

Helmo



NEIGHBOUR



Lettings Insight Report

February 2024

Throughout February 2024, we saw much lower levels of viewing activity with 40 viewing requests per property, a 38% reduction from February 2023 and the lowest level we have seen in the last two years.

In February 2024, the number of properties being marketed at 10% over market value was only 6%. This again is the lowest level in the last 2 years.

These are good lead indicators that rental growth is continuing to show signs of slowing and indeed may even suggest rents may fall later this year.

In this context, landlords need to balance rent increases with the potential for longer periods where their property remains empty.

This price sensitivity is reflected in our top five areas of tenant demand. Our properties in Havering received 398 viewing requests per property compared with our average of 40. With plenty of parks and open spaces and more affordable rents, the top three on our list regularly appear in the most popular places to rent in London lists.

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										

Rental prices in February 2024

Average price p/m	£2,261
vs. last year	7.0% ↑
vs. previous month	0% ↔
vs. previous 3 months	5% ↑

Viewing requests per property	3 months rolling
Inner London	50
Outer London	61

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



- 1 Havering
- 2 Newham
- 3 Redbridge
- 4 Runnymede
- 5 Haringey

With a large number of landlords having to remortgage at significantly higher interest rates, but without the ability to offset cost rises by charging higher rents to tenants, many landlords are feeling the pressure.

One of the trends we are keeping an eye on is the number of landlords that are selling properties due to the increase in mortgage rates. Currently, we see little activity in this regard despite it being harder to pass on any mortgage cost increases through rent. However, landlords do tell us they are feeling the pressure and it is a key reason they are coming to us.

	Lettings	Property Management	Renewal Fee	*Hidden Fees	**Maintenance & Admin markups	Total Savings
Hello Neighbour	£1,200	£960	£0	£0	£0	
High Street Fees	£3,960	£2,160	£3,600	£650	£125	
SAVINGS ON 1 PROPERTY						
Savings Year 1	£2,760	£1,200		£650	£125	£4,735
Savings Year 2		£1,200	£3,600		£125	£4,925
SAVINGS ON 10 PROPERTIES						
Savings Year 1	£27,600	£12,000		£6,500	£0	£47,350
Savings Year 2		£12,000	£36,000		£0	£49,250

Costs based on average rental fees in London of £2,500 per month

Mortgage Cost Example

Mortgage	£150,000	
Interest Rate Mar 22	£3,000	2%
Interest Rate Feb 24	£7,500	5%
Extra cost of mortgage	£4,500	

* Hidden Fees include: Tenancy Agreement, Referencing, Deposit, Inventory fee

**On top of average maintenance spend of £1,000 per year



With the ability to save 1,000's of £'s – another way of offsetting price rises and increasing mortgage costs – our Full-Service Lettings and Property Management services are a lifeline for 1000's of landlords that want to continue letting their properties in difficult market conditions.

And Hello Neighbour's soon to be launched Self-Service Lettings platform will provide an even more affordable way for landlords to continue renting good quality properties to tenants at the right rental prices.

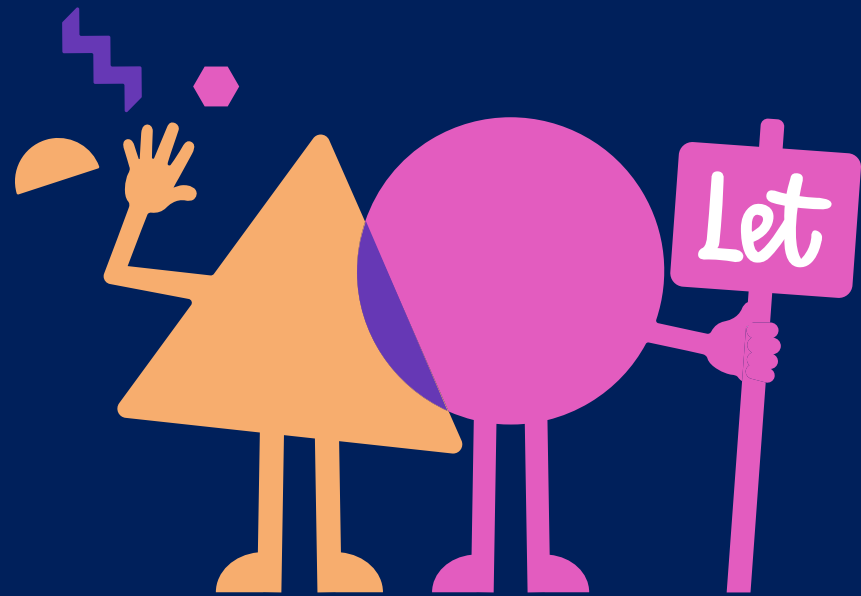
Richard Jenkins, Co-Founder & CEO, Hello Neighbour

Agent	Lettings		Lettings & Property Management		2nd Year Renewal Fee		Tenancy Agreement, Referencing & Deposit	Inventory Fee	Maintenance & Admin markups
	%	£	%	£	%	£	£	£	£
Hello Neighbour	4.0%	£1,200	7.2%	£2,160	Included		Included	Included	Included
Foxtons	13.2%	£3,960	20.4%	£6,120	12%	£3,600	£450	£200-£400	Works over £1,000 12% + referral fee
Savills	15%	£4,500	20.4%	£6,120	15%	£4,500	£246	£180-£1,140	Included
Chestertons	13.2%	£3,960	20.4%	£6,120	12%	£3,600	£360	£125-£275	Works over £750 12% arrangement fee
Dexters	13.2%	£3,960	19.2%	£5,760	13.2%	£3,960	£480	£102-£276	Works up to £2,500 12% for 20% above

Costs based on average rental fees in London of £2,500 per month

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.



HelloNEIGHBOUR

+44 (0) 20 8051 9546 contact@hello-neighbour.com hello-neighbour.com



Best Property Management Provider