

Strong lettings activity across first quarter

The Reading rental market in Q1 has been steady, seeing an average monthly rent of around £1,400. Demand for rental properties remains strong, with my team conducting nearly 1,700 viewings across the quarter.

With 1,422 rental properties coming to market in March alone - an increase of 3.7% on the same time last year - demand continues to exceed available supply,

particularly for one & two-bed apartments. As we head into Q2, we anticipate demand will increase, driven by overseas students starting the new academic term. As we also prepare for the introduction of the Renters' Rights Act on 1 May, we will keep landlords and tenants informed of the changes.

If you would like to discuss your property's current rental value or strategy for the year ahead, please don't hesitate to get in touch.



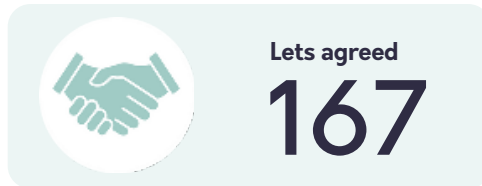
Oliver Chambers
Head of Lettings

Rental Demand

1,236 applicants registered **5,427** enquiries **1,699** viewings

3.6% rental increase on renewal

(Haslams internal data Q1 2026)



Rental Supply

1,422 properties to rent
+3.7% vs last year

(Rightmove data for Reading area Mar 2026)



Gross Yields

Haslams Price Index Q1 2026



6.86%

2-bed apartment in Lower Earley

4.20%

4-bed house in Caversham

5.64%

3-bed house in West Reading

Haslams Tenants

Average Salary

£48,026

(Haslams internal data Jan-Mar 26)

Age Breakdown

Under 21	0%
21-30	42%
31-40	41%
41-50	10%
51-60	6%
61+	1%

(Goodlord data Q1 2026)

Haslams Portfolio

(Haslams internal data Q1 2026)

Void rate	0.01%
Rent arrears	1.1%
Tenancy renewal rate	63.6%

Investment Opportunities

BULMERSHE ROAD, RG1
£525,000
Period property split into two apartments in a desirable University location.

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GEORGE STREET, RG1
£475,000
Property comprising 1 x 2-bed and 3 x 1-bed flats with potential 9.3% gross yield in central Reading.

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