



Helmo



NEIGHBOUR



Lettings Insight Report

May 2025

Rental Prices and Demand Stay Flat

London rents in May 2025 are up 1.1% compared to May 2024, and interestingly, the same level as May 2023. Although there has been a month-on-month decline of 2%, prices remain 1.3% higher than the previous three-month average. Notably, 72% of landlords are still pricing within 10% of the market rate.

Tenant demand continues at a steady level, consistent with the rest of 2025, but follows the seasonal trend seen in previous years, slightly lower in May than in earlier months. There were 39 viewing requests per property in May 2025, which is 25% lower than in May 2024 and 37% lower than in May 2023.

The gap in demand between outer and inner London remains narrow over the past three months, with an average of 82 viewing requests per property in outer London, compared to 79 in inner London.

Barking takes the top spot for highest demand, with an impressive 270 viewing requests per property over the last three months. Redbridge follows closely, ranking second with 194 requests per property.

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	40	39							

Rental prices in May 2025

Average price p/m	£2,246
vs. last year	1.1% ▲
vs. previous month	-2.0% ▼
vs. previous 3 months	1.3% ▲

Viewing requests per property	3 months rolling
Inner London	79
Outer London	82

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



- 1 Barking
- 2 Redbridge
- 3 Haringey
- 4 Newham
- 5 Bromley

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