

The Homefront Press

Property & Community pulse

BY

M. Yasir Bhatti from Open House Maidenhead

Welcome to your June 2025 edition of the Maidenhead, Windsor, and Marlow Property Market Newsletter. As your local estate and letting agent, I am committed to keeping you informed about the latest market trends, neighbourhood updates, and upcoming events that could impact your property's value and your future decisions. Whether you are considering selling, letting, or simply staying up to date, this newsletter is designed to empower you with the insights you need.

Market Overview: Steady Growth and Resilience

The property markets in Maidenhead, Windsor, and Marlow continue to demonstrate remarkable resilience and steady growth as we move through 2025. Despite the broader economic fluctuations seen across the UK, our local areas remain highly desirable, underpinned by strong demand, limited supply, and ongoing investment in infrastructure and amenities.

Maidenhead:

- **Price Growth:** House prices in Maidenhead are projected to grow by 3–4% this year, closely aligning with national trends.
- **Current Values:** The average price for a detached house in Maidenhead has risen from £872,681 in March 2020 to £996,065 as of January 2024, while flats and maisonettes now average £317,789.
- **Rental Market:** The rental sector is also thriving, with forecasts indicating a 4–5% increase in rents throughout 2025.
- **Population Growth:** The population of Windsor & Maidenhead grew by 6.2% between 2011 and 2021, reflecting the area's enduring appeal for families and professionals seeking a blend of countryside living and proximity to London.

Windsor:

- **Market Stability:** Windsor's property market mirrors Maidenhead's, with average house prices expected to rise by around 3% this year.
- **Demand Drivers:** Windsor's historic charm, excellent schools, and robust commuter links continue to attract buyers from London and beyond.
- **Investment:** Ongoing infrastructure and technological upgrades, such as enhanced 5G connectivity and road improvements, are further boosting Windsor's property market.

Marlow:

- **Premium Segment:** Marlow remains a prime destination for premium property buyers, especially those seeking detached homes above £1 million. Current values range from £1.01 million to £1.5 million, with riverside and uniquely situated properties commanding even higher prices.
- **Market Trends:** While the number of premium transactions has dipped slightly (down 5.6% year-on-year), demand for prime locations remains robust. Buyers are particularly drawn to spacious homes with outdoor areas, river access, and proximity to Marlow's vibrant high street.

A Word from Me

Many of you know me as your local estate and letting agent covering Maidenhead, Windsor, and Marlow. I created The Homefront Press because I believe property is more than bricks and mortar—it's about people, timing, and understanding the heartbeat of a community.

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- 2025 Outlook: Analysts predict modest price growth of about 2% for Marlow, with stabilising mortgage rates expected to increase buyer confidence and activity.

Key Market Trends in 2025:

- Stable Demand, Limited Supply: Across all three towns, demand remains high while supply is constrained, especially for premium and family homes. This dynamic continues to support price growth and quick sales for well-presented properties.
- Buyer Preferences: Post-pandemic, there is sustained demand for larger homes with outdoor space, flexible layouts for home working, and proximity to excellent schools and amenities.
- Affordability Challenges: Elevated mortgage rates and cost-of-living pressures have increased price sensitivity among buyers, leading to more negotiations and some sales concluding below asking price.
- Investment in Infrastructure: Major investments in road improvements, digital connectivity, and commercial developments are enhancing the long-term appeal and value of properties in the area.

Neighbourhood Developments Impacting the Property Market

Maidenhead:

- Infrastructure Upgrades: The local council's 2024/25 budget includes £13 million for critical infrastructure, notably a £6 million road improvement scheme targeting the town's main roundabouts. This aims to reduce congestion and improve air quality, making Maidenhead even more attractive for commuters and families.
- Business & Retail Expansion: The ongoing redevelopment of the Nicholsons Shopping Centre, The Landing, and the new Tempo building is set to reinforce Maidenhead's status as a business and communications hub. These projects are expected to attract more professionals and businesses, driving up demand for quality housing.
- Technological Advancements: CityFibre's £14 million investment in 5G and digital infrastructure is projected to unlock significant innovation and productivity, further boosting house values in the coming years.

Windsor:

- Population Growth: Windsor's growing population, excellent schools, and historic appeal continue to underpin strong demand for both sales and rentals.
- Transport Links: The Elizabeth Line and other rail improvements have made Windsor even more accessible for London commuters, a key factor in ongoing price growth

Marlow:

- Resilience in Premium Market: Despite a slight cooling after the pandemic boom, Marlow's premium market remains resilient. Limited supply and strong local fundamentals—such as riverside living, top-rated schools, and boutique amenities—continue to attract high-net-worth buyers.

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- **Market Challenges:** Homeowners are facing longer average sale times (up to five months) and increased negotiation, but the long-term outlook remains positive with incremental price growth expected.

Upcoming Events in June 2025

Keeping you connected to the community, here are some notable events happening in and around Maidenhead, Windsor, and Marlow this June:

- **Maidenhead Festival (June 21–22):** A family-friendly celebration featuring live music, local food vendors, and community activities in Kidwells Park. This event draws visitors from across Berkshire and highlights the vibrant local culture.
- **Windsor Summer Arts Fair (June 14–16):** Held in Alexandra Gardens, this annual fair showcases works from local artists and craftspeople, supporting Windsor's creative community and attracting considerable footfall to the area.
- **Marlow Regatta (June 28):** A highlight of the local calendar, the Marlow Regatta brings rowing enthusiasts and spectators to the Thames, boosting the town's profile and supporting local businesses.
- **Open Gardens Weekend (June 7–8, various locations):** Residents across Maidenhead, Windsor, and Marlow open their private gardens to the public, fostering community spirit and showcasing the area's beautiful green spaces.

These events not only enhance the quality of life in our towns but also contribute to the desirability and value of local properties.

Why Now Is a Strategic Time to Sell or Let Your Property:

With steady price growth, robust demand, and ongoing investment in our neighbourhoods, June 2025 presents a strategic window for homeowners considering a move. Whether you're looking to sell at a premium, let your property to high-quality tenants, or simply explore your options, now is an excellent time to act.

- **Strong Buyer Interest:** Families and professionals relocating from London continue to seek homes in Maidenhead, Windsor, and Marlow, attracted by the blend of countryside living and urban connectivity.
- **Limited Competition:** With supply still constrained, well-presented homes are commanding strong interest and competitive offers.
- **Expert Guidance:** Navigating the current market requires up-to-date insights and a tailored strategy. As your local property expert, I am here to provide you with a free, no-obligation valuation and personalised advice on maximising your property's potential.

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