

Strong tenant demand and attractive yields sustain investor interest

The lettings market remained busy throughout Q3, with Haslams agreeing 205 lets. Demand was strongest for one- and two-bedroom apartments in Reading town centre, reflecting their appeal to professionals and other renters.

The Renters' Rights Act has brought significant changes to the private rental sector, but for our landlords and tenants, it has largely been business as usual. Our understanding of the legislation and established management processes have ensured a smooth transition, helping landlords navigate the changes without unnecessary hassle.

Rental demand remains strong. Although rents across Reading have risen modestly over the past year, average house prices have softened, potentially improving gross rental yields for investors purchasing at the right price. With demand for well-presented rental properties remaining strong, carefully selected investments could offer attractive opportunities.

Looking ahead, we expect demand to remain healthy in the final quarter, putting us in a strong position to finish the year on a positive note.



Oliver Chambers
Lettings Director

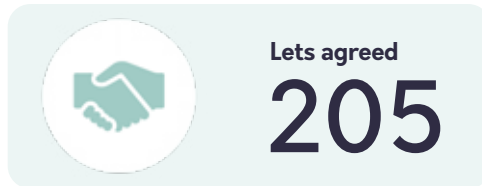
Rental Demand

1,562 applicants registered

1,429 viewings

4.18% rental increase at review

(Haslams internal data Q3 2026)



Rental Supply

1,427 properties to rent
+9% vs last year

(Rightmove data for Reading area Sep 2026)



Gross Yields

Haslams Price Index Q3 2026



8.00%

1-bed apartment in the Town Centre

5.63%

4-bed house in West Reading

8.66%

2-bed apartment in Shinfield

Haslams Tenants

Average Salary

£40,225

(Haslams internal data Jul-Sept 26)

Age Breakdown

Under 21	7%
21-30	51%
31-40	25%
41-50	11%
51-60	5%
61+	1%

(Goodlord data Q3 2026)

Haslams Portfolio

(Haslams internal data Q3 2026)

Void rate	0.1%
Rent arrears	1.2%

Investment Opportunities

WAVERLEY ROAD, RG30
£500,000
6-bed licensed HMO,
generating a gross yield of
11% near Prospect Park.

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POUND LANE, RG4
£290,000 (guide price)
2-bed refurbishment
opportunity in Sonning,
offering investment potential.

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