



Q2 (April – June 2017)

## Asking rents hold up despite 7% uplift in available supply

- Asking rents outside London rose 2.8% in the second quarter of 2017, in line with the 2.7% average seen over the past five years at this time of year
- More choice for tenants:
  - Number of available properties on the rental market outside London 7% higher than this time last year, and up 8% in London
  - Rightmove reveals the areas around the UK that currently offer the best choice for renters, with Ascot leading the way in the south, and Salford in the north
- Properties are taking 11% longer outside London and 15% longer in London to let out than in Q2 2016

NATIONAL AVERAGE ASKING RENT (EXCLUDING GREATER LONDON)			
Quarter	Avg. asking rent per month	Quarterly change	Annual change
Q2 2017	£790	+2.8%	+1.9%
Q1 2017	£768	-0.4%	+1.8%
GREATER LONDON AVERAGE ASKING RENT			
Quarter	Avg. asking rent per month	Quarterly change	Annual change
Q2 2017	£1,934	-0.2%	-3.2%
Q1 2017	£1,937	+1.5%	-4.2%

Asking rents outside London continue to hold up despite the market having more available properties, with prices rising by 2.8% compared to last quarter, similar to the 2.7% average over the past five years.

Properties marked as available by letting agents on Rightmove are up 7% compared to the second quarter of last year outside London, though new rental properties coming on the market are down 2%.

It's a similar picture for stock in the capital, with available stock up 8%, and new listings down 5%, not surprising when comparing to the boost from last minute buy-to-let purchases in Q2 of last year. Though rental prices in London are still running lower than last year and are now 3.2% lower than their peak of £2,020 per month this time last year.

Rightmove's Head of Lettings Sam Mitchell comments: *"Many thought that rental supply would constrict this year, as landlords sold up and looked to invest their money elsewhere, but clearly this isn't happening yet."*



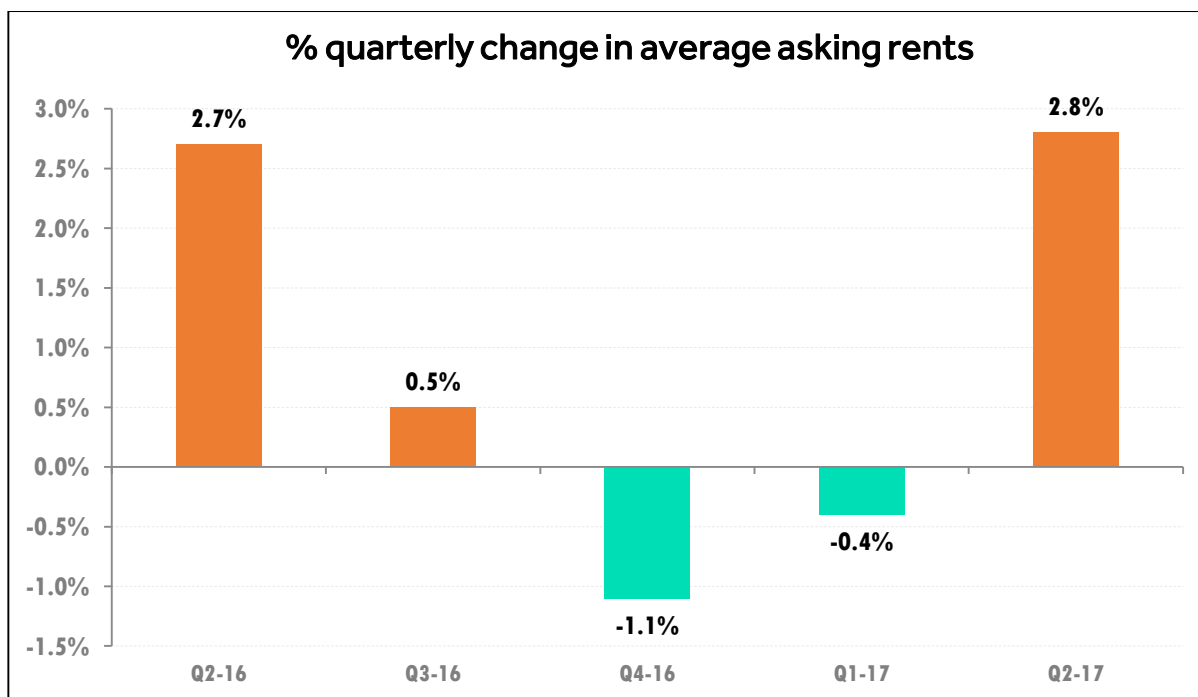
Perhaps landlords are remortgaging their buy-to-let properties instead, as they still feel it's a better investment than looking to other industries. It could spell good news for tenants coming to the end of their lease as they might find there is slightly more choice than last year. Anyone hoping for a drop in prices due to the extra choice will be disappointed though as rents are following a very similar trend to previous years.

"In London there was disproportionate buying activity ahead of the 3% increase in stamp duty last year and that increase in supply has weighed on asking rents in the capital. Agents and landlords should make sure that they are ahead of the curve in pricing to make sure that they react quickly in a very competitive market."

Rightmove has found the top locations in each region that currently offer the best choice for renters. The top spot in the South East is Ascot in Berkshire, where the average asking rent for a two bed is £1,417 per month. In the North West it's Salford where a two bed would set you back £842 per month. The cheapest region is the North East, with Newcastle the location with the best choice for rental properties, at an average of £642 per month. The findings are based on the areas with the highest number of available rental properties, as a proportion of total housing stock in the areas.

Best choice for renters by region:

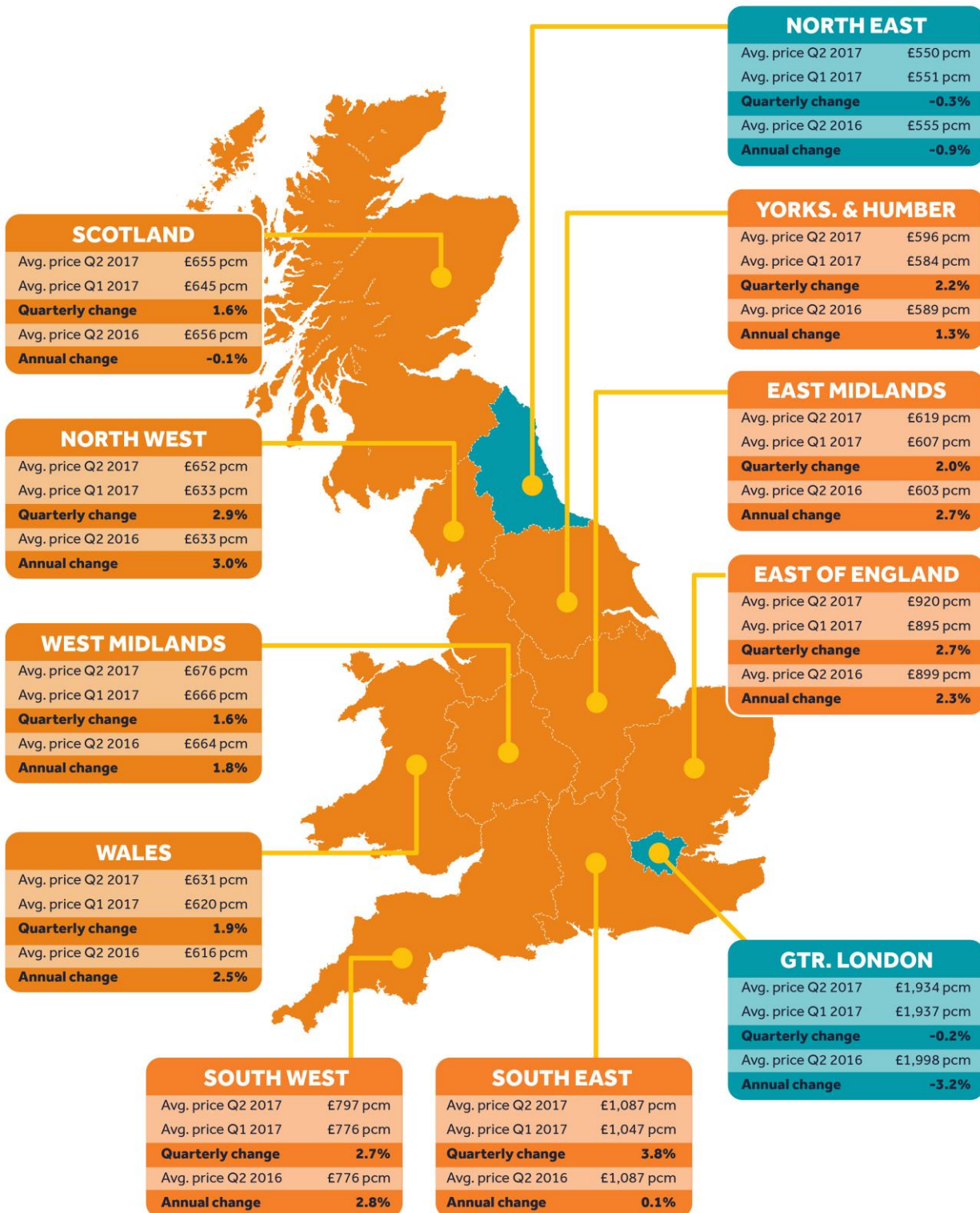
Top locations	Region/country	Avg. asking rent per month (2 bed) Q2 2017
Ascot	South East	£1,417
Bath	South West	£1,152
Salford	North West	£842
Newcastle	North East	£642
Leeds	Yorks & Humber	£710
Cambridge	East of England	£1,209
Derby	East Midlands	£551
Birmingham	West Midlands	£760
Cardiff	Wales	£750
Aberdeen	Scotland	£708
Kilburn	London	£1,920





## Regional trends

■ Increase from previous quarter  
 ■ Decrease from previous quarter  
 ■ No change





## Top five highest growth areas outside Greater London

Area	Avg. asking rent per month (2 bed) Q2 2016	Avg. asking rent per month (2 bed) Q2 2017	Annual change
Newcastle Under Lyme, Staffordshire	£533	£592	11.1%
Bedford, Bedfordshire	£751	£832	10.8%
Swansea, Wales	£586	£648	10.5%
Bath, Somerset	£1,044	£1,152	10.4%
Gillingham, Kent	£802	£872	8.7%

## Top five most in-demand areas outside Greater London

Area	Avg. asking rent per month (2 bed) - Q2 2017
Oldham, Greater Manchester	£498
Stirling, Stirlingshire	£632
Folkestone, Kent	£660
Stockport, Cheshire	£646
Welwyn Garden City, Hertfordshire	£1,015

## Top five highest growth areas in Greater London

Area	Avg. asking rent per month (2 bed) – Q2 2016	Avg. asking rent per month (2 bed) – Q2 2017	Annual change
Hainault	£1,349	£1,576	16.9%
Battersea	£1,968	£2,233	13.5%
Chessington	£1,166	£1,235	5.9%
Mill Hill	£1,455	£1,538	5.7%
Whetstone	£1,415	£1,474	4.2%

## Top five most in-demand areas in Greater London

Area	Avg. asking rent per month (2 bed) - Q2 2017
Harold Wood	£1,133
Welling	£1,179
Peckham	£1,474
Eltham	£1,177
Rainham	£1,072



## Editors' notes

Rightmove's Rental Trends Tracker is compiled from the asking rents of properties coming onto the market on Rightmove.co.uk. Rather than being a survey of opinions it is produced from factual data of actual asking prices of rental properties currently on the market. Rightmove's Rental Trends Tracker measures prices at the very beginning of the rental process.

Rightmove measured 360,757 asking rents. The properties were advertised on Rightmove.co.uk by agents in Q2 2017. This month 15,607 properties have been excluded due to being anomalies. All short lets have been removed. The best choice for renters analysis excludes Prime Central London.

For all areas lower than region the asking prices and % growth are for two bed properties.