

Healthy quarter with demand and market remaining strong

The rental market remained robust during the last quarter of 2025, with an average monthly rent of £1,410 across our portfolio. Despite the typical seasonal slowdown towards the end of the year, activity levels held steady which delivered another strong quarter.

We hit the ground running in the first ten working days of January, letting a total of 18 properties in this period alone. One-and

two-bedroom apartments remain the most sought after with applicants, and demand remains strong.

With the rental property industry bracing itself for the incoming Renters' Rights Act, my team at Haslams is fully prepared for how this will impact both landlords and tenants, and we are here to support you with this change. Please don't hesitate to get in touch.



Oliver Chambers
Head of Lettings

Rental Demand

1,052
applicants registered

4,149
enquiries

3% rental increase YoY

3.6% rental increase on renewal



(Haslams internal data & Rightmove Q4 2025)

Rental Supply

1,135 properties to rent
-17% vs last year

(Rightmove data for Reading area Dec 2025)



Gross Yields

Haslams Price Index Q4 2025



7.71%

1-bed apartment in central Reading

5.84%

2-bed house in Earley

4.69%

4-bed house in Calcot

Haslams Tenants

Average Salary

£40,396

(Haslams internal data Oct-Dec 25)

Age Breakdown

Under 21	3%
21-30	47%
31-40	32%
41-50	12%
51-60	4%
61+	1%

(Goodlord data Q4 2025)

Haslams Portfolio

(Haslams internal data Q4 2025)

Void rate	0.01%
Rent arrears	0.60%
Tenancy renewal rate	61.3%

Investment Opportunities

CALCOT PLACE, RG31

£475,000 (auction guide price)

A freehold investment

opportunity with 2 ground floor flats and 2 cottages.

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ELDON LODGE, RG1

£255,000 (guide price)

Opportunity to acquire a two bedroom apartment in central Reading with tenants in situ..

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