

January

NEWSLETTER

2024

at
home

WITH MICHELLE GALLAGHER

BOOST HOME VALUE IN 2024:
QUICK WINS & SMART
UPGRADES

CHEERS TO 2023

THE LATEST
MARKET STATS

JANUARY HOME
MAINTENANCE TIPS

2024 HOUSING MARKET:
WHAT TO EXPECT &
HOW TO ADAPT





BOOST HOME VALUE IN 2024:

QUICK WINS & SMART UPGRADES

LOW-EFFORT, HIGH-IMPACT:

Fresh Paint - Instantly refresh with neutral or on-trend colours.
Declutter & Depersonalise - Create a clean, spacious feel.
Kerb Appeal Magic- Spruce up landscaping for a great first impression.

MID- RANGE IMPROVEMENTS

Update the look and save money with energy-efficient options.
Add Value: - Upgrade with smart features and enhance your kitchen or bathroom.
Go Green - Energy-efficient upgrades appeal to eco-conscious buyers.

Long-Term Investments:

Expand your Space -Decks, patios, or converted attics add valuable living areas.
Create a Home Office - Attract buyers in today's remote work world.
Upgrade Electrical and plumbing - Peace of mind and future-proof your home.



cheers!
TO
2023

278 HOMES SOLD • • OVER 500 FAMILIES HELPED IN 2023

SELL SMART IN 2024: KEYS TO UNLOCK "SOLD"

KNOW YOUR BUYER:

Who buys a house like yours? Tailor your listing to their needs.

FIRST IMPRESSIONS MATTER:

Stage, photograph, and tour like a pro.

PRICE RIGHT, ADAPT FAST:

Competitive price + flexibility = buyer magnet.

EMBRACE TECHNOLOGY:

Online tools combined with Ai target the right buyers, faster.

COMMUNICATE CLEARLY:

Great communication is the key to everything!



NEW LISTINGS

ADDRESS	BED	BATH	LIST PRICE
KERSHAW DRIVE, LANCASTER.	3	2	£335,000
KNOWE HILL CRESCENT, HALA	4	2	£390,000
SULBY DRIVE, GREAVES	3	1	£215,000
THE COLONNADE, STANDEN GATE.	3	2	£200,000
HINDE STREET, BULK.	3	1	£165,000
BEAUMONT PLACE, BEAUMONT.	3	1	£185,000

LANCASTER MARKET STATS *December* 2023

 NEW LISTINGS	 SOLD SSTC	 AVG. PRICE PER SQ FT	 AVG. PROPERTY PRICE	 12 MONTH INCREASE	 AVG. DAYS ON MARKET	 CURRENT MARKET
61	47	£209	£174,532	2.1%	71	Balanced

SOLD LISTINGS

ADDRESS	BED	BATH	DAYS ON MARKET	LIST PRICE	SALE PRICE
RIVER STREET, LANCASTER	4	2	27	£295,000	£290,000
GREENACRE RD, HEST BANK	4	3	22	£385,000	£370,000
SLYNE ROAD, BEAUMONT	3	1	56	£150,000	£145,000
LUNE ROAD, SKERTON	2	1	38	£165,000	£157,500
PINFOLD LANE, SKERTON	3	1	25	£140,000	£130,000
MARINE ROAD, MORECAMBE	2	1	23	£180,000	£172,500
SALFORD ROAD, GALGATE	2	1	36	£230,000	£225,000

"Our experience with JDU was exceptional, from first valuation to completion. The team were professional, knowledgeable and supportive."

Client Review Dec 2023



January

MAINTENANCE CHECKLIST

- ✓ SAY BYE BYE TO CHRISTMAS DECOR
- ✓ DO A DEEP CLEAN
- ✓ ENSURE YOUR BOILER SERVICE IS UP TO DATE
- ✓ SWEEP AWAY FALLEN LEAVES
- ✓ CUT BACK DEAD GARDEN PLANTS
- ✓ MAKE SURE YOUR HOME FEELS WARM AND COSY

2024 HOUSING MARKET: WHAT TO EXPECT & HOW TO ADAPT

DIVE INTO THE 2024 MARKET WITH CONFIDENCE

- **PRICING:** Slower growth, not dips. Local markets can vary - so trust your agent for insights.
- **INVENTORY:** More options coming up for buyers. Be flexible and adjust your search criteria.
- **BUYERS:** First-timers and investors on the rise.
- **ECONOMY:** Interest rates matter! Plan your finances accordingly, whether buying or selling.
- **EMBRANCE CHANGE:** Adapt, sellers! Sensible Pricing and targeted marketing is key. Buyers, be ready to adjust and leverage technology.
- **SAIL SMOOTHLY:** Partner with an experienced agent to navigate the 2024 market, whether buying or selling your dream home!

WHAT'S ON IN *Lancaster*

Lancaster Chinese New Year Celebrations

This month's spotlight has to be the Lancaster Chinese New Year Celebrations. 600 Chinese lanterns adorn the city centre streets.

Now in its 3rd year, the event runs from January 27th starting at the Grand Theatre with the main Chinese parade happening in the city centre on Sunday, February 4th. Don't miss out. Check out their facebook page for more details