



# Room for improvement:

Examining information availability in residential property purchases

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Competition and  
Consumer Protection  
Commission

This is a summary document of a broader CCPC research project outlining key findings and recommendations. The full analysis and report can be found at [CCPC.ie](https://www.ccpc.ie).

## Executive Summary

In 2024, according to CSO data, there were approximately 61,000 property transactions on the open market with a total value of around €25bn. This reflects a growth of 58% and 194% respectively in the last decade. The average price paid by households between May 2024 and April 2025 was €365,000, showing the substantial financial commitment involved in these transactions.

In Ireland, the sale of residential properties by a consumer follows the principle of 'buyer beware', meaning it is the buyer's responsibility to investigate a property's condition and legal status before making the purchase.

This highlights the importance of clear, accurate and timely information at every stage of the process. The effectiveness and transparency of this information from estate agents, solicitors and public records are vital in reducing risks for buyers.

This report examines the current information landscape of the Irish residential property market, identifying key gaps and proposing actionable solutions.

### Homebuying and the 'typical' consumer

The homebuying process in Ireland can be complex with many steps, including researching and viewing properties, placing an offer, going sale agreed, the legal process (conveyancing), the financial process, and completing the sale.

Buyers generally do not gain the same level of experience with this process that they might in other markets, due to how infrequently they will buy a property. This can leave buyers at a disadvantage, particularly given the complexity of the homebuying process and the legal principle of 'buyer beware' for second-hand homes sold by a consumer.

There are also external factors, such as the ongoing rise in property prices, which can place pressure on buyers to make rushed decisions for fear of losing out on a property – increasing the risk of a poor or costly decision.

### Metrics that matter

Our research sheds light on several important factors relating to consumers' experience with the homebuying process.

The trust that consumers place in various actors in the process varies, with 'friends and family' the most trusted source at 79%, followed closely by buyers' solicitors and engineers at 78% and 73% respectively. The seller (16%), along with estate agents (22%) are the least trusted.

Transparency is a key concern for consumers, with just 16% thinking that the current system is transparent for buyers. Consumers are strongly in favour of information being shared openly, with 78% agreeing that if a potential buyer asks a question about a property, the estate agent should be obliged to identify and disclose the information to other buyers.

Despite going through an in-depth conveyancing process, issues can still come to light post-purchase. Almost 30% of homeowners discovered something after the sale that they wished they had known about the property, its contents or the surrounding area before buying their home.

Over half (57%) of those who made such a discovery reported that they would have lowered their offer or withdrawn completely if they knew about the issue before the sale closed.

## Risks to consumers

According to our research, there are two critical stages where consumers are at risk due to inadequate information: the early stage (pre-sale agreed) and the conveyancing stage.

In the early stage, buyers can waste time on unnecessary viewings and researching unsuitable properties due to unclear or exaggerated advertisements. A lack of accurate information can also lead to consumers overestimating property values. Many buyers in our research expressed a desire for more comprehensive information before placing a bid on a property.

During the conveyancing stage, delays are the most significant issue. These can often stem from issues that could have been identified or disclosed earlier, such as problems with deeds or ongoing probate.

Based on our estimates from separate research to be published later in the year, the average conveyancing timeframe in 2024 was 17 weeks, with 43% of consumers reporting it took 16 weeks or more. This highlights the need for significant progress to meet the target timeframe of eight weeks set by the Housing for All Expert Group on Conveyancing and Probate. Just 13% of Irish consumers who bought or sold properties in 2024 reported that the process took eight weeks or less.

## Recommendations

The current system, often governed by the principle of 'buyer beware', places the onus on buyers to conduct thorough due diligence, often without adequate, timely access to necessary information.

Based on consumers who participated in our research, this has led to widespread consumer detriment, including financial loss, stress and time wastage, particularly during the early and conveyancing stages of property transactions. The CCPC therefore has made several recommendations in this report.

### - Legislation for pre-sale requirements

Often, delays in closing or sales falling through are due to circumstances outside of the buyer's control, but within a seller's remit. It is therefore highly recommended that no property should be permitted to go to market without certain details being confirmed, such as whether the property is tax compliant, whether the seller or their solicitor has the title deeds and if the property is undergoing probate.

In addition, the seller or estate agent should make readily available any public information on environmental risks which could be associated with the property, such as flood, noise and radiation maps.

As this information is already required to complete most property sales, this should not create additional needs. It would just provide more information, earlier in the process.

#### **- A new conveyancing profession**

The role of conveyancing is set to become even more crucial as the volume of property transactions continue to rise. With the increasing demand for transparency and efficiency in the homebuying process, the need for skilled conveyancers who can navigate the legal intricacies and ensure smooth transactions is more urgent than ever.

Introducing competition in this area will not only drive innovation and improve service quality but also provide consumers with more choices and potentially lower costs. By fostering a competitive environment, we can ensure that conveyancers are motivated to offer the best possible service, ultimately benefiting both buyers and sellers in the property market. With this in mind, the CCPC is reiterating its call for the Government to expediate the introduction of a new profession of conveyancer, a recommendation that has also been supported by the OECD.

#### **- Uniform information disclosure support from property platforms**

Consumers are keen to have increased levels of clear and accurate information at earlier stages in the process and, while it is sellers or estate agents that will typically be responsible for the content, platforms are generally the first port of call for a buyer search.

Therefore, platforms operating in Ireland should support and facilitate this with templates that encourage full disclosure of information and by allowing the use of hyperlinks to publicly available information on properties.

#### **- Consolidation of public sector agency information**

There is currently a wide range of information available to consumers that is not being fully utilised, from flood plains and mobile phone coverage data to information that could be relevant to renewable energy grants. While the CCPC notes the efforts of specific bodies in attempting to coordinate and present this information, there is still a gap between the provision and the consumer need.

The CCPC is therefore recommending that Government request that data collected by bodies such as EPA, SEAI and ComReg be added to Tailte Éireann's Geohive system, with support given to ensure the output is as consumer friendly as possible.

#### **- Actions we are taking**

As well as recommendations to Government and the industry, the CCPC will enhance its homebuyers' guide and include advice on what questions to ask stakeholders at various points in the process.

We will develop guidance for estate agents and developers to encourage compliance with consumer protection legislation in relation to information provided in property advertisements.

We will continue to monitor the market for any additional practices which may breach consumer protection laws and we will progress to compliance and/or enforcement as necessary.

We will also engage with the relevant departments/agencies/industry players to promote understanding of the recommendations of this report and the associated benefits.

## A more efficient housing market

If the recommendations and actions outlined in this report are effectively implemented, they will deliver a step-change in transparency, trust and efficiency across the Irish residential property market.

Buyers will be better protected through earlier access to critical information, reducing the risk of costly surprises and empowering more informed decision-making. Sellers and agents will benefit from clearer expectations and streamlined processes, helping to reduce delays and transaction failures.

By enhancing consumer confidence and levelling the playing field, these reforms have the potential to foster a more equitable and efficient housing market that works better for all participants.

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