

AUGUST 2025

Lettings in Focus

Insights from over **4,000** landlords, agents and tenants.
Data from over **70 million** listings.
One market-leading report.

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The lettings landscape

After an especially eventful five years for the lettings market and with major legislative changes on the horizon, this report aims to provide an overview of the current state of the market. We want to support agents in their conversations with landlords and highlight the positive signals in the data.

Letting agents have had a lot to contend with over the last five years. From the challenges of market closure and letting property during a pandemic, to the peak of record rental competition in 2022, where the average property was getting an unmanageable 29 enquiries.

Add in legislative changes like the Renters' Rights Bill and EPC requirements for rental properties, and it's easy to understand why 64% of landlords feel the market is more challenging now.

These legislative challenges and the changing market environment mean that professionalism in lettings agency and compliance has never been more important. Consequently, the value of a letting agent to a landlord continues to increase.

Landlords may feel unsupported, and media reports may give the sense that the Private Rental Sector (PRS) is under strain, but it's not all doom and gloom. There are positive signals in buy-to-let data, and more than 70% of landlords told us they intend to maintain or increase the size of their property portfolio over the next 12 months.

More than half of landlords (6 in 10) are looking to agents to reduce their hassle and stress. We know as an agent, you've had your job cut out for you supporting your landlords through this period of change. That's why we've put this report together.

With over a million data points in the residential market, Rightmove is uniquely placed to provide real-time insight into market trends and opportunities for agents and landlords.

We've supplemented this with insight from over 4,000 tenants, landlords and agents through surveys and in-person events to bring this data to life. In this report you'll find:

- Detailed market intelligence to support your conversations with landlords
- Insights into landlord sentiment so you can shape your business to meet their needs
- Exclusive data on investment and yield hotspots across Britain

We hope you find this report useful.

Christian Balshen

Director of Agency Partnerships





Insight

Rightmove Lettings Report 2025

Our findings are from

Listening to over

900 landlords

Surveying over

2.3k tenants

Analysing

market-leading data

from Rightmove Data Services

Key insights



Only **43%** of landlords are aware of the Renters' Rights Bill



One in three landlords are actively considering exiting the market



45% of landlords have experienced rental arrears



Three top priorities for landlords are:

- Reliable tenants
- Maintenance
- Regulations

**3 out of every 4
renters find
their home on
Rightmove**

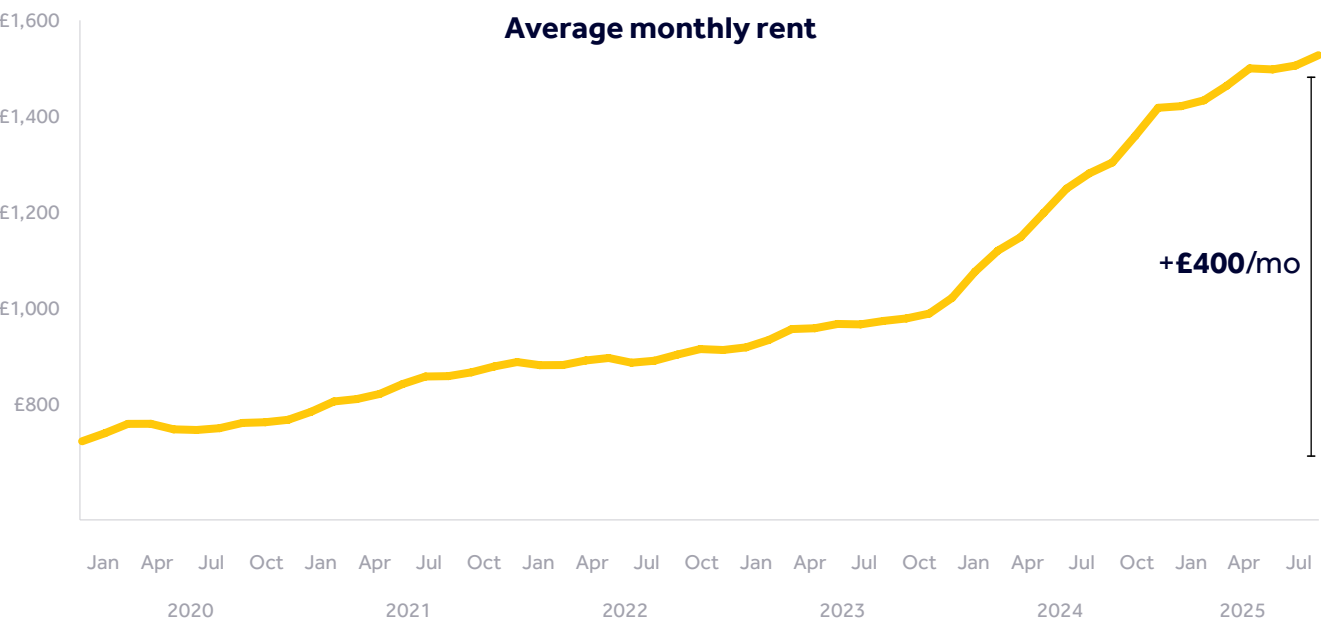
*Street Data from 1st January 2025 – 1st May 2025 based on a sample of tenancies comparing Rightmove with the next largest portal.

rightmove

What are the major trends in the market?

Rental price growth

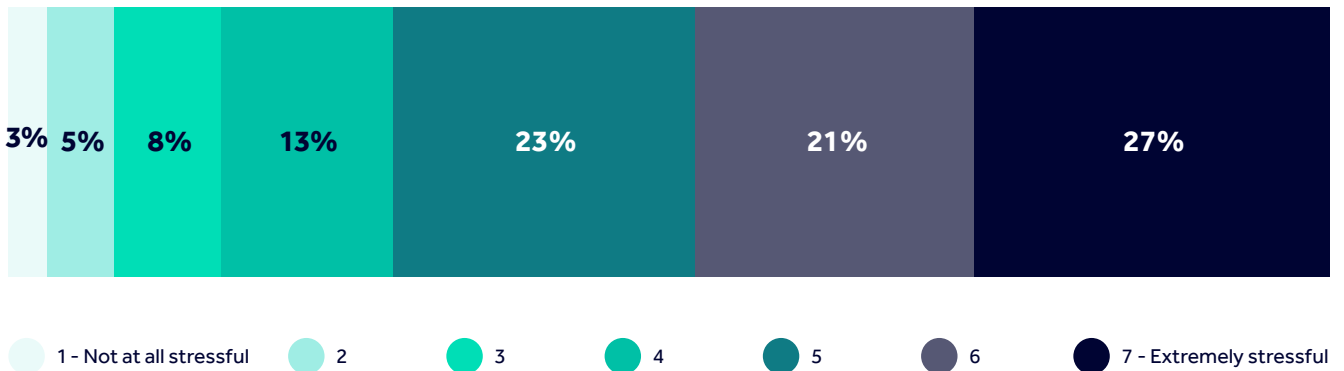
With the exception of a few months in late 2023 and early 2024, advertised rents have risen year-on-year in every month since the start of 2020. The average monthly rent for a new tenant has risen by more than £400 since 2020.



Tenants are being stretched financially and not feeling overly optimistic



How stressful is being a tenant?

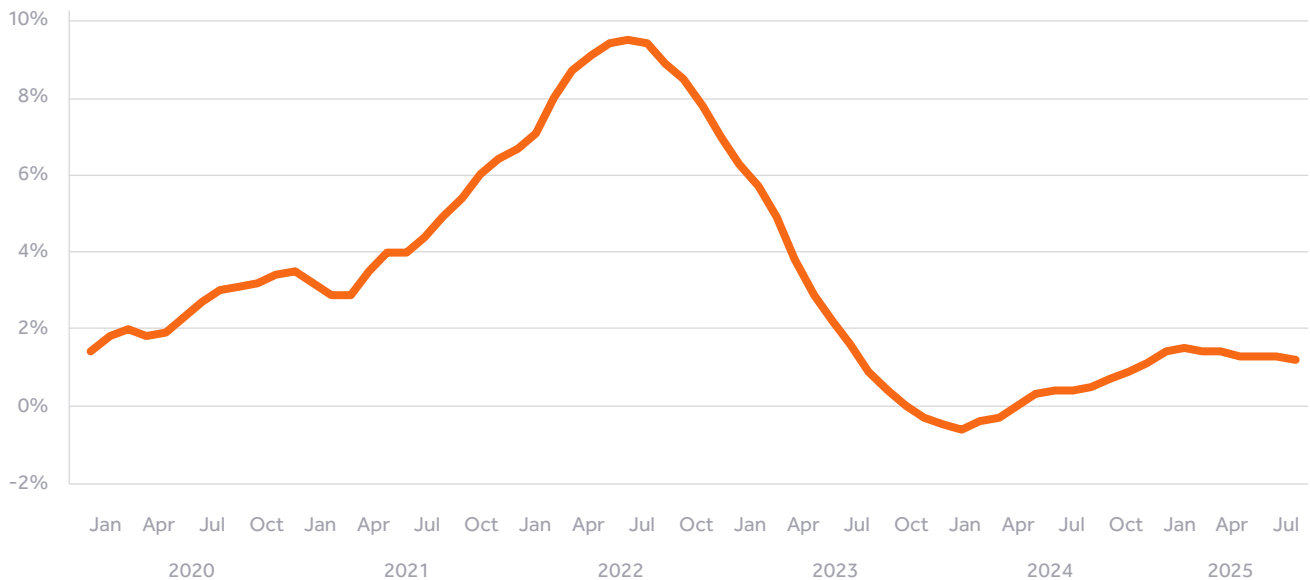


Growth in advertised rents is slowing

Although we've seen a rise in rents, much of this growth occurred during the frenetic pandemic years of 2021 and 2022. Since 2023, yearly rent rises have been gradually slowing.

While prices continue to reach new records, June 2025 saw just a 3.9% year-on-year increase in average rental price.

Average price growth year-on-year (%)



The slowing of rent growth has been largely due to the improving balance between supply and demand.

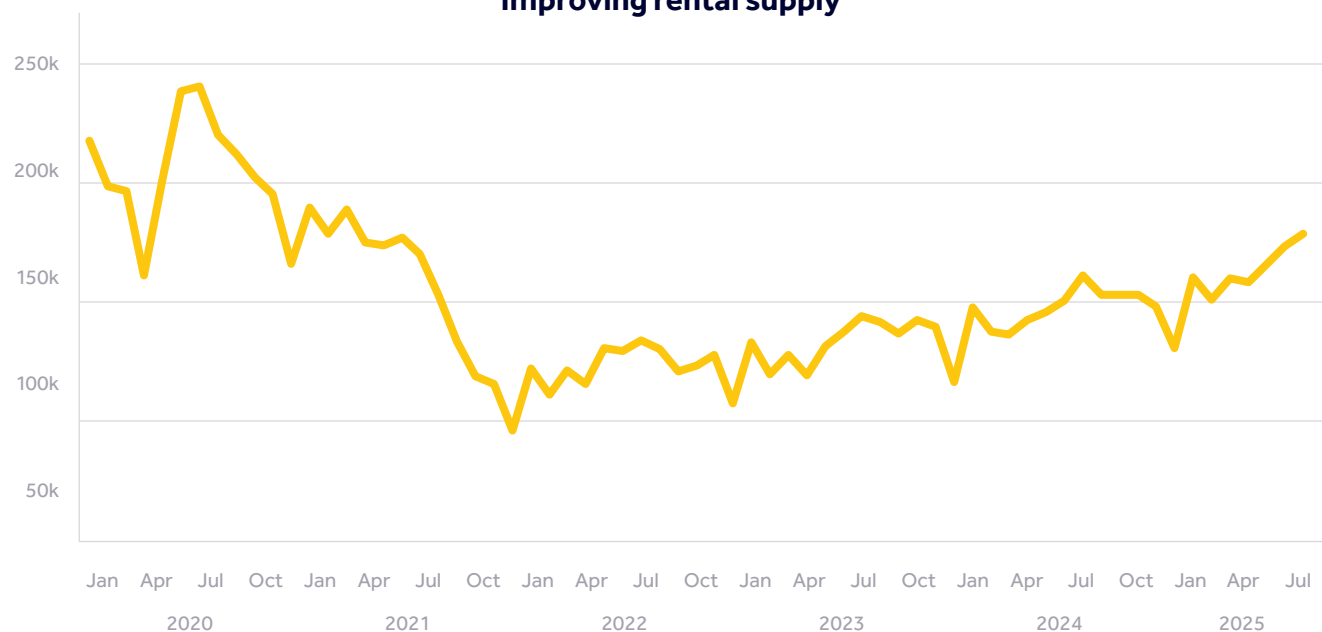


Balance of supply and demand

We're currently seeing the best balance between supply and demand in the rental market since 2020, as the market continues to recalibrate after the pandemic years.

The total number of available rental listings is up 11% in 2025 to date, versus the same period in 2024. While new listings are up 6% versus the same period in 2024, 9% versus 2023, and 11% versus 2022.

Improving rental supply



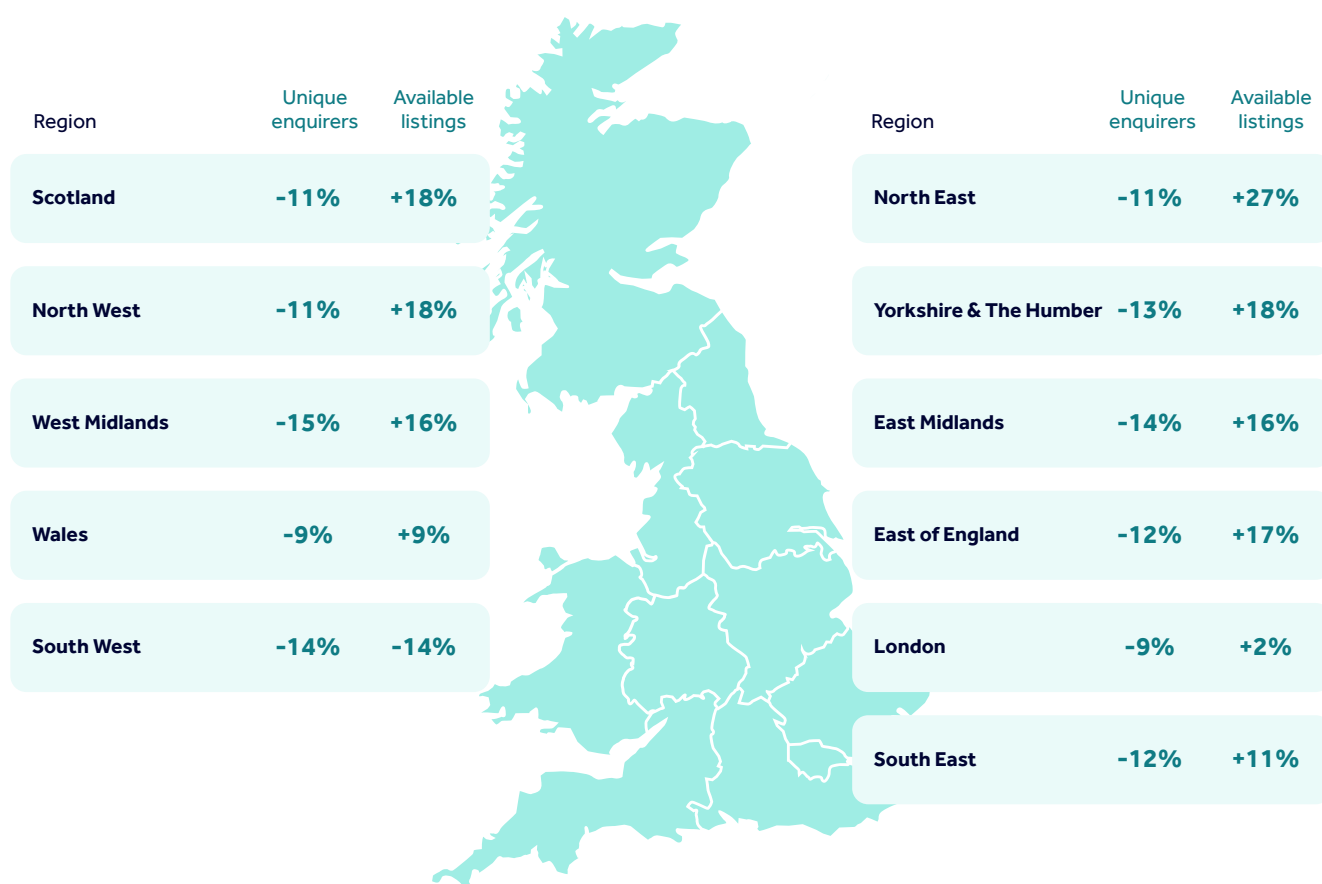
Meanwhile unique demand, the number of individuals submitting property enquiries, is down 12% in 2025 to date versus the same period in 2024.



As you'd expect, there are regional variations. The number of unique enquirers is down 15% and 14% in the West and East Midlands respectively, showing the biggest drop-off in unique demand.

Meanwhile London and Wales saw the smallest year-on-year change. This still represents a 9% decrease in the total number of property enquirers looking in these areas.

Year-on-year change in number of unique enquirers and available rental listings



Year-on-year change to available listings vary from region to region too, with the biggest jump (27%) in the North East, and just a 2% increase in London.



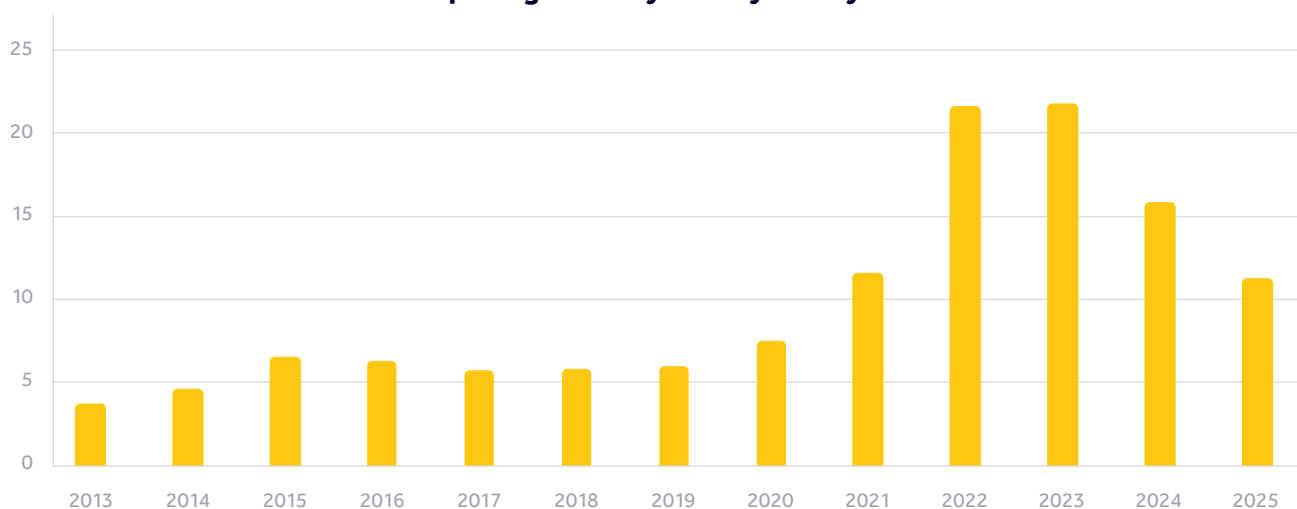
Enquiries per property

Another way to assess overall demand for rental properties is by looking at the number of enquiries per available property.

When looking at this measure, we can see that tenant competition to secure rental properties has slowed since a peak of more than 20 enquiries per property in 2022 and 2023.

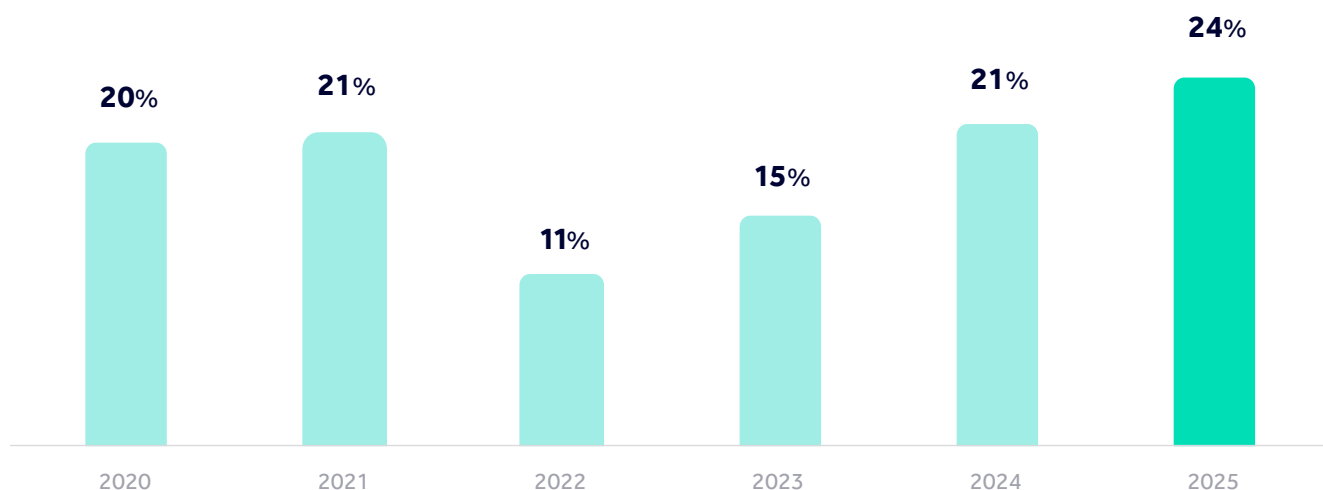
Competition still remains higher in 2025 to date than in the pre-pandemic years. A reflection of the new normal in the lettings market.

Comparing January to July each year



Increase in reductions

In 2025 so far, an average of 24% of rental listings have had their price reduced. That's the highest proportion of rental properties reduced in this decade.





**How have market
conditions impacted
how landlords
are feeling?**

What are landlords thinking?

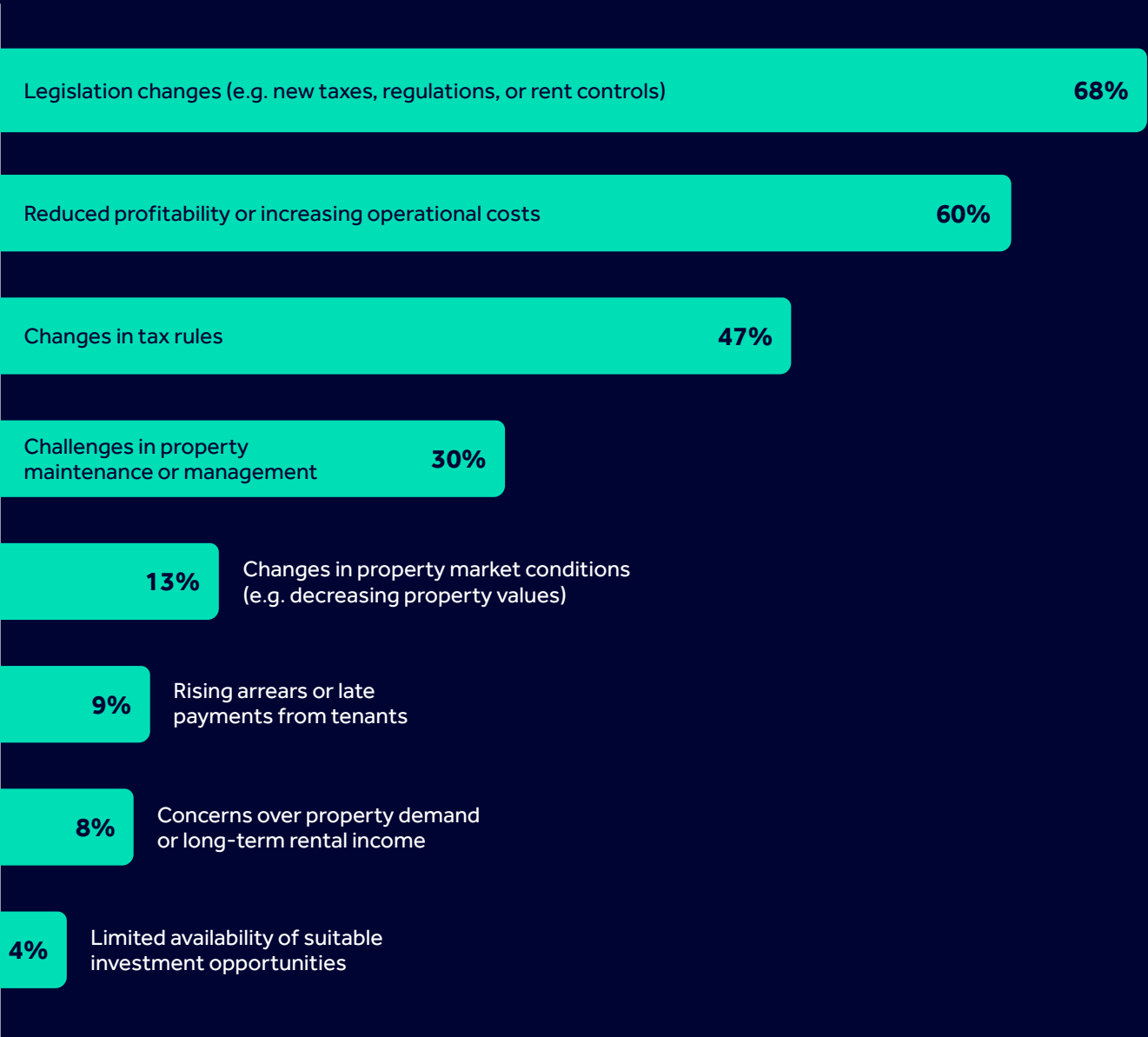
Insight 1 – Landlord sentiment is under strain

One in three landlords are actively considering exiting the market, and **66%** feel less supported by the government now than they did a decade ago.

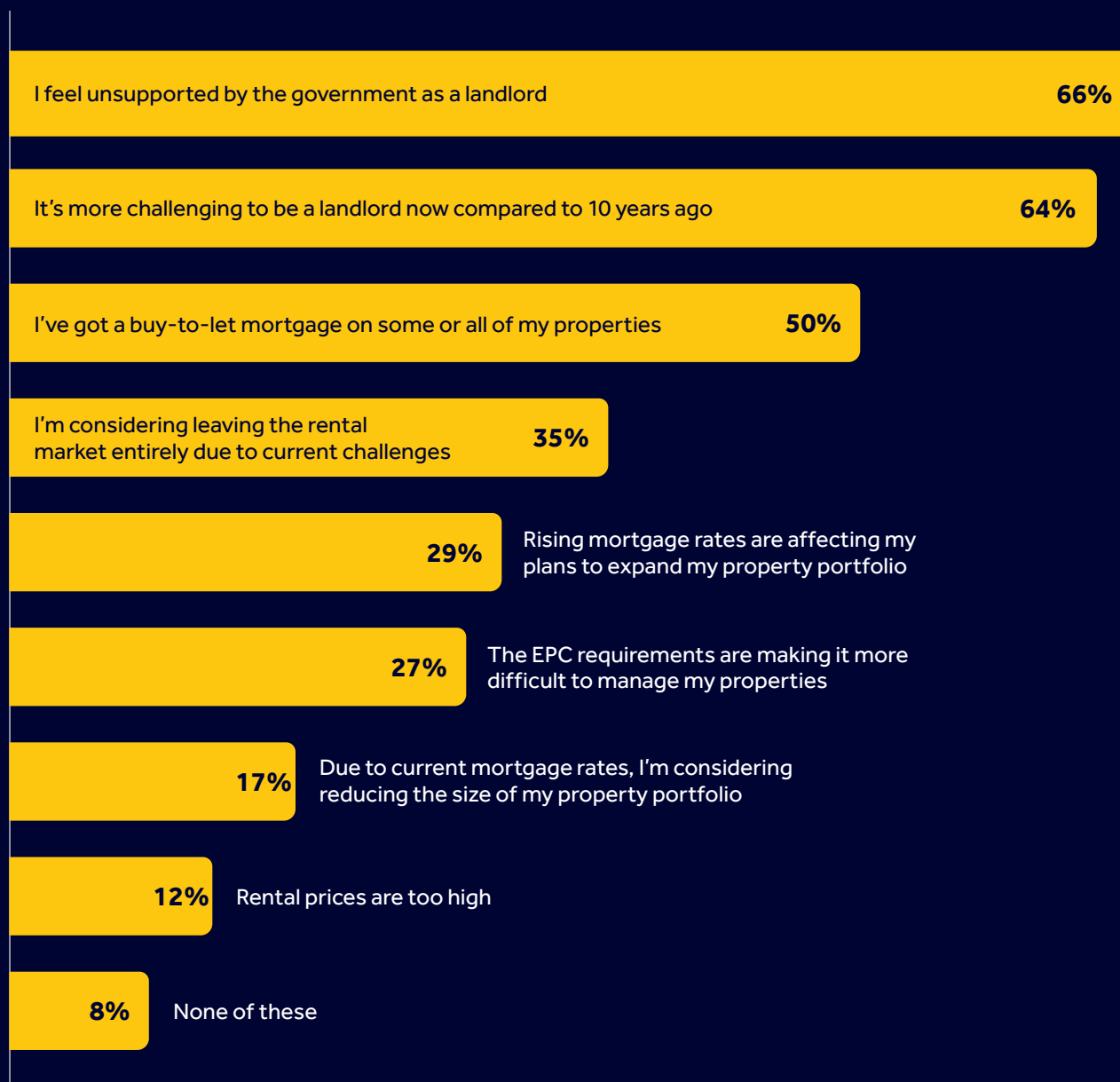
Among those considering selling, **77%** are full-time landlords, highlighting how even seasoned investors are questioning the value of staying in the sector.

Landlord frustrations

We asked landlords planning on decreasing their portfolio size over the next 12 months, why are you planning to do this? (% of landlords)



We asked all landlords which of these statements they agreed with? (% of landlords)



Primary frustrations include rising mortgage rates, declining ROI and complex legislation. Landlords are increasingly weighing up whether to persist with their lettings business or look to other places to invest their money.

"I want to make the right financial decisions. I'm thinking about diversifying my investments"

- Sian, landlord in Wales

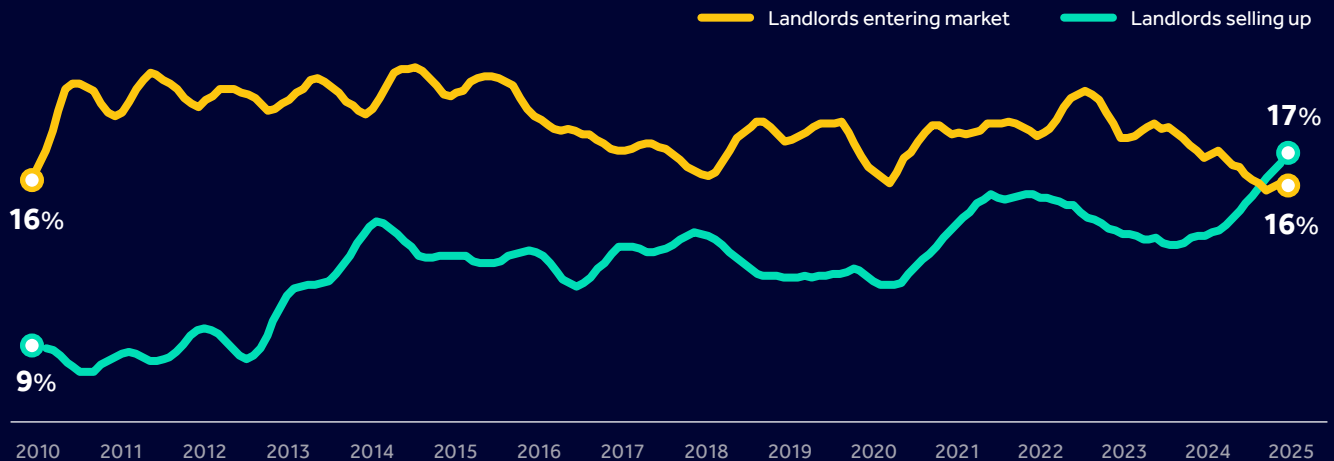
"I want to sell in the next two years. I think my money would be better invested elsewhere"

- Nick, landlord in the East of England



Landlords exiting

In 2025 the number of properties moving from the sales market to the lettings market has been overtaken by properties previously listed for rental being listed for sale. The graph below shows this is the clearest indication within our market data that more landlords are selling up.

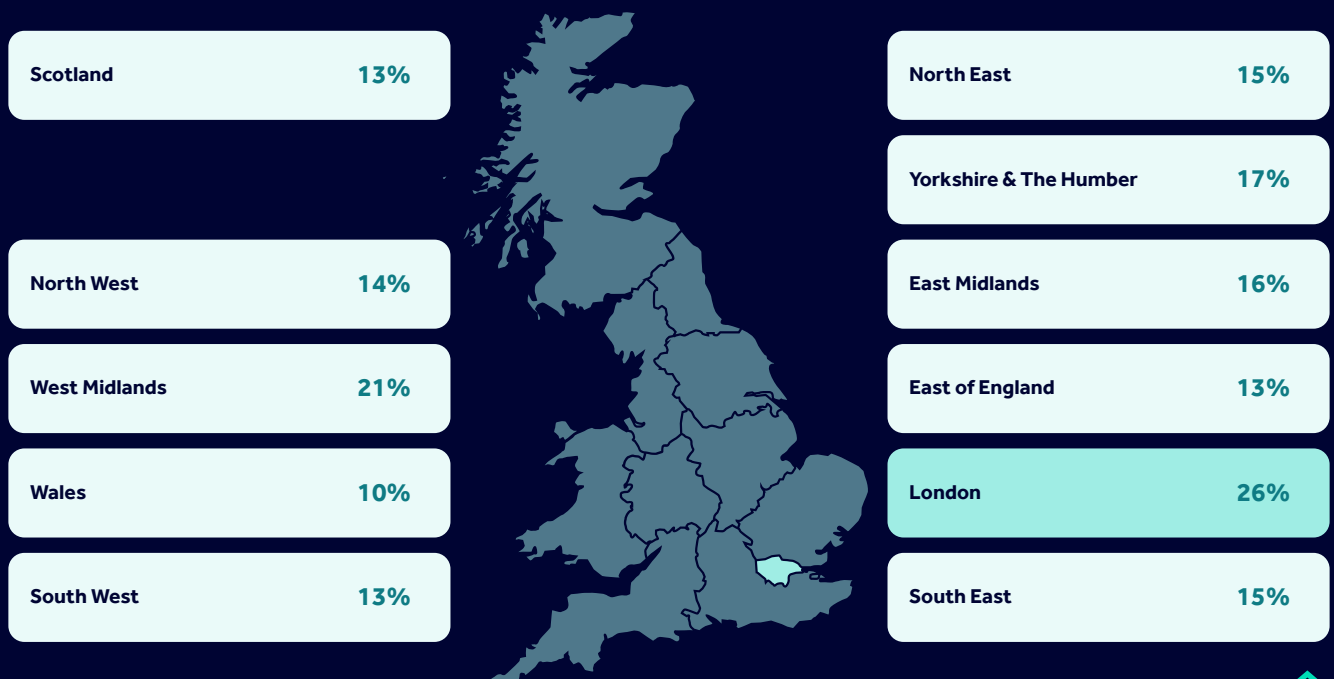


A regional view

The percentage of homes listed for sale that were previously listed for rent is highest in London. Here, over a quarter of sales listings were previously listed for rent.

But the trend is clear across the country - properties are moving from the rental market onto the sales market as landlord frustrations prove too much for some.

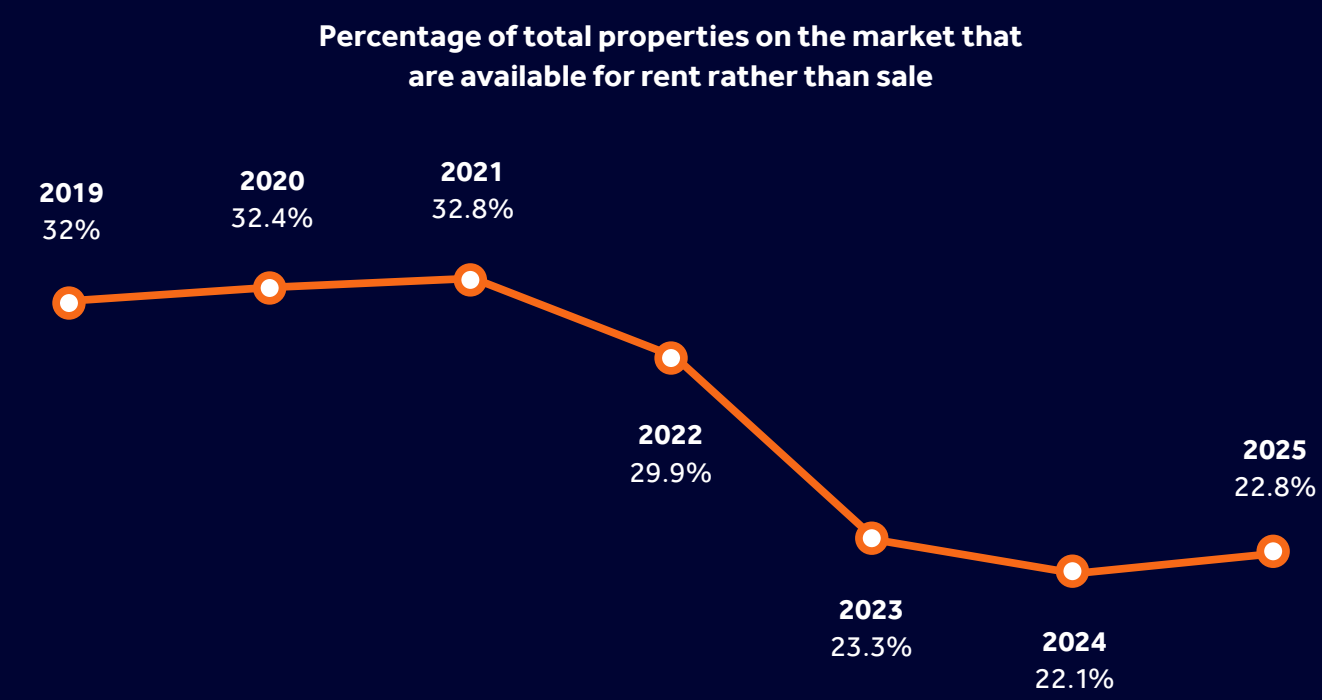
Average percentage of homes listed for sale that were previously listed for rent, by region, year to date



Rental stock proportion

Another indication that landlords may be leaving the market is the proportion of property listings that are available for rent rather than for sale.

In 2025 to date, rental properties make up around 23% of available properties, compared with more than 32% from 2019 through to 2021.



Depending on wider economic conditions, the state of the sales market and other seasonal factors, the proportion of rental properties on the market is impacted by more factors than just landlord appetite to let properties.

And there are definitely other more positive signs within the data.



Positive signals in buy-to-let investor data

The latest snapshot of buy-to-let lending from UK Finance shows that there has been a 17% increase in total number of loans to property investors. This includes a 28% uplift for newly purchased rental homes

This is perhaps an early signal that landlords are returning to the market, or that a new generation of landlords is coming to the PRS.

Landlords entering the market

As always there are nuances in the pattern of landlords leaving and entering the market.

For example, 21% of properties listed for rent in the North East in 2025 were previously available for sale. This is well above the UK average of 15.6% and London's 12.2%.

The top 20 local authorities where we're seeing landlords entering the market

South Tyneside	34.7%	Redcar and Cleveland	29.6%	Gosport	26.8%
Isle of Wight	32.8%	Bolsover	28.5%	Pendle	26.7%
Hartlepool	31.7%	West Dunbartonshire	28.3%	Renfrewshire	26.4%
West Lancashire	30.4%	Merthyr Tydfil	27.8%	Folkestone and Hythe	26.3%
East Ayrshire	30.4%	County Durham	27.6%	High Peak	26.1%
Blaenau Gwent	30.1%	Eastbourne	27.1%	North East Lincolnshire	26.1%
Burnley	29.9%	North Ayrshire	27.1%		

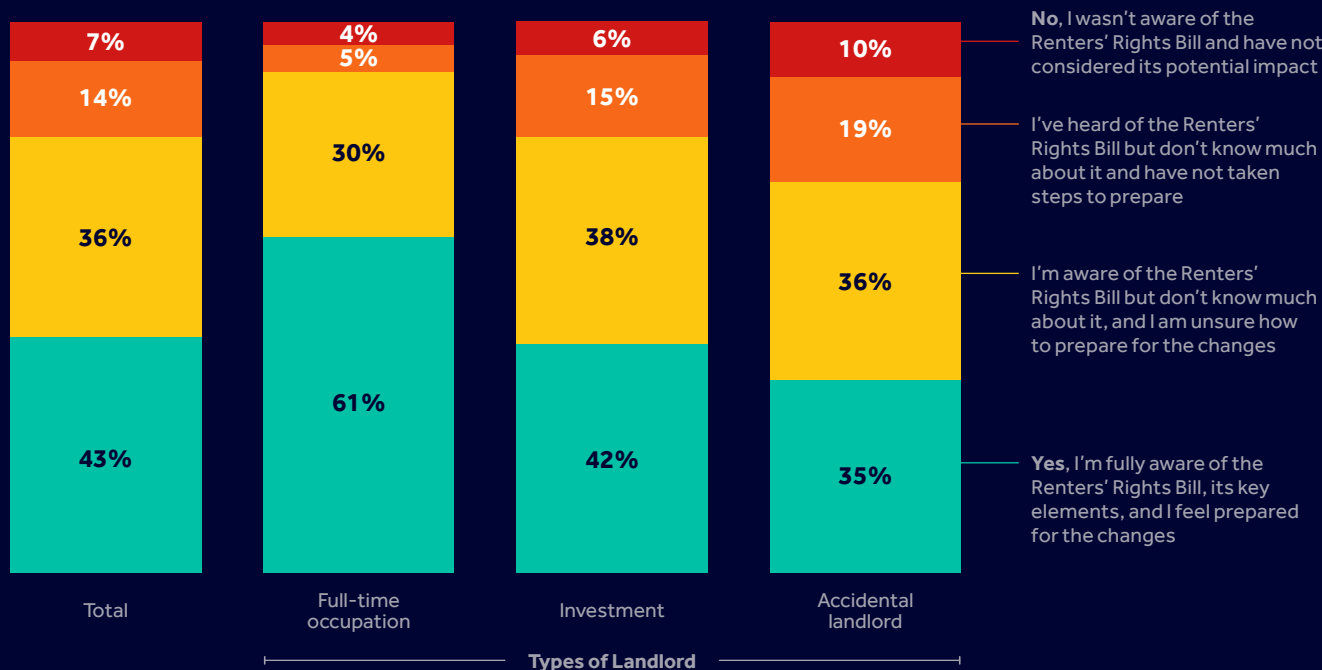


Insight 2 - Landlords are confused about legislation

New regulation, particularly the **Renters' Rights Bill (RRB)**, is a key issue. Only **43%** of landlords we asked were aware of the bill, and among those who are, many reported low understanding of its implications.

Accidental landlords (people for example who have inherited property, or couples who both own homes but have moved in together), and those with only 1 or 2 properties are particularly at risk of non-compliance due to this knowledge gap. In fact, 65% of accidental landlords reported limited or no knowledge of the Renters' Rights Bill and its potential impacts for them.

Landlords: Before taking this survey, were you aware of the Renters' Rights Bill and the proposed changes it introduces?



Then there are the **EPC requirements** that will require landlords to make efficiency upgrades to their properties.

Rightmove's 2024 Greener Homes Report found that at least 2.9 million rental properties need improvement to get to an EPC C rating. This would cost £23.4 billion – around £8,074 per property for a landlord.

Agents are feeling the burden too, often expected to act as legislative interpreters without timely access to reliable resources.



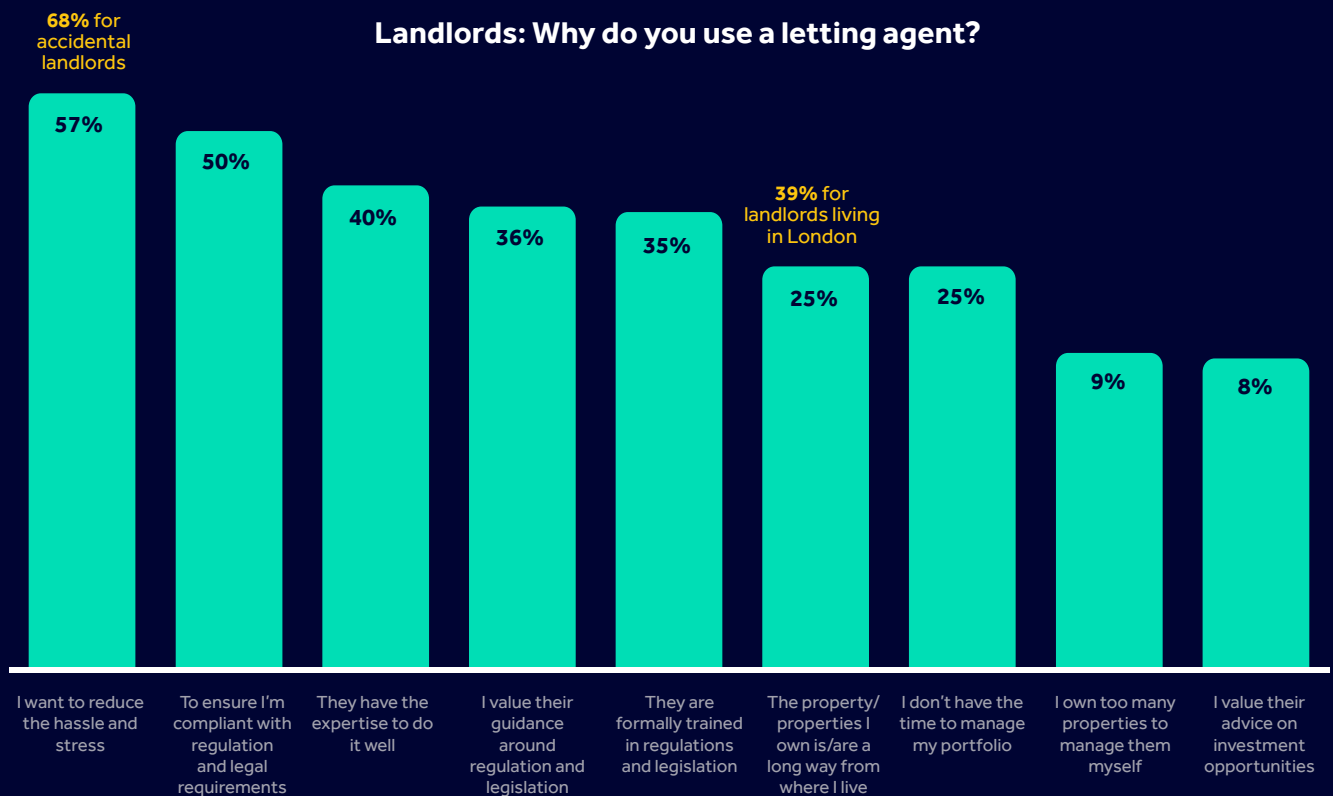
Insight 3 - Landlord priorities may be shifting

Our landlord survey identified three top priorities for landlords:

- Having reliable tenants and avoiding void periods
- Ensuring properties are well-maintained and in good condition
- Staying compliant with regulations and legal requirements

Right now, their focus is clearly on the basic rules for success, and the smooth operation of their lettings business.

This is backed up by the reasons landlords gave for using letting agents, with hassle, stress reduction and compliance top of the list.



And what about DIY landlords (i.e. landlords who let and manage their own property)? As many as 7 in 10 DIY landlords would consider using a letting agent if clear ROI benefits could be demonstrated.

Landlords who use an agent are 15% more likely to review their rent annually, and are 9% less likely to experience rental arrears. So there is evidence in the data that agents can help deliver clear ROI benefits.

We asked landlords not currently using a letting agent, what would make them consider using an agent?



Insight 4 - Arrears are a growing burden

45%

of landlords have experienced rental arrears

28%

of landlords who've experienced arrears reported losses exceeding £1,000

94%

of landlords found the experience stressful

27%

of cases took more than 6 months to resolve

Yet only **28%** of landlords have rent guarantee insurance, with another **17%** considering it. Many remain unaware that such cover may be included in their agent's managed service.

"Rent payments is probably the number one worry. I touch wood I've never had to endure that. It's still something you worry about because you are so reliant on the rental payments to pay mortgages... and the way the law works, if the tenant doesn't pay it's a nightmare - months and months of legal wrangling to get them out"

- Russell, a landlord in London

"Even if I know the steps to evict someone it can take up to a year. The process is horrendous. Landlords need to be supported with this and at the moment that support is completely non-existent"

- Kyle, a landlord in the West Midlands

How Rightmove can help

When it comes to qualifying applicants, reassuring landlords and preparing for the worst, Rightmove have tools to support you in a world where arrears and issues with rental payment are becoming more common.

Enquiry Manager provides you with all the affordability info and applicant details you need to identify the most suitable, lowest risk applicants. You can run a free soft-credit check to confirm suitability before requesting a thorough **Tenant Reference**, also from within Rightmove Plus.

You can also get your income and your landlords' rental income covered in case things do go wrong, with **Rent Guarantee** from Rightmove Landlord and Tenant Services.





**With landlords
feeling the strain,
how can you
help?**

 **building
success
together**

What can you do as an agent?

Landlords may feel unsupported, and media reports may give the sense that the PRS is under strain, but it's not all doom and gloom.

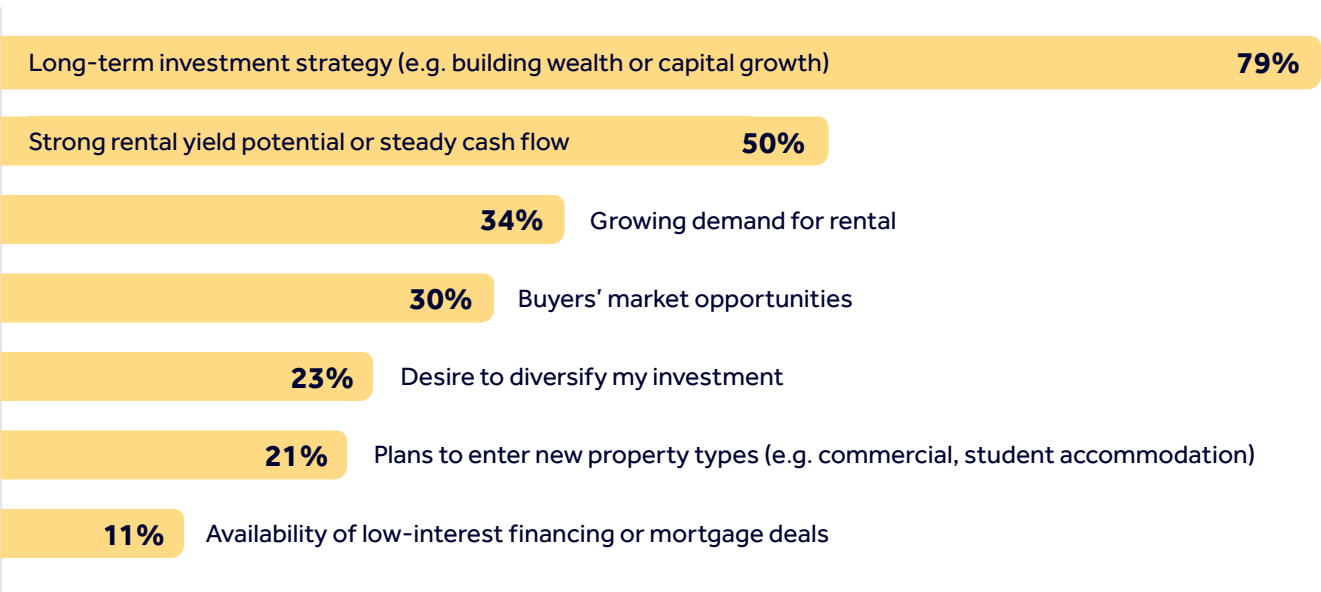
Over half of surveyed landlords are planning to maintain the size of their portfolio, and around **20%** are even looking to increase it.

So how can you support those in-market landlords? And how could you encourage new landlords into the market?

Opportunity 1 - Champion ROI for landlords

Landlords looking to increase their portfolio size are clearly motivated by securing a greater return on their investment, financial freedom and long-term security.

We asked landlords planning on increasing their portfolio size over the next 12 months, why are you planning to do this?



"My property is my retirement fund. It's my security for later in life"

- Amanda, a landlord in the East Midlands

"I'm saving towards my pension"

- Debbie, a landlord in the North-West

"I want to expand my portfolio, support my retirement and set my kids up for the future"

- Russell, a landlord in London

As the letting agent, you're in a unique position to advise on generating ROI from your landlords' portfolios.



Rental prices

60%

of landlords surveyed said they look to letting agents as their main point of call for setting rental prices and conducting rent reviews

15%

of landlords who use an agent are more likely to conduct rent reviews annually (or more frequently)

26% of accidental landlords only conduct rent reviews when a tenancy ends. And a further 6% claim to have never reviewed their rents. Given the average annual rental growth over the last 5 years has been 45%, this is a big opportunity for agents to deliver value for their landlords.

With the launch of the Renters' Rights Bill, rent reviews will be trickier and will require justification to support. You can get ahead of this to reassure your landlords that you'll support them even when new laws come in.

And what about advertised rent? Landlords won't be able to accept offers above the advertised price when the Renters' Rights Bill comes in, so you need to develop a clear pricing strategy to deliver the right amount of appetite for your landlords' properties, at the right price.



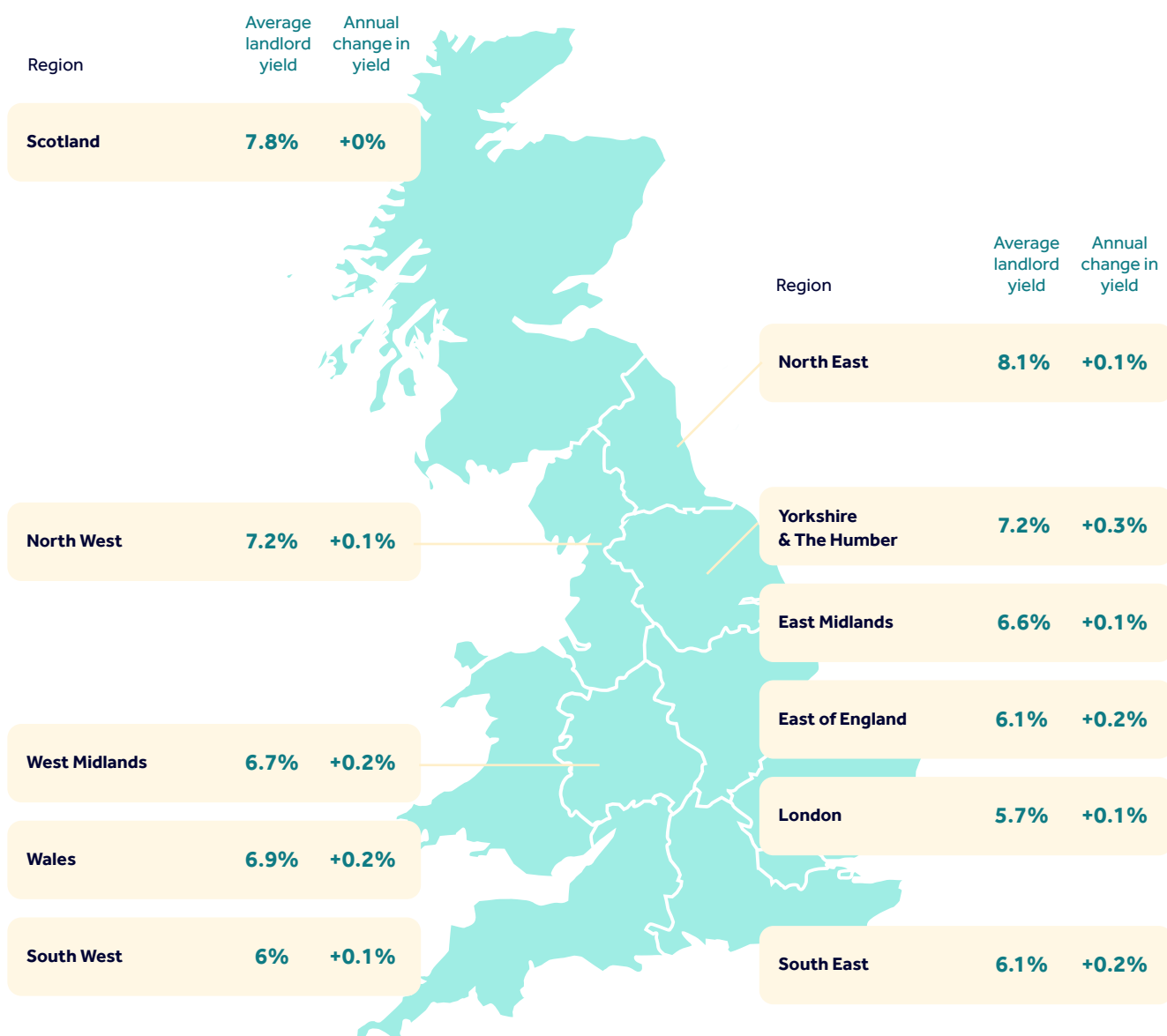
Investment hotspots

One in 5 landlords claim to be looking to expand their portfolio. As a letting agent, you're in pole position to advise landlords on the best locations and properties to invest in for optimal returns, with support from Rightmove's whole of market data to back your expertise.

The average annual rental yield was 6.3% in Q2 2025. We measure this based on the average asking price of properties listed for rent as a proportion of the average property value in any given local authority area.

As you'd expect, the average yield varies from region to region, from 5.7% in London up to 8.1% in the North East.

Average annual rental yield



What about specific areas within these regions?

For this report, we've analysed the 348 Local Authority areas across Great Britain to see which locations offer the best return on investment for landlords.

Yield hotspots

In spite of the North East offering the greatest rental yield as an average, 9 of the top 10 Local Authorities in terms of rental yield are actually in Scotland.

But this doesn't account for the potential price growth of the property if it were sold (i.e. capital growth), which will also be a key concern for landlords assessing where they might want to invest.



	Local Authority	Avg asking price	Avg yield
1	Renfrewshire	£164,174	9.83%
2	East Ayrshire	£138,036	9.76%
3	North Lanarkshire	£154,337	9.76%
4	West Dunbartonshire	£142,259	9.41%
5	Inverclyde	£146,801	9.23%
6	North Ayrshire	£145,969	9.18%
7	Dundee City	£159,823	9.11%
8	Middlesbrough	£150,430	8.97%
9	Clackmannanshire	£179,671	8.90%
10	South Lanarkshire	£181,894	8.74%



Price growth hotspots

When we review the average price growth of properties available to rent across January to July 2025, we see a different mix of areas at the top of the list. The North West and the North East account for several of the top areas for price growth.



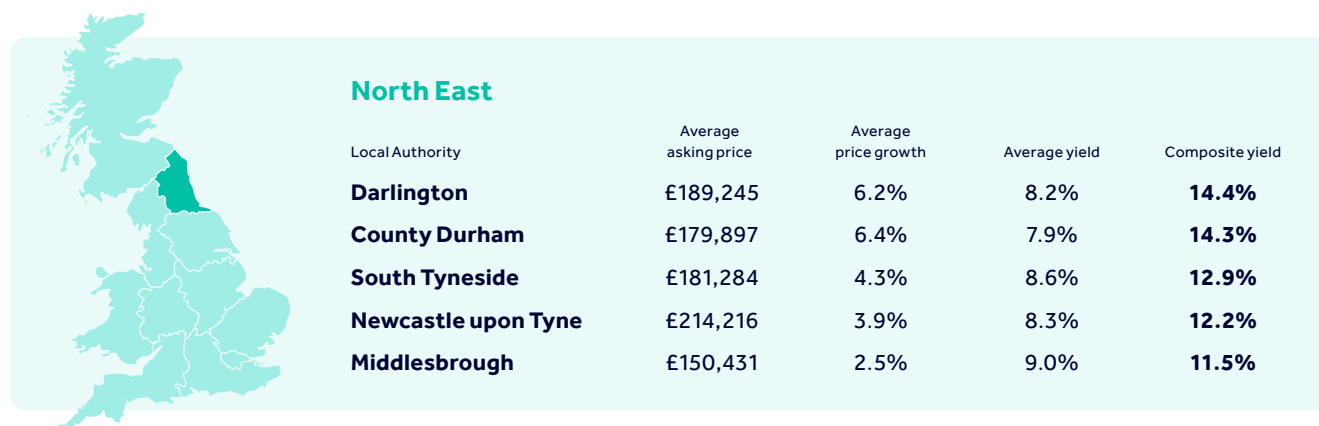
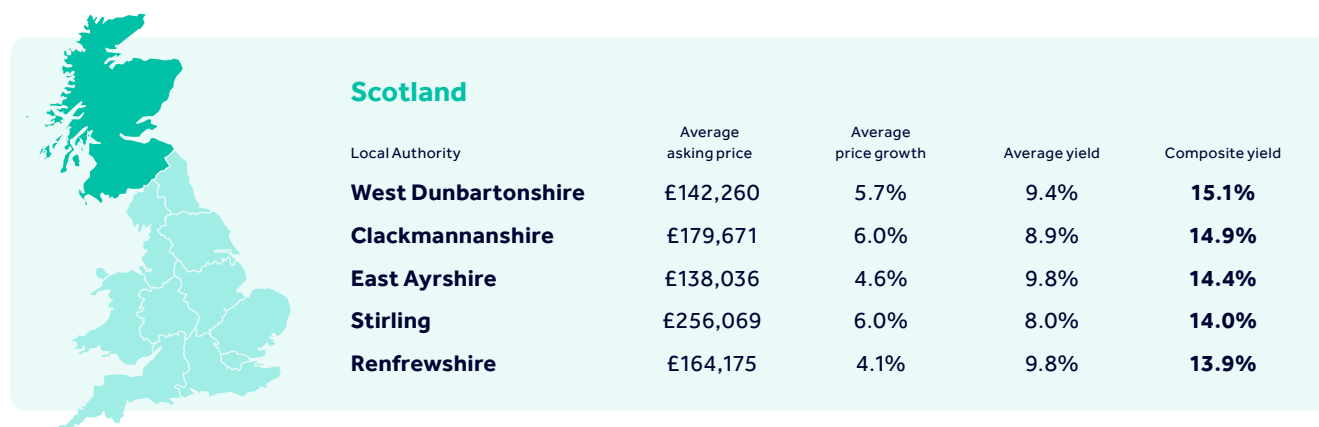
	Local Authority	Avg asking price	Avg yield
1	Ribble Valley	£340,188	7.4%
2	County Durham	£179,897	6.4%
3	Darlington	£189,244	6.2%
4	Clackmannanshire	£179,671	6%
5	Stirling	£256,069	6.0%
6	West Dunbartonshire	£142,259	5.7%
7	Liverpool	£199,799	5.2%
8	Staffordshire Moorlands	£283,989	4.9%
9	Rossendale	£242,115	4.8%
10	Pendle	£188,031	4.8%



Composite yield

By combining the average rental yield with the price growth of properties for sale in a given local authority, we can provide a composite view of where a landlord is likely to see the greatest return on their investment.

You can see the top performing Local Authorities in each region below.





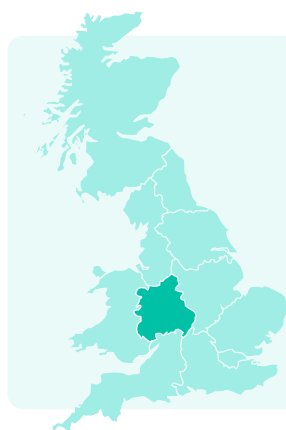
Yorkshire and The Humber

Local Authority	Average asking price	Average price growth	Average yield	Composite yield
Bradford	£214,757	4.4%	8.4%	12.8%
Barnsley	£204,759	4.7%	7.7%	12.4%
Calderdale	£236,055	3.9%	7.4%	11.3%
Wakefield	£228,680	4.0%	7.2%	11.2%
Sheffield	£230,884	3.4%	7.6%	11.0%



East Midlands

Local Authority	Average asking price	Average price growth	Average yield	Composite yield
Mansfield	£205,163	3.3%	7.2%	10.5%
Derby	£227,716	3.0%	7.4%	10.4%
Nottingham	£214,387	2.6%	7.8%	10.3%
Bolsover	£208,462	2.9%	6.8%	9.7%
West Lindsey	£260,499	3.0%	6.6%	9.5%



West Midlands

Local Authority	Average asking price	Average price growth	Average yield	Composite yield
Stoke-on-Trent	£168,427	2.6%	8.3%	10.9%
Staffordshire Moorlands	£283,989	4.8%	5.9%	10.7%
Cannock Chase	£246,620	3.9%	6.7%	10.6%
Wyre Forest	£288,158	3.9%	6.5%	10.4%
Walsall	£239,627	3.0%	7.4%	10.4%



Wales

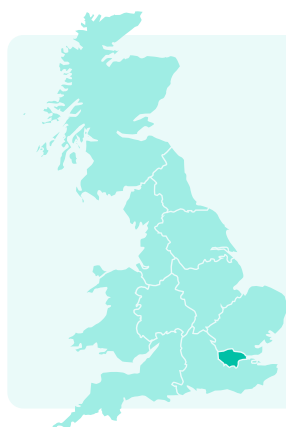
Local Authority	Average asking price	Average price growth	Average yield	Composite yield
Wrexham	£232,297	3.8%	6.6%	10.4%
Blaenau Gwent	£166,669	2.8%	7.3%	10.1%
Merthyr Tydfil	£183,092	2.7%	7.4%	10.0%
Neath Port Talbot	£186,402	2.0%	7.8%	9.8%
Newport	£247,092	2.6%	7.2%	9.7%





East of England

Local Authority	Average asking price	Average price growth	Average yield	Composite yield
Luton	£296,166	2.5%	7.0%	9.5%
Great Yarmouth	£236,391	1.9%	7.1%	9.0%
Chelmsford	£460,234	2.7%	6.2%	9.0%
Bedford	£355,758	2.7%	6.2%	8.9%
Thurrock	£359,619	1.7%	6.6%	8.3%



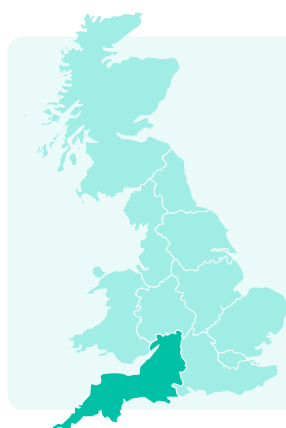
London

Local Authority	Average asking price	Average price growth	Average yield	Composite yield
Barking and Dagenham	£365,923	2.9%	7.2%	10.1%
Havering	£467,561	2.6%	6.3%	8.9%
Newham	£447,537	1.6%	6.4%	8.0%
Waltham Forest	£520,863	2.3%	5.6%	7.9%
Islington	£773,196	2.3%	5.5%	7.9%



South East

Local Authority	Average asking price	Average price growth	Average yield	Composite yield
Slough	£400,746	3.2%	6.6%	9.7%
Gosport	£292,710	2.1%	7.5%	9.6%
Basingstoke and Deane	£426,284	3.1%	6.3%	9.4%
Portsmouth	£288,768	1.8%	7.0%	8.8%
Reading	£380,499	2.1%	6.4%	8.5%



South West

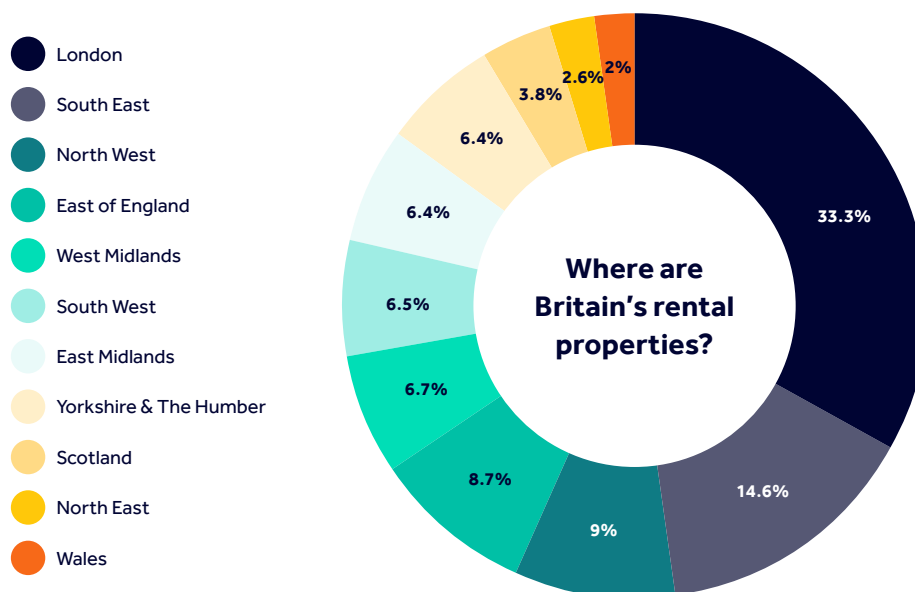
Local Authority	Average asking price	Average price growth	Average yield	Composite yield
Plymouth	£237,567	3.1%	7.2%	10.4%
Gloucester	£275,190	2.8%	7.2%	10.0%
Swindon	£288,380	1.9%	7.0%	8.9%
Bristol, City of	£390,101	2.0%	6.1%	8.1%
South Gloucestershire	£379,828	1.9%	6.2%	8.1%



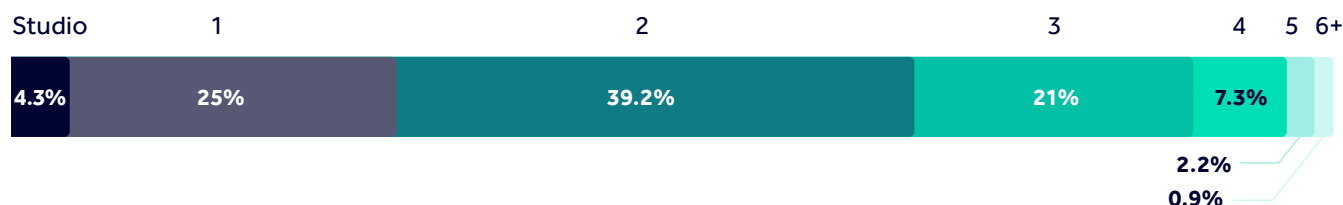
Portfolio composition

Hundreds of thousands of properties are advertised for rent every year, representing around a quarter of all properties advertised in 2025.

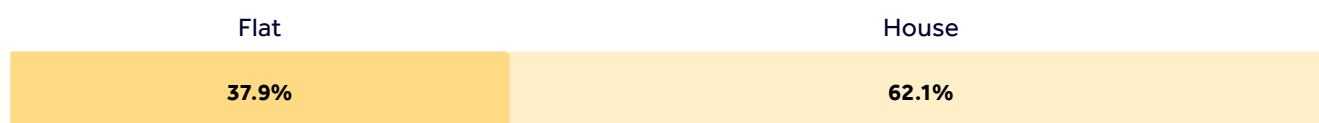
But what are these properties? And where are they?



How many bedrooms do they have?



And are they flats or houses?



What this highlights is the wide range of properties available within the PRS. It's not just urban flats - there's a huge variety of properties, appealing to a wide range of different renters, in a multitude of different circumstances.

You're in a unique position to advise landlords on the right blend of property type, size and location for your area at any given time.

So make sure you're in regular contact with landlords, reminding them of the data you can provide and how it can power their decision-making.



Opportunity 2 - Educate and empower on legislation

Commentators have described the upcoming legislative changes as the biggest change in the private rental sector in a generation, and the biggest overhaul of Britain's housing stock since the Second World War.

A little dramatic perhaps, but amidst a swathe of other legislative changes that have impacted landlords and letting agents over the last 10 years, these stand out as landmark moments for the industry.

Renters' Rights Bill

Landlords who are aware of the looming changes outlined in the Renters' Rights Bill are worried about them, whilst 21% don't really know what's coming.

Given that 92% of landlords said staying compliant with legislation was of high importance to them, and those who use an agent expect you to support them with this, there's a great opportunity here. It's a chance to demonstrate your value, and educate your landlords on what's coming and how you'll help them prepare for the changes.

"I'm not up to scratch on all the changes coming. I expect the agent to tell me"

- Amanda, a landlord in the East Midlands

"I'm managing my property in my spare time, after work. That's when I need to speak to my agent"

- Debbie, a landlord in the North West

How you can help your landlords feel ready:

- **Keep them up to date** - When people don't know what's happening, they feel worried. Reassure your landlords that you're fully up to speed with the Renters' Rights Bill, and make time to talk to them. Call key clients, send newsletter updates or even arrange RRB drop-in sessions at your office. Use it to get closer to your landlords and allay their fears.
- **Explain the new grounds for eviction** - Key concerns for landlords will be around grounds for possession and rents. Assure them in this area and help them understand that they aren't as scary as the media sometimes suggests.
- **Speak with your let-only landlords** - Speak with your let-only landlords - these landlords will need the most support. Now is your time to shine and become their fully managed agent. Help support the transition to RRB and the new database requirements.



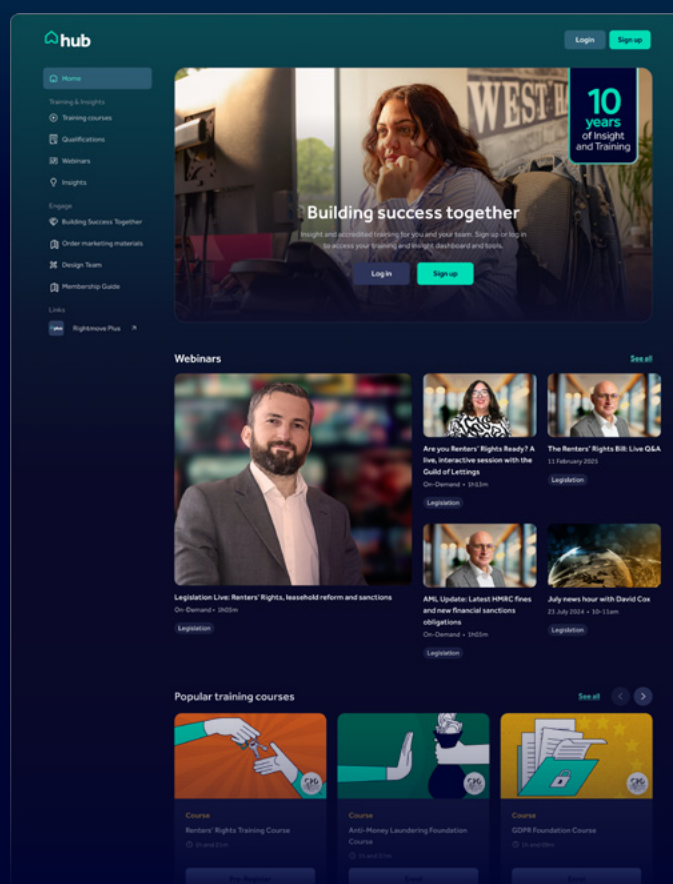


The Rightmove Hub

Your home for Renters' Rights

Join monthly webinars summarising the latest changes in lettings legislation.

Register your interest in Rightmove's dedicated Renters' Rights training course, due to be released once Royal Assent is confirmed.



Energy Performance Certificates (EPCs)

42%

of properties listed for rent in 2025
don't meet an EPC certificate level of C

57%

of houses listed for rent in 2025 are at a
EPC certificate level of D or below

With five years until the law is expected to be enforced, there's still a great deal of work to be done.

Will there be a bottleneck on construction workers closer to the time? How about construction materials? What about delays securing EPC certificates?

We don't know how this is going to play out yet, but we do know that a focus on energy efficiency is the direction of travel in this sector. We also know which green home upgrades are most likely to have a positive impact on the EPC ratings of your landlords' properties. So it's a good time to get ahead of their concerns and offer some advice.



Energy-efficient home upgrades

Analysis of the property market in 2025 found the following home improvements would have the biggest impact on EPC ratings.

Home improvements with the biggest impact on EPC rating

Description	EPC points improvement
Change heating to gas condensing boiler	12.9
Fan-assisted storage heaters and dual immersion cylinder	11.6
Room-in-roof insulation	11.1
Change room heaters to condensing boiler	10.9
Wind turbine	9.3
Draughtproof single-glazed windows	8.7
High performance external doors	8.5
Flat roof insulation	7.9
High heat retention storage heaters	7.9
Increase hot water cylinder insulation	7.8



But for the biggest impact per pound spent, the following home upgrades came out as the top recommendations.

Home improvements with the biggest impact per pound spent

Description	Cost per EPC point improvement
Increase hot water cylinder insulation	£2.89
Draughtproof single-glazed windows	£11.45
Increase loft insulation to 270 mm	£48.04
Hot water cylinder thermostat	£48.23
Low energy lighting for all fixed outlets	£51.71
Fan assisted storage heaters and dual immersion cylinder	£90.24
Flue gas heat recovery device in conjunction with boiler	£100.96
Party wall insulation	£105.21
Upgrade heating controls	£143.04
Flat roof insulation	£148.85

Watch out for more advice in the upcoming 2025 Greener Homes Report.

How you can help your landlords adjust to the new regulations:

- **Advise them on what's required and when** - Landlords look to agents for guidance on compliance and to minimise hassle. So by staying ahead of the game, and keeping your landlords up to date, you're adding a huge amount of value for them.
- **Provide practical advice on how to meet the new requirements** - Understanding that change is coming is one thing, but you can support your landlords in making smaller steps towards meeting the new regulations. Knowing what will have the biggest impact on their EPC rating is one way to do this.
- **Develop a list of recommended contractors and suppliers** - This is another way to reduce hassle and make your landlords' lives easier.



Opportunity 3 - Make the invisible, visible

57%

of landlords who use a letting agent do so because they want to reduce hassle and stress

68%

of accidental landlords who use a letting agent do so because they want to reduce hassle and stress

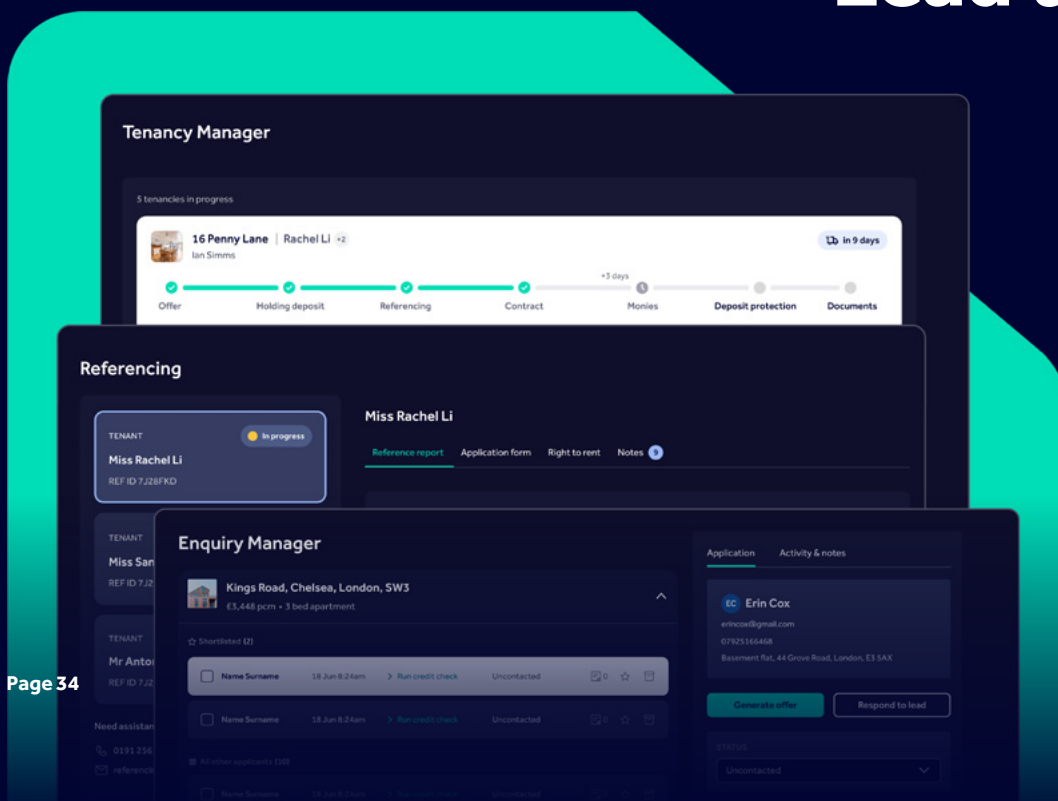
When managing a landlord's portfolio, you're constantly taking actions that help reduce landlord stress - from efficiently finding tenants, to dealing with property maintenance and ticking compliance checkboxes.

Finding time for your landlords

"We've saved hours worth of admin time with Rightmove's Lead to Keys suite. So we're getting on the phone to our landlords and getting out there to meet new ones."

- Oliver, an agent in the West Midlands

Lead to Keys



Make the time

Do your landlords know about all the work you're doing in the background?

By nurturing your relationship with new and existing landlords, you're safeguarding your management fee and reinforcing your value with landlords.

"It's about retaining landlords by reassuring them they can remain in the industry. People are panicking, but by having in-depth conversations you can retain your landlords"

- Hayley, an agent in South West England

"Success is when everyone's happy. The landlord has a good tenant, the tenant is happy, they've got a well looked after property, and then keeping that relationship going"

- Hannah, an agent in London

"It's all about long-term relationships. I think that is my message to landlords. I don't want you to sign up to use us for a year. You should be coming to our firm and you're going to stay with us for four, five, six, seven years"

- James, an agent in the West Midlands

How you can demonstrate your value to your landlords:

- **Regular newsletter** - Why not contact your landlords with a regular update on the local market, your services and what you're doing to keep their lettings business compliant?
- **New landlord pack** - Get off to the right start with all your landlords. You can provide some useful info about dealing with any property issues, what they can expect from you, and how to reach you.
- **Landlord events** - Consider a networking event for local landlords. Your landlords can share ideas, advice and success stories, and you might even meet some new landlords.



The key takeaways

Although it's been a frenetic few years for the lettings sector, agents are extremely well placed to support landlords going forwards. We've rounded up some of the key opportunities and next steps you can take.

Champion ROI for your landlords

As the letting agent, you're in a unique position to advise on generating ROI from your landlords' portfolios.

Educate and empower on legislation

Given that 92% of landlords said staying compliant with legislation was of high importance to them, and those who use an agent expect you to support them with this, there's a great opportunity here.

Make the invisible, visible

Do your landlords know about all the work you're doing in the background? By nurturing your relationship with new and existing landlords, you're safeguarding your management fee and reinforcing your value with agents.



All copy and commentary in this report was published on Tuesday 26th August 2025.



Sources:

Tenant data: Rightmove's tenant survey conducted from April to May 2025, with 2,375 respondents covering a range of ages, regions, and property types.

Landlord data: Rightmove's landlord survey conducted from April to May 2025, with 963 respondents in England including full-time, investment and accidental landlords.

Agent data: Rightmove's agent survey data taken from quarterly survey, most recently conducted in July 2025, with approximately 600 respondents per quarter.

Market data: Rightmove Data Services, derived from more than 70 million UK residential property listing records and 150 million transactional data points dating back to 2000.

Landlord and agent quotes: Provided by 8 active landlords and 8 active letting agents from across England, Wales and Scotland, at in-person and online events, and online interviews, in April 2025.