

Healthy rental market with strong tenant demand

The rental market in the last quarter of 2024 was busy at Haslams, with strong tenant demand slightly outweighing rental property supply. Although the quarter was quieter compared to the summer months due to the Christmas shutdown period, we successfully let 208 properties.

While rent prices haven't changed after peaking last year, they remain 20% higher than this time two years ago. Our levels of rental stock is healthy with 70 properties available to let. These are largely concentrated in the RG1 area but we also have a mix

of houses and apartments to let in the outskirts of Reading such as Pangbourne, Mortimer and Sonning.

For landlords using our property management services rent guarantee policies remain popular to provide stability and peace of mind.

The recent landlord event at our office on the Renters' Rights Bill was well-attended, and we continue to monitor any changes to keep our clients informed. Please get in touch if you would like to discuss your property portfolio with us.



Oliver Chambers
Head of Lettings

Rental Demand

1,222
applicants registered

5,807
enquiries

0% rental increase YoY

13% rental increase on renewal



(Haslams internal data & Rightmove Q4 2024)

Rental Supply

1,395 properties to rent
+14% vs last year

(Rightmove data for Reading area Dec 2024)



Gross Yields

Haslams Price Index Q4 2024



7.17%
2 bed apartment in central Reading with parking

5.65%
3 bed house in West Reading

3.91%
4 bed detached house in Woodley

Haslams Tenants

Average Salary

£44,758

(Haslams internal data Oct-Dec 24)

Age Breakdown

Under 21	2%
21-30	46%
31-40	39%
41-50	9%
51-60	2%
61+	1%

(Goodlord data Q4 2024)

Haslams Portfolio

(Haslams internal data Q4 2024)

Void rate	0.05%
Rent arrears	0.8%
Tenancy renewal rate	63%

Investment Opportunities

OSCAR WILDE ROAD, RG1
£285,000
Gross yield: 6%
2 bed apartment with parking



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KENNET WALK, RG1
£200,000
Gross yield: 6.5%
1 bed apartment with river views



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