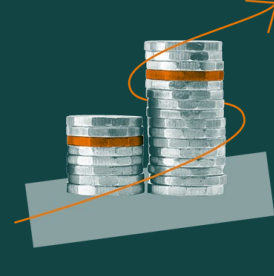


Landlord Financials

Rental Income Analysis

Q3 2025



Overall gross rental income

The average landlord earns around £79,000 in gross rental income each year. Based on an average portfolio of 7.2 properties in Q3 2025, this equates to £914 in monthly income per property.

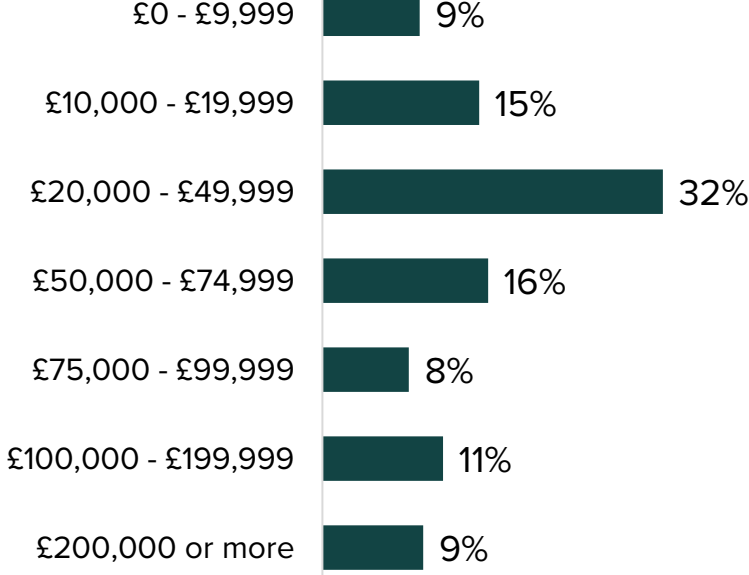
£79,000

Average annual gross rental income



Monthly income per property

Annual gross rental income breakdown

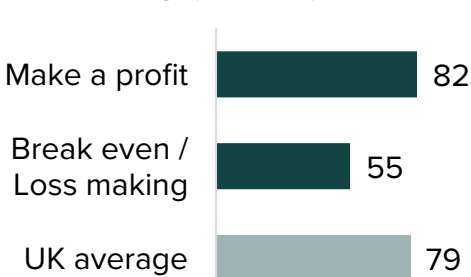


Gross rental income analysis

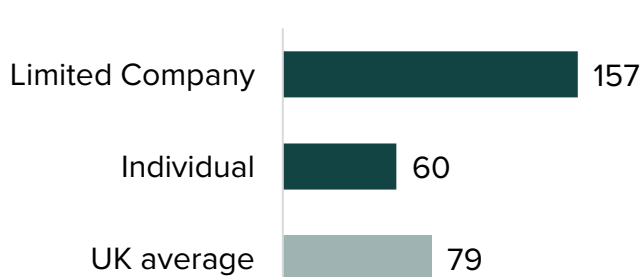
Limited company landlords earn significantly more than the UK average, with annual gross rental income of around £157k compared with £79k across all landlords. Those with larger portfolios, as well as landlords holding at least one Buy-to-Let mortgage, also tend to report higher than average rental income.

Average annual gross rental income by...

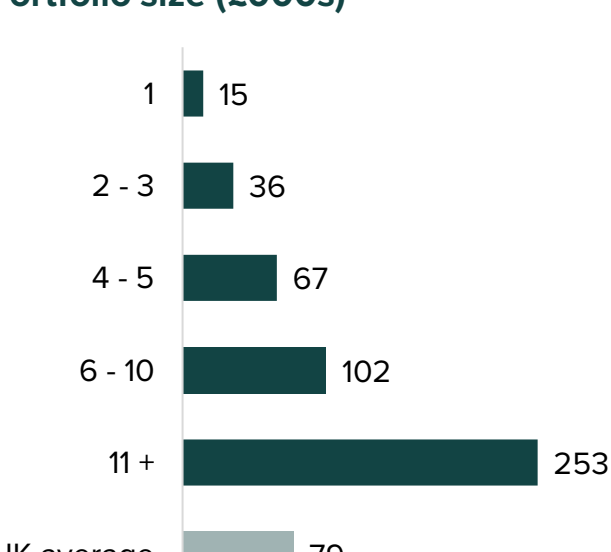
Profitability (£000s)



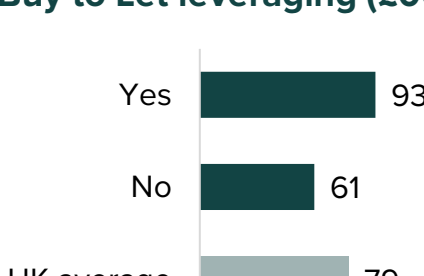
Ownership structure (£000s)



Portfolio size (£000s)



Buy to Let leveraging (£000s)



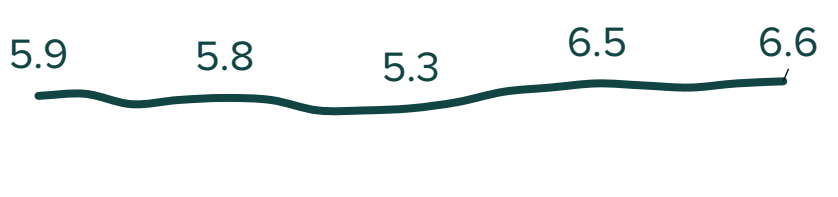
Rental yield analysis

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%).

6.6%

Average rental yield

Rental yield over time

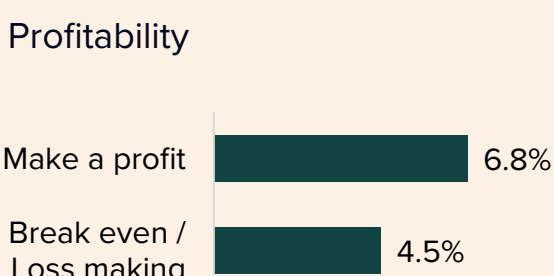


Average rental yield by...

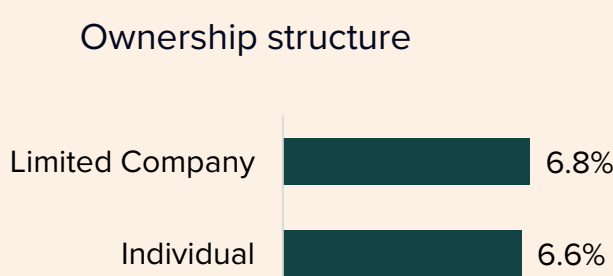
Region



Profitability

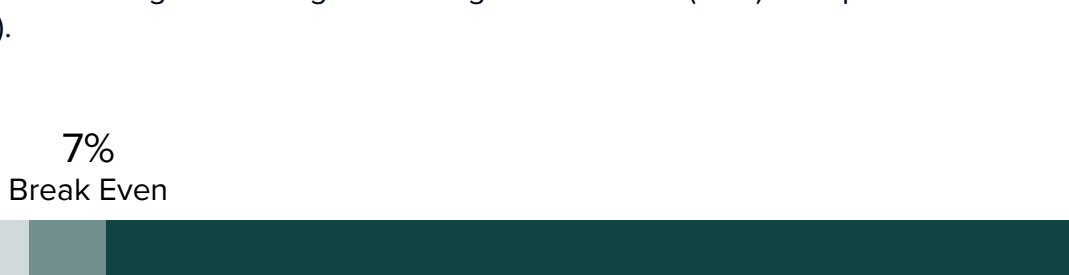


Ownership structure



Landlord profitability

Nearly nine in ten landlords continue to make a profit from their lettings activity, with 17% reporting a 'large' profit and 72% a 'small' one. Only 4% say they are operating at a loss. Profitability remains higher among unleveraged landlords (94%) compared with those who borrow (84%).



84% Of Buy to Let borrowers make a profit

94% Of unleveraged landlords make a profit

Market dynamics

While rent increases remain widespread, the proportion of landlords who have raised rents over the past 12 months has fallen by 4%, year-on-year. A growing number of landlords report no change in rent levels (27%), while the proportion reducing rents remains minimal at just 1%.



70% increased rents in the last 12 months



1% decreased rents in the last 12 months

Rental trend over time (%)

