First for Auctions

Q2 2026

Market Report

A review of auction performance, bidder activity and market momentum across April to June 2026.

FirstForAuctions.co.uk

Executive Summary

First for Auctions continued to build momentum throughout Q2 2026, with the April, May and June auctions delivering strong sale volumes, sustained bidder engagement and more than £23.8 million in capital value achieved. Across the quarter, 103 lots were sold and almost 1,600 bidders registered, demonstrating continued demand for well-positioned auction opportunities.

The quarter included First for Auctions' largest sale of the year at that point, resilient performance amid more challenging market conditions and competitive bidding that delivered significant price growth for vendors. These results reinforce the increasing appeal of auction as a strategic route to market for agents and sellers seeking speed, certainty and transparent competition.

Q2 by the numbers

103	**£23.8m+**	**166**
Lots sold	Capital value raised	Lots offered
1,595	**23.69%**	**2,015**
Registered bidders	Average Uplift	Bids placed

- April delivered First for Auctions' largest and most successful auction of 2026 at that point, with 43 lots sold and more than £10 million in capital value achieved.
- May generated a strong average guide price uplift of 23.69%, despite Bank Holidays, school half-term and wider economic uncertainty affecting the market.
- June closed the quarter positively, with 36 lots sold, £8 million achieved and 549 registered bidders.
- Competitive bidding remained a defining feature of the quarter, with several standout lots achieving final sale prices significantly above their original guides.
- The results demonstrate that correctly priced and well-positioned properties continue to attract motivated buyers, investors and developers.
- Auction continued to provide agents and sellers with a transparent and effective route for generating competition, creating certainty and achieving strong results.

Foreword

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The second quarter of 2026 has demonstrated both the strength and resilience of the auction market. While wider economic uncertainty and seasonal factors created a more varied trading environment, buyer appetite remained strong for properties that were priced and positioned effectively.

That wider picture reflects what we have seen first-hand at First for Auctions. April delivered our largest and most successful auction of the year at that point, with 63 lots offered, 43 sold and more than £10 million in capital value achieved. May presented a more challenging market backdrop, but competitive bidding continued to produce strong results, including an average guide price uplift of 23.69%. June then brought the quarter to a positive close, with 36 lots sold, £8 million achieved and increased bidder activity across the catalogue.

Across all three sales, buyers remained active and prepared to compete for the right opportunities. Several standout lots attracted sustained bidding and achieved prices significantly above their original guides, reinforcing the ability of auction to create urgency, uncover market value and deliver certainty for vendors.

The results also highlight the opportunities available to our estate agency partners. In a changing property market, auction provides agents with an additional route to market that can help revive difficult or fallen-through sales, generate new revenue and offer clients a faster, more transparent method of sale. As we move into the second half of the year, we look forward to building on this momentum and continuing to deliver strong outcomes for sellers, buyers and our partner network.

Monthly Performance Summary

Auction	Lots Sold	Raised	Avg uplift	Notable Activity
April	43	£10+	22.9% above reserve	777 registered bidders, 264 active bidders and 2,015 bids placed
May	24	£5.8m	23.69% above guide	269 registered bidders and an average of 4.5 bidders per lot
June	36	£8m	15.72% above guide	549 registered bidders and an average of 4.7 bidders per lot

Together, these figures show a business that maintained strong momentum throughout the second quarter, combining increased sale volumes with sustained buyer engagement and competitive bidding across a varied range of properties.

April 2026: The largest sale of the year

First for Auctions opened the second quarter with its largest and most successful auction of 2026 at that point, setting a strong benchmark for the months ahead.

- 63 lots offered
- 43 lots sold
- 68% success rate
- More than £10 million in capital value achieved
- 22.9% average above reserve
- 777 registered bidders
- 264 active bidders
- 2,015 bids placed

High levels of participation and competitive bidding were seen throughout the catalogue, demonstrating continued confidence from buyers, investors and developers. The results also took First for Auctions' year-to-date capital value beyond £30 million.

Standout lots

57 Tockley Road, Burnham, Slough - Sold for **£375,000**, achieving **87.5% above guide** after attracting 12 active bidders and 192 bids.

2 Church Cottages, Bledlow Ridge, Buckinghamshire - Referred by partner agent Tim Russ & Co and sold for **£453,000**, achieving **51% above guide** following 120 bids from nine active bidders.

May 2026: Resilience amid market headwinds

May presented a more challenging trading environment, with two Bank Holidays, school half-term and wider economic uncertainty competing for buyers' attention. Despite these pressures, competitive bidding remained a consistent feature across the catalogue, producing strong results and demonstrating continued demand for well-positioned opportunities.

- 24 lots sold
- £5.8 million in capital value achieved
- 269 registered bidders
- An average of 4.5 bidders per lot
- 23.69% average uplift on guide prices

The results reinforced the effectiveness of auction in a changing market, with motivated buyers continuing to compete for properties that were priced and positioned correctly.

Standout lots

The Roebuck, Oxford Road, Tilehurst, Reading - This former public house attracted 13 active bidders and 369 bids before selling for **£922,000 from a guide price of £380,000.** Sustained competition throughout the auction drove the final price to more than double its original guide.

114 Wykeham Road, Reading - Seven active bidders placed 48 bids on this residential investment and development opportunity, which sold for **£227,000 from a guide price of £200,000.**

June 2026: Strong momentum closes the quarter

June brought the second quarter to a positive close, with a larger catalogue, increased bidder activity and competitive bidding delivering strong results across a diverse range of properties.

- 36 lots sold
- £8 million in capital value achieved
- 549 registered bidders
- An average of 4.7 bidders per lot
- 15.72% average uplift on guide prices

The auction demonstrated continued demand for well-priced opportunities, with buyers remaining active and prepared to compete. Sustained bidding across the catalogue helped vendors achieve strong guide price growth and reinforced the benefits of auction as a transparent and effective route to market.

Standout lots

18 Park Lane, Hazlemere - Eight active bidders placed 155 bids before the property sold for **£502,000 from a guide price of £365,000**, achieving almost **38% above guide.**

18 Peppard Road, Caversham - This property attracted six active bidders and 91 bids, eventually selling for **£670,000 from a guide price of £500,000**, achieving **34% above guide.**

Q2 Market Themes

Sustained buyer engagement

Strong registration levels and active competition throughout the quarter demonstrate that buyers, investors and developers remain prepared to compete for the right opportunities. Across April, May and June, 1,595 bidders registered, with April alone generating more than 2,000 bids.

Pricing and positioning remain critical

The quarter reinforced the importance of bringing properties to market with realistic pricing and a clear auction strategy. Even during May's more challenging market conditions, well-positioned opportunities continued to generate robust demand and sustained bidding activity.

Competitive tension driving value

Strong monthly uplifts and several standout sales demonstrated auction's ability to create urgency and uncover market value. Competitive bidding helped properties significantly exceed their guides, including The Roebuck in Tilehurst, which sold for £922,000 from a guide price of £380,000.

Resilience in a changing market

Q2 performance remained strong despite seasonal disruption and wider economic uncertainty. The results show that auction can continue to deliver speed, certainty and transparent competition when traditional market conditions become more difficult or unpredictable.

National market context

The latest Essential Information Group data available at the end of Q2 showed that the UK auction market remained ahead of the previous year, with both the number of lots offered and the number sold continuing to rise.

However, supply increased at a faster rate than sales activity, placing some pressure on national success rates and giving buyers greater choice. Despite this, funds raised remained stable and residential auctions continued to underpin performance, demonstrating sustained demand for correctly priced opportunities.

For First for Auctions, this national picture provides important context. Strong bidder registration, sustained competition and significant guide price uplifts across Q2 demonstrate the ability of well-positioned properties to stand out, even as buyers become increasingly selective.

Measure	Latest national result	Direction of travel
Lots offered	3,990, up 6.2% year on year	Supply continuing to grow
Lots Sold	2,683, up 3.9% year on year	Buyer demand remains active
Success rate	67.2%, down 2.2% year on year	Greater buyer selectivity
Total raised	£528.6 million, up 0.4%	Capital value remains stable
Three-month total raised	£1.499 billion, up 7%	Positive underlying momentum

The three-month national figures covering March to May also showed 11,685 lots offered and 7,891 sold, representing annual increases of 12% and 10.1% respectively.

Looking ahead

With a strong second quarter now complete, First for Auctions enters the second half of 2026 with continued momentum.

Across the first six auctions of the year, 196 lots have been sold, more than £43.9 million in capital value has been achieved and 3,029 bidders have registered. These results provide a strong foundation for further growth throughout Q3.

Upcoming auction dates are:

- 30 July 2026
- 27 August 2026
- 30 September 2026

Key expectations for Q3 include continued bidder engagement, further growth in partner agent referrals and sustained demand for properties that are realistically priced and strategically positioned.

Q2 has reinforced auction's ability to perform in both buoyant and more challenging market conditions, providing sellers and agents with a route to market built around speed, transparency and certainty.

Partner with First for Auctions

Join a growing network of forward-thinking agents using auction as a strategic route to market.

Whether you are looking to revive a stalled sale, provide greater certainty for a vendor or introduce a new revenue stream to your agency, our team can provide the expertise and support needed to achieve the best possible outcome.

Together, we can help you maximise value, deliver certainty and achieve stronger results for your clients.

To discuss your next instruction or partnership opportunities, contact:

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