

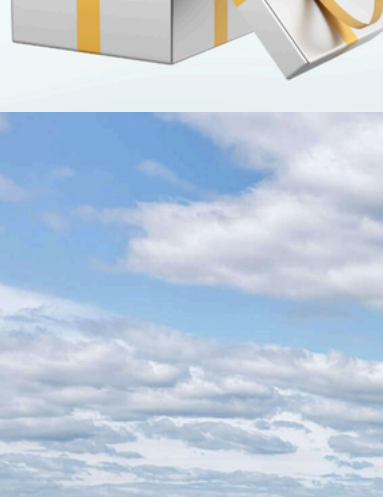
December Newsletter

Raymond Potterton Fundraiser for Meath River Rescue

A massive Thank you to everyone who entered our competition to support this worth cause and to win a €500 Voucher for Center Parcs.

Congratulations to our winner David Geraghty.

All money raised will be given over to Meath River Rescue in the new year.



Top Sales of 2025 – A Landmark Year in the Land Market

As the year draws to a close, 2025 will be remembered as one of the strongest years in recent memory for land and farm sales across the region. From early spring through to late autumn, demand remained steady, confidence was firm, and quality holdings continued to attract strong competition from both farmers and investors alike.

The year began with Mylestown, Killucan, a substantial 70-acre poultry farm in County Westmeath, which achieved €2,270,000. This well equipped holding attracted wide interest and set a strong tone for the months ahead.

Shortly after came Mountainstown House, a truly fine period residence on 121 acres, which made €2,300,000. A sale that combined heritage, character, and productive land, it highlighted the enduring appeal of traditional country houses with scale and setting.

In mid-summer, Boolies Great, Duleek came to the market a 132-acre working dairy farm and went on to achieve €2,375,000 after strong competition. This sale reflected the depth of demand for quality, well managed dairy holdings in the heart of Meath.

Next came Rathnally, Trim, a top quality 130 acre holding on the edge of Trim town, which sold for €2,417,500. Its combination of location, layout, and soil quality made it one of the most sought after farms of the year.

As autumn approached, Banktown, Baltray captured attention as one of the finest blocks of east coast land, extending to 170 acres with a derelict residence, and went on to make €4,375,000. This remarkable sale demonstrated the continued strength of prime land values in coastal Louth.

Rounding off the year was Monanny, Carrickmacross, comprising a farmyard, residence, and 124.7 acres, which achieved €4,100,000. This outstanding holding capped off an exceptional year and confirmed the sustained appetite for large, high quality farms.

Altogether, these six standout sales combined for an impressive €17,837,500, underlining what has been a truly remarkable year for the land market.

Looking back, the strength of 2025 wasn't just in the figures it was in the confidence of buyers, the trust of clients, and the satisfaction of seeing strong results delivered across the country. As we move into 2026, the outlook remains positive, with quality land continuing to command strong interest wherever it appears.



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Top Sales of 2025 – A Landmark Year in the Land Market

Raymond Potterton report strong demand for 'A' rated homes and turn key properties in the resale market

Demand for A-rated homes in the resale market is strong due to increasing energy costs and a buyer preference for energy efficient properties that require less maintenance. This trend is particularly pronounced in the resale market where buyers are often seeking "turn key" condition homes that don't require significant upgrades. Strong buyer interest, coupled with high energy costs, is driving up the demand and value of homes with a good energy rating.

Factors driving demand

- Energy costs: High energy costs have made buyers more sensitive to energy efficiency. A-rated homes cost less to heat, making them more attractive and affordable to run over the long term.
- Buyer preference: Buyers are actively seeking homes that don't require immediate and costly upgrades, such as thermal and structural improvements. This creates a higher demand for A-rated homes that are already in good condition.
- "Turn-key" condition: Homes that are move-in ready, especially those with high energy ratings, are performing exceptionally well in the market.
- Long-term value: Buyers recognise that a home's long-term operational performance and lower carbon footprint are significant factors for future value, driving demand for energy efficient properties.

Market implications

- Higher resale values: Properties with a good energy rating can command higher resale values due to their desirability and lower running costs.
- Increased demand: The combination of energy price inflation and a desire for low maintenance homes has increased demand for A-rated properties in the resale market.

Below is a selection of A rates homes sold this year on the second hand market.



38 Yellow Clay Manor, Navan



33 Cois Glaisin Rise, Navan



Knockmark, Drumree



14 Cluain Adain Rise, Navan



New Homes Market

County Meath (Navan & surrounds)

Raymond Potterton has participated in a successful run of new home sales in Meath in 2025 notably at Baker Hall (Navan), Cluain Adain (Navan), Silver Banks (Stamullen) and Effernock (Trim). These developments delivered by Glenveagh show continued strong buyer interest in new build stock in Meath, with a particularly consistent market for 3 bed family homes and steady demand for well specified 2 bed units targeted at first time buyers and downsizers. We note government support (the First Home Scheme and the Help-to-Buy tax rebate) remains an important demand driver for new builds and is actively shaping purchaser behaviour and affordability calculations.

Market context

Meath / Navan area

- New build supply in Navan and neighbouring towns continues to be concentrated in named developments rather than a diffuse market of one off new homes. Glenveagh's local developments (Baker Hall, Silver Banks, Effernock, Cluain Adain) are examples of this concentrated pipeline. All of these schemes have 'sold out' status evidence of successful absorption of new units locally.
- Broader residential market reporting shows government purchase supports are materially influencing price movement and buyer demand across Ireland, improving affordability prospects for first time buyers where these supports are applied. This macro influence is filtering down into county markets such as Meath.

Sales activity (Raymond Potterton involvement)

- With over 35 years' experience in selling New Homes Raymond Potterton once again brought Silver Banks in Stamullen, Baker Hall in Navan, Effernock in Trim to completion. 2025 also seen very active sales in Cluain Adain in Navan, this development also includes a mix of homes targeted at specific buyer segments (notably units for older buyers/ ability friendly homes within the scheme).

Demand for 2 & 3 bedroom homes continued in 2025

Raymond Potterton's observed demand pattern

- 3 bedroom homes: strongest and most consistent demand. Three bed family houses remain the core product for many buyers in Meath (young families upsizing from apartments/terraced properties, dual income households seeking more space).
- 2 bedroom homes: steady demand, but for a different buyer profile — first time buyers, single professionals, small families and downsizers. When priced and specified correctly (A-rating, low running costs, good layout) 2 bedroom houses sell well, particularly when the buyer can access Help to Buy and First Home Scheme supports. Cluain Adain's emphasis on specific needs (55+ / ability friendly) also shows the need for 2 bedroom houses for downsizers.

Role & importance of the First Home Scheme and Help-to-Buy Scheme

First Home Scheme (FHS)

- The FHS offers equity support aimed at first time buyers (up to 30% of purchase price or build cost; reduced where used alongside Help-to-Buy). It is particularly relevant for new build purchasers in private developments and self builders, and can dramatically lower required mortgage borrowing and deposit barriers for eligible buyers. Raymond Potterton proactively advise eligible buyers on how an equity share approach changes affordability and monthly mortgage needs and we encourage buyers to visit the [firsthomescheme.ie](https://www.firsthomescheme.ie) website.

Help-to-Buy (HTB)

- The HTB tax rebate refunds a purchaser's income tax and DIRT paid in prior years (effectively up to 10% of purchase price, capped at €30,000 and subject to Revenue eligibility rules). This is an important short term source of deposit support for first time buyers buying new homes up to the scheme thresholds. Raymond Potterton actively advise buyers to visit the [website revenue.ie](https://www.revenue.ie) as this scheme is widely used and strongly influences buyer timing and choices for new build houses.

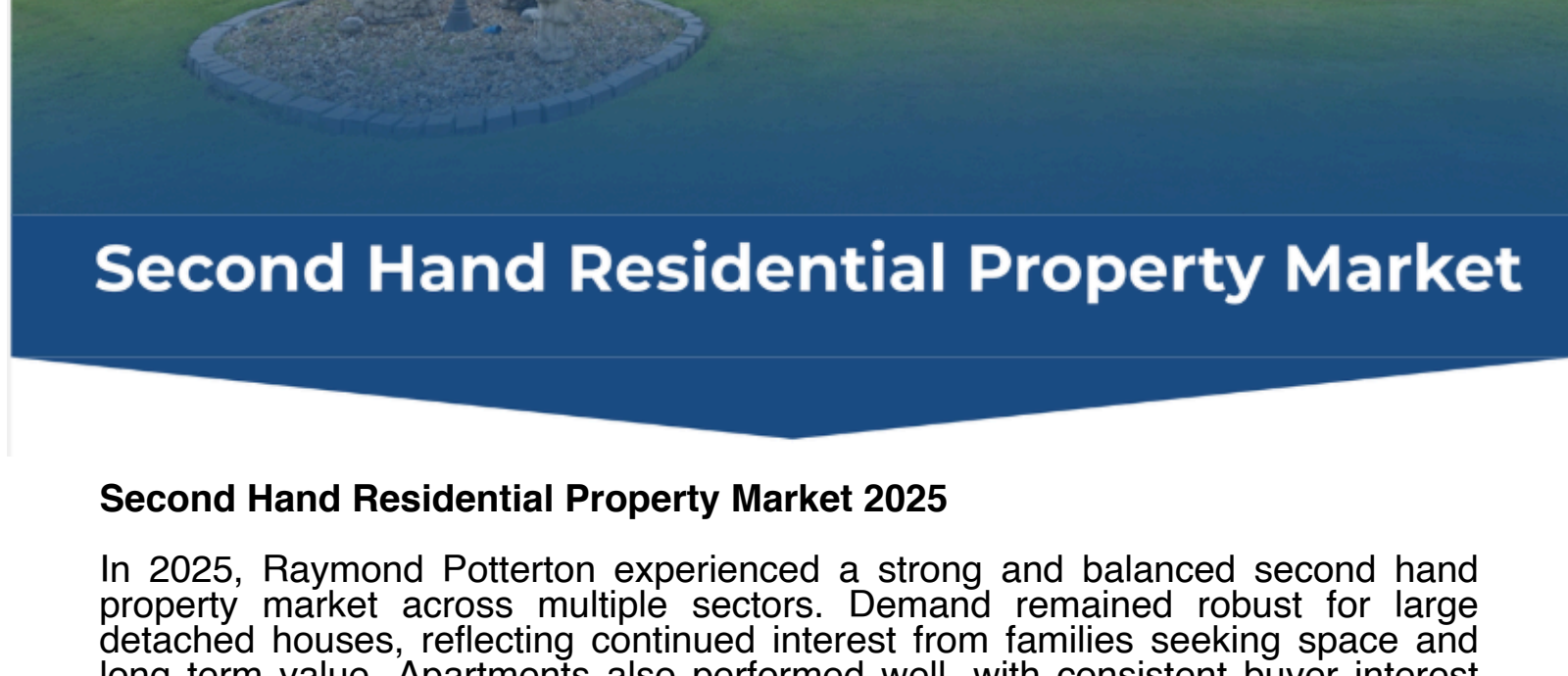
Combined effect

- Where a buyer can use both FHS and HTB (the FHS reduces to 20% funding where HTB is also used), the combined support materially improves access to new build homes.

Summary 2025

The local new homes market in Meath is showing strong signs of demand. Demand will continue to be good where buyers can access government affordability supports. Raymond Potterton's hands on sales role has put us in a strong position in the New Homes Market locally. We look forward to many more exciting developments in Navan and surrounds in 2026 and continue to do what we do best, guide each purchaser to make the right decision when deciding on their new home.

For New Homes in 2026 watch this space [raymondpotterton.com](https://www.raymondpotterton.com)



Second Hand Residential Property Market

Second Hand Residential Property Market 2025

In 2025, Raymond Potterton experienced a strong and balanced second hand property market across multiple sectors. Demand remained robust for large detached houses, reflecting continued interest from families seeking space and long term value. Apartments also performed well, with consistent buyer interest driven by affordability, location, and suitability for both owner occupiers and investors.

Country homes sold strongly throughout the year, benefiting from lifestyle driven demand and continued appetite for properties offering more space and rural settings. Energy efficient homes were particularly sought after, as buyers increasingly prioritised properties that qualified for green rate mortgages, making high energy rated homes more attractive and competitive.

A healthy downsizing and "trading" market was evident, with homeowners moving between property types to better suit changing lifestyle needs. First-time buyers remained prevalent in the second hand market, supported by steady mortgage availability and a continued preference for established homes. Overall, the second-hand market in 2025 proved resilient and active across all buyer segments.

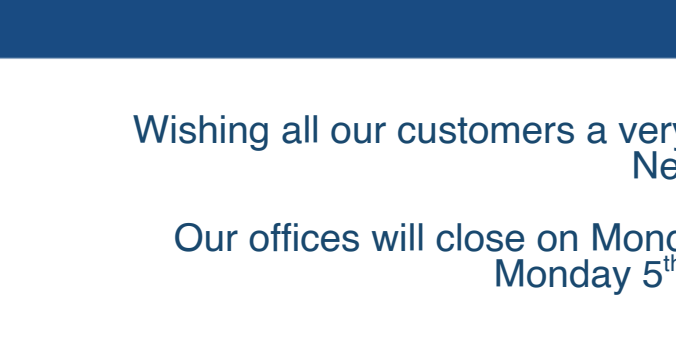
Here's a small selection of the houses we were privileged to sell this year:



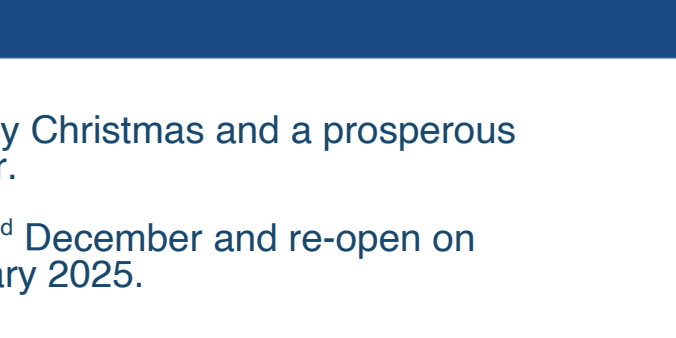
11 Valley Drive, Navan



17 Cluain Adain Green, Navan



2 Meadowlands, Athboy



2 The Priory, Navan

Wishing all our customers a very Happy Christmas and a prosperous New Year.

Our offices will close on Monday 22nd December and re-open on Monday 5th January 2025.