

# The Residential Real Estate Demand Monitor: Rental | Autumn 2018

**A Dataloft and Reapit collaboration** Launched at EA Masters. Front page feature in Letting Agent Today, and Property Investor

dataloft | Reapit

Q2 2018  
Residential Real Estate Demand Monitor  
**Rental**

Demand  
↑13.3%

Supply  
↓6.9%

Number of rentals  
↑3.5%

Average rent\*\*  
0%

**Residential rental market intelligence** combining data from around 500 branches, with a focus on demand signals.

- Viewings of properties for rent were **up by 13.3%** in Q2 2018, compared with Q2 2017
- Agents took on **6.9% fewer** new instructions in Q2 2018 compared with Q2 2017
- The number of leases signed was **3.5% higher** in Q2 2018 than in Q2 2017
- There was **no change** in average rents for flats between Q2 2018 and Q2 2017
- Homes with two bedrooms above the first floor in London (an average of just a 1% rental premium)



dataloft | Reapit

## Finding a flat that fits

As more people turn to the private rental market to find a home from 10% of households in 2000 to 20% today, there are many more types of rental – with a mix of ages, lifestyles and income levels. New products are emerging to meet the needs and expectations of the new renters but even in the existing market we can find differential pricing for features and services. In this analysis we looked at the data for furnished lets and upper floors.

### What will tenants pay a premium for?

**To live at height?**

Flat floor or above	Outside London	London
1st floor	+10%	+19%
1st floor	+4%	+4%

**To live in a furnished home?**  
Properties let in 2018

Outside London	London
+10%	+16%

**Furnished vs unfurnished**  
Premium paid by tenants in 2-bedroom flats starting a new tenancy in 2018 compared to the average rent paid to let on the open market.

London	Unfurnished	Furnished
75%	75%	75%

**Furnished vs unfurnished**  
Premium paid by tenants in 2-bedroom flats starting a new tenancy in 2018 compared to the average rent paid to let on the open market.

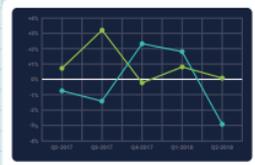
London	Unfurnished	Furnished
60%	40%	40%

**Residential Real Estate Demand Monitor - Rental** | dataloft | Reapit

## Rental market health check

The critical vital sign for a lettings market is rental value. Rents respond quickly to any change in market conditions, so we have introduced three additional metrics to highlight underlying conditions: new instructions, viewings and rentals.

### Annual change in average rents for flats



Year	Outside London	London
2017	11.1	11.1
2018	10.7	10.7

**New Instructions**

2018	2017
10.1	12.9

Per branch

**Viewings**

2018	2017
10.7	12.5

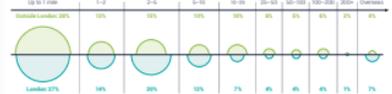
Per branch

**Rentals**

2018	2017
16.5	15.7

Per branch

**Distance tenants moved to current accommodation (miles)**



**dataloft | Reapit** | Residential Real Estate Demand Monitor - Rental

## The profile of tenants in 2018

This analysis compares renters in London with those outside London. London renters are generally younger, likely to share and spend more of their income on rent. On distance moved however, there was little difference – a quarter of all renters move less than one mile from their previous address.

\* Based on Reapit/Reapit Analysis (2018)

### Household profile

	Outside London	London
Couple	34.2%	28.7%
Family	21.7%	21.5%
Shared	11.0%	26.5%
Single	33.1%	23.3%

### Tenants aged 20-29

	Outside London	London
Proportion tenant income spent on rent	41%	50%
Distance tenants moved to current accommodation (miles)	27%	31%

**dataloft** | Reapit

dataloft is an established property market intelligence company with a long track record of analysing and reporting on the housing market. We also concentrate on helping owner-occupiers of complex data analysis and adding value for clients through interpretation, insight and creativity.

Reapit is the premier platform that successful estate agents use to run and grow their businesses – from adding to listings, track office to bank office, and everything in between.

T: +44 (0)1902 867712  
E: hello@dataloft.co.uk  
dataloft.co.uk | info@reapitpropertyanalysis.com

T: +44 (0)1843 218 1600  
E: analytics@reapit.com  
www.reapit.com

Disclaimer: This report is published for general informational purposes only and does not constitute an offer of any financial product. Dataloft Ltd and Reapit cannot be held liable for any loss or damage of any nature arising therefrom. All figures are correct unless the contrary is proven by the data of Dataloft Ltd and Reapit used in creating this report. All figures are correct unless the contrary is proven by the data of Dataloft Ltd and Reapit used in creating this report.