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DUNA HOUSE BAROMETER

The latest property market info
from Duna House network

Issue 182
August 2026

DHS
BÉT
PRIME MARKET
Listed on the Prime Market of the Budapest Stock Exchange

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FORTHCOMING ISSUES

DATE OF ISSUE	CONTENT
14.10.2026	**Q3 2026 data (with price indices and housing loan data)**
12.11.2026	**October 2026 data**
14.12.2026	**November 2026 data**

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GENERAL INFORMATION CONSERNING THE CONTENT OF THE PRESENT PUBLICATION

Please note: The present publication is not intended to be used to make estimates of the DH Group’s business results or to draw conclusions regarding the same.

All data, information, estimates, and professional opinions contained in this publication are based on data derived from the activities of the Duna House Franchise Network and members of the DH Group, as well as, in certain cases, on subjective experience. Any extrapolation of these to the entire Hungarian residential property market may therefore require further adjustments.

Unless otherwise indicated specifically, all data were sourced from a database operated by the DH Group. This database is populated by members of our sales network based on their own judgment and the information provided by their clients; therefore, the operator assumes no responsibility for its completeness and accuracy. The data in this publication was compiled on the basis of residential property transaction parameters recorded by sales agents at Duna House offices operating nationwide, primarily in major cities.

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EXECUTIVE SUMMARY

THE END-OF-SUMMER HOUSING MARKET IS CHARACTERISED BY SLOWER SALES, TOUGHER NEGOTIATIONS AND LARGER PRICE DISPERSIONS

In Buda, the price per sq. m. exceeded HUF 1.6 million in 68 per cent of all residential property sales.

The average time it took to sell a concrete block unit in Buda has risen to 90 days.

The average amount spent by buyers was HUF 92 million in Budapest and HUF 55 million outside the capital.

August data suggests that demand in the housing market picked up somewhat towards the end of the summer months; however, this has not yet led to a rebound in sales. Many properties are remaining on the market for longer, and in several segments, larger price reductions are required to finalise a sale. Meanwhile, regional differences in pricing trends are becoming increasingly pronounced: prices are still rising sharply in the previously cheaper segments (i.e. in the country and for concrete block units), while price increases are already much more subdued in the most expensive parts of Budapest, and there is even a decline becoming evident in the city centre.

One of the most striking changes is the increase in the time it takes to sell a home. In August, it took an average of 90 and 74 days to sell concrete block units in Buda and Pest, respectively. For pre-owned brick-and-mortar homes, the average time on the market was 100 days in Pest, 92 days in Buda and 88 days in the city centre. Outside the capital, brick-and-mortar homes both in the East and in the West spent more than 100 days on the market. In many places, the longer times to sell were accompanied by greater price reductions. Sales of brick-and-mortar flats outside the capital were typically subject to reductions of 6–7 per cent, whilst those in the capital's brick-and-mortar market typically saw reductions of around 4 per cent.

Regional differences in price trends are becoming increasingly pronounced. The average price per sq. m. for pre-owned brick-and-mortar flats in the capital was HUF 1.6 million in Buda, HUF 1.4 million in the city centre and HUF 1.1 million in Pest. Duna House recorded a 10 per cent annual increase in Pest, 4 per cent in Buda, while the average price per sq. m. fell by 3 per cent in the city centre. Annual price rises remained significantly stronger in the country. The price per sq. m. for brick-and-mortar homes in Western Hungary rose by 23 per cent, while in the Eastern part of the country it rose by 15 per cent over the course of a year. In the concrete block housing market in Eastern Hungary, we recorded a 25 per cent rise in prices. Markets that used to be cheaper are therefore continuing to catch up, whilst in the most expensive segments of the capital, the previous momentum has already stalled.

The composition of properties purchased also differed between Budapest and the rest of the country. In Buda, smaller flats with high prices per sq. m. came to the fore. In 68 per cent of all August sales, the price per sq. m. was already above HUF 1.6 million, while one in four transactions was concluded at a price per sq. m. exceeding HUF 2 million. Meanwhile, in the country, the proportion of larger homes increased, with the 80–100 sq. m. category accounting for 21 per cent of all sales. In County Pest, the proportion of properties in the 100–120 sq. m. bracket rose to 14 per cent.

First-time buyers continue to feature strongly within the buyer base. In Budapest in August, first-time buyers and investors together accounted for 32 per cent of sales. Outside the capital, the purchase of a first home was the most common motivation, accounting for 36 per cent, whilst moving into larger homes and investors each accounted for 22 per cent. Buyers in the capital paid an average of HUF 92 million for a 71-square-metre property, whilst in the country they purchased homes with an average floor space of 88 sq. m. for HUF 55 million.

Demand strengthened somewhat in August. The Duna House Demand Index rose from 64 points in July to 68 points, meaning that more buyers appeared on the market following the summer low. However, this has not yet translated into higher transaction volumes. According to Duna House's estimates, 8077 residential properties changed hands in August, 13 per cent fewer than in July. That said, we should not draw far-reaching conclusions from the significant decline compared with August last year, as the exceptional activity in August 2025 prior to the launch of the Otthon Start Programme caused a one-off peak in sales.

The autumn market is thus kicking off with demand having already rebounded from its summer low; however, residential property sales remain slower than before in many segments. Due to longer selling times and discounts of up to 6–7 per cent in the country, the initial asking price of a home is once again of greater significance. Meanwhile, it is becoming increasingly difficult to identify a uniform nationwide pricing trend; there are likely to be significant differences in the coming months between Budapest, the country and different residential property types.

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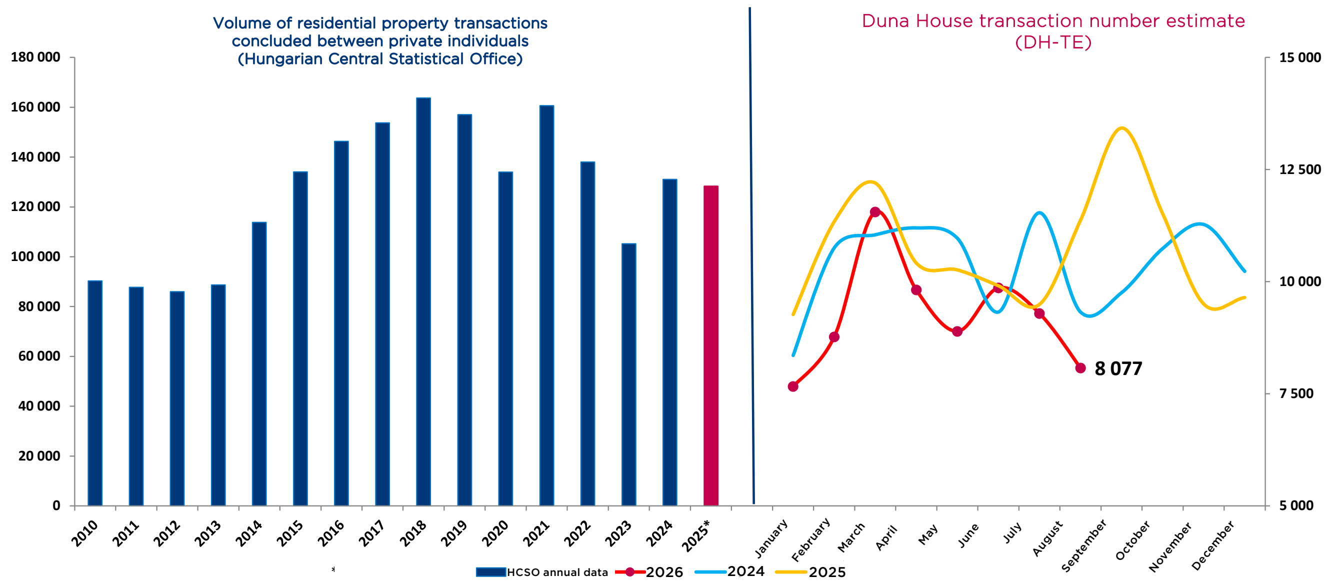
TRANSACTION DATA

DUNA HOUSE TRANSACTION NUMBER ESTIMATE (DH-TE)

According to Duna House estimates, 8077 residential properties changed owners nationwide in August 2026. This is 13 and 29 per cent lower than the figures for July 2026 and for August last year, respectively. However, this comparison is based on a rather unique point of reference: August 2025 was the last month before the launch of the Otthon Start Program in September of the same year, and the announcement of the scheme temporarily boosted sales – primarily due to investors buying ahead of expected price rises. Last August's peak therefore reflects a one-off surge prior to the OSP, and compared to this, this year's more subdued level indicates that the market has started to normalise.



According to data from Credipass, the international financial brand of the Duna House Group, residential mortgage loan agreements with a total contractual value of HUF 255 billion are expected to be concluded in August 2026. This volume is 6.9 per cent lower than the July figure; however, compared with the data for August last year published by MNB, the National Bank of Hungary, it represents a significant increase of 141.3 per cent.

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

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
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	9 754	10 738	11 277	10 231
2025	9267	11 338	12 200	10 415	10 262	9908	9492	11369	13426	11518	9503	9646
2026	7662	8769	11,554	9815	8892	9862	9292	8077				

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 by 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.

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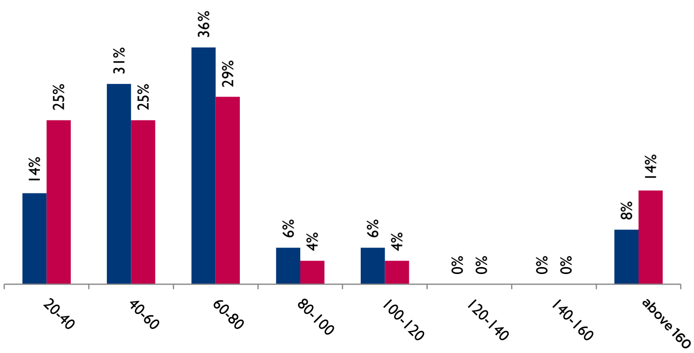
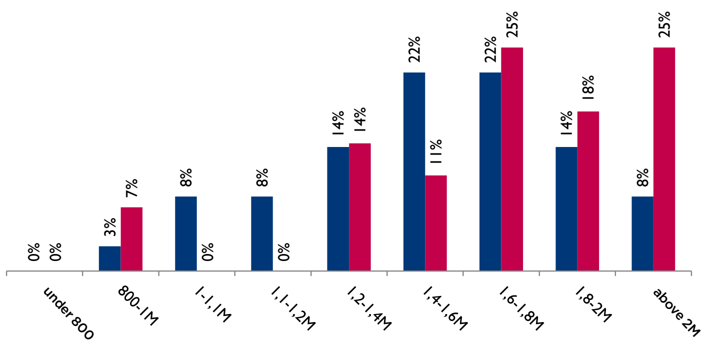
TRANSACTION PARAMETERS IN BUDAPEST

Unit prices have risen dramatically in the Buda market: whilst a year ago 44 per cent of sales were at a price per square metre exceeding 1.6 million forints, by August this year that figure had risen to 68 per cent. Within this, the proportion of the category above HUF 2 million surged from 8 per cent to 25 per cent, and the previously absent price bracket above HUF 200 million also appeared (with a share of 14 per cent). Furthermore, the size distribution shifted towards smaller flats: the proportion of the 20–40 sq. m. category rose from 14 per cent to 25 per cent. Taken together, these two trends suggest that the homes that have changed their owners in Buda were typically smaller but commanded a much higher price per sq. m. than before. In Pest, the picture is more moderate and balanced. Flats measuring 40–60 sq. m. remained the best-sellers, with their share rising from 41 to 45 per cent, whilst the smallest category, 20–40 sq. m., declined from 26 to 15 per cent. Purchase prices shifted upwards: the proportion of transactions below HUF 40 million fell from 12 per cent to 3 per cent, while the share of those in the HUF 70–90 million bracket rose from 21 per cent to 27 per cent.

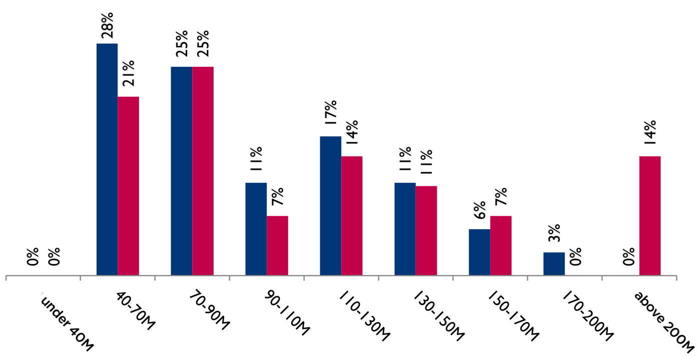
BUDA



apartment size (m^2)

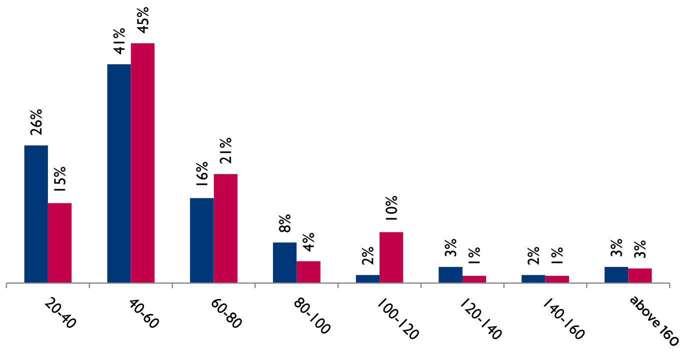


sq. m. price (in thousand HUF)

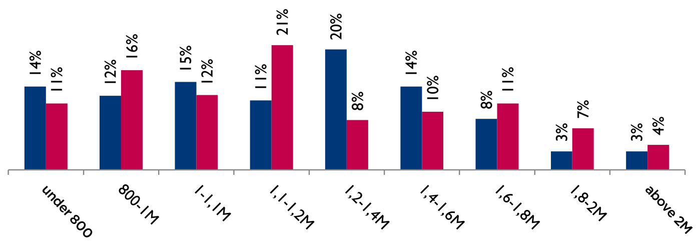


apartment price (in million HUF)

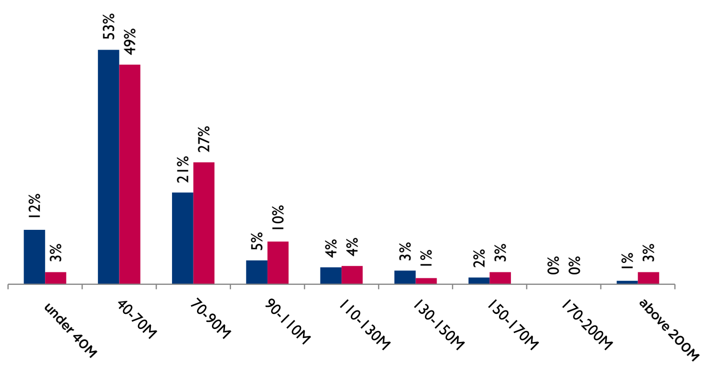
PEST



apartment size (m^2)



sq. m. price (in thousand HUF)



apartment price (in million HUF)

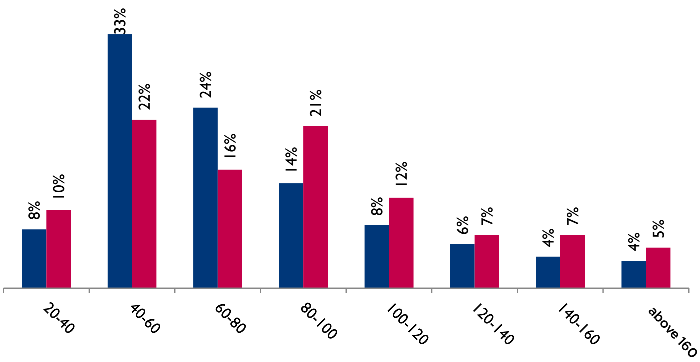
■ August 2025 ■ August 2026

Based on properties sold by Duna House Franchise Network.

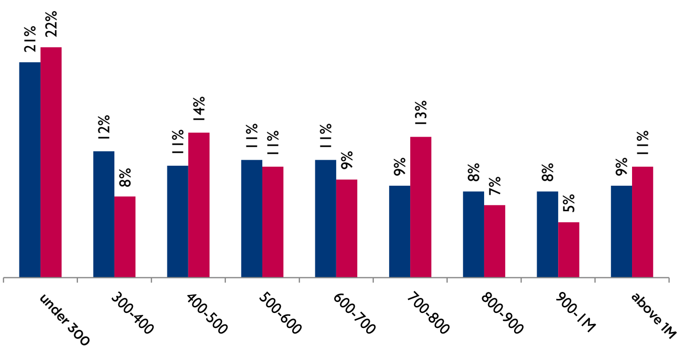
TRANSACTION PARAMETERS IN THE COUNTRY

Excluding Central Hungary, the size distribution of residential properties in the national market has undergone a significant shift: the share of the previously dominant 40–60 sq. m. category fell from 33 to 22 per cent, while that of flats in the 80–100 sq. m. range rose from 14 to 21 per cent. This means that buyers in the country have turned to larger properties. This is also confirmed by the price distribution: the proportion of transactions exceeding HUF 80 million rose from 6 per cent to 12 per cent in one year, while the HUF 30–40 million bracket shrank from 21 per cent to 12 per cent. In County Pest, too, larger properties have become more prominent: the proportion of properties in the 100–120 sq. m. category has doubled (from 7 per cent to 14 per cent), and sales with a purchase price exceeding HUF 100 million accounted for 19 per cent of all sales. The lower end of the price range has practically disappeared: the proportion of properties sold at a price per sq. m. of less than HUF 300,000 fell from 11 per cent to 2 per cent.

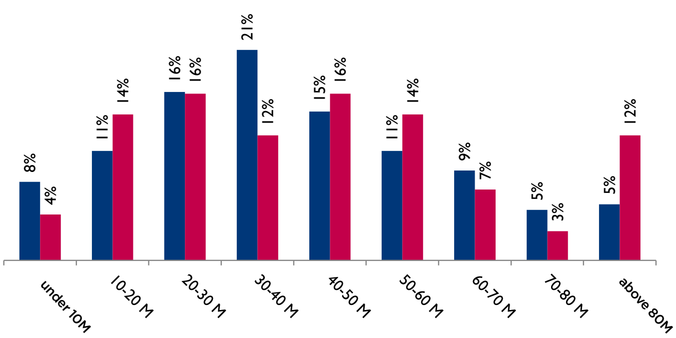
COUNTRYWIDE (EXCLUDING CENTRAL HUNGARY)



apartment size (m²)

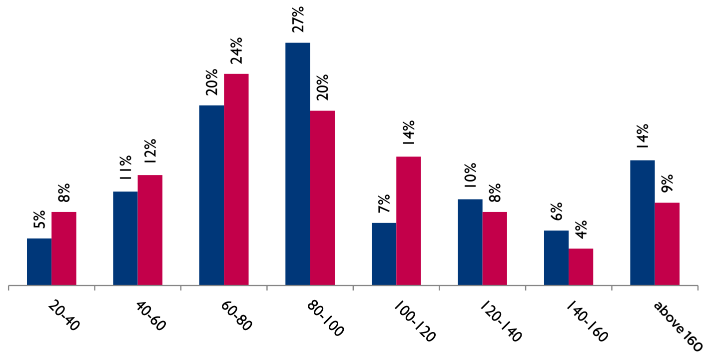


sq. m. price (in thousand HUF)

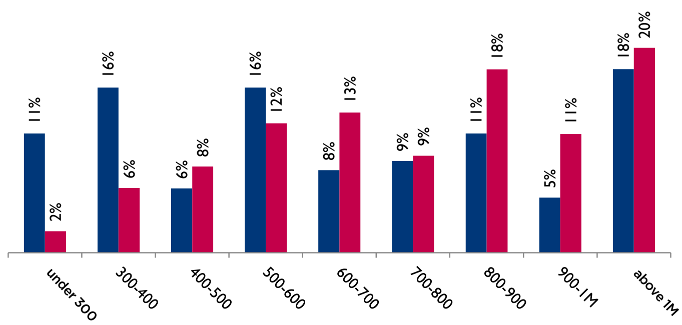


apartment price (in million HUF)

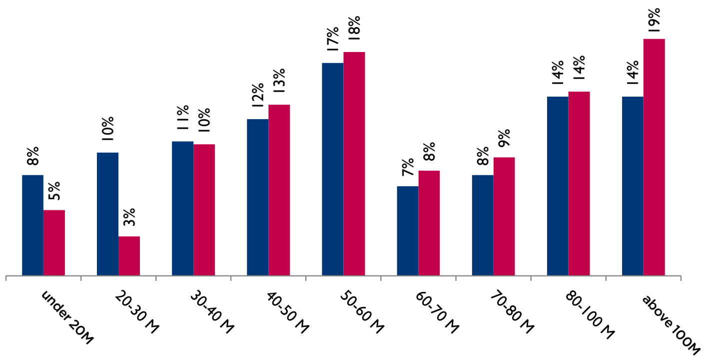
COUNTY PEST



apartment size (m²)



sq. m. price (in thousand HUF)



apartment price (in million HUF)

August 2025 **August 2026**

Based on properties sold by Duna House Franchise Network.

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SALES DATA – PRICES – BARGAINING MARGINS

On the capital's pre-owned property market, the average price per sq. m. was HUF 1.60 million in Buda, HUF 1.40 million in the city centre and HUF 1.10 million in Pest. Year-on-year, the steepest rise in prices was seen in Pest (+10 per cent); in Buda, the increase was a much more modest 4 per cent, while in the city centre, the price per sq. m. even fell by 3 per cent – the capital's most expensive segment is the only one where a decline is evident. For flats in the country, average prices stood at HUF 624,000 in the West and HUF 448,000 in the East; however, price rises were particularly sharp here, with the price per sq. m. rising by 23 per cent in the West and 15 per cent in the East in one year.

The rate of price negotiation is one of the month's most telling indicators. Buyers have the greatest room for manoeuvre in the brick-and-mortar housing market outside Budapest: the final price reduction was 7 per cent in the West and 6 per cent in the East, while for flats in the capital it stood at around 4 per cent. The larger discounts offered by sellers in the country are also linked to longer sales times — flats in both the East and in the West spent more than 100 days on the market, and this gradually compels sellers to reduce their asking prices.

In the market for concrete block units, prices per sq. m. in the country stood at around HUF 836,000 in the East and HUF 781,000 in the West, while the sq. m. price for this segment in Pest was HUF 1.13 million. Similar homes in the East saw the most dramatic rise in price, up by 25 per cent over the course of a year, while the increase was 8 per cent in the West and 3 per cent in Pest. Discounts in the concrete block market are more varied: the final discount was around 4 per cent for flats in Pest and around 2 per cent for those in the East, while for flats in the West it even reached 10 per cent.

PANEL: COUNTRYWIDE

	EAST				WEST			
	price	m² price	change in listing price	bargain	price	m² price	change in listing price	bargain
August 2025	38 286 000	671 000	2%	3%	38 305 000	726 000	1%	3%
August 2026	46 695 000	836 000	4%	2%	39 808 000	781 000	4%	10%

BRICK: COUNTRYWIDE

	EAST				WEST			
	price	m² price	change in listing price	bargain	price	m² price	change in listing price	bargain
August 2025	34 603 000	391 000	3%	5%	39 919 000	507 000	5%	6%
August 2026	42 545 000	448 000	2%	6%	54 244 000	624 000	6%	7%

PANEL: BUDAPEST

	BUDA				PEST			
	price	m² price	change in listing price	bargain	price	m² price	change in listing price	bargain
August 2025	70 758 000	1 248 000	1%	1%	56 262 000	1 092 000	1%	1%
August 2026	74 500 000	1 461 000	0%	2%	60 189 000	1 129 000	2%	4%

BRICK: BUDAPEST

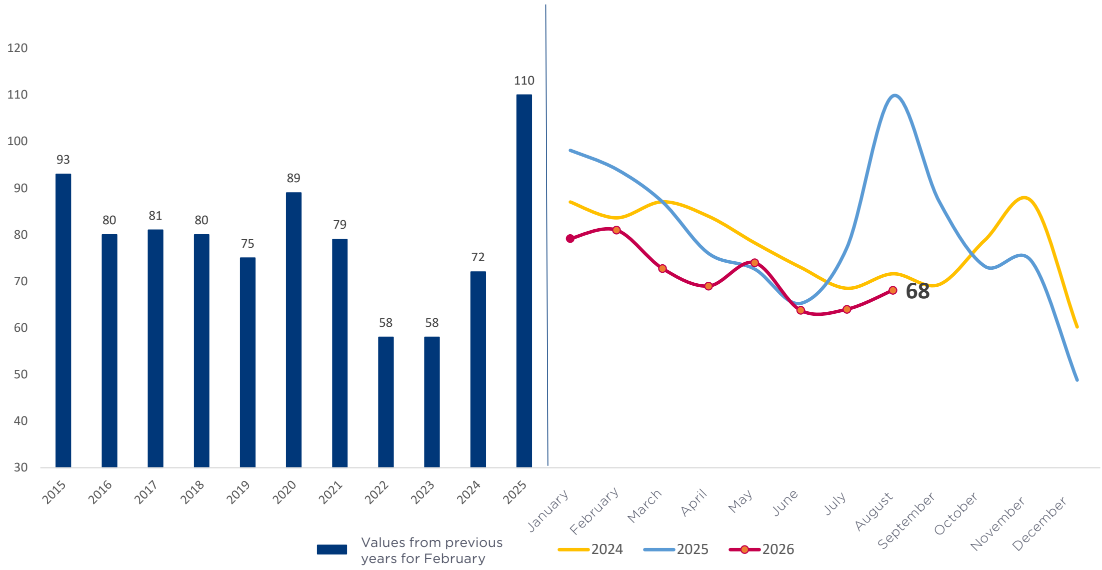
	BUDA				PEST				INNER CITY			
	price	m² price	change in listing price	bar-gain	price	m² price	change in listing price	bar-gain	price	m² price	change in listing price	bargain
August 2025	113 249 000	1 534 000	3%	1%	62 992 000	996 000	2%	2%	84 193 000	1 447 000	2%	5%
August 2026	130 163 000	1 598 000	3%	4%	78 967 000	1 095 000	5%	4%	100 701 000	1 403 000	7%	4%

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

Methodology: Changes in the average price may occur if more large-floor-plan apartments changed hands during a given period. Real price growth is reflected by the change in prices per square meter. 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 Duna House Demand Index stood at 68 points in August, representing a slight increase compared with July's figure of 64 points. However, it remains significantly below the 110 points recorded in August last year — although August 2025 was the last month before the launch of the Otthon Start Program, when the mass entry into the market of buyers preparing for the scheme generated exceptional demand. The current figure of 68 points falls within the midfield of August figures from previous years: it exceeds the lows of 2022 and 2023 (58–58 points), but falls short of the 72 points recorded in 2024 and the 75–93 points seen between 2015 and 2021.



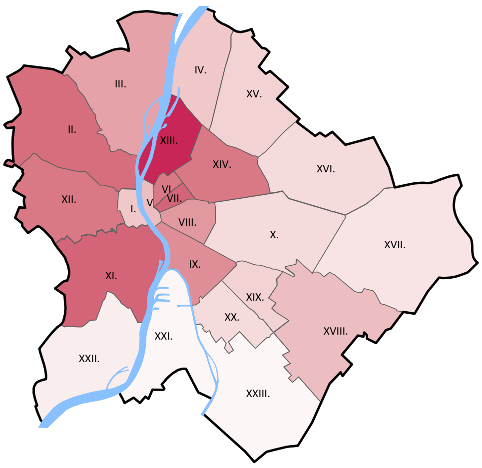
Methodology behind Demand Index: The basis of the estimate is the activity registered by our agents in various, mainly major cities and Duna House offices. Corrections are made depending on the number of active agents and working days. The Demand Index is an important indication of buyer side's reactions 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

There has been an almost universal cooling in interest across the districts of Budapest: out of the 23 districts, buyer interest has risen over the course of a year in only two – in District 12 (from 13.2 per cent to 15.5 per cent) and in District 22 (from 4.2 per cent to 4.8 per cent). The sharpest declines were experienced by the districts that had previously been the most sought-after: interest in District 14 fell from 20.3 per cent to 15 per cent, in District 13 from 25.4 per cent to 20.9 per cent, and in District 6 from 19.3 per cent to 15.3 per cent. Despite this decline, District 13 remained at the top of the list (20.9 per cent), followed by District 11 (17.1 per cent) and District 7 (16.9 per cent). In District 2, interest remained virtually unchanged from last year's level (falling from 16.4 per cent to 16.3 per cent).

INTEREST TOWARD THE DISTRICTS IN BUDAPEST:

greatest interest



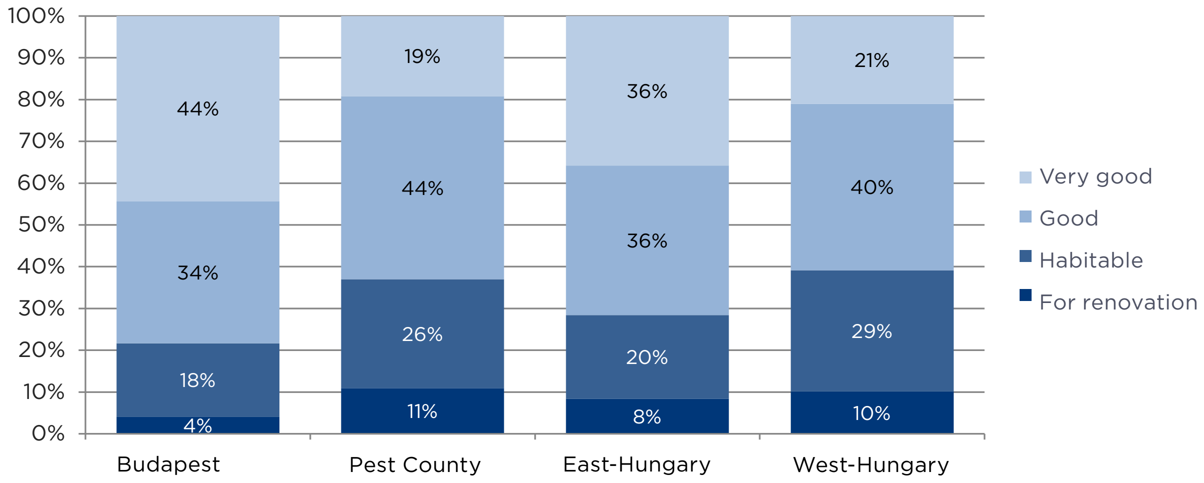
DISTRICT	AUGUST 2025	AUGUST 2026
Bp. 01.	8,6%	8,1%
Bp. 02.	16,4%	16,3%
Bp. 03.	14,3%	11,4%
Bp. 04.	11,1%	8,1%
Bp. 05.	12,3%	9,5%
Bp. 06.	19,3%	15,3%
Bp. 07.	18,7%	16,9%
Bp. 08.	16,0%	12,7%
Bp. 09.	16,9%	13,4%
Bp. 10.	9,1%	6,1%
Bp. 11.	19,8%	17,1%
Bp. 12.	13,2%	15,5%
Bp. 13.	25,4%	20,9%
Bp. 14.	20,3%	15,0%
Bp. 15.	8,2%	7,8%
Bp. 16.	7,2%	6,5%
Bp. 17.	6,2%	6,0%
Bp. 18.	9,8%	9,6%
Bp. 19.	9,0%	7,4%
Bp. 20.	6,9%	6,9%
Bp. 21.	4,2%	4,0%
Bp. 22.	4,2%	4,8%
Bp. 23.	3,2%	2,6%

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

There are still marked regional differences in the breakdown of purchased flats by condition, with Budapest boasting the best quality profile: 44 per cent of sales involved properties in a 'very good' condition, a further 34 per cent fell in the 'good' category, while the proportion of those 'in need of renovation' stood at just 4 per cent. In the capital, therefore, nearly four-fifths of sales were for flats in a good condition or better. In the country, the proportion of properties in poorer condition is significantly higher. In Western Hungary, the proportion of the 'habitable' category is the highest (29 per cent), whilst the 'very good' category is the lowest (21 per cent). In Eastern Hungary, the distribution is more balanced: the 'good' and 'very good' categories each account for 36 per cent. In County Pest, properties in a 'good' condition dominate (44 per cent), whilst the proportion of those in need of renovation is highest here (11 per cent).



TURNOVER SPEED (TIME NEEDED TO SELL)

As the most striking trend of the month, sales of concrete block units in Budapest have slowed further: in Buda, the average time it took to sell these has risen from 51 to 90 days over the course of a year, while in Pest it increased from 58 to 74 days. In the country, however, the picture is more balanced — in the East, the time it took to sell a flat has lengthened from 72 to 84 days, while in the West it shortened from 84 to 78 days. Concrete block homes in the capital are thus consistently selling more slowly than those in the country, whereas a year ago the situation was the reverse: last August, concrete block flats in Buda were the fastest-selling segment in the country. For second-hand brick-and-mortar homes the time taken to sell increased in every market surveyed. The biggest change occurred in Pest (from 79 to 100 days), but the time it took to sell also increased in Buda (from 85 to 92 days), in the city centre (from 81 to 88 days), as well as in the East (from 94 to 101 days) and in the West (from 108 to 109 days). As a result, the average time taken to sell a property on the brick-and-mortar markets in the country now exceeds 100 days.

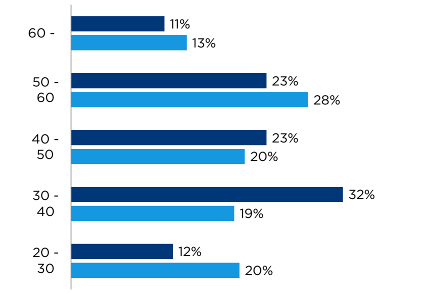
PANEL				
TIME NEED OF SALE (DAY)				
	EAST	WEST	BUDA	PEST
August 2025	72	84	51	58
August 2026	84	78	90	74

BRICK					
TIME NEED OF SALE (DAY)					
	EAST	WEST	BUDA	PEST	INNER CITY
August 2025	94	108	85	79	81
August 2026	101	109	92	100	88

BUYER PROFILE IN BUDAPEST

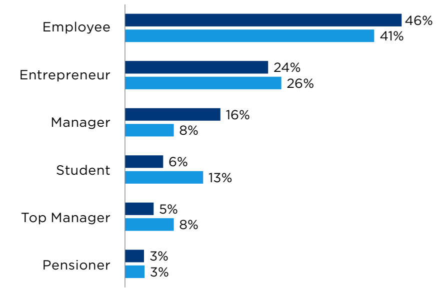
In August, the picture among Budapest buyers was balanced: the proportion of first-time buyers and those making a purchase for investment purposes was 32 per cent in both cases. Year-on-year, the proportion of first-time buyers fell from 36 per cent to 32 per cent, while that of investors rose from 28 per cent to 32 per cent — although this is due to the specific nature of last year's baseline. In August 2025, immediately before the launch of the Otthon Start scheme, some prospective first-time buyers held off until the scheme's launch in September, while investors brought forward their purchases at precisely this time to beat the expected price rises. Since September 2025, the scheme's lasting impact has consistently pointed towards a dominance of first-time buyers. We have also observed a significant shift across age groups: the proportion of 30–40-year-olds jumped from 19 per cent to 32 per cent, whilst that of 20–30-year-olds fell from 20 per cent to 12 per cent and that of 50–60-year-olds dropped from 28 per cent to 23 per cent. In terms of occupational breakdown, the proportion of employees increased (from 41 to 46 per cent), while that of middle managers doubled (from 8 to 16 per cent). Buyers in Budapest spent an average of HUF 92 million on a 71-square-metre flat.

BUYERS' AGE IN BUDAPEST



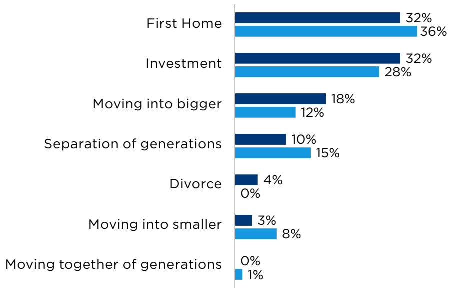
AGE	AVERAGE PRICE	m²
20 - 30	64 896 000	54
30 - 40	79 080 000	65
40 - 50	102 680 000	85
50 - 60	100 738 000	66
60 -	119 416 000	87

BUYERS' STATUS IN BUDAPEST



STATUS	AVERAGE PRICE	m²
Employee	73 273 000	64
Top Manager	223 167 000	195
Manager	62 578 000	53
Pensioner	148 450 000	130
Student	54 250 000	40
Entrepreneur	143 326 000	81

MOTIVATION IN BUDAPEST

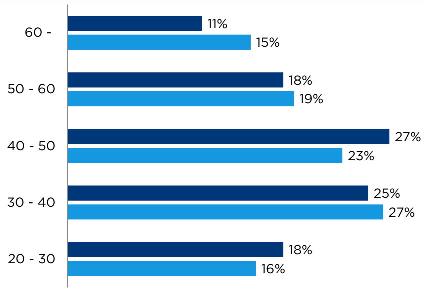


SITUATION	AVERAGE PRICE	m²
Investment	95 300 000	59
First Home	67 059 000	56
Separation of generations	76 222 000	56
Moving together of generations	-	-
Moving into smaller	67 167 000	47
Moving into bigger	155 363 000	135
Divorce	115 700 000	108

BUYER PROFILE IN THE COUNTRY

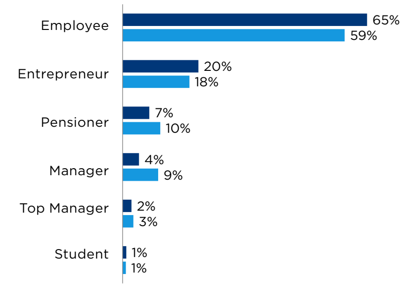
The buyer profile in the country is more stable than that in the capital, and in terms of purchase motives, first-time buyers clearly form the largest group at 36 per cent. They are followed by those moving into a larger home and by those buying for investment purposes, with a share of 22 per cent each. In terms of occupational breakdown, there is a marked predominance of employees (65 per cent), while self-employed buyers accounted for 20 per cent. As far as age groups are concerned, the distribution of buyers in the country is balanced: those aged 40–50 form the largest group (27 per cent), followed by those aged 30–40 (25 per cent). On average, buyers in the country paid HUF 55 million for properties measuring 88 sq. m. — meaning they acquired a significantly larger flat for around 60 per cent of the Budapest average price.

BUYERS' AGE IN THE COUNTRY



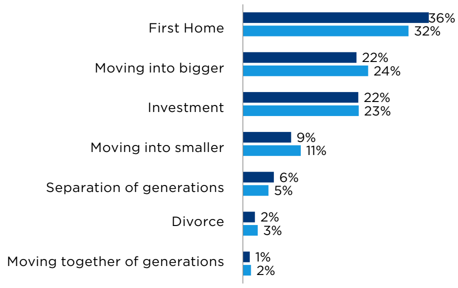
AGE	AVERAGE PRICE	m²
20 - 30	53 255 000	91
30 - 40	61 687 000	99
40 - 50	63 810 000	91
50 - 60	40 065 000	72
60 -	49 508 000	81

BUYERS' STATUS IN THE COUNTRY



STATUS	AVERAGE PRICE	m²
Employee	46 629 000	84
Top Manager	77 167 000	93
Manager	79 773 000	115
Pensioner	45 333 000	82
Student	-	-
Entrepreneur	76 040 000	94

MOTIVATION IN THE COUNTRY



SITUATION	AVERAGE PRICE	m²
Investment	46 317 000	79
First Home	49 453 000	85
Separation of generations	53 327 000	83
Moving together of generations	64 875 000	109
Moving into smaller	41 280 000	72
Moving into bigger	89 740 000	114
Divorce	27 772 000	66

August 2025 August 2026

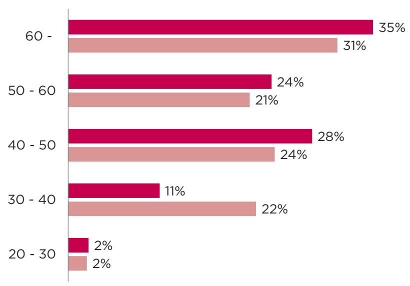
Under our methodology investment as a motivation includes all property transactions that, judged by the buyer's characteristics, can be considered as an investment, i.e. this is not a strictly business category. It includes all family investments and short-term investors who buy a property in a poor 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

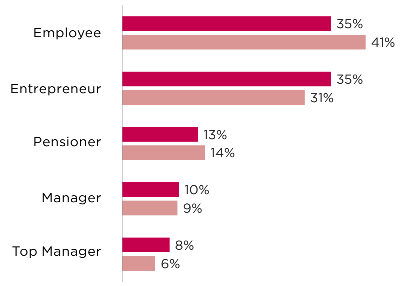
On the seller's side in Budapest, the sale of a previous investment remained the biggest single motivation at 32 per cent, although on a year-on-year basis this figure fell from 41 per cent. It is worth highlighting the increase in the sale of inherited properties: their share rose from 14 to 21 per cent in the space of a year. Sellers are getting older: the proportion of those aged 60 and over rose from 31 per cent to 35 per cent, while that of those aged 40–50 rose from 24 per cent to 28 per cent; meanwhile, the proportion of those aged 30–40 halved (fell from 22 per cent to 11 per cent). In terms of occupational distribution, the proportion of self-employed sellers has increased (from 31 per cent to 35 per cent), while that of employees has decreased (from 41 per cent to 35 per cent) — the two groups are thus represented in equal proportions among sellers in the capital.

SELLERS' AGE BUDAPEST



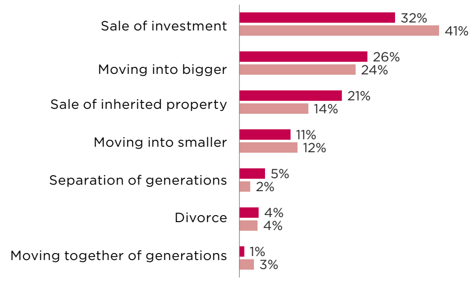
AGE	AVERAGE PRICE	m^2
20 - 30	76 950 000	60
30 - 40	88 378 000	59
40 - 50	91 295 000	74
50 - 60	93 955 000	80
60 -	95 500 000	74

SELLERS' STATUS BUDAPEST



STATUS	AVERAGE PRICE	m^2
Employee	65 670 000	56
Top Manager	119 016 000	104
Manager	74 884 000	60
Pensioner	121 363 000	112
Entrepreneur	121 285 000	81

MOTIVATION BUDAPEST

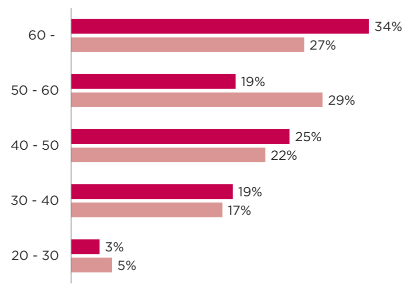


SITUATION	AVERAGE PRICE	m^2
Sale of investment	89 366 000	54
Separation of generations	160 375 000	174
Moving together of generations	-	-
Moving into smaller	154 863 000	110
Moving into bigger	73 117 000	60
Sale of inherited property	73 025 000	62
Divorce	138 167 000	156

SELLER PROFILE IN THE COUNTRY

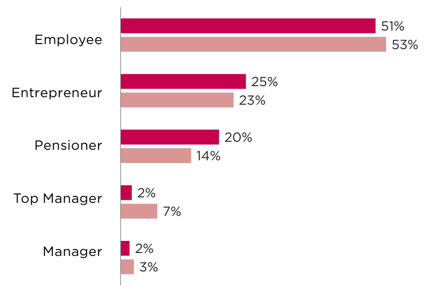
As for sellers in the country, the sale of investment properties (28 per cent) and the sale of inherited properties (25 per cent) are the two largest categories, followed by moving into a larger home (19 per cent) and moving into a smaller home (17 per cent). Sellers in the country are therefore less investment-driven than their peers in Budapest, and reasons related to life circumstances feature more prominently. In terms of age distribution, those aged 60 and over dominate (34 per cent), followed by those aged 40–50 (25 per cent). In terms of occupational distribution, employees account for half of all sellers (51 per cent), self-employed sellers make up 25 per cent, and pensioners 20 per cent — the latter figure being significantly higher than the 13 per cent recorded in the capital, which reflects the older age profile of property owners in the country.

SELLERS' AGE IN THE COUNTRY



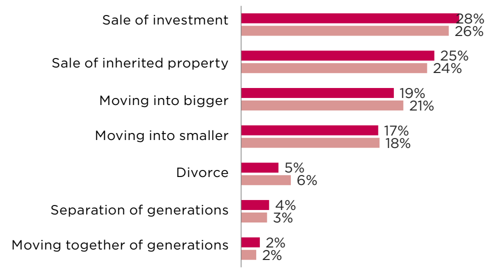
AGE	AVERAGE PRICE	m^2
20 - 30	55 240 000	78
30 - 40	56 443 000	84
40 - 50	54 908 000	90
50 - 60	65 641 000	94
60 -	43 610 000	86

SELLERS' STATUS IN THE COUNTRY



STATUS	AVERAGE PRICE	m^2
Employee	49 301 000	83
Top Manager	78 250 000	89
Manager	76 200 000	109
Pensioner	33 061 000	85
Entrepreneur	90 600 000	107

MOTIVATION IN THE COUNTRY



SITUATION	AVERAGE PRICE	m^2
Sale of investment	77 977 000	89
Separation of generations	82 334 000	135
Moving together of generations	46 000 000	90
Moving into smaller	50 133 000	101
Moving into bigger	61 922 000	84
Sale of inherited property	35 907 000	78
Divorce	58 834 000	109

August 2025 August 2026

In examining seller profile data, a methodological update was introduced, which partly explains the significant change in the Sale of an investment data line in recent months.
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.

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