

Reading lettings market holds strong amid growing supply

The rental market in Reading remains active with strong levels of tenant demand and a continued rise in available rental stock.

A total of 1,235 new applicants registered over the recent period, supported by a high number of rental enquiries.

At the same time, the number of properties available to rent has increased which is easing off some pressure in the market, offering tenants more choice while maintaining competitive interest.

Despite the increase in stock, rental values have continued to edge upward, with a 3.3% average rental increase on the previous year.

This demonstrates ongoing confidence in the local rental market, underpinned by steady demand and limited long-term availability.

Overall the Reading market continues to show resilience, balancing strong applicant demand with rising supply and sustained rental growth.



Oliver Chambers
Head of Lettings

Rental Demand

1,235 applicants registered
8,286 enquiries
3.3% rental increase YoY

4% rental increase on renewal

(Haslams internal data & Rightmove Q2 2025)

Rental Supply

1,302 properties to rent
+15% vs last year

(Rightmove data for Reading area Jun 2025)

Gross Yields

Haslams Price Index Q2 2025



4.30%

4 bed semi-detached house in Caversham

7.04%

2 bed apartment in central Reading

7.06%

1 bed apartment Shinfield

Haslams Tenants

Average Salary

£35,353

(Haslams internal data Apr-Jun 25)

Age Breakdown

Under 21	7%
21-30	44%
31-40	35%
41-50	8%
51-60	6%
61+	0%

(Goodlord data Q2 2025)

Haslams Portfolio

(Haslams internal data Q2 2025)

Void rate	0.00%
Rent arrears	0.65%
Tenancy renewal rate	68%

Investment Opportunities

OXFORD ROAD, RG30

£510,000

Gross yield: 10.9%

Licensed 6 bedroom HMO all with en suites.

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ELM LODGE AVENUE, RG30

£350,000

Gross yield: 7.5%

Two well-maintained maisonettes in West Reading.

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