



The largest quarterly dataset of UK rental activity. Q3 report (July – September 2025)

Rents hit new record as pace of new rental homes coming onto the market slows

- The average advertised rent of homes outside of London rises again in Q3 2025 to a new record of £1,385 per calendar month (pcm). Average rents outside of London are now 3.1% higher than a year ago
- Average advertised rents in London also reach a new record of £2,736, however rents in the capital are now only 1.6% higher than a year ago
- The total number of homes available to rent continues to edge closer to pre-pandemic levels, however the pace of new rental properties coming onto the market has slowed:
 - The number of available homes to rent is now 9% higher than this time last year. Though this figure is still 23% below this time in 2019, it's the closest to pre-pandemic levels of supply for four years
 - However, the number of new rental listings coming onto the market is only 1% above this time last year, the lowest this figure has been in 2025
 - Stamp duty increases, potential tax changes in the Autumn Budget, and the Renters' Rights Bill are all having to be considered carefully by landlords
- Affordability remains very stretched for both tenants and landlords looking to invest in the rental sector:
 - Despite average earnings rising by 5% compared with last year and outpacing rent rises, the cost of renting still takes up 44% of the average wage, up from 40% five years ago
 - Meanwhile, a 20% deposit for a typical first home has risen by £5,000 over the last five years
 - The average interest rate on new buy-to-let mortgages stands at 4.87% according to UK Finance. Whilst down from last year, it is nearly double the 2.93% seen before the mini-Budget in 2022

National average asking rent for all property types (excluding Greater London)			
Quarter	Avg. asking rent per month	Quarterly change	Annual change
Q3 2025	£1,385	+1.5%	+3.1%
Q2 2025	£1,365	+1.2%	+3.9%
Greater London average asking rent for all property types			
Quarter	Avg. asking rent per month	Quarterly change	Annual change
Q3 2025	£2,736	+0.9%	+1.6%
Q2 2025	£2,712	+0.5%	+1.9%
Inner and Outer London			
	Avg. asking rent per month	Quarterly change	Annual change
Inner London	£3,220	+0.9%	+1.4%
Outer London	£2,383	+0.9%	+1.8%



Overview

The average advertised rent of new properties coming onto the market outside of London has risen by 1.5% this quarter (+£20) to a new record of £1,385 per calendar month (pcm).

It's the third consecutive quarterly record in advertised rents this year, and average advertised rents are now 3.1% higher than a year ago, the lowest this annual figure has been since Q3 2020.

Average advertised rents in London also rise by 0.9% this quarter (+£24) to a new record of £2,736. However, rents in the capital are now only 1.6% higher than a year ago, a figure last lower in Q2 2020.

The number of homes available to rent is now 9% higher than last year. The rising availability of rental properties has contributed to yearly rent rises both nationally and in the capital steadying to more normal levels.

While the number of available homes to rent is still 23% below this time in 2019, it's the closest the market has been to pre-pandemic levels of available supply for four years.

However, the pace at which fresh rental properties are coming onto the market has slowed in recent months and now stands at just 1% ahead of this time last year. Meanwhile, tenant demand continues to cool and is 14% lower than at this time last year.

An increase to stamp duty for rental home purchases from October last year and the recent rumours about a national insurance tax for landlords in the upcoming Autumn Budget are likely to be impacting landlords considering investing. Additionally, the forthcoming Renters' Rights Bill is creating uncertainty.

In a recent survey amongst landlords, one in three landlords said they were considering exiting the market at some point in the future, with two-thirds (66%) feeling unsupported by the government. Moreover, less than half (43%) said they were fully aware of the Renters' Rights Bill and prepared for the changes.

Affordability remains very stretched for tenants looking to rent a home, as well as landlords looking to invest in their portfolio and provide tenants with more homes to choose from.

Despite average earnings rising by 5% compared with last year, outpacing rent rises, the cost of renting still takes up 44% of the average wage, up from 40% five years ago.

Additionally, for renters also looking to save up for their first home whilst contending with record rents, a 20% deposit for a typical first home has risen by just over £5,000 over the last five years, from £40,326 to £45,374.

For landlords looking to expand their portfolio, the latest average interest rate on new buy-to-let mortgages stands at 4.87% according to UK Finance. Whilst this is down from last year's 5.21%, it is significantly higher than the 2.93% seen before the mini-Budget in 2022.

In Rightmove's survey amongst landlords, nearly a third (29%) said that rising mortgage rates were affecting their plans to expand their property portfolio. Nearly one in five (17%) said that high mortgage rates meant they were considering reducing the size of their portfolio.

Rightmove's property expert Colleen Babcock says: *"The majority of landlords are looking to stay in market and even grow their portfolios which is positive for tenants, but there are clearly challenges for those looking to invest in rental property. Sustained high mortgage costs mean landlords need to make sure*

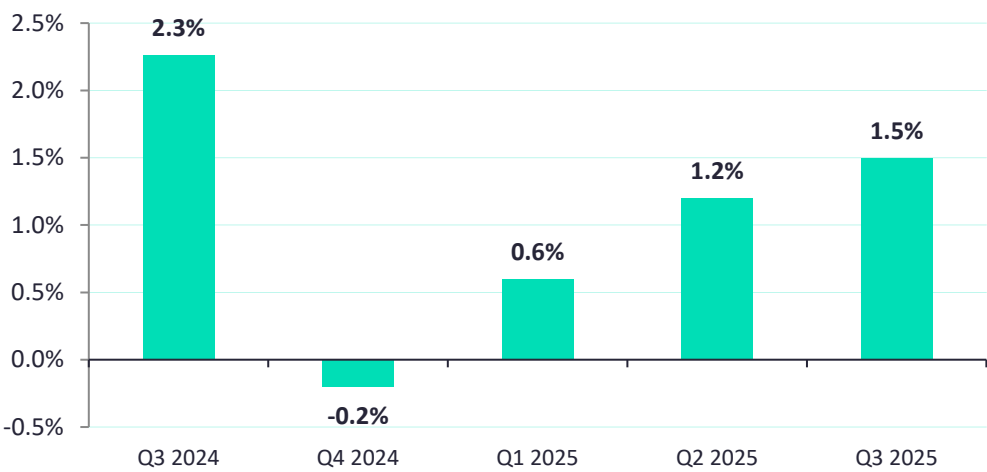


purchases are viable, and uncertainty around legislation like the Renters’ Rights Bill and what may or may not be in the upcoming Autumn Budget isn’t helpful when looking to make financial investments. Landlords who were considering selling up over the next year told us that legislation changes were their biggest source of frustration. The government needs to consider this when setting its policy agenda over the next twelve months, otherwise we may see more landlords choose to leave the sector which will be to the detriment of tenants.”

Expert views

Daniel Fisher, Head of Lettings at John D Wood & Co says: “Tenant demand has eased as wider economic and political uncertainty makes people more cautious about moving, with many businesses scaling back relocations and some renters leaving London altogether. This has led to more re-let properties coming to market, even as the overall number of landlords declines. At the same time, many landlords are hesitant to invest amid limited capital growth, shifting tax rules, and ongoing uncertainty around the Renters’ Rights Bill and the Budget. The result is a slower, more cautious market that’s likely to remain uneven over the next year or so - though this also presents opportunities for well-capitalised landlords to expand as others exit, and for tenants to benefit from a wider choice of homes.”

National quarterly change in average asking rents



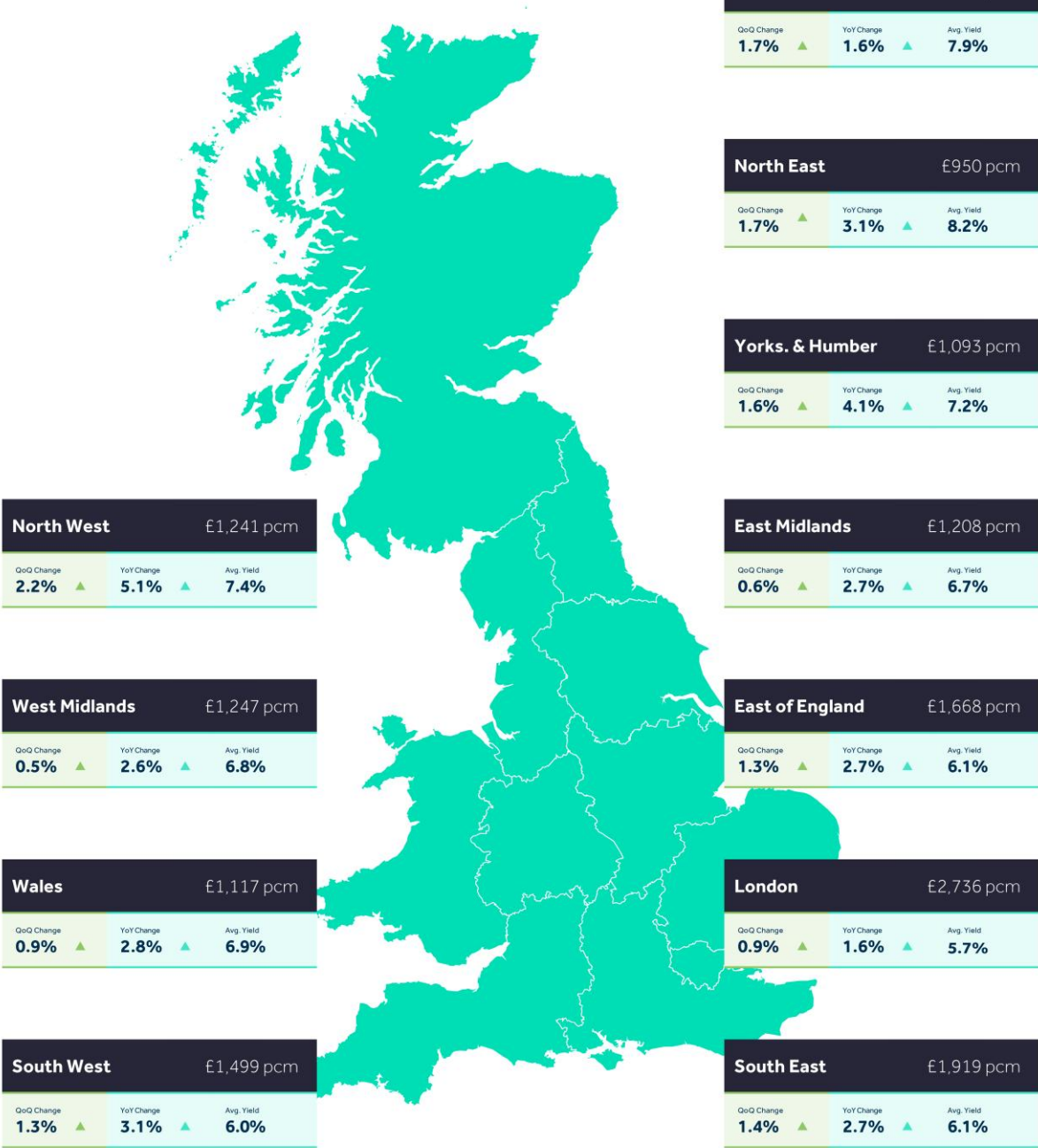


Regional trends

Rental Price Tracker

Q3 2025

● Increase from previous quarter ● Decrease from previous quarter





Landlord yields

Region	Average Landlord yield Q3 2025	Annual change in yield
Great Britain excl. London	6.3%	+0.1%
East Midlands	6.7%	+0.1%
East of England	6.1%	+0.1%
London	5.7%	+0.1%
North East	8.2%	+0.1%
North West	7.4%	+0.2%
Scotland	7.9%	+0.0%
South East	6.1%	+0.2%
South West	6.0%	+0.1%
Wales	6.9%	+0.1%
West Midlands	6.8%	+0.2%
Yorkshire and The Humber	7.2%	+0.3%

Rental price hotspots

Area	Region	Average asking rent per calendar month Q3 2024	Average asking rent per calendar month Q3 2025	Annual change
Fulwood, Preston, Lancashire	North West	£970	£1,284	32%
Keighley, West Yorkshire	Yorkshire and The Humber	£815	£1,038	27%
Frome, Somerset	South West	£1,305	£1,660	27%
Newquay, Cornwall	South West	£1,115	£1,372	23%
Gainsborough, Lincolnshire	East Midlands	£651	£795	22%
Paisley, Renfrewshire	Scotland	£844	£1,004	19%
Billericay, Essex	East of England	£1,837	£2,173	18%
Prenton, Wirral, Merseyside	North West	£956	£1,130	18%
Aigburth, Liverpool, Merseyside	North West	£1,053	£1,241	18%
Burgess Hill, West Sussex	South East	£1,624	£1,904	17%



Editors' notes

The Rightmove Rental Trends Tracker methodology was updated as of Q3 2020 and all historic figures have been restated. The new methodology includes the latest mix adjustment figures.

The dataset 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.

Quarterly data: Rightmove measured 430,582 asking rents. The properties were advertised on Rightmove.co.uk by agents from 1st July – 30th September 2025. All short lets have been removed. All rents throughout are per calendar month.