

Landlord Financials

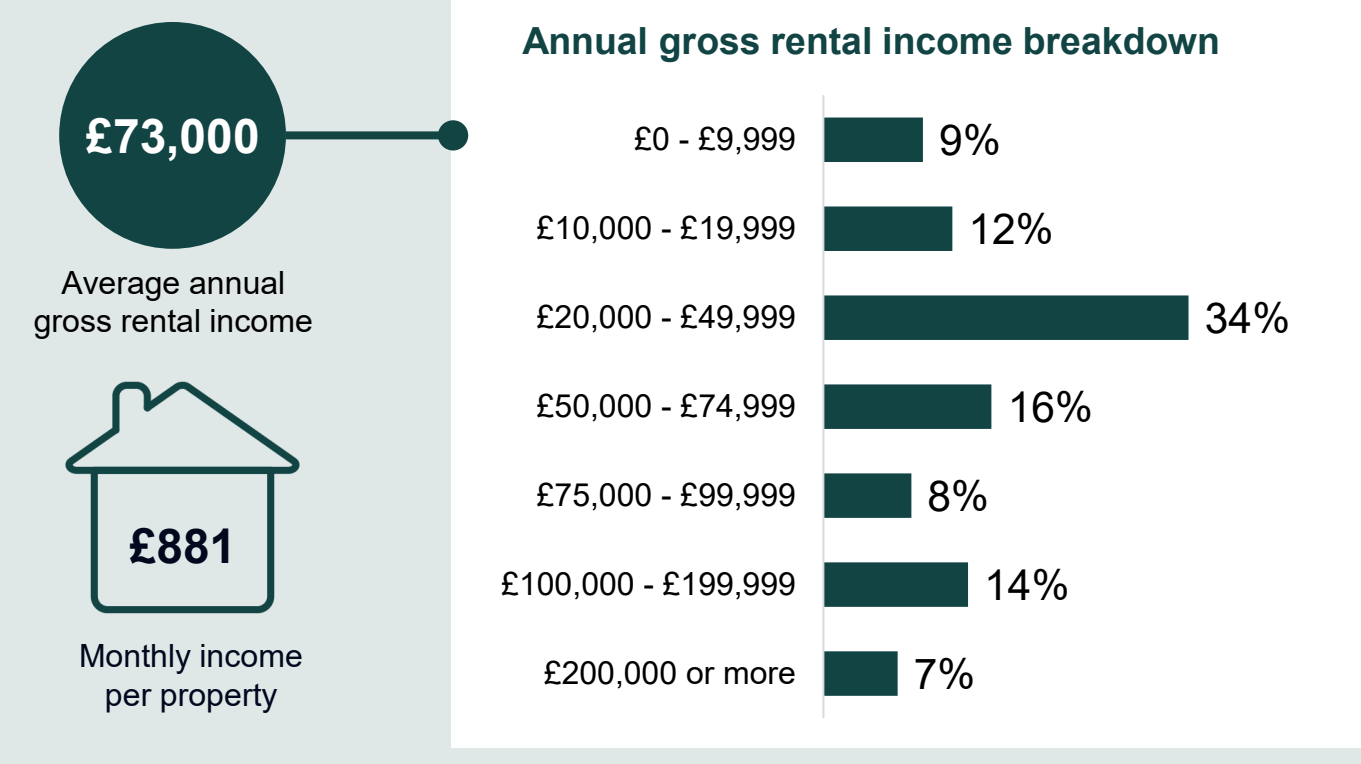
Rental Income Analysis

Q2 2025



Overall gross rental income

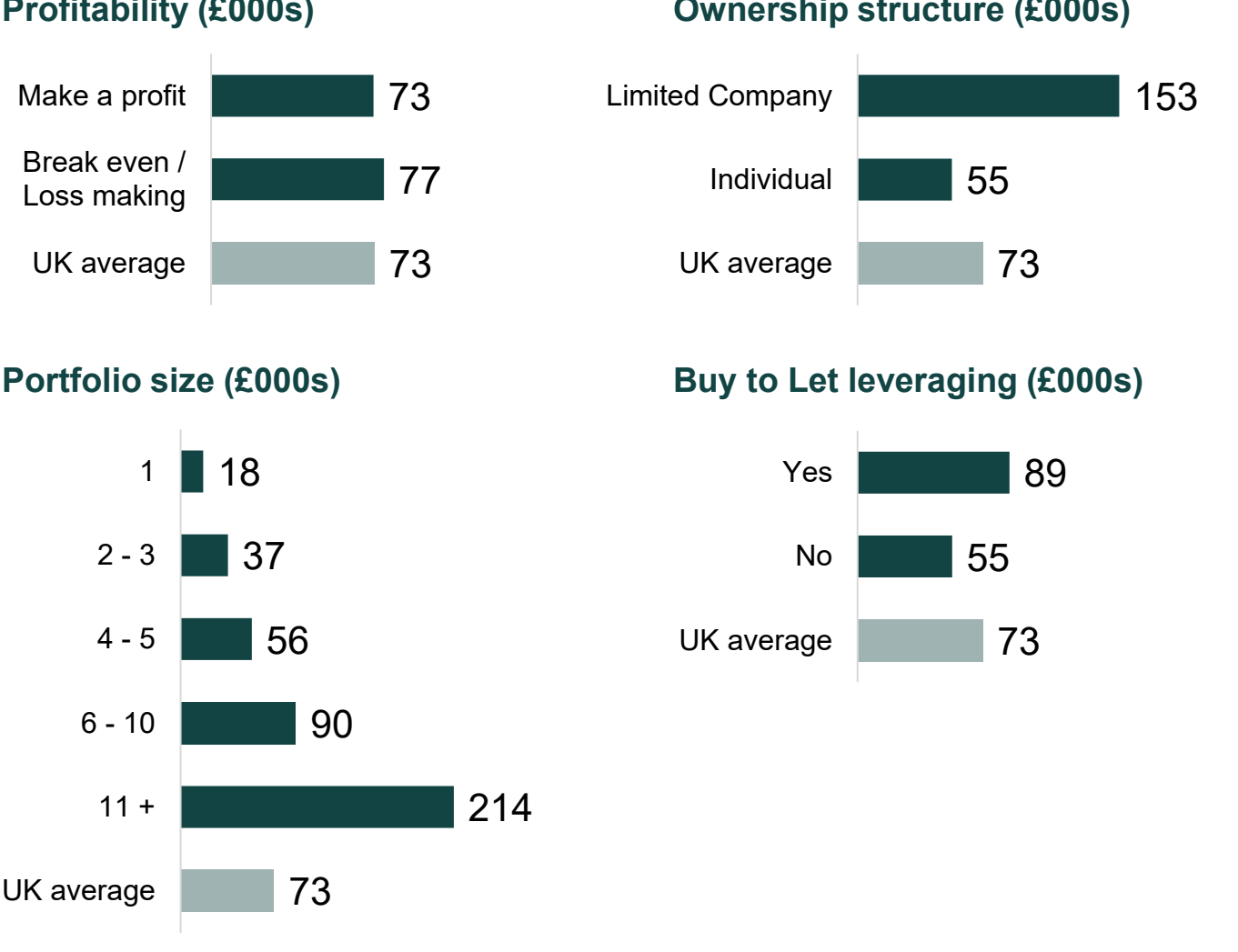
The average landlord generates an annual gross rental income of £73,000. With the typical portfolio having 6.9 properties in Q2 '25, this equates to a monthly per property income £881.



Gross rental income analysis

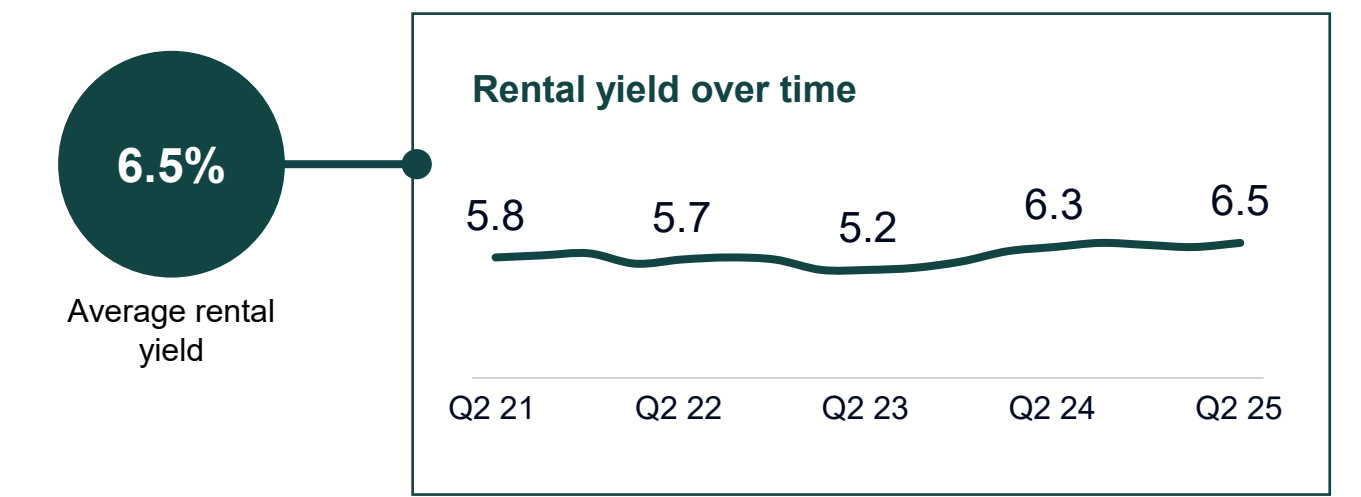
Limited Company landlords achieve an annual gross rental income that is over twice the UK average (£153k vs. £73k). Landlords with larger portfolios and those with at least one Buy to Let mortgage also generate higher-than-average annual gross rental incomes.

Average annual gross rental income by...

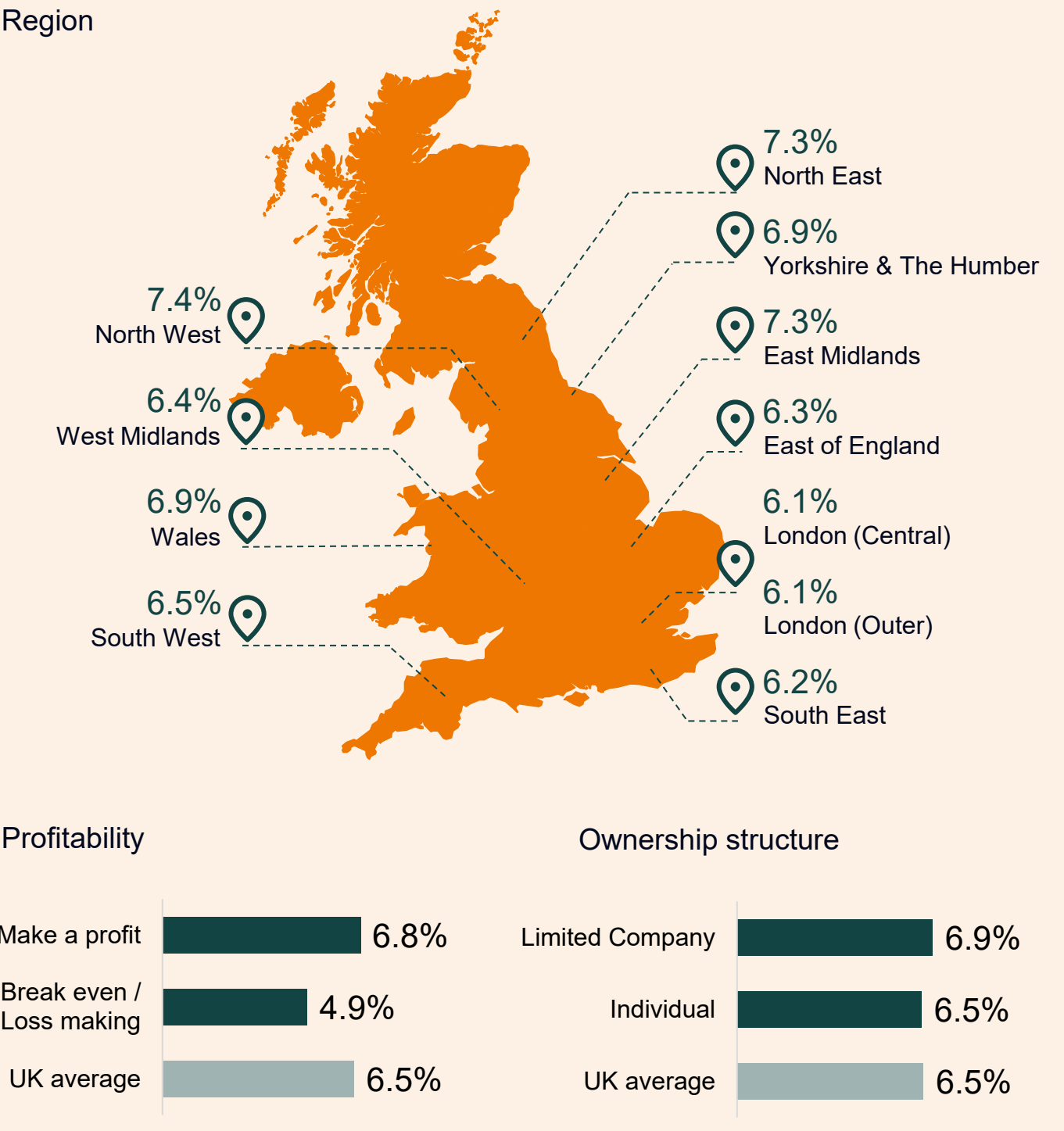


Rental yield analysis

At 6.5%, the average achieved rental yield equals the 10-year high recorded in Q3 '24. At a regional level, landlords with property in the North West (7.4%), North East (7.3%) and East Midlands (7.3%) currently achieve the highest rental yields, while those with property in London generate the lowest (6.1%).

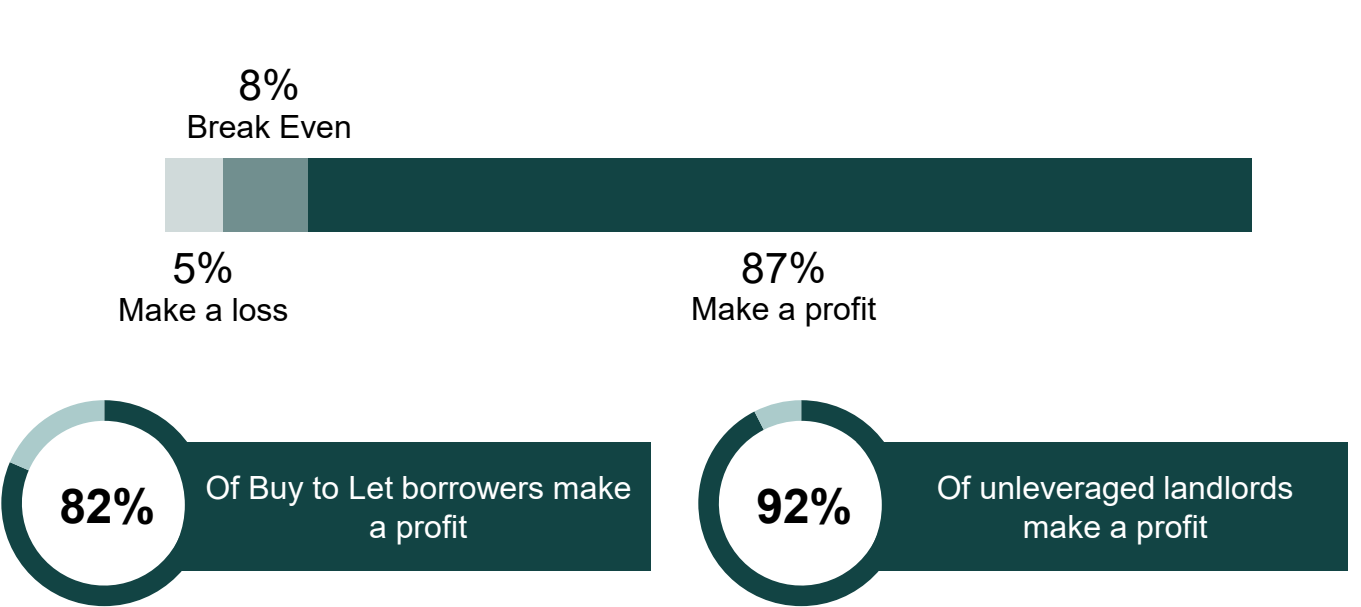


Average rental yield by...



Landlord profitability

Almost 9 in 10 landlords report making a profit from their lettings activity; 21% report making a 'large' profit, 66% a 'small' profit. Just 5% say they are making a loss of any kind. Compared to unleveraged landlords, those who borrow are less likely to make a profit from their rental portfolio (82% vs. 92%).



Market dynamics

Although still high in historic terms at 69%, the proportion of landlords putting rents up in the last 12 months is now 9% lower than it was at its peak in Q1 '24. More landlords are reporting a 'no change' situation (29%), while the incidence of those putting rents down remains minimal at just 1%.

