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DUNA HOUSE BAROMETER

The latest property market info from Duna House network

Issue 148 October 2023



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FORTHCOMING ISSUES

DATE OF ISSUE	CONTENT
12.12.2023	November 2023 data
12.01.2024	Q4 2023 data (including price indices and housing loan data)
12.02.2024	January 2024 data

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GENERAL INFORMATION CONSERNING 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.



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EXECUTIVE SUMMARY

HUNGARIAN REAL ESTATE MARKET IS WAKING UP AMID GROWING DEMAND

As the year is nearing its end, the housing market is gradually picking up the slack. According to Duna House the 7853 transactions estimated for October are almost at the same level as in September, with only a 3% difference, and the number of sales is just 6% behind October 2022, also thanks to last year's lower base. Experts believe that the yearend real estate market activity and transaction numbers will be influenced by the restructuring of the system of state housing subsidies. According to Duna House indicators the changes in home purchase subsidies that will come into force next year and the gradual publication of the details of the CSOK Plus support scheme, announced at the end of October, have already brought a noticeable boost to real estate demand. The Duna House team expects further buoyancy before the end of the year, as some buyers may be better off if they close their sales this year.

Domestic data from Credipass, the group's international financial brand showed similar activity in the credit market as in the previous month. The loan broker company estimates residential mortgage volumes of HUF 50 billion for October this year, down 16% from the previous October's factual data published by MNB, the National Bank of Hungary.

The rate of turnover slowed for all property types across the country compared to October last year. Based on the data on properties sold, owners of concrete block apartments could sign a sales contract for their property the soonest and the listing process takes the longest in central Budapest, where sellers need to expect more than 5 months to close a deal.

In the capital, brick and mortar homes sold at a higher price per sq. m. than in October 2022, with the exception of the downtown areas, and the average price in Buda was over HUF 1.15 million this time. In the city centre, despite the moderation, the price per sq. m. remains above HUF one million. Compared to October last year, brick and mortar homes are also selling at higher prices per sq. m. in the Eastern part of the country this year, with a slight easing and stagnation in the Western regions. In contrast, prices for concrete block housing in the country have fallen more significantly in the East, and prices per sq. m. have corrected further in Budapest, where prices of homes exempt from the energy price hikes during the 2022 crisis have also declined.

In the capital, buyers prefer properties in a "very good" condition, while in the rest of the country buyers tend to opt for homes in a "good condition". Outside Budapest, however, demand has shifted towards the cheaper, "habitable condition" category, with the "very good condition" increasingly taking a back seat. The propensity to renovate was lowest in Eastern Hungary and in the capital, while 15% of buyers in the West chose to renovate their new acquisition.

In September, District 11 (Újbuda) shared the top spot in terms of buyer interest, but in October most property-seeking clients already indicated District 11 as their district of choice, while District 13 (Angyalföld) dropped back to third place in the popularity ranking. This time, District 6 (Terézváros) and District 7 (Erzsébetváros), which are favoured by investors, were overtaken by District 2 and District 14 (Zugló), leaving the two inner-city districts in sixth and seventh place, respectively.

Despite a 15 percentage point drop in investor activity in the capital compared to last year, the 40% share recorded in October makes it one of the strongest months this year. 21% of buyers opted for a larger property, 9 percentage points higher than last year. Customers spent nearly HUF 53 million on a property investment, HUF 76.5 million on a larger property and HUF 38.4 million on a first home. The majority of buyers in the country signed a contract for their first home, a quarter of them were moving into a larger home and 20% entered the property market to make an investment. Those moving into a larger home paid the most for their new dwelling, nearly HUF 48 million, compared to HUF 32.5 million for a first home and HUF 29.6 million for an investment.

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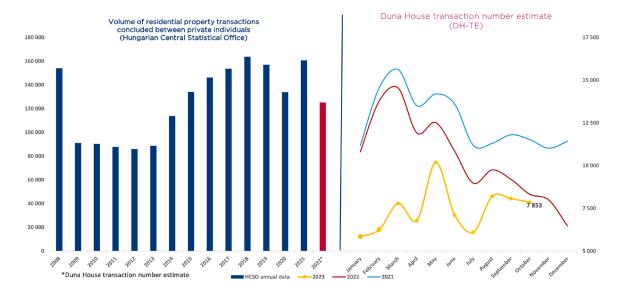
THREE INTERESTING FACTS:

- The average price per sq. m. in Buda exceeded HUF 1.15 million.
- Interest in residential properties in a "habitable condition" increased in areas outside the capital.
- The share of buyers moving into a larger property in the capital almost doubled in October.

TRANSACTION DATA

DUNA HOUSE TRANSACTION NUMBER ESTIMATE (DH-TE)

Duna House presents its monthly Transaction Number Estimate (DH-TE) and Mortgage Forecast below, showing that 7853 residential property transactions were concluded in October 2023 and residential mortgage contracts worth HUF 50 billion were signed in the whole of Hungary.



In October, the Hungarian property market continued to recover to last year's levels; the remainder of the year may be affected by the new family support schemes announced recently. Duna House's estimate of 7853 transactions in October is almost identical to the September figure with a difference of a mere 3%. Compared to October last year, the gap was only 6%, the smallest this year. Year-end property market activity may be affected by the 'CSOK Plusz' scheme announced at the end of October. Buyer interest will certainly increase, and some buyer groups are still likely to fare better if their transactions are closed this year, so we do not expect a major downturn in this area either.

Domestic data from Credipass, the international financial brand of the Duna House Group shows that activity in the credit market was similar to that seen in the previous month. The mortgage broker estimates that the volume of residential mortgage contracts will be HUF 50 billion in October this year, which is 16% lower than the actual figure published by the National Bank of Hungary for October 2022.

	THE TABLE BELOW SHOWS MONTHLY TRANSACTION VOLUME ESTIMATES OF DUNA HOUSE.												
	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	
2020	9917	13,117	11,100	5971	8400	11,186	13,125	11,923	12,708	12,200	11,369	10,354	
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	6474	
2023	5853	6253	7787	6787	10,187	7120	6107	8213	7853				

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 Statistics. 2. The number of Energy Certificates issued; 3. Subjective assessment based on other management information from Duna House Holding.

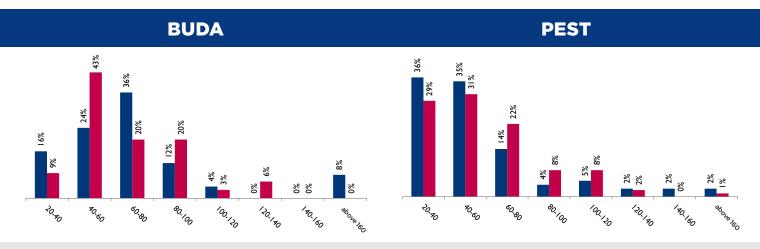
Please also note that DH-TE data cannot be used for defining the volume of transactions brokered by Duna House, or for estimating the business profit of Duna House Holding or for the drawing of any related conclusions.

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.



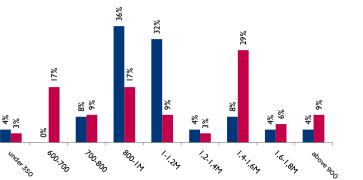
TRANSACTION PARAMETERS IN BUDAPEST

Based on the transaction data of Duna House for October 2023, the majority (43%) of clients on the Buda side of the capital were looking for properties between 40-60 sq. m., while the share of buyers interested in larger homes between 60-80 and 80-100 sq. m. was equal at 20% each. 29% of the properties sold were priced between HUF 1.4 and 1.6 million per sq. m., with the most common property value exceeding HUF 70 million at 37%. The number of apartments with a floor space between 40-60 and 20-40 sq. m. was almost equal in Pest, with 37% of sales taking place at prices between HUF 600-700 thousand per sq. m. In terms of purchase price, the proportion of transactions involving apartments valued at HUF 30-35, 40-50 and 50-60 million was the same, at 16% each.



apartment size (m²)

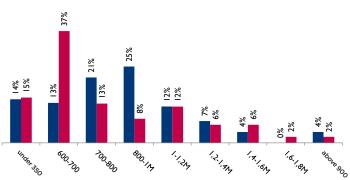
apartment size (m²)



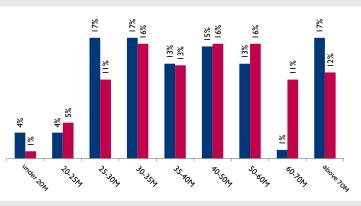
sq. m. price (in thousand HUF)



October 2022 October 2023



sq. m. price (in thousand HUF)



apartment price (in million HUF)

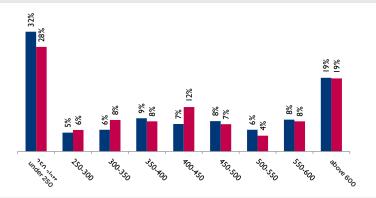
Based on properties sold by Duna House Franchise Network.

TRANSACTION PARAMETERS IN THE COUNTRY

With the exception of Central Hungary, buyers in Hungary preferred properties with a floor space between 40-60 sq. m., similar to last year. 28% of homes sold cost less than HUF 250,000 per sq. m., 19% were above HUF 600,000 per sq. m. and 24% were over HUF 40 million. In County Pest, properties with a floor space of 60-80 sq. m. were the main focus of demand. The majority of transactions, 40%, closed at prices north of HUF 600,000 per sq. m. In County Pest, 36% of buyers signed a contract for a property worth over HUF 50 million in October this year, according to Duna House data.

COUNTRYWIDE (EXCLUDING CENTRAL HUNGARY) COUNTY PEST 30% %9 24% 20% 5% 12% 3% 2% % \$0.100 60.80 \$0.100 60.80 20,80 100,120 120,180 100,120 120,180 180,100 ×0.00 180,100 70,80 \$0,60

apartment size (m²)

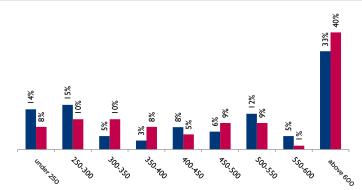


sq. m. price (in thousand HUF)

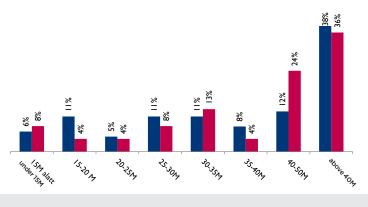


📕 October 2022 📕 October 2023

apartment size (m²)



sq. m. price (in thousand HUF)



apartment price (in million HUF)

Based on properties sold by Duna House Franchise Network.



SALES DATA, PRICES, BARGAINING

In October this year, compared to the same period in 2022, prices of concrete block homes in the East declined more significantly, which means that prices per sq. m. have continued to adjust for properties that have been exempt from energy price increases since the 2022 crisis. In the Western parts of the country, figures also indicate some easing, or rather stagnation. In the country, sellers changed the advertised price by 2-3%, while buyers' bargaining margin was a uniform 5%. On both the Buda and Pest sides of the capital, prices per sq. m. also moderated, with concrete block units costing, on average, HUF 765,000 per sq. m. in Buda and HUF 682,000 per sq. m. in Pest. On the Pest side prices changed by 5%, while in Buda it was 10%, whereas buyers' bargain ranged between 2 and 4 %.

PANEL: COUNTRYWIDE												
		WEST										
	change change change price m² price in listing bargain price m² price in listing price price							bargain				
October 2022	25 630 000	504 000	2%	5%	26 425 000	514 000	5%	5%				
October 2023	25 329 000	424 000	3%	5%	25 325 000	504 000	2%	5%				

	BRICK: COUNTRY WIDE												
		WEST											
	change change change price m² price in listing bargain price m² price in listing price price						in listing	bargain					
October 2022	23 988 000	297 000	2%	7%	27 241 000	355 000	3%	8%					
October 2023	31 634 000	345 000	5%	8%	28 601 000	349 000	8%	7%					

Brick-built homes in the East found owners this year at higher prices per sq. m. than last October, while in the West there was a marginal easing or stagnation, similarly to concrete block homes. In the East and in the West, our data reflect a 5% and 8% change in asking prices, respectively, with buyers' bargaining margin hovering around 7%-8%. In the capital, with the exception of the downtown areas of Pest, properties were more expensive per sq. m. compared to October 2022, with the average in Buda exceeding HUF 1.15 million this time, although sellers were flexible both in the advertising (7%) and in the bargaining (5%) phases. On the Pest side, Duna House saw a more moderate 3% change in the asking price, with buyers conceding an average of 6% during the bargaining process. In the city centre, despite the easing, data still reflect prices per sq. m. north of HUF 1 million, with a bargaining margin of 7% and a 5% change in the asking price.

PANEL: BUDAPEST											
		PEST									
	change change change price m² price in listing bargain price m² price in listing ba price price price							bargain			
October 2022	47 167 000	950 000	6%	4%	35 506 000	739 000	2%	4%			
October 2023	34 800 000	765 000	10%	2%	34 814 000	682 000	5%	4%			

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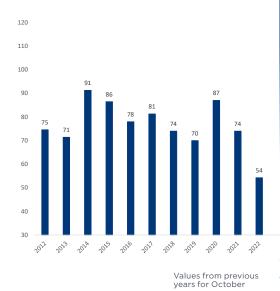
		BUD		PEST				INNER CITY				
	price	m² price	change in listing price	bar- gain	price	m² price	change in listing price	bar- gain	price	m² price	change in listing price	bar- gain
October 2022	79 777 000	1053000	2%	5%	46 091 000	701 000	6%	6%	65 339 000	1168 000	2%	4%
October 2023	80 534 000	1158 000	7%	5%	46 866 000	730 000	3%	6%	60 274 000	1023000	5%	7%

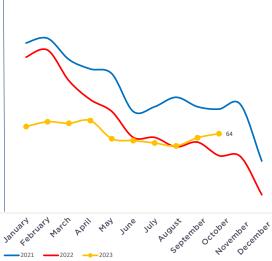
Based on purchase prices of the given period of properties brokered by Duna House.

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

The changes in state housing support that will come into force from next year and the gradual publication of its details have given a noticeable boost to demand in the real estate market, according to the Duna House Demand Index. Based on the number of new buyers registered last month, the index was 10 points higher than last October and 2 points higher than in August this year. Duna House agents expect a further recovery by the end of the year, because families not planning to have any additional children can only receive state housing support by taking advantage of the 'urban' family home allowance (CSOK) scheme which will be available until the end of this year.





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

In September, District 11 (Újbuda) shared the first place in terms of buyer demand, but in October, most clients (17.8%) looking for a new home indicated their preference for District 11. District 2, also in Buda, came in second, while District 13 (Angyalföld), the former leader, dropped back to third place. This time, District 6 (Terézváros) and District 7 (Erzsébetváros) were also overtaken by District 14 (Zugló), leaving the two inner-city districts in 6th and 7th place, respectively.



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".

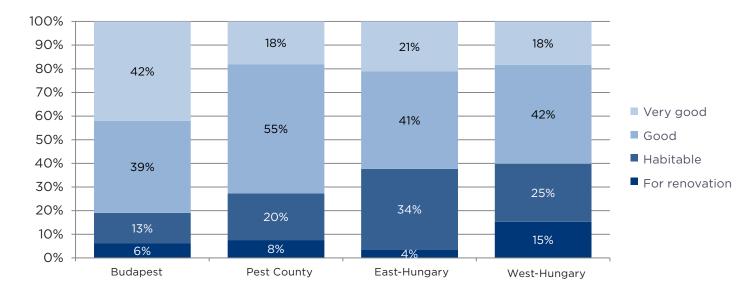
Data is analysed based on real estate transactions brokered by Duna House. The territorial distribution of DH transactions may differ from the territorial distribution of the market as a whole. Duna House Holding pursues its real estate agency activities mainly in Budapest and in major cities. Duna House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

DISTRICT	OCTOBER 2022	OCTOBER 2023
Bp. 01.	10,9%	10,2%
Bp. 02.	18,4%	16,9%
Bp. 03.	11,7%	14,4%
Bp. 04.	7,1%	10,0%
Bp. 05.	15,8%	9,5%
Bp. 06.	21,6%	13,5%
Bp. 07.	22,5%	13,3%
Bp. 08.	16,5%	9,6%
Bp. 09.	15,3%	10,9%
Bp. 10.	5,6%	5,4%
Bp. 11.	16,6%	17,8%
Bp. 12.	15,4%	13,3%
Bp. 13.	20,8%	16,1%
Bp. 14.	13,6%	15,4%
Bp. 15.	5,4%	6,7%
Bp. 16.	5,9%	6,4%
Bp. 17.	3,8%	4,6%
Bp. 18.	7,0%	9,2%
Bp. 19.	5,8%	8,3%
Bp. 20.	4,8%	7,8%
Bp. 21.	2,1%	4,2%
Bp. 22.	4,0%	4,4%
Bp. 23.	2,3%	2,6%



QUALITY PREFERENCES

Based on sales data for October, homes in a "very good" condition were at the heart of demand in Budapest, with a share of 42%, while in other regions of the country buyers were more interested in properties in a "good" condition. The "very good" category came in third in all regions except the capital, with demand shifting towards the cheaper, "habitable" category. The propensity to renovate was lowest in Eastern Hungary and in the capital, while 15% of buyers in the West were prepared to refurbish their new homes.



TURNOVER SPEED (TIME NEEDED TO SELL)

Compared to Duna House's data for October last year, turnover speed has moderated for all property types in the entire country. Based on the data for properties sold, owners of concrete block homes could sign a sales contract for their property the soonest. In the East, an average of 2.5 months was needed for a successful sale, while in the West and in the capital it took almost 3.5 months. For brick and mortar homes, those in the districts on the Pest side of the Danube were the quickest to sell, in just over 3.5 months, while in Buda and the in the West they took more than 4 months to find a new owner, and in the East it was 5 months. The listing phase was the longest in central Budapest: owners here needed more than 5 months to close a deal.

	F	PANEL								
TIME NEED OF SALE (DAY)										
	EAST	WEST	BUDA	PEST						
October 2022	71	57	69	51						
October 2023	75	104	101	102						
	BRICK									

TIME NEED OF SALE (DAY)

	EAST	WEST	BUDA	PEST	INNER CITY
October 2022	119	113	91	94	141
October 2023	151	137	126	109	158

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.

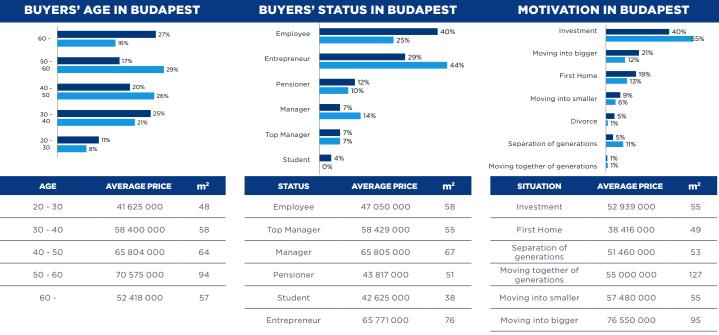
42 300 000

Divorce

61

BUYER PROFILE IN BUDAPEST

This October, buyers aged 60 and over accounted for the largest proportion (27%) in contracts signed in the capital. In 40% of transactions in the capital, buyers were employees. Although investor activity was 15 percentage points lower than it was a year ago, October was still one of the strongest months of the year with a share of 40%. 21% of buyers opted for a larger property, but the share of first-time home buyers in Budapest was also significant at 19%. Nearly HUF 53 million was spent on property investment purchases, while HUF 76.5 million and HUF 38.4 million were paid for a larger property and a first home, respectively.



BUYER PROFILE IN THE COUNTRY

Based on the data of transactions closed in October in the country, the age groups between 30-40 and 40-50 years showed the same level of activity (27%). 60% of buyers were employees. The majority of buyers, 34%, were buying their first home, 25% were in the market to move into a larger property and 20% were buying property as an investment. Those moving into a larger property paid the most for their new home, nearly HUF 48 million, while first homes and investment properties cost HUF 32.5 million and HUF 29.6 million, respectively.

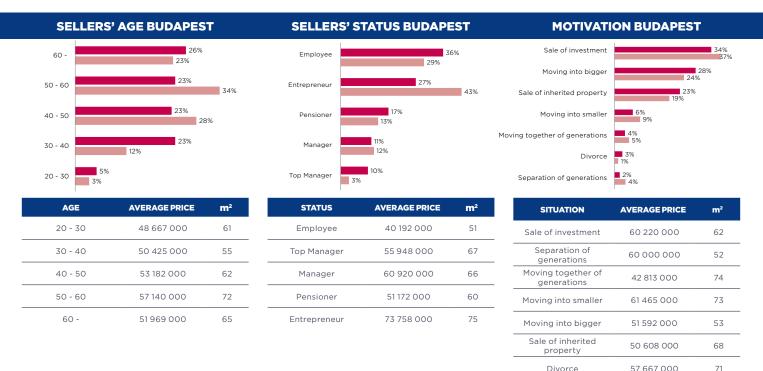
BUYERS' AG	GE IN THE COUN	NTRY	BUYERS' STAT	US IN THE COU	JNTRY	MOTIVATION	IN THE COUN	ITRY
60 -	9%		Employee	52%	60%	First Hom	e 15%	34%
	17%		Entrepreneur	22%		Moving into bigge	er 25	% 30%
50 - 60	19%		Pensioner	9%		Investmer	nt 20%	31%
40 - 50		27% 26%		13%		Moving into smalle	er 13%	
30 - 40		27%	Manager 5	%		Separation of generation	4%	
		27%	Top Manager 0%			Divorc	e 3%	
20 - 30	21%		Student 2%			Moving together o generation		
AGE	AVERAGE PRICE	m²	STATUS	AVERAGE PRICE	m²	SITUATION	AVERAGE PRICE	m²
20 - 30	28 668 000	79	Employee	30 498 000	85	Investment	29 630 000	75
30 - 40	35 279 000	87	Top Manager	25 672 000	67	First Home	32 506 000	83
40 - 50	38 656 000	90	Manager	43 050 000	81	Separation of generations	27 310 000	63
50 - 60	29 836 000	75	Pensioner	31 666 000	65	Moving together of generations	24 084 000	144
60 -	33 900 000	94	Student	28 500 000	48	Moving into smaller	29 615 000	65
_	_		Entrepreneur	44 515 000	102	Moving into bigger	47 941 000	110
October 2	022 Octol	ber 202	3			Divorce	42 800 000	68

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.



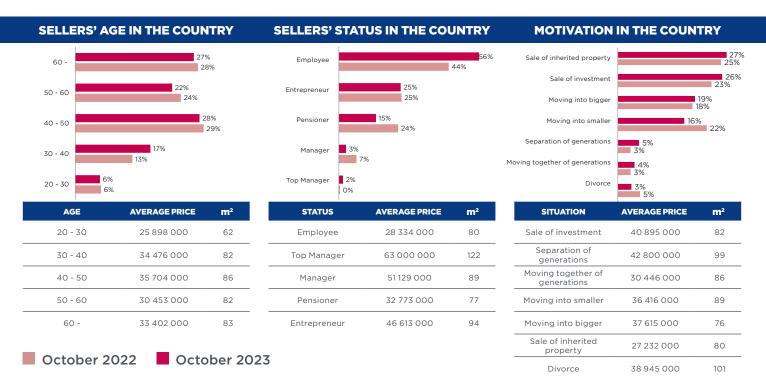
SELLER PROFILE IN BUDAPEST

According to October transaction data, the most active group of sellers in the capital was the over-60s, while 36% of those selling their property were employees. In terms of seller motivation, cashing in on an investment was the strongest driver, followed by moving into a larger property and selling an inherited property.



SELLER PROFILE IN THE COUNTRY

In the country, the proportion of people aged between 40-50 and over 60 selling their property through Duna House was almost equal at 28% and 27%, respectively. 56% of those advertising their homes were employees. The most common reason for selling in the country was the sale of an inheritance in October this year, too, but there was also a high proportion of owners (26%) who decided to sell their previous investment.



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. For seller profile data analysis an updated methodology has been introduced, which partly explains the significant change in the "sale of a property investment" row in recent months.

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-todate 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

140.000 100.000 100.000

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