

Hello



NEIGHBOUR



Lettings Insight Report

Aug 2025

Inner London Demand Outpaces Outer for the First Time in 3 Years

London rents in August 2025 were **1.6% lower than August 2024**, but still **3.6% higher than in August 2023**. Overall, rents have held relatively steady, though we’ve seen a **2.2% decline vs the past three months** and a sharper **3.7% drop since July**.

Tenant demand also fell in August compared to July with an average of **47 requests to view properties** vs 50 in July, this remains significantly below 2024 and 2023 levels.

For the **first time in three years, demand has shifted in favour of inner London**. Over the past three months, properties in inner London averaged 103 viewing requests per listing, compared with 90 in outer London.

At a local level, **Waltham Forest led demand** with an impressive 331 viewing requests per property, followed by Dartford at 175.

Average no. of London viewing requests per property

2023											
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
50	65	66	67	62	80	93	84	65	50	42	49
2024											
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
50	40	45	62	52	52	52	72	62	56	38	28
2025											
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
38	46	38	40	39	40	50	47				

London Rental prices in Aug 2025

Average price p/m	£2,312
vs. last year	-1.6% ↓
vs. previous month	-3.7% ↓
vs. previous 3 months	-2.2% ↓
Viewing requests per property	3 months rolling
Inner London	103
Outer London	90

Top 5 boroughs
with the highest viewing
requests over the last
3 months



- 1
Waltham Forest
- 2
Dartford
- 3
Hounslow
- 4
Southwark
- 5
Lewisham

5 QUESTIONS?

To ask your Letting Agent

Watch out for renewal fees

1 What fees am I charged if my tenant stays in the property for a 2nd, 3rd or 4th year?

Be careful of hidden extra fees

2 What additional fees do you charge on top of the % lettings fee?

Do you charge for:

- Creating a tenancy contract?
- Referencing tenants?
- Carrying out Right to Rent checks?
- Inventory of property?
- Check-in?
- Registering the Tenant's Deposit?
- Sending Prescribed information to the tenants?
- Checking Smoke and Carbon Monoxide alarms?

Avoid unfair mark-ups

3 Do you charge a fee on top of any maintenance costs for the property or do tradesmen pay you anything when they do the work? If so, how much?

Don't get stuck

4 If I am unhappy with the service can I move to another agent for lettings or management agent and does that cost anything?

Never pay before the Tenants moves-in

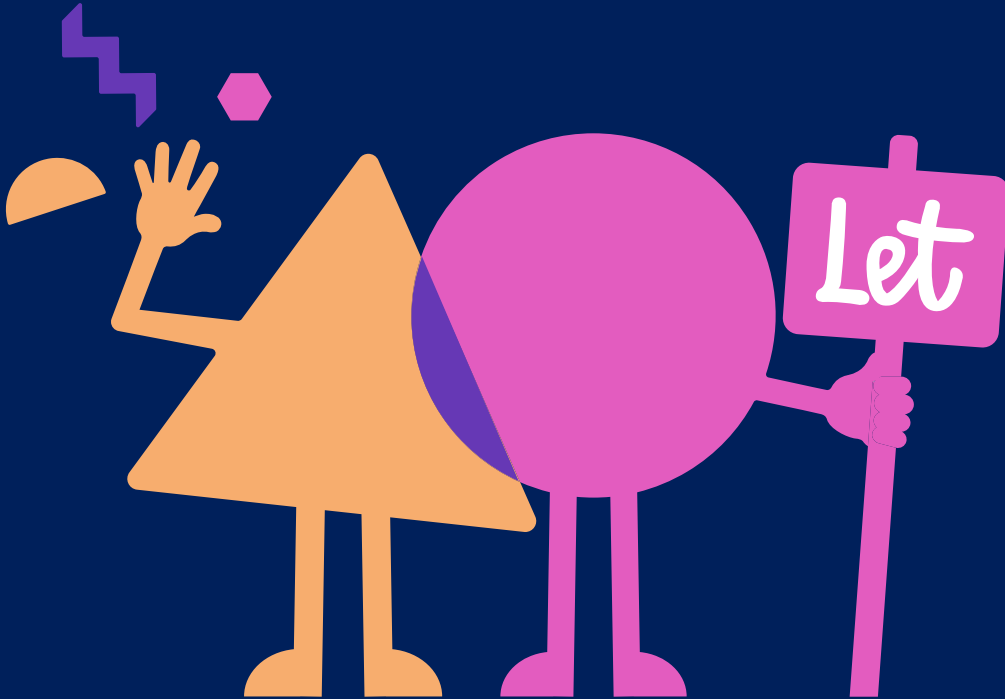
5 Do I have to pay any fees before the rent gets paid?

Changing Lettings For Good

Powered by tech, driven by people, Hello Neighbour is a property letting and management company built for today. With no renewal fees, no extra fees and no maintenance mark-ups, we're making property letting simpler, faster and more affordable for every landlord and tenant we serve.



Best Property Management



Rated excellent 4.7 out of 5