

Landlord financials

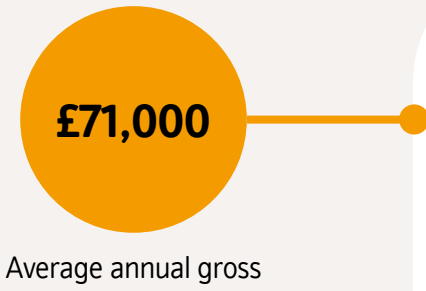
Rental income analysis

Q2 2024

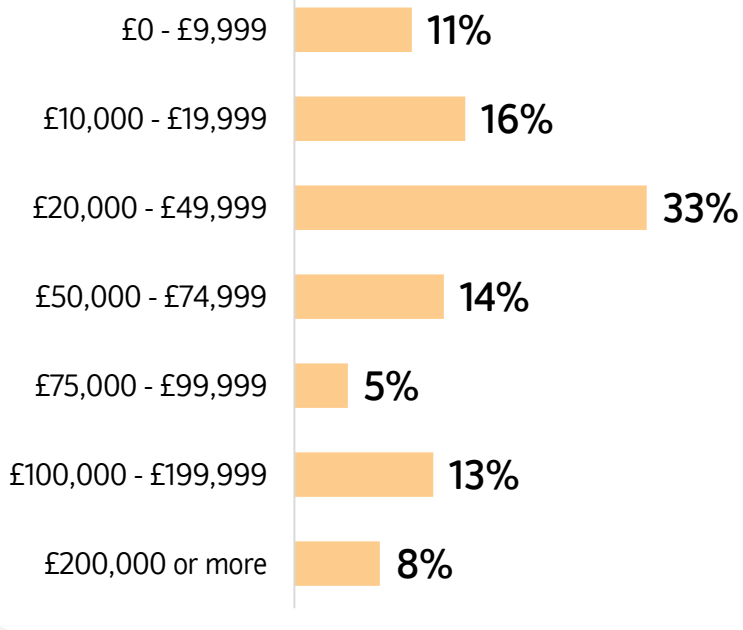
For intermediary use only

Overall gross rental income

The typical landlord generates an annual gross rental income of £71,000. With the average portfolio size at 7.6 properties in Q2 '24, this equates to an income of £779 per property, per month.



Annual gross rental income breakdown



Gross rental income analysis

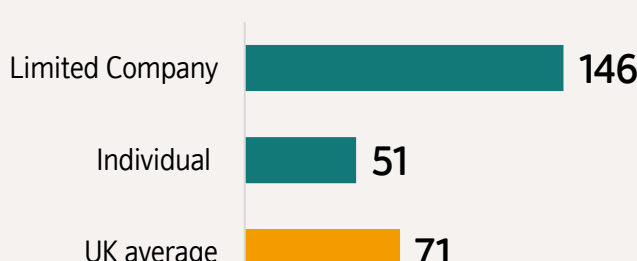
Limited Company landlords generate an annual gross rental income almost 3 times higher than those holding property as an individual. Landlords with larger portfolios and those who borrow also achieve a higher than average gross rental income.

Average annual gross rental income by...

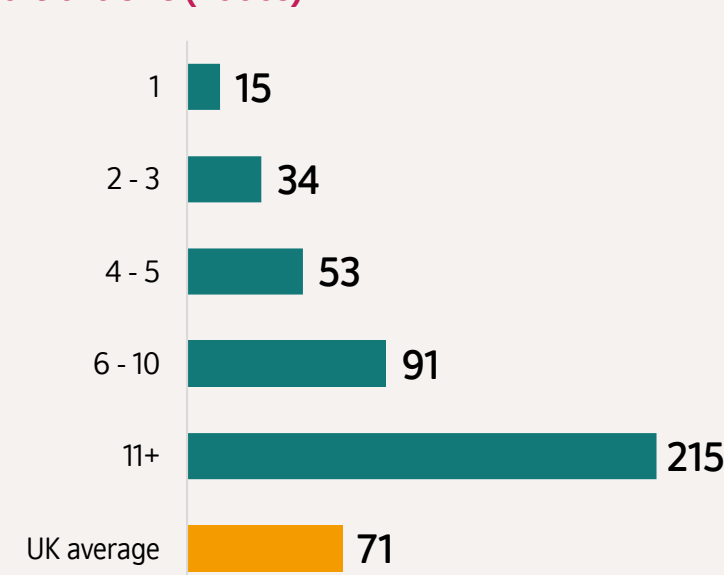
Profitability (£000s)



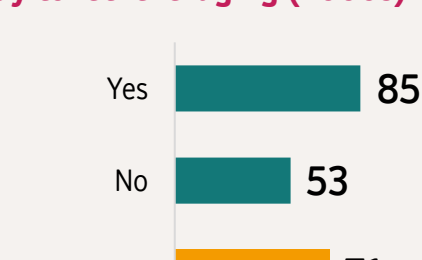
Ownership structure (£000s)



Portfolio size (£000s)

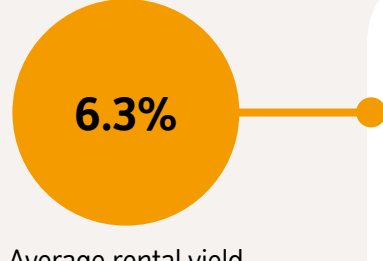


Buy to let leveraging (£000s)

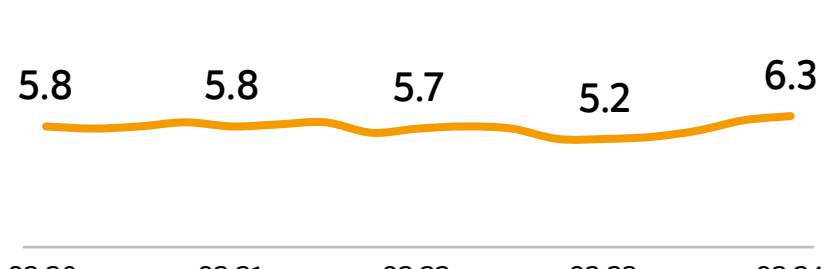


Rental yield analysis

In Q2 '24, the average achieved rental yield is 6.3%, its highest level for 10 years. The North East and Yorks & Humber are the strongest regions for yields this quarter (6.8%), Central London is the weakest (4.7%).

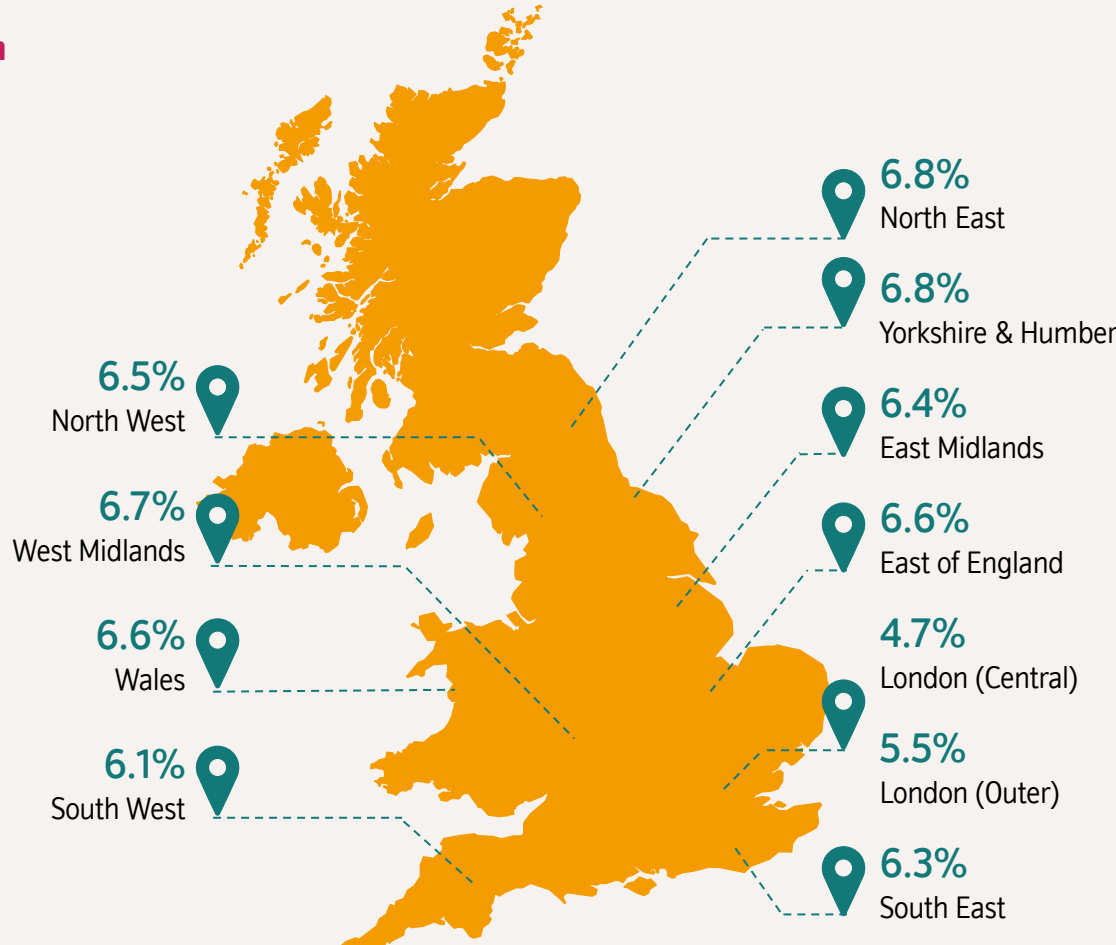


Rental yield over time

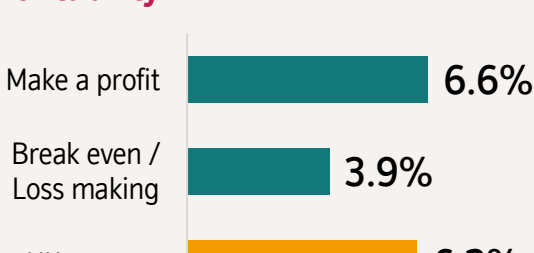


Average rental yield by...

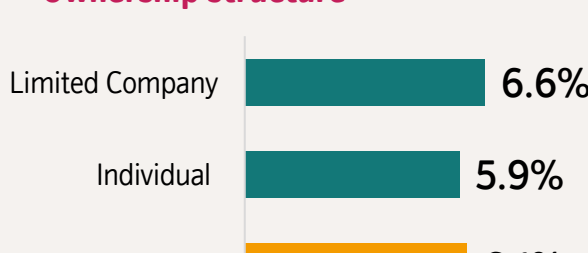
Region



Profitability

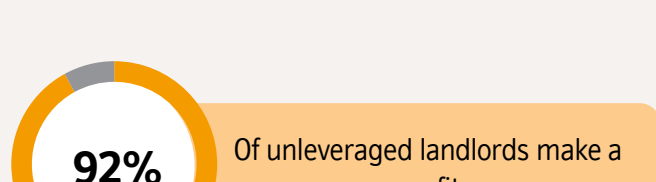
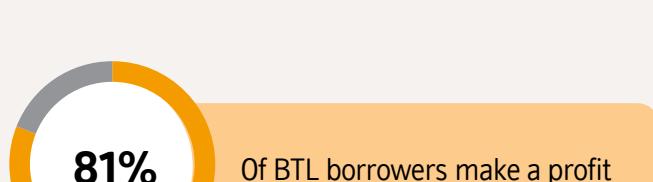
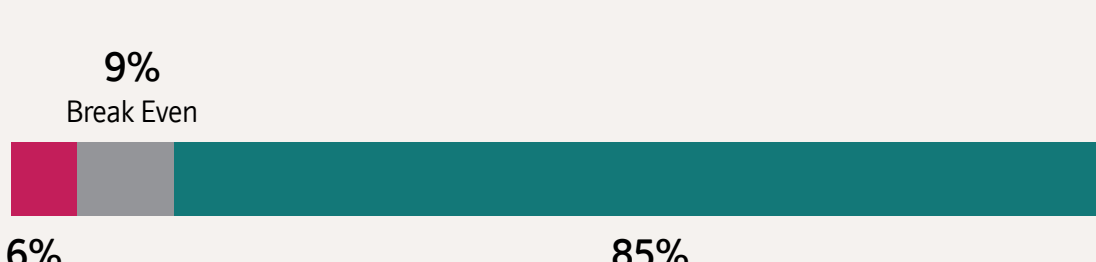


Ownership structure



Landlord profitability

85% of landlords make a profit from their lettings activity, with this rising to 92% of those who are unleveraged. 70% of landlords report making a 'small' profit, while 16% say they make a 'large' profit.



Market dynamics

The incidence of rental increases has more than tripled in the last 4 years, with Q2 '24 seeing 74% of landlords reporting they have put their rents up over the last 12 months and just 1% saying they have put rents down.



Rental trend over time (%)

