

Hello



NEIGHBOUR



Lettings Insight Report

Sep 2025

London rent and demand stable moving into Autumn

Rents steady year-on-year:

London rents in September 2025 were 1% higher than September 2024, and 2% higher than September 2023. Overall, rents have held relatively stable, though they dipped 0.8% over the past three months and rose 0.7% since August.

Tenant demand softens slightly:

Average viewing requests per property fell from 47 in August to 45 in September, around 30% below 2024 and 2023 levels.

Shift back to inner London:

For the second time in three years, demand has swung towards inner London. Over the past three months, listings in inner London averaged 91 viewing requests, compared to 86 in outer London.

Local hotspots:

South Buckinghamshire: 338 viewing requests per property (highest across the region).
Waltham Forest: 221 viewing requests per property.



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	45			

London Rental prices in Sep 2025

Average price p/m	£2,327
vs. last year	1.0% ⬆️
vs. previous month	0.7% ⬆️
vs. previous 3 months	-0.8% ⬇️

Viewing requests per property	3 months rolling
Inner London	91
Outer London	86

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



- 1
South Buckinghamshire
- 2
Waltham Forest
- 3
Kensington & Chelsea
- 4
Newham
- 5
Barking & Dagenham

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

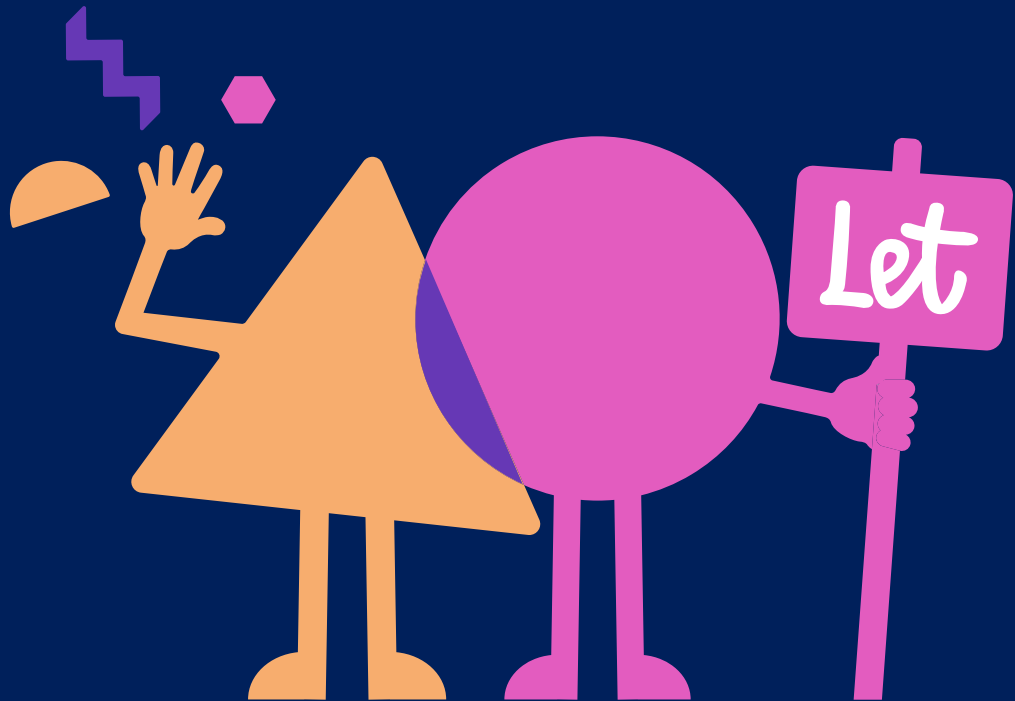
5 Do I have to pay any fees before the rent gets paid?

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