

Landlord Financials

Rental Income Analysis

Q4 2024



Overall gross rental income

The average landlord generates an annual gross rental income of £77,000. With the typical portfolio having 7.4 properties in Q4 '24, this equates to a monthly per property income £867.

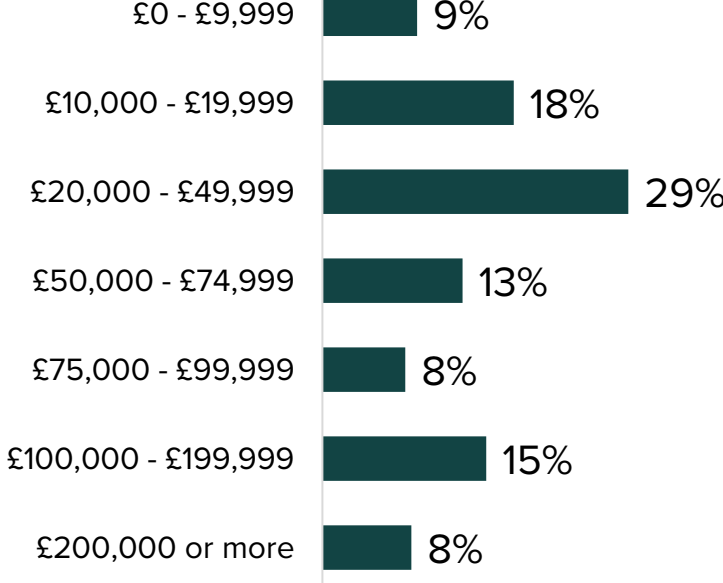
£77,000

Average annual gross rental income



Monthly income per property

Annual gross rental income breakdown

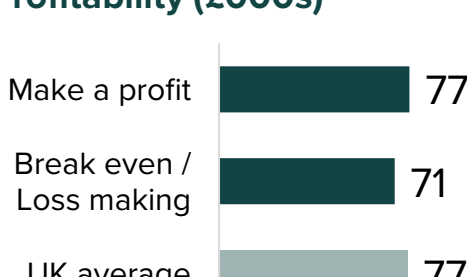


Gross rental income analysis

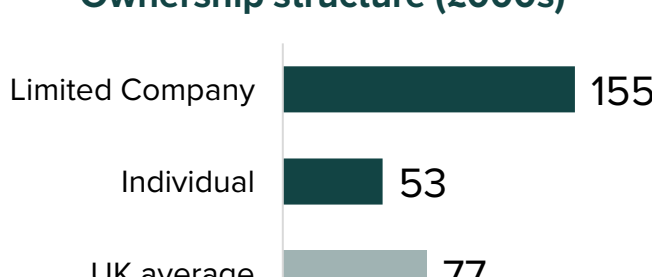
Limited Company landlords achieve an annual gross rental income that is over twice the UK average. Landlords with larger portfolios and those with at least one Buy to Let mortgage also generate a higher-than-average annual gross rental income.

Average annual gross rental income by...

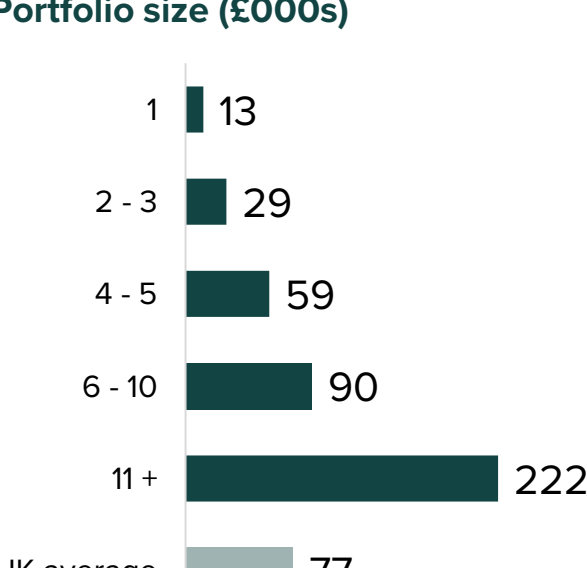
Profitability (£000s)



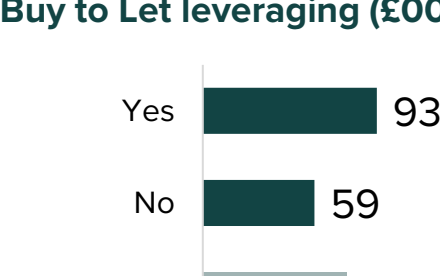
Ownership structure (£000s)



Portfolio size (£000s)



Buy to Let leveraging (£000s)



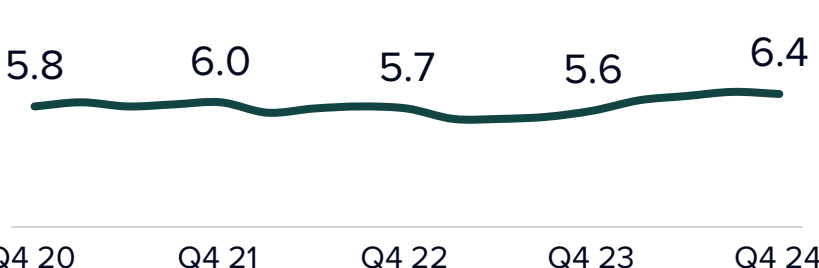
Rental yield analysis

In Q4 '24, the average achieved rental yield is 6.4%, just below the 10-year high recorded last quarter. Landlords operating in the North West currently achieve the highest average yield (7.1%), while those with property in Central London generate the lowest (5.5%).

6.4%

Average rental yield

Rental yield over time

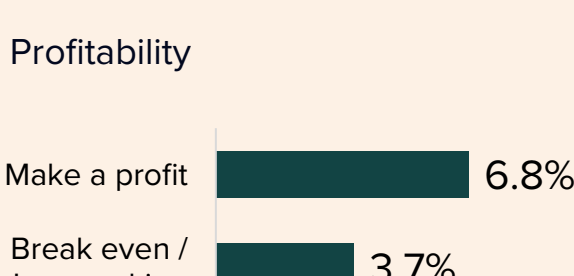


Average rental yield by...

Region



Profitability



Ownership structure



Landlord profitability

Just under 9 in 10 landlords make a profit from their letting activity, with this rising to 92% of those who are unleveraged. Overall 66% of landlords report making a 'small' profit, while 20% say they make a 'large' profit. Just 6% say they are currently in a loss-making position.



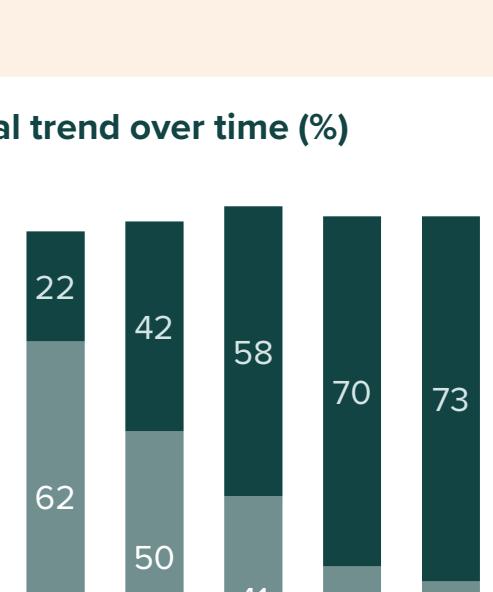
80% Of Buy to Let borrowers make a profit

92% Of unleveraged landlords make a profit

Market dynamics

The proportion of landlords increasing rents has risen significantly since 2020, with 73% putting rents up in 'Q4 2024 (vs. 22% in Q4 '20). Just 1% decreased rents in the last year.

Rental trend over time (%)



73% increased rents in the last 12 months

1% decreased rents in the last 12 months