

A strong quarter driven predominantly by student lets

The summer months once again proved to be the highlight of the year for the rental property market. It was our strongest quarter, with 293 properties reserved, reflecting just how active the market has been.

Demand surged as students prepared to return to Reading for the new term, creating a noticeable boost in activity across the area. This strong demand has helped rents hold firm at peak levels and it's clear that if we had more properties available, we could have easily met greater

demand. We are working hard to continue to build our stock to ensure that we can keep up with the needs of the letting market.

As we move into the winter months and into Q4, the market continues to show resilience and confidence. While the pace naturally eases slightly after summer, all signs suggest that the lettings market will remain strong, supported by steady demand and consistent tenant interest across the region.



Oliver Chambers
Head of Lettings

Rental Demand

1,959 applicants registered
8,688 enquiries
3.3% rental increase YoY

3.9% rental increase on renewal

(Haslams internal data & Rightmove Q3 2025)



Rental Supply

1,142 properties to rent
+15% vs last year

(Rightmove data for Reading area Oct 2025)



Gross Yields

Haslams Price Index Q3 2025



7.25%

1-bed apartment in
Caversham

7.21%

1-bed apartment in
central Reading (no
parking)

8.18%

2-bed apartment in
Spencers Wood

Haslams Tenants

Average Salary

£35,353

(Haslams internal data Jul-Oct 25)

Age Breakdown

Under 21	8%
21-30	48%
31-40	26%
41-50	11%
51-60	6%
61+	1%

(Goodlord data Q3 2025)

Haslams Portfolio

(Haslams internal data Q3 2025)

Void rate	0.00%
Rent arrears	0.98%
Tenancy renewal rate	61%

Investment Opportunities

THE GROVE, RG1

£250,000 (auction guide price)
Close to town centre, with
planning consent for two 2-bed
apartments.

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CARLISLE HOUSE, RG1

£640,000 (auction guide price)
Central Reading location with
consent to convert to four 1-bed &
two 2-bed apartments.

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