



Helmo



NEIGHBOUR



Lettings Insight Report

Mar 2025

Demand stays low while prices increase in Mar 25

March has historically been a slower month for demand, and we have seen that trend continue this year, with 38 enquiries to view a property—16% lower than last year.

London rents in March have bounced back from last month, rising by 16%. Year on year, rents have increased for the first time in months, showing a 5% rise. There has also been an 8% increase compared to the average of the previous three months.

Rental prices are evenly split, with 50% of landlords pricing above market rate and 50% pricing below. However, 72% are still pricing within 10% of the market rate.

The gap in demand between outer and inner London over the past three months remains small, with an average of 91 viewing requests per property in outer London compared to 85 in inner London.

For the second month in a row, Hammersmith and Fulham recorded the highest number of viewing requests over the past three months, averaging 365 requests per property, followed by Croydon with 135.

Average no. of 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									

Rental prices in Jan 2025

Average price p/m	£2,333
vs. last year	5.0% ▲
vs. previous month	16.4% ▲
vs. previous 3 months	8.0% ▲

Viewing requests per property	3 months rolling
Inner London	91
Outer London	85

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



- 1 Hammersmith
- 2 Croydon
- 3 Haringey
- 4 Thurrock
- 5 Havering

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 4.8 out of 5