The article reproduces comments from Joel Ellis‑Duffy, Foxtons’ New Homes Sales Director, who interprets the stronger transactional activity as a recovery in the new‑homes market despite higher rates earlier in the cycle. It highlights rising offers, increased market share for Foxtons’ new homes team and developer interest in launching schemes, providing industry context for why first‑time buyers and new‑build demand have strengthened.