

First-time buyer mortgage sales: 2024

The number of first-time buyer mortgage sales are collected by the Financial Conduct Authority.

Latest data for sales in 2024 were published by the Office for National Statistics in June 2025.

NOTE: within this bulletin “Kent” refers to the Kent County Council area which excludes Medway

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[Kent facts and figures](#)

The number of first-time buyer mortgage sales in Kent local authorities and Medway between 2006 and 2024 are presented in this bulletin, as well as the number of first-time buyer mortgage sales per 1,000 dwelling stock and per 100 residential sales in the latest 10 years.

- Dartford had the highest number of first-time buyer mortgage sales in 2024 with 965, accounting for 11.9% of all first-time buyer mortgage sales in Kent.
- All districts saw an increase in the number of first-time buyer mortgage sales between 2023 and 2024, except Dartford which saw slightly less (-28 sales, -2.8%). The largest 1-year percentage change was in Dover with 64.6% more first-time buyer mortgage sales in 2024.
- First-time buyer mortgage sales per 100 residential sales are gradually increasing each year. In 2014 the rate in Kent was 24.54 and in 2024 was 46.19.
- Dartford had the highest number of first-time buyer mortgage sales per 1,000 dwelling stock (19.36) and per 100 residential sales (80.15) in 2024.
- In 2024 the lowest number of first-time buyer mortgage sales per 1,000 dwelling stock (8.35) and per 100 residential sales (34.06) were in Folkestone & Hythe.

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Introduction

First-time buyer mortgage sales data from the Financial Conduct Authority (FCA) has been published by the Office for National Statistics (ONS) for the first time in 2025.

The latest data from the ONS presents a timeseries from 2006 to 2024 and is based on calendar years.

The data includes the number of first-time buyer mortgage sales at local authority level, the number of first-time buyer mortgages sold per 1,000 dwelling stock and the number per 100 residential sales. Note the earliest data available per 1,000 dwelling stock is from 2013.

The number of first-time buyers includes those who have taken a mortgage out either individually or jointly. It does not include first-time buyers that purchased a property without a mortgage.

Regulated mortgage lenders report mortgage product sales data to the FCA. Due to the FCA receiving the data on first-time buyers from mortgage providers, its definition may be interpreted slightly differently. For example if one first-time buyer and one non first-time buyer take a mortgage out jointly, or individuals who have previously owned a property but are not remortgaging, in either scenario this may or may not be counted as a first-time buyer sale.

Number of first-time buyer mortgage sales by local authority

In 2024 there were 8,118 first-time buyer mortgage sales in Kent, 20.7% more than the previous year when there were 6,726 sales.

Of the Kent districts, Dartford had the highest number of first-time buyer mortgage sales in 2023 and 2024 (993 and 965). Sales in Dartford in 2024 accounted for 11.9% of all first-time buyer mortgage sales in Kent. Dover had the lowest number of sales in 2023 (345), and Folkestone & Hythe had the lowest number in 2024 with 454.

All districts, except Dartford, saw an increase in the number of first-time buyer mortgage sales between 2023 and 2024. The highest 1-year change was in Swale where 235 more sales were seen in 2024 than in 2023, an increase of 34.8%. The smallest 1-year change was in Folkestone & Hythe where an additional 34 sales were seen in 2024 equating to +8.1%. Dartford saw a slight fall between 2023 and 2024 of 28 sales (-2.8%).

The largest 1-year percentage change was in Dover with 64.6% more sales in 2024, with the smallest growth in percentage terms being +6.6% in Maidstone.

Table 1 shows the number of first-time buyer mortgage sales in Kent districts, Medway and the United Kingdom in 2014, 2023 and 2024, with the latest 1-year and 10-year number and percentage changes.

Table 1: Number of first-time buyer mortgage sales

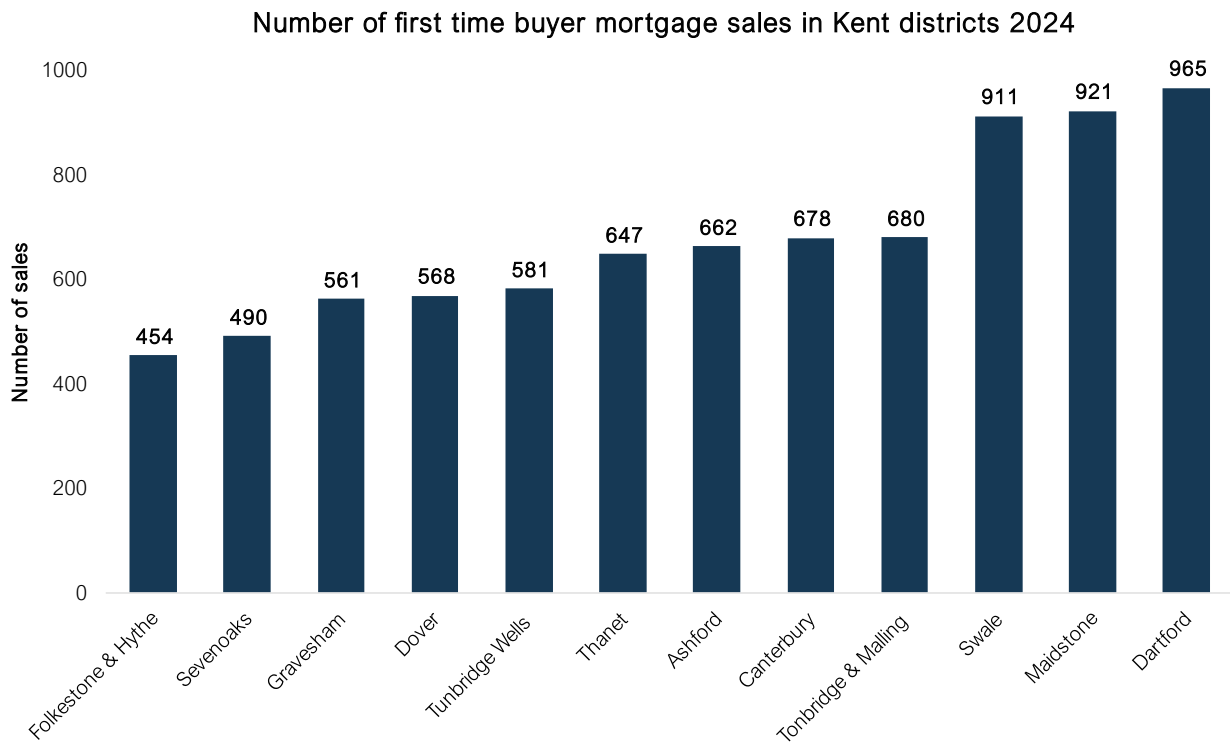
Area	Number of sales 2014	Number of sales 2023	Number of sales 2024	1 year number change	1 year % change	10 year number change	10 year % change
Ashford	620	615	662	47	7.6%	42	6.8%
Canterbury	500	500	678	178	35.6%	178	35.6%
Dartford	906	993	965	-28	-2.8%	59	6.5%
Dover	395	345	568	223	64.6%	173	43.8%
Folkestone & Hythe	388	420	454	34	8.1%	66	17.0%
Gravesham	511	465	561	96	20.6%	50	9.8%
Maidstone	853	864	921	57	6.6%	68	8.0%
Sevenoaks	454	388	490	102	26.3%	36	7.9%
Swale	636	676	911	235	34.8%	275	43.2%
Thanet	465	492	647	155	31.5%	182	39.1%
Tonbridge & Malling	653	511	680	169	33.1%	27	4.1%
Tunbridge Wells	504	457	581	124	27.1%	77	15.3%
Kent	6,885	6,726	8,118	1,392	20.7%	1,233	17.9%
Medway	1,506	1,653	1,694	41	2.5%	188	12.5%
United Kingdom	293,343	281,509	-	-	-	-	-

Source: Financial Conduct Authority, ONS. Presented by: Kent Analytics, Kent County Council

Note: 2024 data not available for United Kingdom

Chart 1 overleaf shows the number of first-time buyer mortgage sales in Kent districts and Medway in 2024, ordered by the district with the lowest number of sales to the highest.

Chart 1: Number of first-time buyer mortgage sales 2024



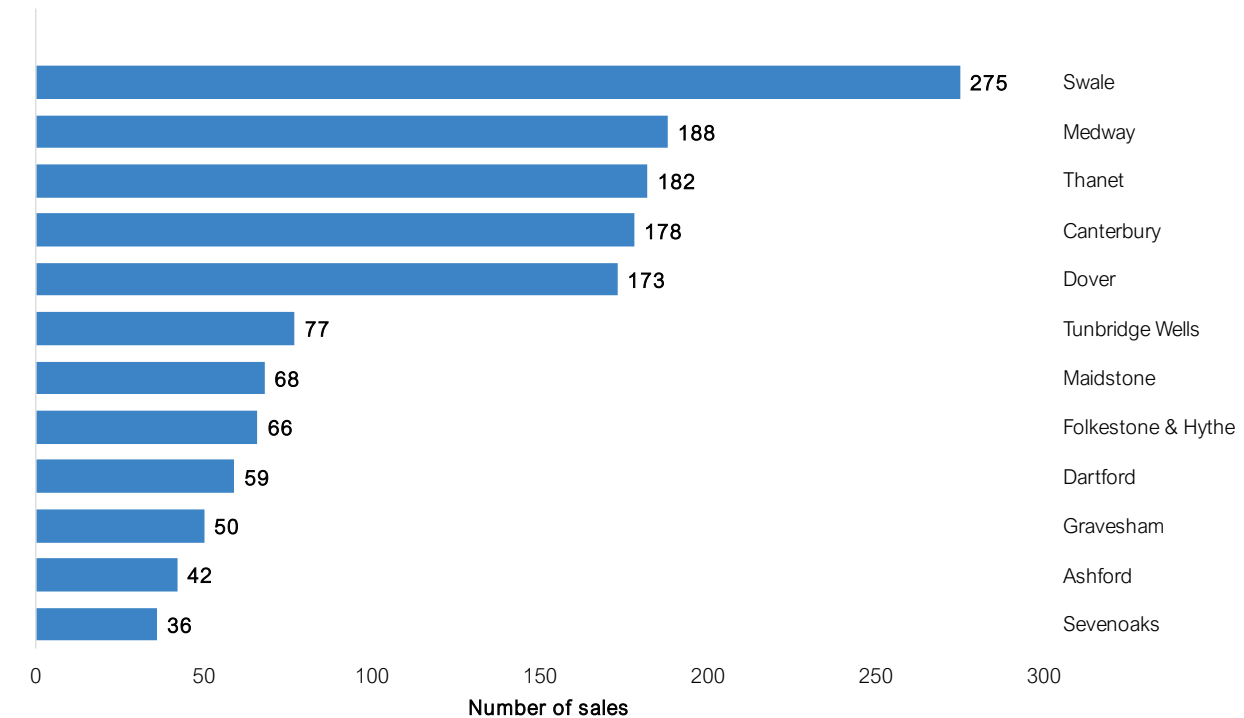
Source: Financial Conduct Authority, ONS
Presented by: Kent Analytics, Kent County Council

All Kent districts saw an increase in the number of first-time buyer mortgage sales between 2014 and 2024. Swale saw the biggest increase with 275 more sales in 2024 than in 2014 whilst Tonbridge & Malling has seen the smallest 10-year growth with 27 more sales in 2024.

Chart 2 shows the change in number of first-time buyer mortgage sales in Kent and Medway local authorities between 2014 and 2024.

Chart 2: Change in number of first-time buyer mortgage sales 2014 to 2024

Change in number of first time buyer mortgage sales Kent & Medway 2014 to 2024



Source: Financial Conduct Authority, ONS
Presented by: Kent Analytics, Kent County Council

A timeseries is presented in tables 2a and 2b of the number of first-time buyer mortgage sales in Kent districts, Medway and the United Kingdom from 2006 to 2024. Most Kent districts and Medway saw the highest number of first-time buyer mortgage sales in 2021. Though Dartford saw its highest number in 2018 with 1,347 sales, and Canterbury and Thanet in 2022 with 687 and 711 sales.

Table 2a: Number of first-time buyer mortgage sales 2006 to 2024

Area	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Ashford	689	556	339	464	430	482	430	497	620	651
Canterbury	621	657	379	376	310	308	370	491	500	481
Dartford	764	868	540	471	400	537	494	627	906	900
Dover	591	433	229	235	205	215	272	329	395	481
Folkestone & Hythe	461	421	217	218	234	223	239	311	388	359
Gravesham	577	545	343	332	287	329	399	424	511	457
Maidstone	856	800	565	633	487	499	575	630	853	733
Sevenoaks	511	467	261	355	319	300	277	407	454	445
Swale	886	842	434	519	408	357	426	439	636	713
Thanet	664	604	273	279	264	257	287	361	465	489
Tonbridge & Malling	588	515	318	362	340	323	376	510	653	614
Tunbridge Wells	671	641	367	360	282	322	279	339	504	480
Kent	7,879	7,349	4,265	4,604	3,966	4,152	4,424	5,365	6,885	6,803
Medway	1,840	1,831	975	964	794	882	967	1,147	1,506	1,599
United Kingdom	377,128	338,122	186,014	191,846	189,596	185,699	206,942	251,359	293,343	285,648

Source: Financial Conduct Authority, ONS. Presented by: Kent Analytics, Kent County Council

Note: 2024 data not available for United Kingdom

Table 2b: Number of first-time buyer mortgage sales 2006 to 2024

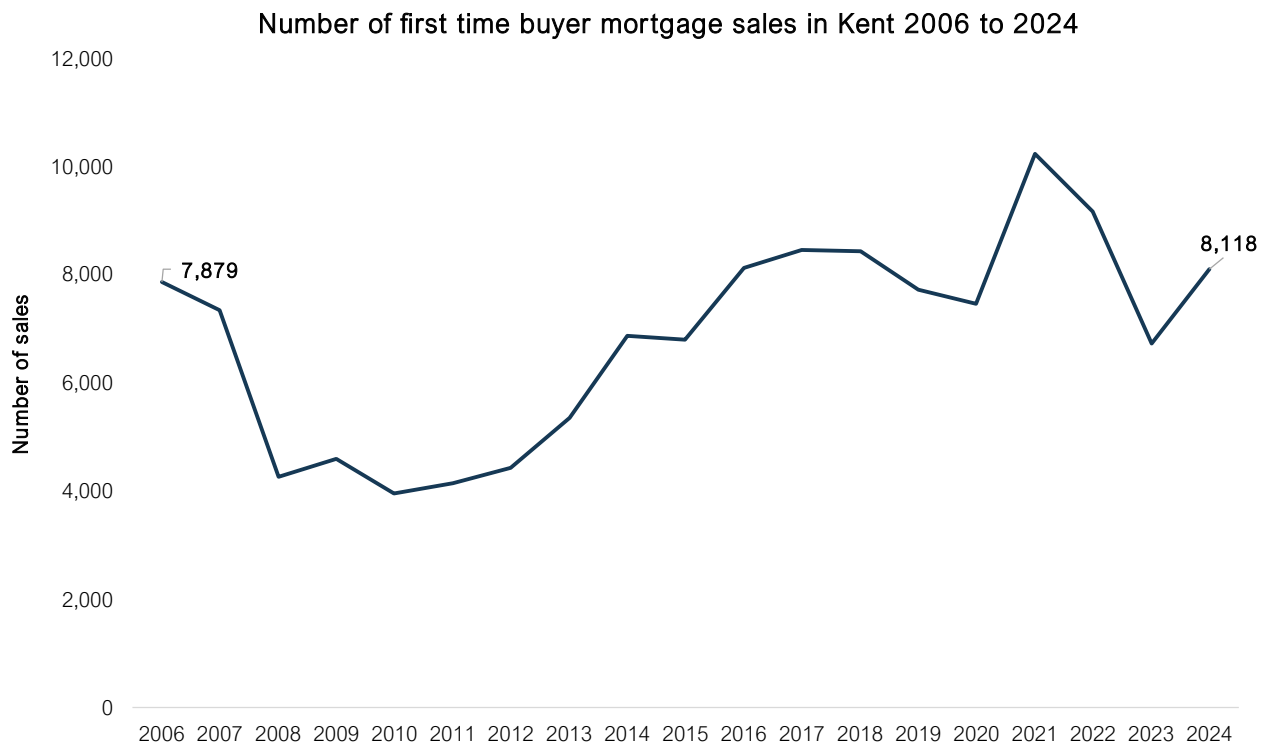
Area	2016	2017	2018	2019	2020	2021	2022	2023	2024
Ashford	772	793	671	698	698	923	826	615	662
Canterbury	481	456	542	537	498	638	687	500	678
Dartford	1,174	1,331	1,347	1,048	899	1,169	1,103	993	965
Dover	540	567	629	509	457	656	561	345	568
Folkestone & Hythe	451	486	495	445	380	573	533	420	454
Gravesham	491	547	659	534	473	772	739	465	561
Maidstone	1,011	1,062	957	912	1,056	1,479	1,123	864	921
Sevenoaks	543	505	562	511	560	682	505	388	490
Swale	809	807	868	808	805	1,047	1,037	676	911
Thanet	596	678	562	554	510	666	711	492	647
Tonbridge & Malling	784	747	670	678	636	935	707	511	680
Tunbridge Wells	473	487	469	482	489	690	638	457	581
Kent	8,125	8,466	8,431	7,716	7,461	10,230	9,170	6,726	8,118
Medway	1,762	1,703	1,680	1,800	1,513	2,253	1,945	1,653	1,694
United Kingdom	313,688	329,260	338,471	339,454	296,638	394,347	360,306	281,509	-

Source: Financial Conduct Authority, ONS. Presented by: Kent Analytics, Kent County Council

Note: 2024 data not available for United Kingdom

Chart 3 shows the number of first-time buyer mortgage sales in Kent from 2006 to 2024. First-time buyer mortgage sales dropped during the recession in 2008 before gradually increasing up until 2018, after which sales dipped slightly before sharply increasing in 2021 to a peak of 10,230 sales. However, a drop in sales was seen in both 2022 and 2023. The number of sales in 2024 (8,118) have returned to a level similar to that seen pre 2020.

Chart 3: Number of first-time buyer mortgage sales in Kent 2006 to 2024



Source: Financial Conduct Authority, ONS
Presented by: Kent Analytics, Kent County Council

Rate of first-time buyer mortgages

The amount of dwelling stock available in an area may affect the number of first-time mortgages recorded. To enable comparison of areas with different size dwelling stock we can look at the number of first-time mortgages per 1,000 dwellings to calculate the rate of first-time mortgages in an area.

While Dartford had the second lowest stock of dwellings in 2024, it had the highest rate of first-time buyer mortgage sales with 19.36 per 1,000 dwellings. Folkestone & Hythe had the lowest rate at 8.35.

Table 3 shows the dwelling stock and number of first-time buyer mortgage sales per 1,000 dwelling stock in Kent districts, Medway and the United Kingdom in 2014 and 2024, and the 10-year number and percentage change in sales per 1,000 dwelling stock.

Table 3: Dwelling stock and number of first-time buyer mortgage sales per 1,000 dwelling stock

Area	Dwelling stock 2014	Number of sales per 1,000 dwelling stock in 2014	Dwelling stock 2024	Number of sales per 1,000 dwelling stock in 2024	Change in rate of sales per 1,000 dwellings	% change in rate of sales per 1,000 dwellings
Ashford	50,937	12.17	58,752	11.27	-0.90	-7.4%
Canterbury	65,189	7.67	69,942	9.69	2.02	26.3%
Dartford	42,407	21.36	49,836	19.36	-2.00	-9.4%
Dover	51,891	7.61	56,607	10.03	2.42	31.8%
Folkestone & Hythe	50,046	7.75	54,389	8.35	0.60	7.7%
Gravesham	42,441	12.04	45,204	12.41	0.37	3.1%
Maidstone	67,662	12.61	79,289	11.62	-0.99	-7.9%
Sevenoaks	49,062	9.25	52,247	9.38	0.13	1.4%
Swale	59,890	10.62	68,764	13.25	2.63	24.8%
Thanet	66,002	7.05	70,973	9.12	2.07	29.4%
Tonbridge & Malling	51,192	12.76	56,823	11.97	-0.79	-6.2%
Tunbridge Wells	48,642	10.36	52,700	11.02	0.66	6.4%
Kent	645,362	10.67	715,526	11.35	0.68	6.3%
Medway	111,576	13.43	120,809	14.02	0.59	4.4%
United Kingdom	28,098,549	10.44	-	-	-	-

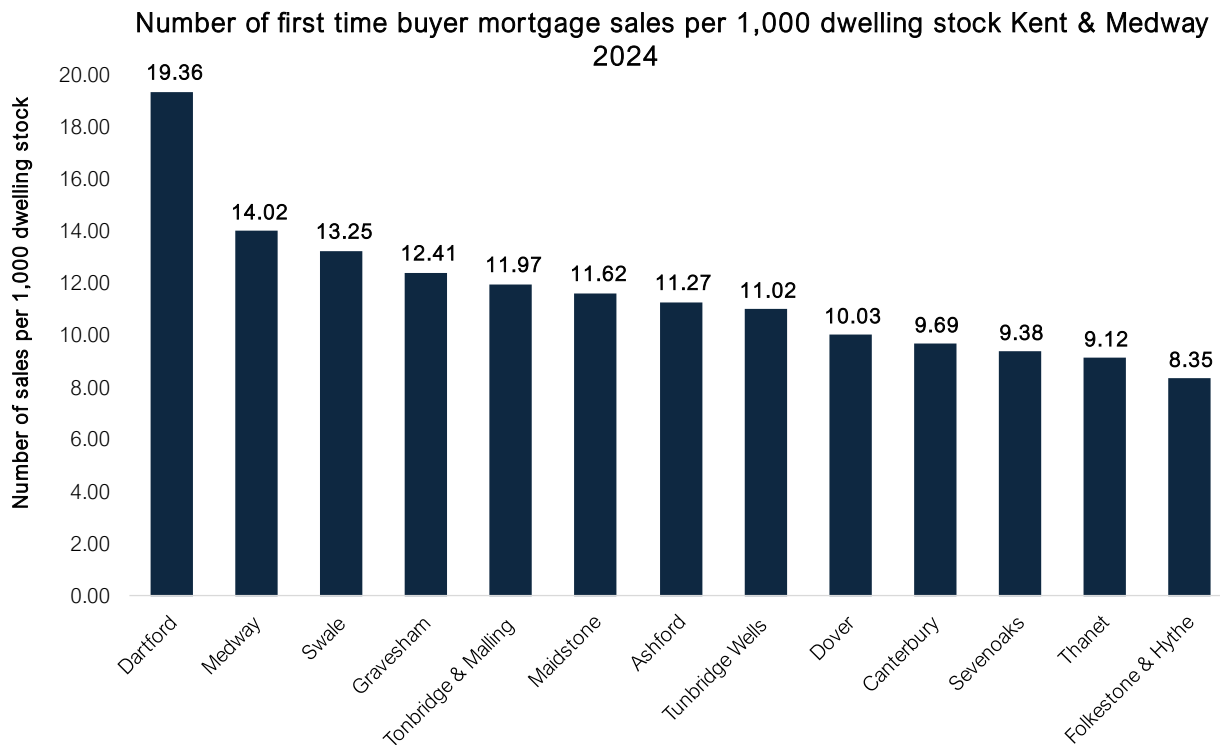
Source: Financial Conduct Authority, ONS. Presented by: Kent Analytics, Kent County Council

Notes: Dwelling stock is as at 31 March each year. The proportion is calculated by dividing the number of first-time buyer mortgage sales in the calendar year by the dwelling stock for 31 March of the same year.

2024 data not available for United Kingdom

Chart 4 shows first-time buyer mortgage sales per 1,000 dwelling stock in 2024 in order of the district with the highest to the lowest.

Chart 4: Number of first-time buyer mortgage sales per 1,000 dwelling stock



Source: Financial Conduct Authority, ONS
Presented by: Kent Analytics, Kent County Council

Over the last 10 years, eight Kent districts have seen the number of first-time buyer mortgage sales per 1,000 dwelling stock increase, ranging between 2.63 more in Swale to 0.13 more in Sevenoaks.

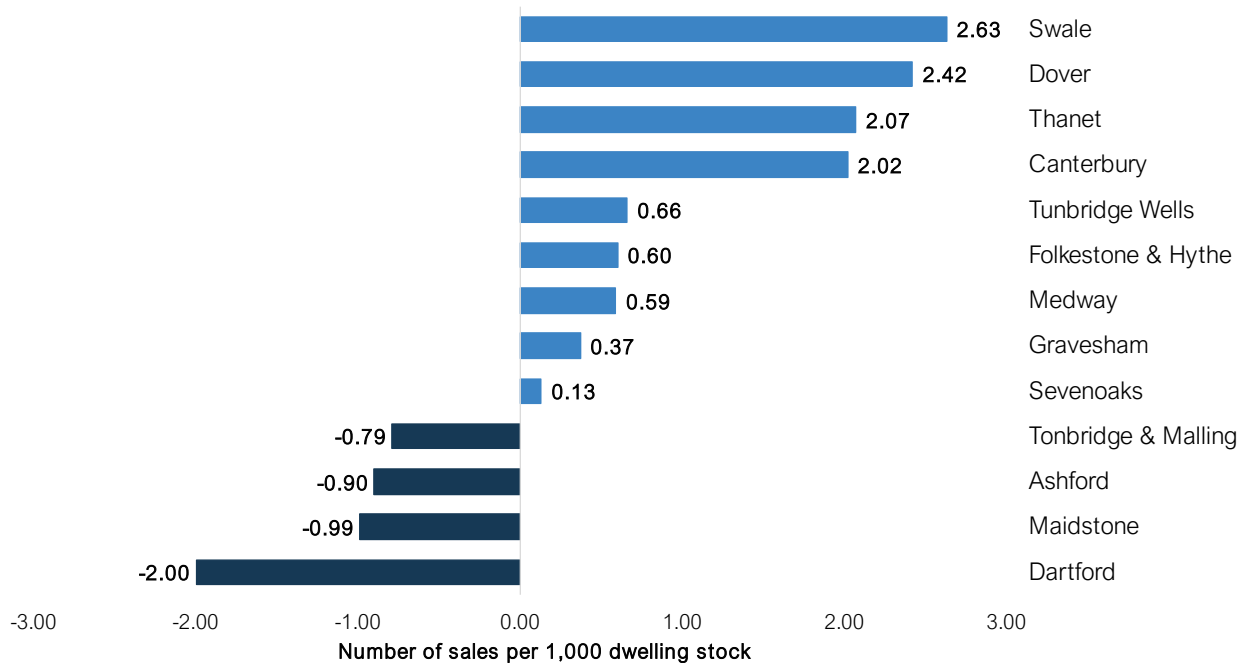
Dover saw the largest percentage change in first-time buyer mortgage sales per 1,000 dwelling stock with a 31.8% increase between 2014 and 2024.

Ashford, Dartford, Maidstone and Tonbridge & Malling have seen a fall in the number of first-time buyer mortgage sales per 1,000 dwelling stock between 2014 and 2024. The highest fall was in Dartford at -2.00 and the lowest in Tonbridge & Malling at -0.79.

Chart 5 shows the change in the rate of first-time buyer mortgage sales per 1,000 dwelling stock in Kent and Medway local authorities between 2014 and 2024.

Chart 5: Change in number of first-time buyer mortgage sales per 1,000 dwelling stock 2014 to 2024

Change in number of first time buyer mortgage sales per 1,000 dwelling stock Kent & Medway 2014 to 2024



Source: Financial Conduct Authority, ONS
Presented by: Kent Analytics, Kent County Council

Table 4 presents a timeseries of the number of first-time buyer mortgage sales in Kent districts, Medway and the United Kingdom per 1,000 dwelling stock, from 2014 to 2024.

Most districts in Kent and Medway saw the largest number of first-time buyer mortgage sales per 1,000 dwelling stock in 2021. The highest was seen in Dartford in 2017 at 29.61, and in 2022 in Canterbury (10.01) and Thanet (10.23).

Table 4: Number of first-time buyer mortgage sales per 1,000 dwelling stock 2014 to 2024

Area	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Ashford	12.17	12.67	14.72	14.91	12.46	12.75	12.57	16.29	14.42	10.55	11.27
Canterbury	7.67	7.35	7.33	6.92	8.10	7.99	7.36	9.39	10.01	7.22	9.69
Dartford	21.36	20.97	26.78	29.61	29.33	22.35	18.98	24.39	22.76	20.18	19.36
Dover	7.61	9.22	10.22	10.66	11.74	9.44	8.41	11.99	10.14	6.17	10.03
Folkestone & Hythe	7.75	7.13	8.90	9.47	9.57	8.53	7.22	10.79	9.95	7.78	8.35
Gravesham	12.04	10.70	11.45	12.70	15.20	12.23	10.79	17.52	16.61	10.35	12.41
Maidstone	12.61	10.73	14.67	15.15	13.39	12.55	14.25	19.57	14.55	11.04	11.62
Sevenoaks	9.25	9.03	10.91	10.07	11.11	10.05	10.91	13.22	9.74	7.44	9.38
Swale	10.62	11.74	13.14	12.93	13.72	12.58	12.33	15.82	15.43	9.94	13.25
Thanet	7.05	7.36	8.92	10.08	8.32	8.15	7.46	9.66	10.23	7.02	9.12
Tonbridge & Malling	12.76	11.90	14.94	14.03	12.33	12.40	11.54	16.85	12.64	9.05	11.97
Tunbridge Wells	10.36	9.83	9.63	9.86	9.44	9.62	9.70	13.55	12.40	8.77	11.02
Kent	10.67	10.46	12.37	12.75	12.54	11.36	10.88	14.76	13.08	9.49	11.35
Medway	13.43	14.19	15.56	14.96	14.67	15.62	13.00	19.18	16.41	13.83	14.02
United Kingdom	10.44	10.09	10.99	11.44	11.65	11.57	10.01	13.20	11.95	9.26	-

Source: Financial Conduct Authority, ONS. Presented by: Kent Analytics, Kent County Council

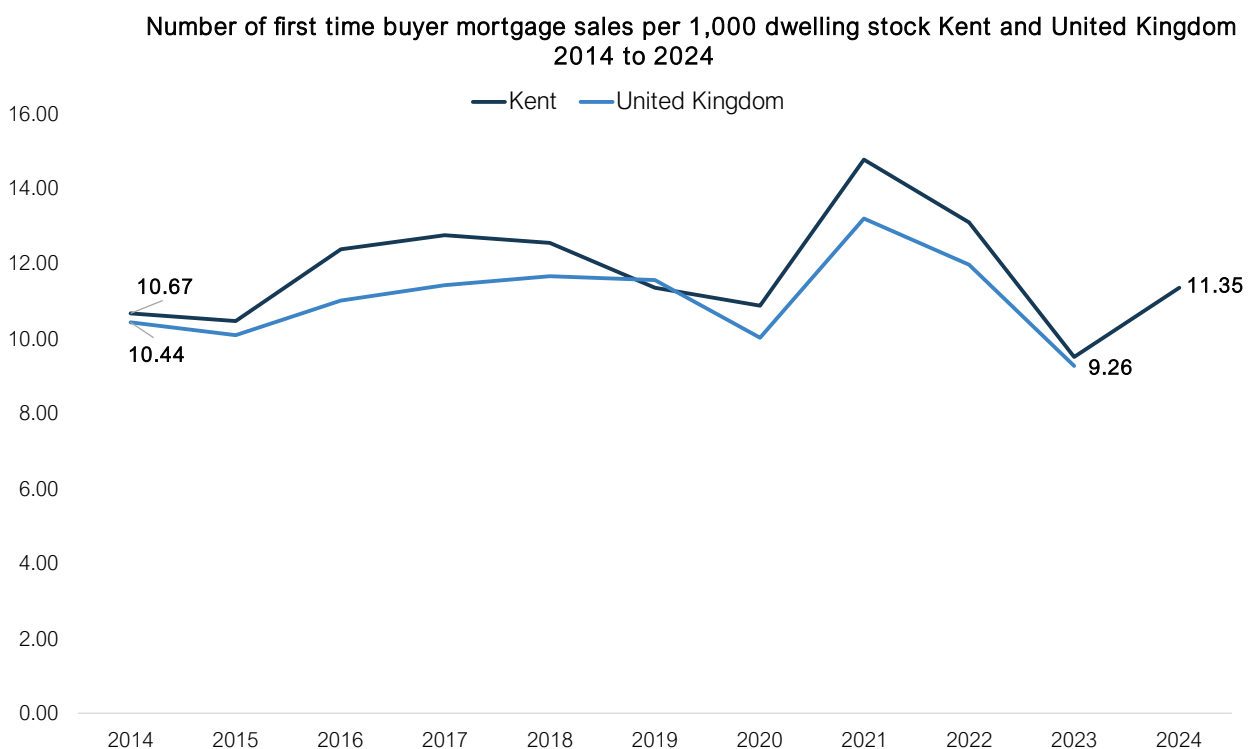
Notes: Dwelling stock is as at 31 March each year. The proportion is calculated by dividing the number of first-time buyer mortgage sales in the calendar year by the dwelling stock for 31 March of the same year.

2024 data not available for United Kingdom

Kent has seen a slightly higher number of first-time buyer mortgage sales per 1,000 dwellings than in the United Kingdom since 2014, though has followed a similar trend. The rate in 2021 in Kent (14.76) and the United Kingdom (13.20) is the highest seen since 2014.

In 2023, Kent had 9.49 first-time buyer mortgage sales per 1,000 dwellings where there were 9.26 in the United Kingdom. Latest data available for Kent shows the rate is 11.35 in 2024. Chart 6 shows the number of first-time buyer mortgage sales per 1,000 dwellings in Kent compared to the United Kingdom since 2014.

Chart 6: Number of first-time buyer mortgage sales per 1,000 dwelling stock in Kent and United Kingdom 2014 to 2024



Source: Financial Conduct Authority, ONS. Presented by: Kent Analytics, Kent County Council
2024 data not available for United Kingdom

Residential sales

We can also look at first-time buyer mortgage sales as a proportion of all residential sales each year. In Kent, first-time buyer mortgage sales accounted for 46.19% of all residential sales in 2024.

Dartford saw the highest number of first-time buyer mortgage sales per 100 residential sales at 80.15, meaning that 4 in every 5 dwelling sales in Dartford was to a first-time buyer. Folkestone & Hythe saw the smallest number with 34.06. This can be expected with

Dartford having the highest number of first-time buyer mortgage sales per 1,000 dwelling stock and Folkestone & Hythe having the smallest.

Table 5 shows the number of residential sales and number of first-time buyer mortgage sales per 100 residential sales in Kent districts, Medway and the United Kingdom in 2014 and 2024, and the 10-year number and percentage change.

Table 5: Residential sales and number of first-time buyer mortgage sales per 100 residential sales

Area	Residential sales 2014	Number of first-time buyer mortgage sales per 100 residential sales in 2014	Residential sales 2024	Number of first-time buyer mortgage sales per 100 residential sales in 2024	Number change in first-time buyer mortgage sales per 100 residential sales	% change in first-time buyer mortgage sales per 100 residential sales
Ashford	2,209	28.07	1,516	43.67	15.60	55.6%
Canterbury	3,036	16.47	1,707	39.72	23.25	141.2%
Dartford	2,056	44.07	1,204	80.15	36.08	81.9%
Dover	2,164	18.25	1,436	39.55	21.30	116.7%
Folkestone & Hythe	2,193	17.69	1,333	34.06	16.37	92.5%
Gravesham	1,512	33.80	831	67.51	33.71	99.7%
Maidstone	2,949	28.93	1,991	46.26	17.33	59.9%
Sevenoaks	1,919	23.66	1,255	39.04	15.38	65.0%
Swale	2,522	25.22	1,719	53.00	27.78	110.2%
Thanet	2,856	16.28	1,592	40.64	24.36	149.6%
Tonbridge & Malling	2,486	26.27	1,590	42.77	16.50	62.8%
Tunbridge Wells	2,158	23.35	1,402	41.44	18.09	77.5%
Kent	28,060	24.54	17,576	46.19	21.65	88.2%
Medway	4,416	34.10	2,906	58.29	24.19	70.9%
United Kingdom	-	28.39	-	-	-	-

Source: Financial Conduct Authority, ONS. Presented by: Kent Analytics, Kent County Council

Note: 2024 data not available for United Kingdom

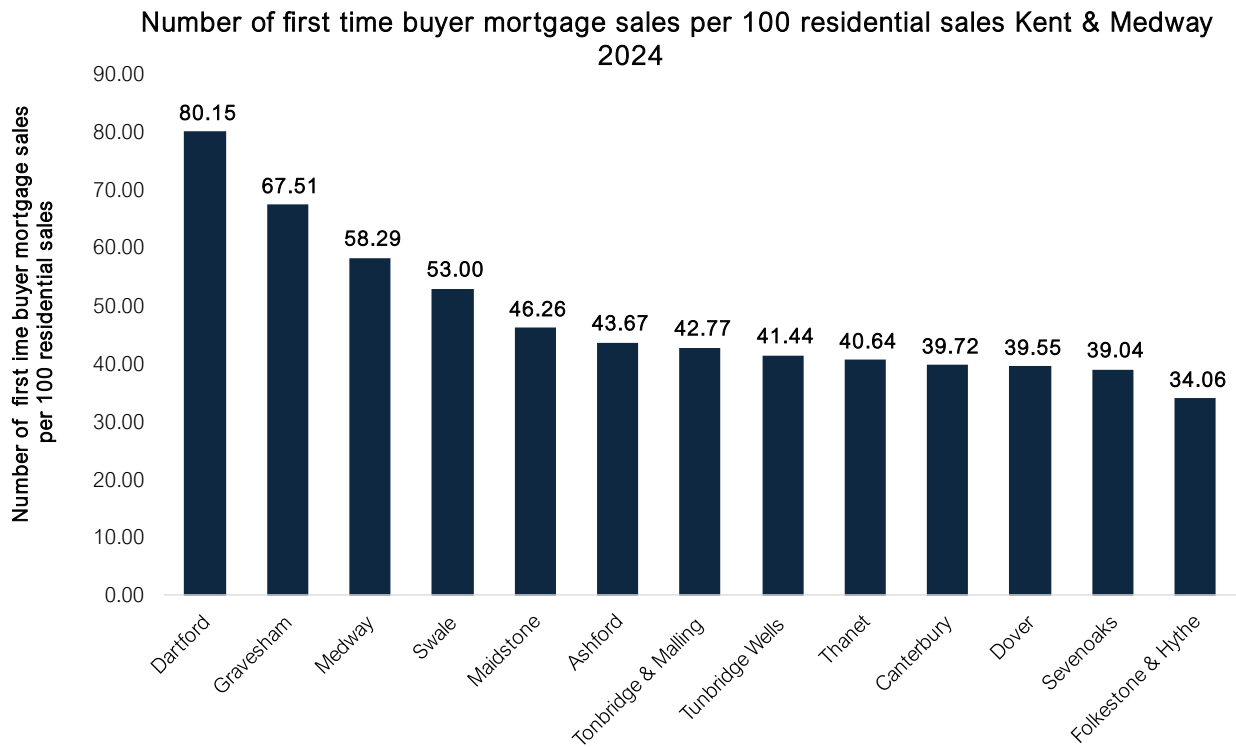
In the last decade all Kent districts have seen the number of first-time buyer mortgage sales per 100 residential sales increase, ranging between by 15.38 in Sevenoaks and by 36.08 in Dartford.

Thanet saw the largest 10-year percentage change in the number of first-time buyer mortgage sales per 100 residential sales increasing by 149.6%. Ashford saw the lowest growth increasing by 55.6%.

Chart 7 shows first-time buyer mortgage sales per 100 residential sales in 2024 in order of the district with the highest to the lowest, and chart 8 shows the change in number of first-

time buyer mortgage sales per 100 residential sales in Kent districts and Medway between 2014 and 2024.

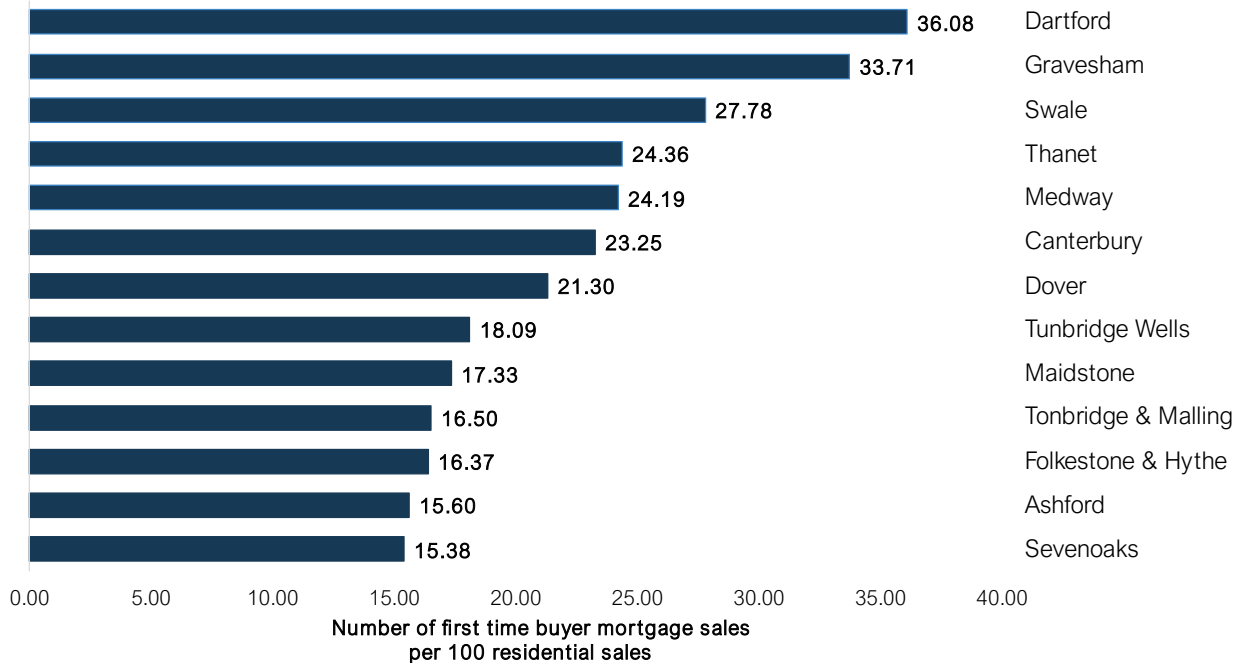
Chart 7: Number of first-time buyer mortgage sales per 100 residential sales



Source: Financial Conduct Authority, ONS
Presented by: Kent Analytics, Kent County Council

Chart 8: Change in number of first-time buyer mortgage sales per 100 residential sales 2014 to 2024

Change in number of first time buyer mortgage sales per 100 residential sales Kent & Medway 2014 to 2024



Source: Financial Conduct Authority, ONS
Presented by: Kent Analytics, Kent County Council

Table 6 presents a timeseries of the number of first-time buyer mortgage sales per 100 residential sales in Kent districts, Medway and the United Kingdom, from 2014 to 2024.

First-time buyer mortgage sales are gradually accounting for a higher proportion per 100 residential sales each year. In 2024 there were 17,576 residential sales in Kent, meaning that with 8,118 first-time buyer mortgage sales in the county this equates to a rate of 46.19.

All Kent districts and Medway also saw the highest number of first-time buyer mortgage sales per 100 residential sales in the last 10 years in 2024, and the latest data for the United Kingdom in 2023 shows its highest rate since 2014 of 38.35.

Table 6: Number of first-time buyer mortgage sales per 100 residential sales 2014 to 2024

Area	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Ashford	28.07	27.60	31.59	34.66	32.03	34.62	33.82	31.61	36.36	37.23	43.67
Canterbury	16.47	17.07	18.52	19.18	23.54	23.54	23.78	20.18	27.46	26.91	39.72
Dartford	44.07	40.96	49.66	53.93	54.42	52.53	54.98	52.42	57.54	69.01	80.15
Dover	18.25	20.53	23.22	25.46	31.74	26.75	26.82	24.51	27.53	24.47	39.55
Folkestone & Hythe	17.69	16.49	20.43	21.01	24.59	24.04	22.88	21.51	27.12	26.79	34.06
Gravesham	33.80	31.98	36.78	39.64	48.21	44.65	46.65	49.17	54.06	49.84	67.51
Maidstone	28.93	25.91	32.96	32.57	34.14	36.57	38.11	34.09	36.60	37.76	46.26
Sevenoaks	23.66	23.77	28.40	28.55	31.97	32.36	35.24	28.56	28.10	30.43	39.04
Swale	25.22	27.34	31.53	33.53	37.82	35.94	36.36	34.69	41.46	42.30	53.00
Thanet	16.28	16.66	20.50	23.12	23.15	24.74	24.79	20.16	28.73	29.76	40.64
Tonbridge & Malling	26.27	25.49	31.32	30.88	31.29	33.95	32.40	31.16	31.60	33.44	42.77
Tunbridge Wells	23.35	22.33	23.94	26.57	26.60	26.96	28.25	25.49	28.43	28.69	41.44
Kent	24.54	24.19	28.81	30.59	33.16	32.71	33.16	30.11	34.76	35.79	46.19
Medway	34.10	33.64	38.40	38.18	41.73	45.12	44.32	41.95	47.20	50.55	58.29
United Kingdom	28.39	27.47	29.99	31.83	33.75	35.01	34.24	32.35	35.40	38.35	-

Source: Financial Conduct Authority, ONS. Presented by: Kent Analytics, Kent County Council

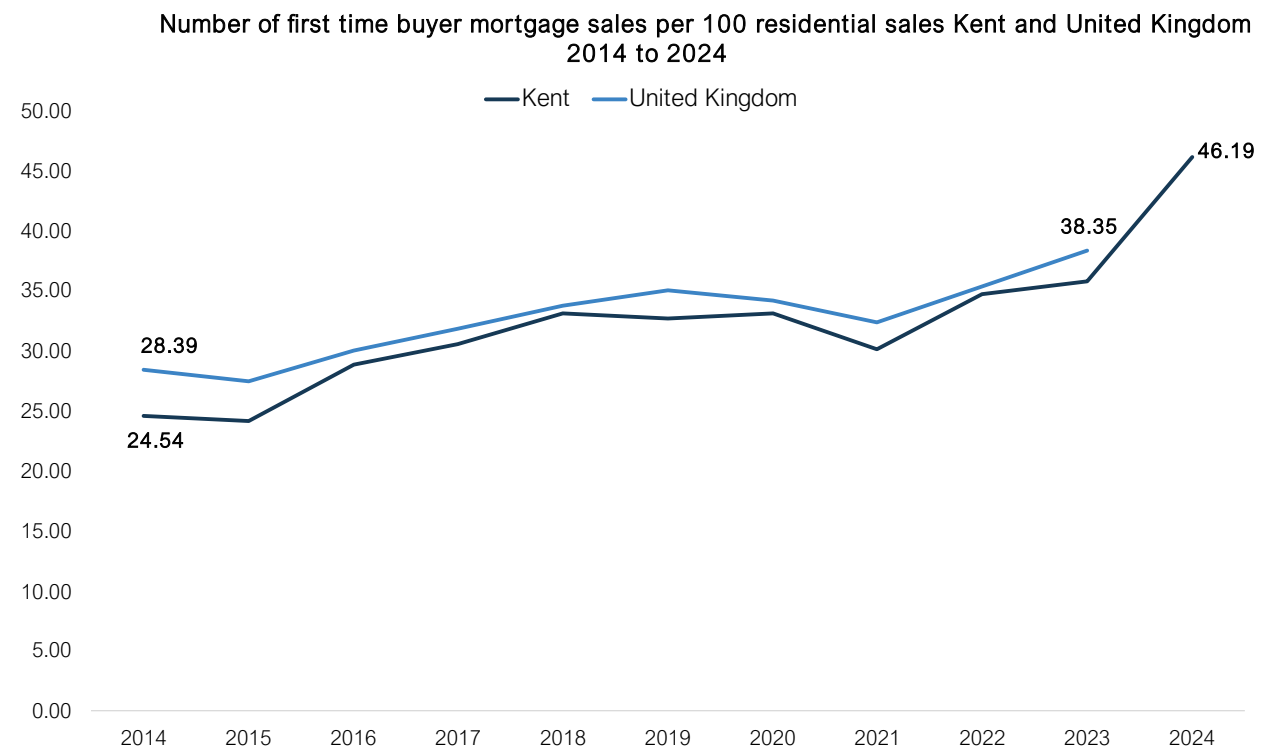
Note: 2024 data not available for United Kingdom

Where Kent saw a slightly higher number than in the United Kingdom of first-time buyer mortgage sales per 1,000 dwellings, the United Kingdom has a slighter higher number of first-time buyer mortgage sales per 100 residential sales each year since 2014.

The rate of first-time buyer mortgage sales per 100 residential sales has been gradually increasing each year in both Kent and the United Kingdom. In Kent the rate has reached its highest in 2024 at 46.19.

Chart 9 shows the number of first-time buyer mortgage sales per 100 residential sales in Kent compared to the United Kingdom since 2014.

Chart 9: Number of first-time buyer mortgage sales per 100 residential sales in Kent and United Kingdom 2014 to 2024



Source: Financial Conduct Authority, ONS. Presented by: Kent Analytics, Kent County Council
2024 data not available for United Kingdom

Related documents

More housing related information can be found on our [Housing Statistics](#) webpages.

These include information about:

- New housing
- Housing and land prices
- Housing stock