Reading Market Insight
Lettings

HASLAMS .net

Q2

APR - JUN 2026

Lettings market goes from strength to strength in Q2

The market has continued to strengthen during Q2, with strong demand resulting in 189 lets agreed at Haslams. Activity levels have increased, with 1,475 applicants registering, driven by the arrival of university students. One and two-bedroom apartments remain the most popular. Since the introduction of the Renters' Rights Act on 1 May, reassuringly we have not experienced any disruption. While we remain prepared for any potential impacts, we expect business to continue as usual for the rest of the year. We anticipate a busy third quarter, with strong demand set to continue.

If you know a landlord who self-manages their property or uses another letting agent, introduce them to Haslams and both of you will receive three months' free management.* Call us for more details. (T&Cs apply. Offer ends 30 Sept 26)

Oliver Chambers
Lettings Director

Rental Demand

1,475 applicants registered

4,878 enquiries

1,322 viewings

4.17% rental increase at review

Lets agreed **189**

(Haslams internal data Q2 2026)

Rental Supply

1,262 properties to rent
+6% vs last year

(Rightmove data for Reading area Jun 2026)

FOR RENT

Gross Yields

Haslams Price Index Q2 2026

8.06% 2-bed apartment in Shinfield

6.71% 3-bed house in the Town Centre

5.74% 2-bed house in West Reading

Haslams Tenants

Average Salary

£45,448

(Haslams internal data Apr-June 26)

Age Breakdown

Under 21	5%
21-30	45%
31-40	32%
41-50	13%
51-60	4%
61+	1%

(Goodlord data Q2 2026)

Haslams Portfolio

(Haslams internal data Q2 2026)

Void rate	0.1%
Rent arrears	2%

Investment Opportunities

STRATHEDEN PLACE, RG1
£185,000
2-bedroom apartment with parking in walking distance of Reading train station.

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PANGBOURNE STREET, RG30
£275,000
3-bedroom end of terrace family home in popular West Reading location.

VIEW PROPERTY >