



## Press Release

Date Issued: Friday 14 February 2020

Embargoed until 00.01 hrs Monday 17 February 2020

Hamptons International Monthly Lettings Index – January 2020

### Number of landlords falls to 7 year low

But their average portfolio size rises to 1.93 – the highest level since 2009

- Hamptons International estimate that there were 2.66 million landlords in Great Britain (GB) in 2019, 8% or 222,570 fewer than the peak in 2017 (chart 1).
- This is the lowest level for 7 years when in 2012 there were 2.58 million landlords in Great Britain.
- The average landlord in Great Britain owned 1.93 buy-to-let properties last year, the highest level since 2009 (chart 2).
- Landlords in the North East had the biggest portfolios, 2.05 homes on average, followed by those based in Yorkshire & the Humber (2.03) and London (2.01) (table 2).
- Average rents in Great Britain rose to £998 pcm in January, up 3.6% on the same time last year (table 3).

Hamptons International's monthly lettings index published today shows that the number of landlords in the private rental sector (PRS) has fallen to a seven-year low. Over the last two years the rental sector in Great Britain has shrunk with the total number of privately rented homes falling by 156,410 since its peak in 2017. Yet the number of landlords has fallen further (chart 1).

Hamptons International estimate that there were 222,570 fewer landlords in the private rental sector in 2019 than in 2017. The number of landlords peaked at 2.88 million in 2017, but tax and regulatory changes have caused some landlords to sell up and leave the sector. By 2019 there were 2.66 million landlords in Great Britain, 8% fewer than the 2017 peak. This means that the number of landlords has fallen to the lowest level in seven years when there were 2.58 million landlords in Great Britain (chart 1).

However, the average landlord now owns more properties. The average landlord in Great Britain owned 1.93 buy-to-let properties last year, the highest level since 2009 when the average landlord owned 2.02 properties. Last year 30% of landlords owned more than one buy-to-let property, the highest proportion on record. This is up from 21% in 2016 when many of the tax and regulatory changes were announced and is double the proportion recorded a decade ago when 15% of landlords owned multiple buy-to-lets (chart 2, table 1).

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Landlords in the North East had the biggest portfolios. The average landlord based in the North East owned 2.05 properties last year, closely followed by landlords based in Yorkshire & Humber (2.03 properties per landlord) and London (2.01 properties per landlord). Investors in Wales and Scotland were least likely to have big buy-to-let portfolios, with the average landlord letting out 1.83 properties in each region (table 2).

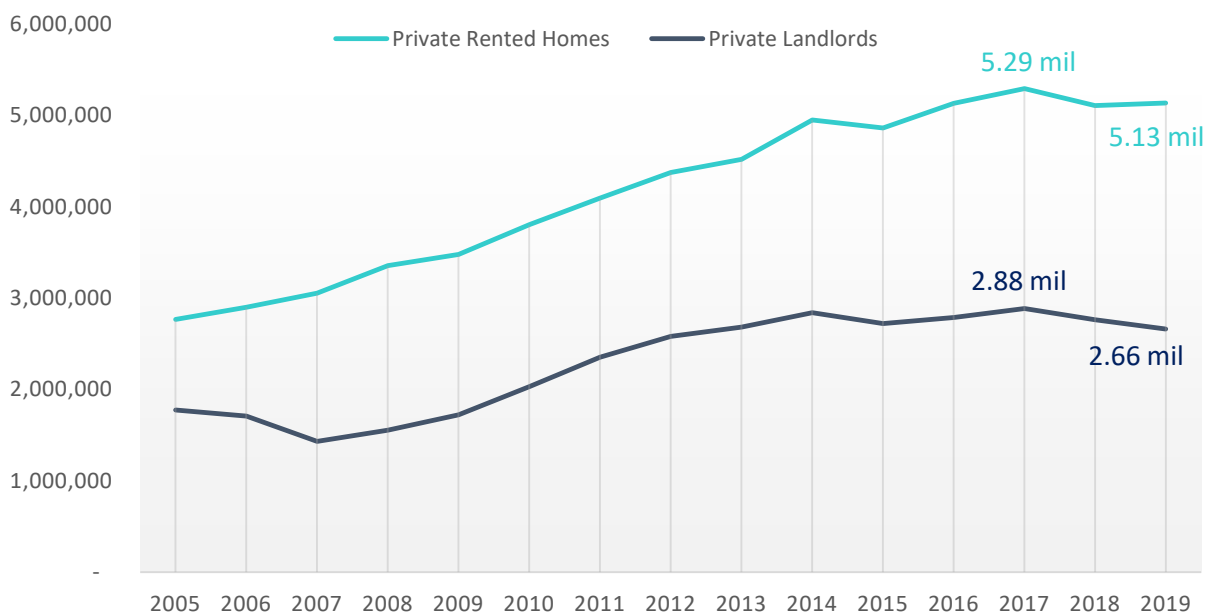
### Rental growth

Across Great Britain average rents for new lets rose to £998 pcm in January, up 3.6% on the same time last year. Rents continued to increase the most in the South West (6.0%), followed by the East (4.1%) and Greater London (4.1%). Rents rose in every region, but Wales recorded the weakest rental growth at 1.2% (table 3).

Commenting Aneisha Beveridge, Head of Research at Hamptons International, said: *“The number of landlords in the private rented sector has fallen to the lowest level in seven years. While 222,570 landlords have left the sector since 2017 due to tax and regulatory changes, those who have stayed tend to have bigger portfolios – a further sign that the sector is professionalising. The average landlord in Great Britain owned 1.93 properties last year, the highest level since 2009.*

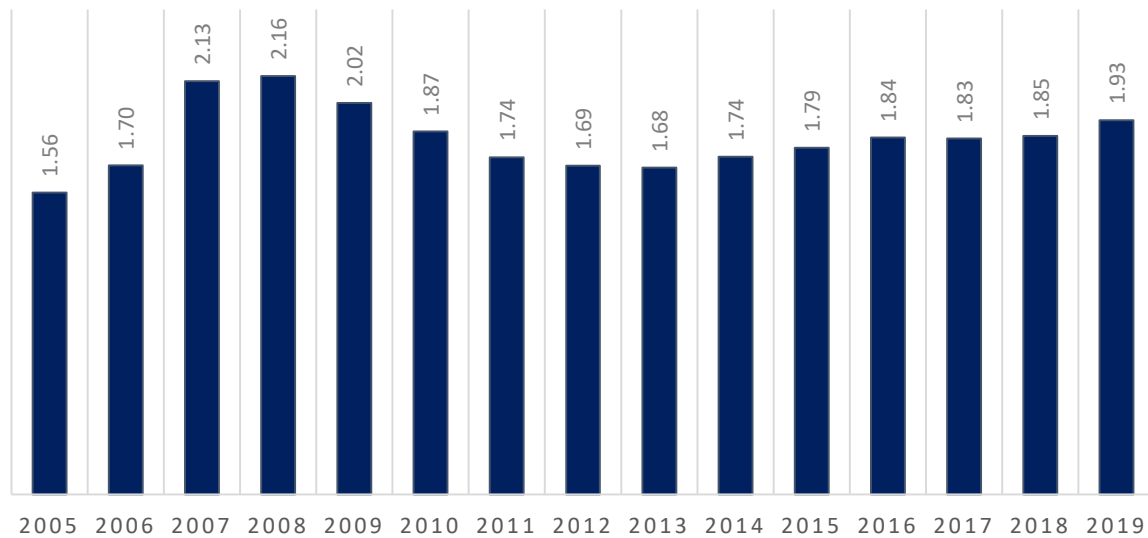
*“Rents rose in every region across Great Britain in January to stand 3.6% higher than at the same time last year. The number of new homes purchased by landlords remains low, which is feeding through to fewer homes available to rent. This is particularly true in the South, where rents are rising the most.”*

Chart 1 – The number of private rented homes and number of landlords in Great Britain



Source: EHS, Gov.Scot, Stats Wales & Hamptons International

Chart 2 –Average landlord portfolio size



Source: Hamptons International

Table 1 – Landlords with multiple properties

	Landlords with multiple properties
2005	14%
2006	15%
2007	16%
2008	16%
2009	15%
2010	14%
2011	15%
2012	16%
2013	18%
2014	19%
2015	20%
2016	21%
2017	27%
2018	28%
2019	30%

Source: Hamptons International

Table 2 – Portfolio size per region (2019)

Region	Properties per landlord (2019)
North East	2.05
Yorkshire and the Humber	2.03
London	2.01
East Midlands	1.99
West Midlands	1.93
South East	1.88
South West	1.88
North West	1.88
East of England	1.85
Wales	1.83
Scotland	1.83

Source: Hamptons International

Table 3 – Average rent of new lets (pcm)

Region	Jan-19	Jan-20	YoY
Greater London	£ 1,714	£ 1,783	4.1%
South West	£ 784	£ 831	6.0%
South East	£ 1,037	£ 1,070	3.2%
East	£ 943	£ 982	4.1%
Midlands	£ 678	£ 694	2.4%
North	£ 625	£ 646	3.3%
Scotland	£ 639	£ 653	2.2%
Wales	£ 652	£ 659	1.2%
Great Britain	£ 963	£ 998	3.6%
Great Britain (Excluding London)	£ 770	£ 797	3.4%

Source: Hamptons International

Please note the Hamptons International Monthly Lettings Index for February will be issued on Friday 20 March 2020, embargoed for 00.01 hours Monday 23 March 2020.

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#### About the Hamptons International Monthly Lettings Index

The Hamptons International Monthly Lettings Index (formerly the Countrywide Lettings Index) has been running since 2012. From May 2018 the index has included an inner and outer London split.

The index is a mix adjusted series, with rent and rental growth figures for each month based on a three-month rolling average. The most expensive decile of homes let are excluded to reduce volatility and the mix includes the most recently published government stock statistics.

The Hamptons International Lettings Index uses data from the Countrywide Group, Great Britain's largest letting agent, to track changes to the cost of renting. The index is based on the 90,000 homes let and managed by Countrywide in each year, adjusting for their location and type. It is based on achieved rather than advertised rents.

#### About Hamptons International

Hamptons International is a leading residential estate agent and property services company, operating in London and the South of the UK.

Hamptons International offers a wealth of award-winning services including UK and international Sales, Lettings, Property Management, Corporate Services, Residential Development, Development Land, Valuation Property Finance, and is a subsidiary of Countrywide, the UK's largest estate agency and property services group.