

# DUNA HOUSE BAROMETER

The latest property market info  
from Duna House network

**Issue 158**  
**August 2024**



**DHS**  
**BÉT**

**PRIME  
MARKET**

Listed on the Prime Market of  
the Budapest Stock Exchange

## PRIVACY POLICY

Statistical information and estimates published in the Duna House Barometer are the intellectual property of Duna House Franchise Ltd. Statistical information and estimates presented in the Duna House Barometer are for information purposes only, for the complexity and accuracy of which Duna House Holding does not take responsibility.

Statistical information and estimates published in the Duna House Barometer can be used for individual purposes and responsibility by any person with reference to the following conditions:

- Statistical information and estimates published in the Duna House Barometer must remain unchanged when presented.
- Statistical information and estimates presented in the Duna House Barometer must be published only with exact source indication: words “Source: Duna House Barometer” must be indicated right prior or following the text. If in context, it must directly refer to Duna House Barometer as source.

Any use other than the above will imply legal juridical measures. Duna House is entitled to claim the termination of misuse and refund of the entire damage caused. In case of breaching regulations of link posting Duna House is entitled to instantly remove the link pointing to the webpage and claim the refund of its damages.

## FORTHCOMING ISSUES

DATE OF ISSUE	CONTENT
14.10.2024	Q3 2024 data (including price indices and housing loan data)
12.11.2024	October 2024 data
12.12.2024	November 2024 data

**Duna House Barometer is available from the 12th day of each month (forthcoming weekday if weekend) on the webpage: [www.dh.hu/barometer](http://www.dh.hu/barometer)**

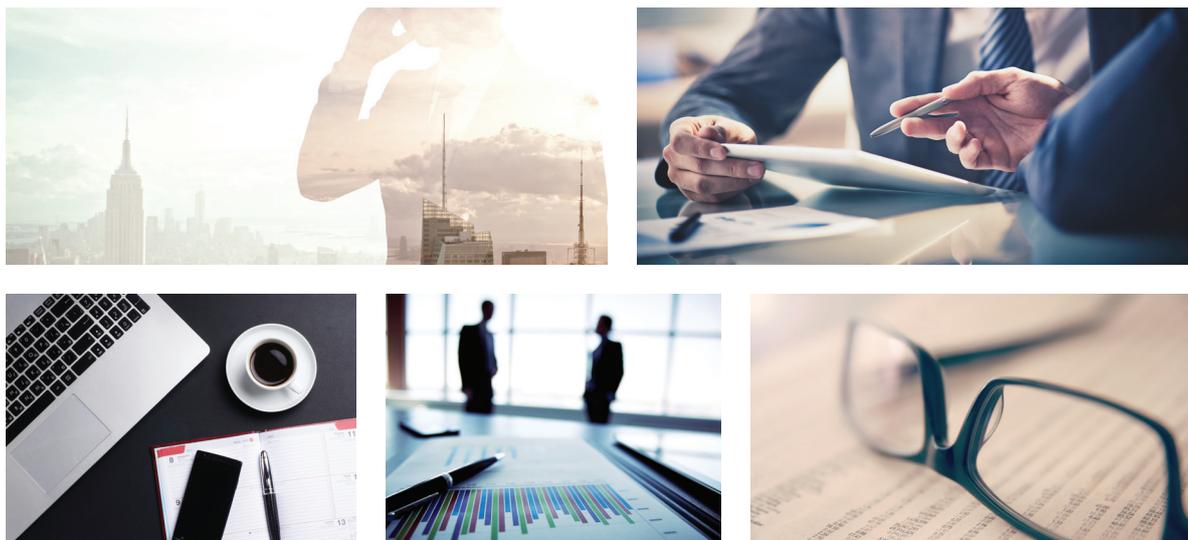
If you wish to receive Duna House Real Estate Barometer or download previous issues visit our webpage: [www.dh.hu](http://www.dh.hu)

## GENERAL INFORMATION CONCERNING THE CONTENT OF THE PRESENT PUBLICATION

**Attention! The present publication must not serve as grounds for estimating, or making conclusions in relation of Duna House business profitability.**

**All data, information, estimates and professional statements presented in the publication are developed based on data gained from the activities of Duna House Holding members,** or in some cases are based on subjective experience. Application of those for the entire Hungarian property market may require additional corrections.

Data sources – unless indicated differently at the given section – derive from the database operated by Duna House Holding, the content of which is compiled by members of the network upon their individual judgement and information gained from clients. The operator does not take responsibility for the comprehensiveness of the data. Data presented in the present publication is mainly based on parameters of property transactions in major Hungarian cities given by Duna House branch offices and agents.



## CONTENT:

- 2.** Privacy Policy, Forthcoming issues
- 4.** Executive Summary
- 5.** Transaction data
- 6.** Transaction parameters in Budapest
- 7.** Transaction parameters in the country
- 8.** Sales data, prices, bargaining
- 9.** Demand Index, Demand for individual districts
- 10.** Quality preferences, Turnover speed
- 11.** Client profile: buyers
- 12.** Client profile: sellers

## EXECUTIVE SUMMARY

### STRONG DEMAND AND SUMMERY TRANSACTION NUMBERS IN THE AUGUST REAL ESTATE MARKET

Following the highly intense July activity, and as a result of the summer holidays the domestic real estate market returned to the normal summer pace in August. Duna House's estimate of 9323 transactions for the month equals the June figure to the last digit. The August results thus show a 19.2% slowdown compared to the previous month, but still a 13.5% stronger performance than in the same period last year. According to data from Credipass, the international financial brand of the Duna House Group in Hungary, the mortgage market also saw a recovery in August this year, with Credipass estimating that residential mortgage loans worth HUF 105 billion were taken out. Compared to the July estimate the volume decreased by 9%, while the segment performed 93% better than the figure published by MNB, the National Bank of Hungary for the same period last year.

Although August saw a decline in transaction numbers, the domestic real estate market is on the rise again in terms of demand. The Duna House Demand Index closed the month 4 points stronger than in July and 14 points higher than in August of the previous two years.

Thanks to the strong demand, Duna House's sales data show a price increase in all regions of the country compared to August last year, both for brick and mortar and concrete block homes. Buyers can expect to pay HUF 553,000 per sq. m. in the East and HUF 549,000 in the West for a concrete block unit. The average price per sq. m. paid for concrete block flats in the capital also increased, with average prices in Buda at HUF 910,000 and in Pest at HUF 825,000. In Eastern Hungary, the price per sq. m. of brick and mortar homes was around HUF 364,000 in August 2024, while in the West it was around HUF 448,000. On the Buda side of the capital, the price per sq. m. of brick and mortar homes exceeded HUF 1.35 million, while on the Pest side and in the city centre it was HUF 830,000 and over HUF 1 million per sq. m., respectively.

Demand has an impact not only on prices but also on the property turnover speed. On average, it took 3 months to sell flats in the country, while for concrete block units in the housing estates of the capital it also took 3 months in Buda, but less (approx. 2.5 months) in Pest. Brick and mortar homes apartments took on average 4 months to sell in Budapest, while in the country a successful sale took slightly longer, 4.6 months on average.

According to the data of contracts concluded in the country with the assistance of Duna House, the purchase of a first home was the decisive motivation in 28% of cases, with home buyers spending HUF 35.3 million on their first property. Nearly a quarter of all buyers signed a contract with an investment in mind, while another quarter were moving into a larger home. Investors spent HUF 31.9 million on average, while those moving into a larger home paid almost twice as much, HUF 60.6 million. In the capital, as in last year, the majority of purchases were motivated by making an investment, with 28% of buyers signing a contract for this reason, while the percentage of those who bought their first home or moved into a larger property was equal at 23%.

The survey of seller motivations found that in the capital, the majority (34%) of owners were motivated to sell their old property in order to move into a larger property, while 26% sold their property investment and only 16% were selling an inheritance. The most common seller motivation for sales in the country was cashing in on an inheritance at 25%, while 23-23% of owners were moving into a larger property or selling their previous property investment.

**Further information:**  
**Benedikt Károly • Head of PR and analysis**  
**+36 30 811 0690**  
**[benedikt.karoly@dh.hu](mailto:benedikt.karoly@dh.hu)**

**Duna House Holding Nyrt.**  
**1016 Budapest Gellérthegy u. 17.**  
**+36 1 555 2222**  
**[www.dh.hu](http://www.dh.hu)**

#### THREE INTERESTING FACTS

**District 11 (Újbuda) became the most popular district in the capital, with 19.1% of buyers indicating it among their preferred districts.**

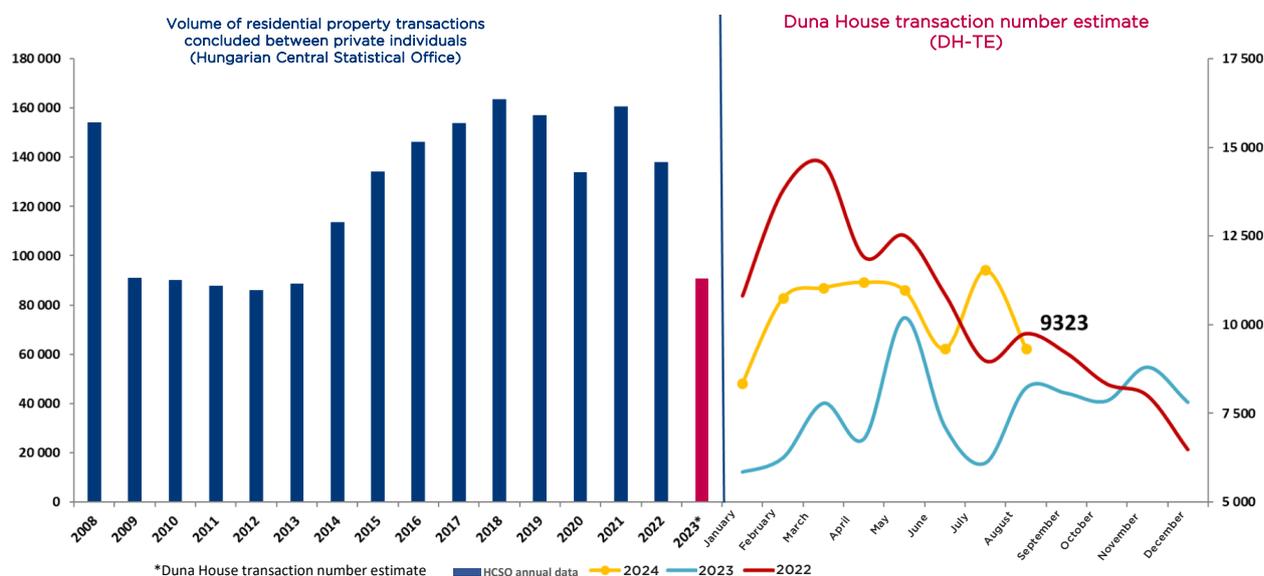
**The Duna House Demand Index closed 14 points higher than in August of the previous two years.**

**Buyers moving into larger properties paid nearly HUF 100 million for a more spacious living space in the capital.**

# TRANSACTION DATA

## DUNA HOUSE TRANSACTION NUMBER ESTIMATE (DH-TE)

The Duna House Group presents its monthly Transaction Number Estimate (DH-TE) and Mortgage Forecast below, showing that 9323 residential property transactions were concluded in August 2024 and residential mortgage contracts worth HUF 105 billion were signed in the whole of Hungary.



Following the highly intense July activity, and as a result of the summer holidays the domestic real estate market – as indeed all sectors of the economy – returned to the normal summer pace in August. Duna House’s estimate of 9323 transactions was exactly the same as the June figure. August results thus show a 19.2% slowdown compared to the previous month, but still a 13.5% stronger performance than in the same period last year.

According to the Hungarian data of Credipass, the international financial brand of the Duna House group, the mortgage market also saw a recovery in August this year, with the company estimating that HUF 105 billion in mortgage loans for residential purposes were taken out. Compared to the July estimate, the volume decreased by 9%, while the segment performed 93% better than the figure published by MNB, the National Bank of Hungary for the same period last year.

THE TABLE BELOW SHOWS MONTHLY TRANSACTION VOLUME ESTIMATES OF DUNA HOUSE.

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
2021	11 185	14 569	15 630	13 511	14 198	13 615	11 185	11 304	11 807	11 526	11 022	11 422
2022	10 815	13 793	14 548	11 911	12 519	10 859	8 978	9 748	9 200	8 326	8 000	6 474
2023	5 853	6 253	7 787	6 787	10 187	7 120	6 107	8 213	8 067	7 853	8 800	7 813
2024	8 354	10 754	11 046	11 200	10 969	9 323	11 538	9 323				

**Methodology behind DH-TE:** Regardless of the time of year, the most important indicator of the real estate market is the annual number of sale transactions. The DH-TE figure is an estimate published by Duna House and it reflects interim approximate data. The estimate is based on the number of monthly property transactions brokered by Duna House and the estimated market share of Duna House. The estimate of the current monthly market share of Duna House is based on the following indicators: 1. Data published by the Hungarian Central Statistical Office on transactions among private individuals. Since the Statistical Office publishes data with several months’ delay, market share can be adjusted retroactively which also results in a more accurate estimate as well. **Please note:** After 2016 and as a consequence of the boom in newly-built apartments, pre-contracted purchase transactions appear in the statistics of the Statistical Office with a delay of several months or even one or two years, after the capital transfer tax has been levied, which results in anomalies in the statistics. 2. The number of Energy Certificates issued; 3. Subjective assessment based on other management information from Duna House Holding.

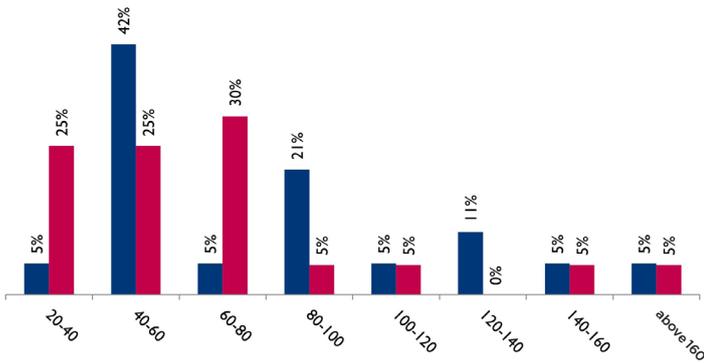
**Please also note** that DH-TE data cannot be used for defining the volume of transactions brokered by Duna House, or for estimating the business profit of Duna House Holding or for the drawing of any related conclusions.

**Mortgage forecast:** Figures published Credipass can primarily be used for quick trend forecasts; the National Bank of Hungary publishes the actual figures for the second last month at the beginning of each month.

# TRANSACTION PARAMETERS IN BUDAPEST

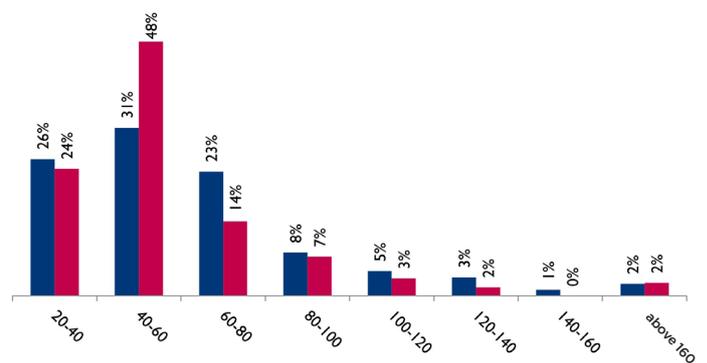
Based on the August sales data collected by Duna House the proportion of customers who signed contracts for properties with a floor space of 20-40 and 40-60 sq. m. on the Buda side of the capital was equally 25%, but the most sought-after category (30%) was apartments with a floor space of 60-80 sq. m. The proportion of transactions in Buda for homes priced between HUF 800,000-900,000, HUF 900,000-1 million and HUF 1.2-1.4 million per sq. m. was also equal at 20%. A quarter of properties sold were in the HUF 40-50 million range, while 25% of them were sold for between HUF 60-70 million, with the most expensive category (homes worth HUF 70 million and above) accounted for only 15% of sales, according to Duna House. On the Pest side, almost half (48%) of the homes that found new owners had a floor space between 40-60 sq. m., and 38% of transactions were in the HUF 600,000-800,000 per sq. m. category. 26% of the properties sold in Pest were worth between HUF 40-50 million.

## BUDA

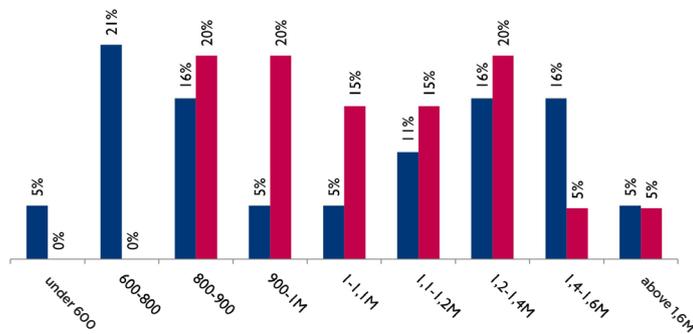


apartment size (m<sup>2</sup>)

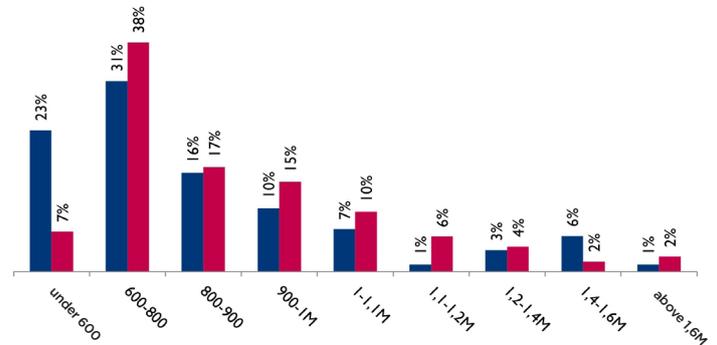
## PEST



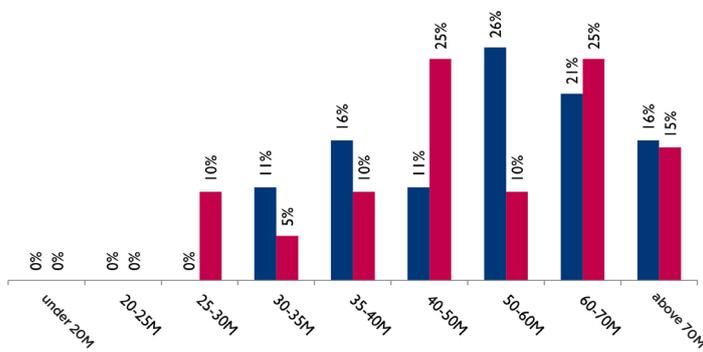
apartment size (m<sup>2</sup>)



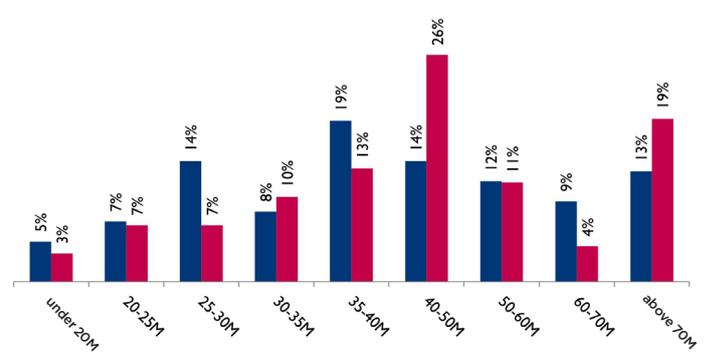
sq. m. price (in thousand HUF)



sq. m. price (in thousand HUF)



apartment price (in million HUF)



apartment price (in million HUF)

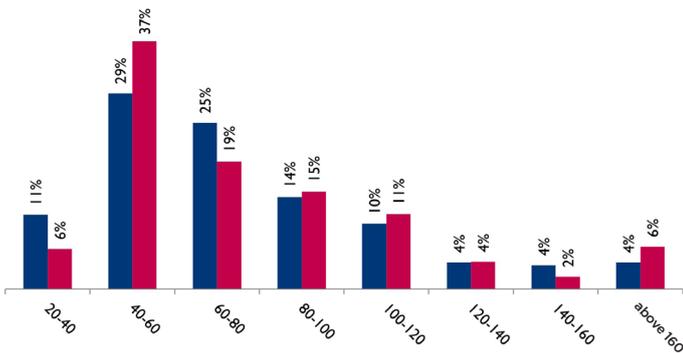
■ August 2023 ■ August 2024

Based on properties sold by Duna House Franchise Network.

# TRANSACTION PARAMETERS IN THE COUNTRY

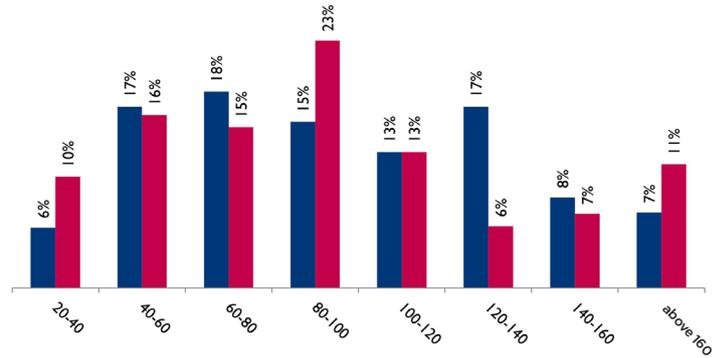
With the exception of Central Hungary, the strongest demand (37%) was for properties between 40-60 sq. m. Almost one-third (30%) of homes sold for over HUF 600,000 per sq. m., while 18% fetched less than HUF 250,000 per sq. m. 30% of properties were sold for over HUF 40 million in August this year. In County Pest, larger homes of 80-100 sq. m. played the key role, accounting for 23% of all dwellings sold. More than half (53%) of all transactions were houses and apartments with a price per sq. m. north of HUF 600,000, and 47% of all sales contracts involved properties worth over HUF 50 million, according to Duna House.

## COUNTRYWIDE (EXCLUDING CENTRAL HUNGARY)

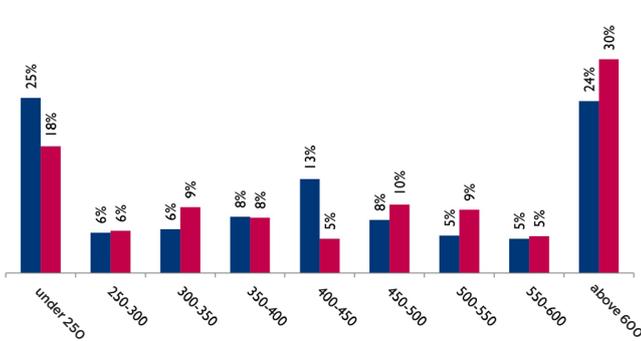


apartment size (m<sup>2</sup>)

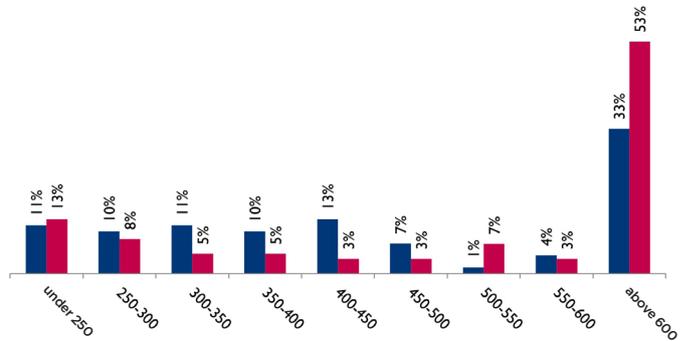
## COUNTY PEST



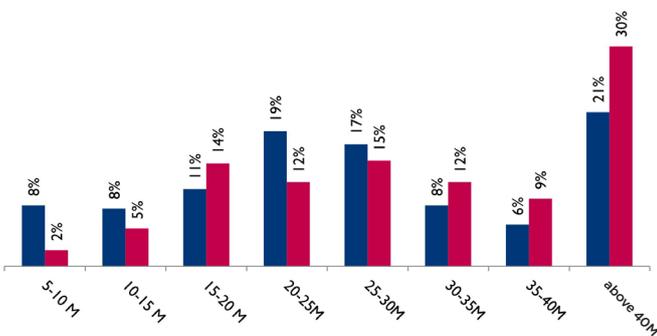
apartment size (m<sup>2</sup>)



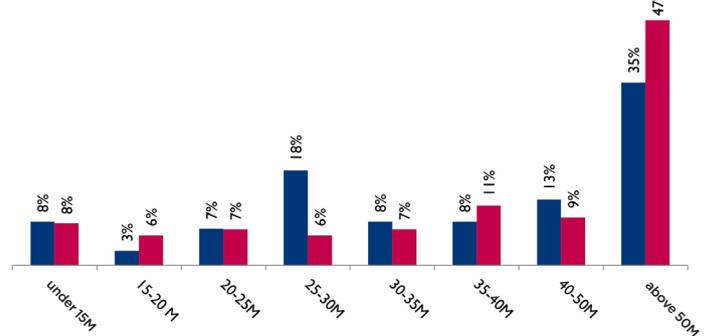
sq. m. price (in thousand HUF)



sq. m. price (in thousand HUF)



apartment price (in million HUF)



apartment price (in million HUF)

■ August 2023 ■ August 2024

Based on properties sold by Duna House Franchise Network.

## SALES DATA - PRICES - BARGAINING MARGINS

Compared to August last year, Duna House sales data show an increase in prices for both brick and mortar houses and apartments and concrete block units in all regions of the country. Buyers can expect to pay HUF 553,000 per sq. m. in the East and HUF 549,000 per sq. m. in the West if they are planning to buy a flat in a concrete block housing estate. The owners were willing to reduce their asking price by 3%, while the bargaining margin for this type of property was 4% in both parts of Hungary. Sellers were willing to cut their asking price of brick and mortar properties in the country at a rate of 5-6% during the advertising phase, and the bargaining margin was also higher at 6%. In August 2024 the price per sq. m. of brick and mortar apartments and houses was around HUF 364,000 in the East and HUF 448,000 in the West.

### PANEL: COUNTRYWIDE

	EAST				WEST			
	price	m <sup>2</sup> price	change in listing price	bargain	price	m <sup>2</sup> price	change in listing price	bargain
<b>August 2023</b>	25 442 000	505 000	5%	5%	24 968 000	500 000	4%	6%
<b>August 2024</b>	30 214 000	553 000	3%	4%	28 871 000	549 000	3%	4%

### BRICK: COUNTRYWIDE

	EAST				WEST			
	price	m <sup>2</sup> price	change in listing price	bargain	price	m <sup>2</sup> price	change in listing price	bargain
<b>August 2023</b>	27 843 000	342 000	7%	8%	31 850 000	391 000	7%	9%
<b>August 2024</b>	28 482 000	364 000	6%	6%	38 749 000	448 000	5%	6%

The average price per sq. m. paid for concrete block units in the capital has also increased – in Buda and Pest it was HUF 910,000 and HUF 825,000, respectively. On the Pest side, the change in the asking price was 1%, while in Buda it was 4%, and buyers' bargain was 4% in both parts of the capital. The price per sq. m. of brick and mortar apartments exceeded HUF 1.35 million in Buda, while those on the Pest side sold for over HUF 830,000 and over HUF 1 million in the city centre. The owners of brick and mortar homes in the capital eased the target price by 3% in all parts of the city during the advertising process, while they were inclined to allow a buyer's bargain of 3%, with the exception of the city centre, where they even reduced the price by 6%.

### PANEL: BUDAPEST

	EAST				WEST			
	price	m <sup>2</sup> price	change in listing price	bargain	price	m <sup>2</sup> price	change in listing price	bargain
<b>August 2023</b>	36 831 000	716 000	10%	10%	37 942 000	663 000	3%	4%
<b>August 2024</b>	64 100 000	910 000	4%	4%	41 335 000	825 000	1%	4%

### BRICK: BUDAPEST

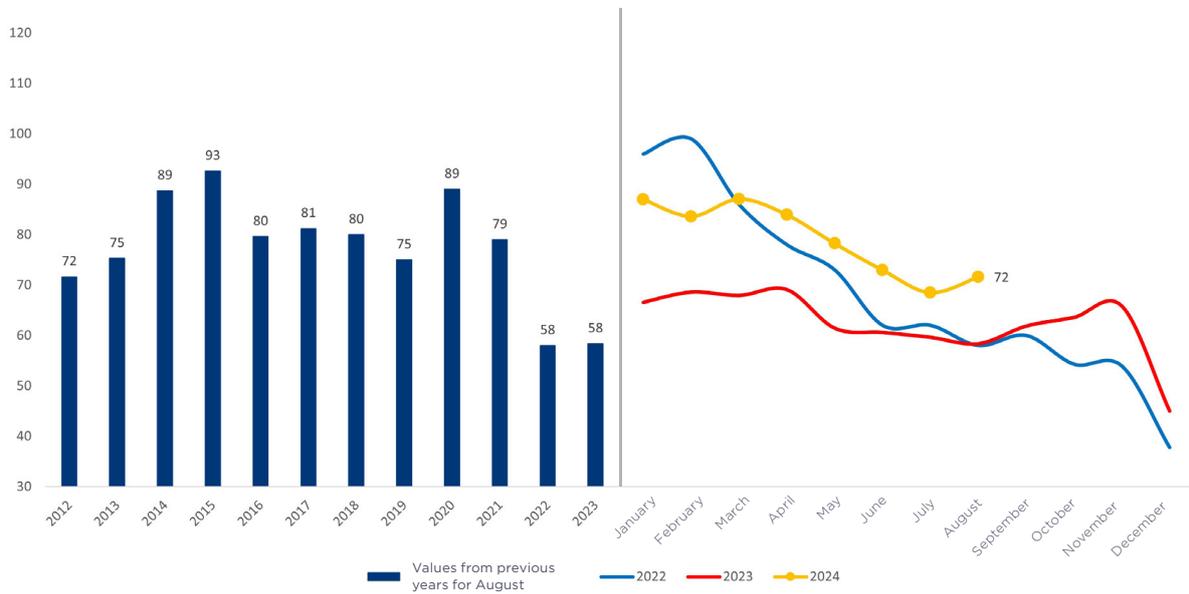
	BUDA				PEST				INNER CITY			
	price	m <sup>2</sup> price	change in listing price	bargain	price	m <sup>2</sup> price	change in listing price	bargain	price	m <sup>2</sup> price	change in listing price	bargain
<b>August 2023</b>	87 311 000	1 037 000	3%	5%	49 938 000	747 000	6%	5%	45 776 000	959 000	6%	5%
<b>August 2024</b>	99 462 000	1 358 000	3%	3%	51 036 000	830 000	3%	3%	60 114 000	1 002 000	3%	6%

Based on purchase prices of the given period of properties brokered by Duna House.

**Methodology:** Change in the listing price is the difference between the first price indicated by the seller in the Duna House assignment and the last registered price at the time of the appearance of the buyer. Bargain shows additional changes in the price agreed upon by the seller and buyer. The two indicators together give a good picture of the difference in price between the original idea of the seller and the actual final price.

# BUYERS - DEMAND INDEX

In terms of transaction numbers, we saw some decline in August, but the domestic real estate market is on the up again as far as demand is concerned. The Duna House Demand Index closed the month 4 points stronger than in July and 14 points higher than in August of the previous two years.

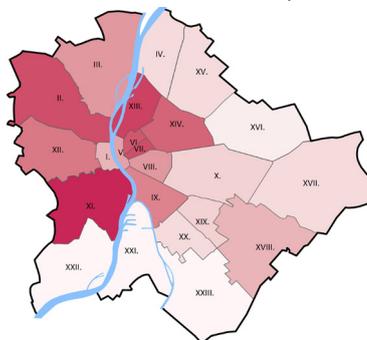


**Methodology behind Demand Index:** The basis of the estimate is the activity registered by our agents in various, mainly major cities and Duna House offices. Corrections are made depending on the number of active agents and working days. The Demand Index is an important indication of buyer side's reactions to political decision or solutions offered by the financial sector. Demand Index is a quantitative indicator which has no direct connection with the realized or future transaction numbers. The latter is a qualitative issue highly affected by market environment and available financial product.

# DEMAND FOR INDIVIDUAL DISTRICTS

This August, District 11 (Újbuda) took over the title of the most sought-after district in the capital from District 13 (Angyalföld), with 19.1% of home buyers indicating District 11 as their preferred area, according to a survey carried out by Duna House. District 13, which also stands out in terms of the number of new development projects, came second this time, with a 17.9% share in demand. The city centre, which is also popular with investors, did not make it to the podium this time and was replaced by District 2 (17.3%).

## INTEREST TOWARD THE DISTRICTS IN BUDAPEST:



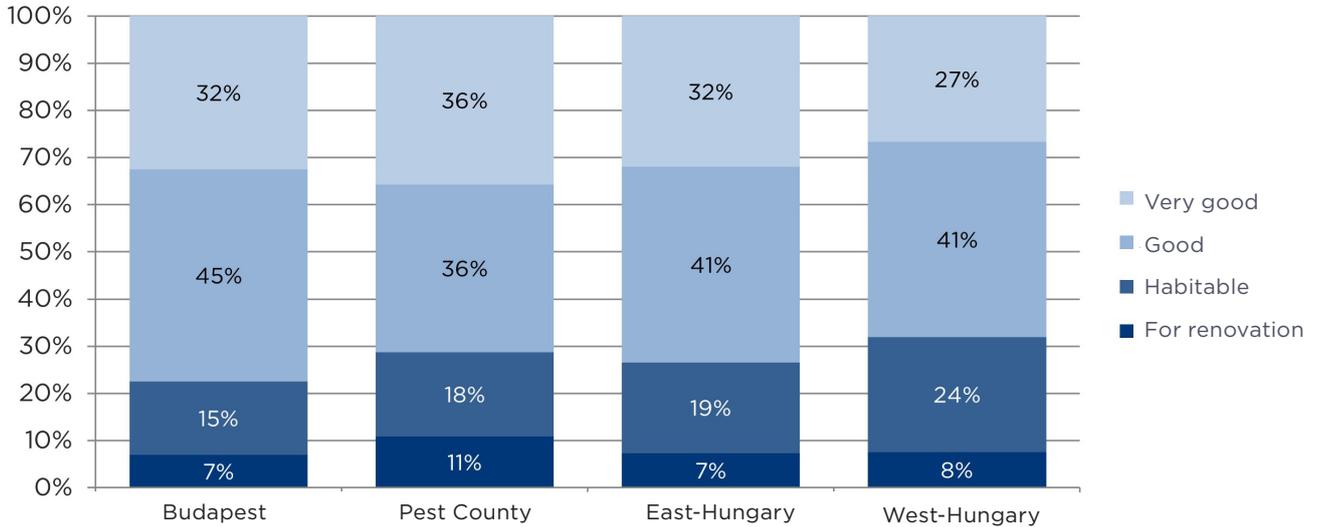
DISTRICT	AUGUST 2023	AUGUST 2024
Bp. 01.	7,5%	9,3%
Bp. 02.	16,7%	17,3%
Bp. 03.	11,4%	12,0%
Bp. 04.	8,0%	6,6%
Bp. 05.	10,4%	11,2%
Bp. 06.	16,1%	16,2%
Bp. 07.	15,4%	16,8%
Bp. 08.	10,9%	11,9%
Bp. 09.	12,3%	13,6%
Bp. 10.	4,6%	7,3%
Bp. 11.	17,1%	19,1%
Bp. 12.	12,8%	13,9%
Bp. 13.	17,9%	17,9%
Bp. 14.	12,9%	15,3%
Bp. 15.	4,4%	6,0%
Bp. 16.	4,7%	4,8%
Bp. 17.	3,1%	6,0%
Bp. 18.	9,5%	9,1%
Bp. 19.	7,5%	6,7%
Bp. 20.	6,5%	6,5%
Bp. 21.	3,8%	3,4%
Bp. 22.	4,4%	4,1%
Bp. 23.	2,6%	2,7%

**Methodology:** Our clients with a purchase intention indicate their preferred districts (more at the same time) when meeting our agents. The above preference map is put together based on this "popularity information".

Data is analysed based on real estate transactions brokered by Duna House. The territorial distribution of DH transactions may differ from the territorial distribution of the market as a whole. Duna House Holding pursues its real estate agency activities mainly in Budapest and in major cities. Duna House Holding does not make corrections in view of the differences in territorial distribution between its own transactions and of the market in general.

## QUALITY PREFERENCES

Based on our August 2024 sales data, the strongest interest in East and West Hungary was for properties in a good condition, with a share of 41% in both regions, and 45% of all sales in the capital involved homes in a good condition. In County Pest, however, the share of homes in a good and a very good condition was equal at 36%. The share of properties to be renovated was 7% both in the capital and in Eastern Hungary, while in the West of the country and in County Pest buyers preferred homes to be renovated in 8% and 11% of transactions, respectively.



## TURNOVER SPEED (TIME NEEDED TO SELL)

According to the August data of Duna House, concrete block homes sold in the shortest time in Hungary. In the country, an average of 3 months was needed to sell, while for apartments in the capital's concrete block housing estates it took 3 months in Buda, and less, about 2.5 months in Pest. Brick and mortar flats and houses took on average 4 months to sell in Budapest, while in the country they took slightly longer, an average of 4.6 months to close a successful deal.

PANEL				
TIME NEED OF SALE (DAY)				
	EAST	WEST	BUDA	PEST
August 2023	78	86	94	101
August 2024	93	94	95	78

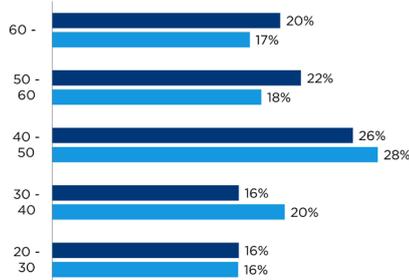
BRICK					
TIME NEED OF SALE (DAY)					
	EAST	WEST	BUDA	PEST	INNER CITY
August 2023	138	136	114	117	141
August 2024	138	142	122	117	126

Data is assessed based on real estate sold by Duna House. Territorial distribution of transactions brokered by Duna House may differ from the territorial distribution of the market in whole. Duna House Holding carries out its real estate agency activities mainly in Budapest and major cities. Duna House Holding does not make corrections in relation of the territorial distribution of own and market transactions.

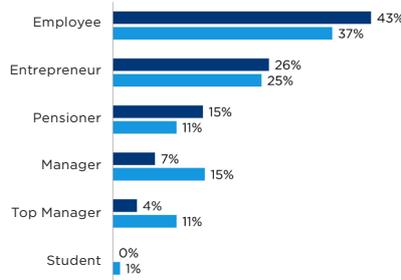
# BUYER PROFILE IN BUDAPEST

In August 2024, the largest segment of property buyers in the capital, 26%, belonged to the 40-50 age group, and 43% of Duna House's clients were employees. As with last year's data, the majority of sales closed in August this year were motivated by making an investment: 28% of buyers were signing a property contract for this reason, while two equal groups of 23% were buying their first home or moving into a larger property. Buyers spent HUF 56.1 million on an investment and HUF 41.2 million on their first home. However, those moving into a larger property spent on average nearly HUF 99.5 million on a new home with more living space.

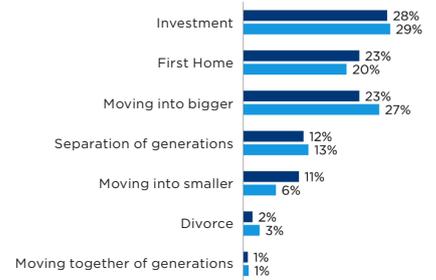
## BUYERS' AGE IN BUDAPEST



## BUYERS' STATUS IN BUDAPEST



## MOTIVATION IN BUDAPEST



AGE	AVERAGE PRICE	m <sup>2</sup>
20 - 30	58 260 000	73
30 - 40	46 150 000	51
40 - 50	78 407 000	71
50 - 60	42 872 000	52
60 -	52 275 000	55

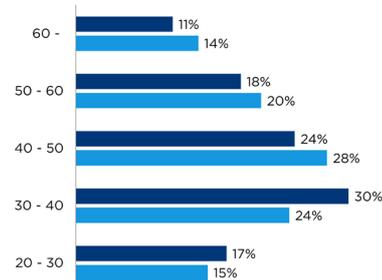
STATUS	AVERAGE PRICE	m <sup>2</sup>
Employee	42 241 000	47
Top Manager	197 800 000	113
Manager	48 658 000	68
Pensioner	55 210 000	56
Student	40 625 000	43
Entrepreneur	75 429 000	86

SITUATION	AVERAGE PRICE	m <sup>2</sup>
Investment	56 159 000	57
First Home	41 260 000	49
Separation of generations	42 618 000	51
Moving together of generations	34 000 000	42
Moving into smaller	46 975 000	51
Moving into bigger	99 426 000	99
Divorce	57 250 000	67

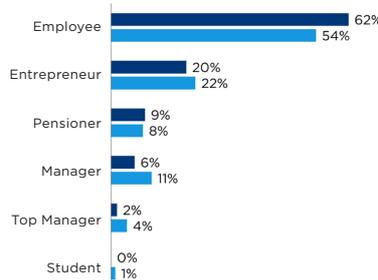
# BUYER PROFILE IN THE COUNTRY

According to the data of contracts concluded with the assistance of Duna House in the country, the most active group of buyers in August this year was those between 30-40 years of age with a share of 30%, while the 40-50 year-olds had a share of 24%. 62% of buyers were employees. In the country, buying a first home was the overwhelming motivation in August 2024, accounting for 28% of purchases. 23% of buyers were buying property as an investment, while another 23% were motivated to move into a larger home. Investors spent HUF 31.9 million, those moving into a larger property spent HUF 60.6 million and first-time buyers spent HUF 35.3 million on their purchases.

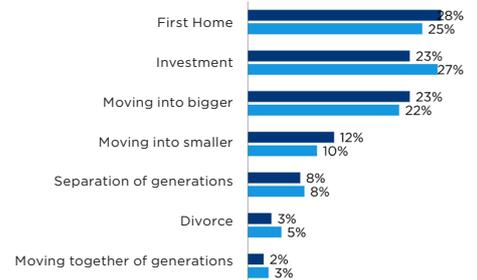
## BUYERS' AGE IN THE COUNTRY



## BUYERS' STATUS IN THE COUNTRY



## MOTIVATION IN THE COUNTRY



AGE	AVERAGE PRICE	m <sup>2</sup>
20 - 30	30 844 000	91
30 - 40	46 584 000	96
40 - 50	40 797 000	67
50 - 60	45 887 000	89
60 -	34 032 000	70

STATUS	AVERAGE PRICE	m <sup>2</sup>
Employee	35 659 000	87
Top Manager	57 000 000	125
Manager	34 105 000	54
Pensioner	31 172 000	67
Student	48 250 000	82
Entrepreneur	49 108 000	87

SITUATION	AVERAGE PRICE	m <sup>2</sup>
Investment	31 943 000	59
First Home	35 362 000	92
Separation of generations	29 780 000	68
Moving together of generations	51 659 000	95
Moving into smaller	33 367 000	70
Moving into bigger	60 620 000	113
Divorce	35 323 000	61

■ August 2023 ■ August 2024

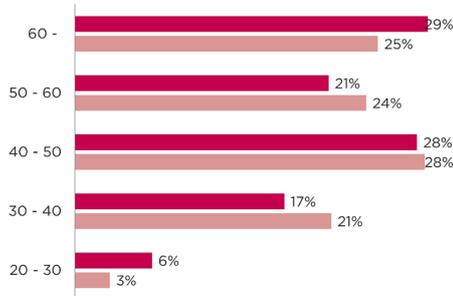
Under our methodology investment as a motivation includes all property transactions that, judged by the buyer's characteristics, can be considered as an investment, i.e. this is not a strictly business category. It includes all family investments and short-term investors who buy a property in a poor state of repair, renovate it and sell it on immediately. These latter buyers have a favourable effect on improving the overall state of repair of the existing pool of properties and are, in view of current construction industry and property market conditions, performing a welcome activity.

Data presented above relating to age, status and reason of purchase have been acquired through voluntary declarations of our clients. Therefore, they qualify as a sample and are regarded as estimates.

## SELLER PROFILE IN BUDAPEST

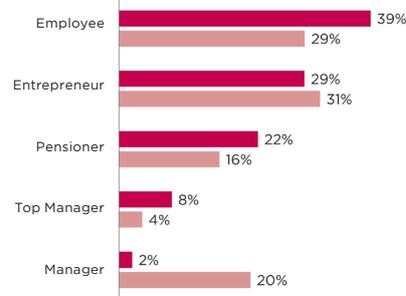
Figures from Duna House show that in August this year, the majority of sellers were over 60 years old and 28% were between 40 and 50. The majority of sellers, 39%, worked as employees and 29% were self-employed. In the majority (34%) of cases in the capital, owners were motivated to sell their old property so that they can move into a larger home, while 26% were selling their property investment, and this time around only 16% were selling an inheritance.

### SELLERS' AGE BUDAPEST



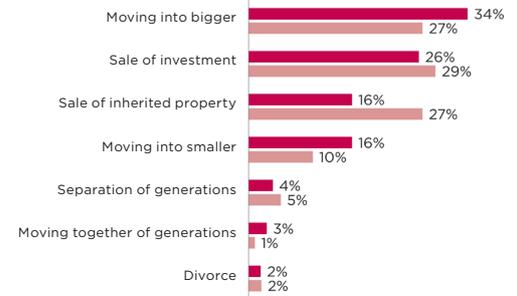
AGE	AVERAGE PRICE	m <sup>2</sup>
20 - 30	48 676 000	44
30 - 40	43 827 000	48
40 - 50	53 041 000	56
50 - 60	49 525 000	58
60 -	47 391 000	60

### SELLERS' STATUS BUDAPEST



STATUS	AVERAGE PRICE	m <sup>2</sup>
Employee	46 168 000	50
Top Manager	56 500 000	57
Manager	64 000 000	50
Pensioner	50 472 000	64
Entrepreneur	82 154 000	75

### MOTIVATION BUDAPEST

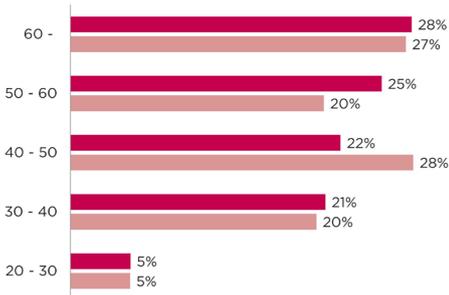


SITUATION	AVERAGE PRICE	m <sup>2</sup>
Sale of investment	52 122 000	56
Separation of generations	80 125 000	78
Moving together of generations	39 000 000	45
Moving into smaller	101 177 000	102
Moving into bigger	48 796 000	50
Sale of inherited property	46 578 000	59
Divorce	29 500 000	31

## SELLER PROFILE IN THE COUNTRY

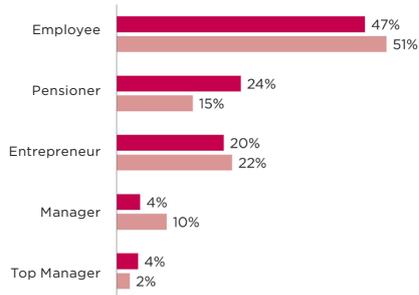
Data from August 2024 show that 28% of transactions in the country were completed by sellers aged 60 and over, with 47% of them working as employees. The most common seller motivation was parting with an inherited property at 25%, while the share of owners looking to move into a larger home or sell a previous property investment was equal at 23%.

### SELLERS' AGE IN THE COUNTRY



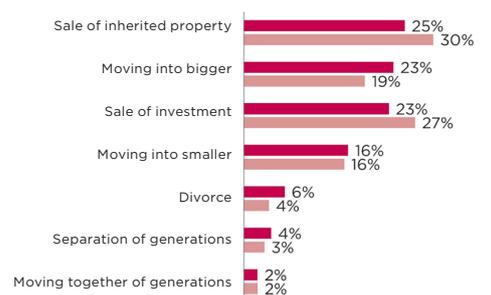
AGE	AVERAGE PRICE	m <sup>2</sup>
20 - 30	23 562 000	64
30 - 40	37 423 000	76
40 - 50	44 804 000	93
50 - 60	35 266 000	83
60 -	36 247 000	84

### SELLERS' STATUS IN THE COUNTRY



STATUS	AVERAGE PRICE	m <sup>2</sup>
Employee	35 769 000	84
Top Manager	51 101 000	80
Manager	40 636 000	74
Pensioner	35 407 000	90
Entrepreneur	51 950 000	84

### MOTIVATION IN THE COUNTRY



SITUATION	AVERAGE PRICE	m <sup>2</sup>
Sale of investment	49 331 000	77
Separation of generations	43 833 000	110
Moving together of generations	33 334 000	75
Moving into smaller	45 597 000	108
Moving into bigger	37 583 000	67
Sale of inherited property	29 055 000	82
Divorce	61 087 000	101

■ August 2023 ■ August 2024

An overhead photograph of a meeting table. On the left, a person in a grey suit is seated. In the center, a woman in a white blazer is looking at a laptop. On the right, another woman in a white blazer is looking at a smartphone. The table is cluttered with documents, a laptop, a tablet, a ruler, and a pen. The background is a light-colored wall.

## **PERSONALIZED AND CUSTOMIZED REAL ESTATE MARKET STUDIES FROM DUNA HOUSE'S RESEARCH DEPARTMENT**

### **DECISION SUPPORTIVE BUSINESS ANALYSIS FOR ALL.**

Duna House research department's experienced team offers the preparation of personalized and customized market studies, reports, as well as answers to project specific needs.

The greatest advantage of Duna House studies is the provision of the most up-to-date information to our clients, based on our own database of a wide scale and inputs both on the demand and supply side of the market.

Duna House's database is the largest collection of up-to-date real sale and purchase data in the country, containing information in addition to prices about demand, bargain potential, quality preferences and client profiles. Our analytical portfolio also includes the latest mortgage data for the support of a comprehensive research.

### **WHO IS IT INTENDED FOR?**

Our analytical studies can support all those who believe in the power of data and facts, and who wish to make their business decisions based on them.

### **WE RECOMMEND OUR STUDIES TO:**

- ✓ Constructors and developers
- ✓ Project owners and investors
- ✓ Community managers
- ✓ Municipalities

**REQUEST AN OFFER AND GET THE MOST OUT  
OF DUNA HOUSE MARKET DATA!**

**[elemzes@dh.hu](mailto:elemzes@dh.hu)**



**DUNA HOUSE<sup>®</sup>**

1016 Budapest, Gellérthegy u. 17. • Phone: +36 1 555 2222 • Fax: +36 1 555 2220

**[www.dh.hu](http://www.dh.hu)**