

Rental market remains strong despite policy reforms

2025 has started off strong at Haslams Lettings. Applicant flow is good and let volumes are noticeably up year on year. Rental values have dipped slightly due to more stock in the market largely where tenants have served notice, but properties are still being let quickly thus incurring minimal void periods. And rents are still up 10 to 15% on where we were in 2022.

With the Renters' Rights Bill currently going through Parliament, Haslams is keeping on top of what this will mean for landlords. We believe that landlords

who stay in the market and follow best practices and recommendations will continue to benefit from consistent rental income and good return on investment.

We have a considerable number of landlords who have taken out Rent Guarantee insurance, due to the proposed eviction notice period for rental arrears changing from two months to four months as part of the Renters' Rights Bill. Please get in touch if you would like to find out more and protect yourself against potential rent arrears.



Oliver Chambers
Head of Lettings

Rental Demand

1,036 applicants registered
6,724 enquiries
-3% rental increase YoY

7% rental increase on renewal

(Haslams internal data & Rightmove Q1 2025)



Rental Supply

1,175 properties to rent
+8% vs last year

(Rightmove data for Reading area Mar 2025)



Gross Yields

Haslams Price Index Q4 2024



3.91%

4 bed detached house
in Woodley

7.01%

1 bed apartment in
central Reading

5.83%

3 bed terraced house
in Caversham

Haslams Tenants

Average Salary

£44,662

(Haslams internal data Jan-Mar 25)

Age Breakdown

Under 21	1%
21-30	39%
31-40	40%
41-50	13%
51-60	5%
61+	2%

(Goodlord data Q4 2024)

Haslams Portfolio

(Haslams internal data Q4 2024)

Void rate	0.05%
Rent arrears	0.75%
Tenancy renewal rate	66%

Investment Opportunities

NORFOLK ROAD, RG30

£450,000

Gross yield: 9%

5 bed house in a great location

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THE OLD WATER TOWER, RG30

£1,250,000

Gross yield: 7%

Iconic building converted into 6 apartments

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