



# pure mortgage

## SPRING ROUNDUP

### News from us at Pure Mortgage HQ

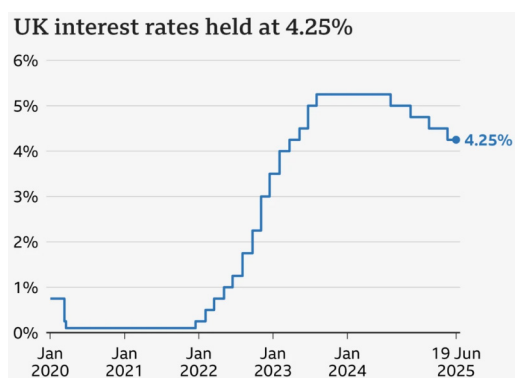
- We have seen a significant increase in applications from first time buyers, following a quieter period at the beginning of the year. This was largely due to the Stamp Duty Land Tax rise which occurred on 1st April which slowed first time buyer enquiries for us during the first quarter.
- We have gratefully received many word of mouth recommendations from our customer base during the last quarter and would like to extend our warmest thanks for these, **THANK YOU.**
- We have also been busy arranging Lifetime mortgages. This is an area of business which doesn't necessarily come to us via word of mouth, perhaps as people taking up Lifetime mortgages are less likely to share the nature of their financial situation with their friends. With this in mind, please do mention us to friends/family members who you think may benefit from this area of mortgage practice. We are highly experienced and are also members of the Equity Release Council which prioritises the safeguarding of customers.

### Economy Update

The Bank of England kept the base rate unchanged at 4.25% as of the Monetary Policy Committee meeting on 19.06.25. The decision reflected the committee's view that more time is needed to assess the direction of price growth and economic activity.

While headline inflation has continued to fall, services inflation in particular remains stubbornly high at 4.7% with limited signs of easing to the 2% target.

The good news is that the base rate is 0.75% lower than it was 10 months ago and is the lowest we've seen since May 2023. A gradual decrease is still expected in the coming year. All eyes now on the next meeting in August.



### Property market predictions

The Bank of England decision to uphold the base rate provides stability for the housing market as movers can act with more certainty and less fear of shifting sands. The summer months typically bring increased market activity, and coupled with **lenders relaxing their stress testing measures**, this is **improving affordability** and having a positive effect, particularly for first time buyers.

We mentioned sub-4% deals in our previous Winter Round Up, and we're seeing more of these on offer, along with higher Loan To Values and **low, or no deposits**. Contact us for more information on these deals.

Planning ahead as much as possible is recommended to take advantage of the best rates available. We will contact you six months prior to your mortgage rate ending to line up the best rates and monitor rate changes for you all the way up until completion.



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## MORTGAGE NEWS

### Residential market

- The number of sales agreed in May is the highest for 4 years and up 6% on last year, showing the market rebounding after the initial reaction to stamp duty relief ending.
- House price growth is stable with a 1.6% rise compared to a year ago. Southern regions have more homes for sale and lower house price growth of less than 1%.
- Average home sale is currently being agreed at 3% (£16,000) below the average asking price.
- Strong competition in the mortgage market and less stringent affordability testing is set to support buyer demand and sales volumes over the second half of 2025.

### Buy-to-let market

- Rents are rising at the slowest pace for 4 years as the supply and demand imbalance narrows.
- Rental supply has increased with 17% more homes available than a year ago
- There are signs of increased landlord purchasing activity as borrowing costs fall.
- Over all the rental market remains on track for rental inflation of 3-4% over 2025.



[Click here for the full report](#)



### Spotlight on: Private Medical Insurance

Private health insurance gives you quicker access to diagnosis and treatment, so you and your family can get the treatment you need, when you need it. With ongoing reporting of the waiting list times within the NHS, more people are looking to private healthcare.

Use the link below to check current waiting times at your NHS hospital. (Those of you who would be treated in Brighton, this is listed as University Hospitals Sussex NHS Foundation Trust).

### My Planned Care NHS

#### Key benefits:

- Talk to a GP on the same day/next day and manage appointments online.
- Access fast onward referrals, often with instant claim approval.
- Choose where you're treated, with options to choose specific consultants.
- Access specialist treatment, with options for self referral for certain treatments.

#### How much will it cost?

The cost varies from person to person, dependent on the following factors:

- Age
- Where you live
- Current health and wellbeing
- What your chosen excess is
- Type of cover/enhanced options

**Contact us for  
a personalised  
illustration**

