John Shepherd

Quarterly Market Update

Q3 | 2025

Midlands

Our Midlands region extends our reach from Birmingham to Nottingham and Derby.

"The expansion of our business with new offices in West Bridgford, alongside investment in modernising many of our existing high-street locations, reflects our confidence in the market and our commitment to excellent client service."

Richard Crathorne
Managing Director

LETTINGS

The Midlands lettings market experienced sustained demand and tight supply.

Supply
New instructions
▼-21%
Q3 2025
414 vs 523 Q3 2024

Demand
Tenants
▲7%
Q3 2025
6,162 vs 5,758 Q3 2024

SALES

Resilience in the sales market with stock levels rising to meet good demand.

Opportunities
Market appraisals
▲55%
Q3 2025
318 vs 205 Q3 2024

Demand
Buyers
▲16%
Q3 2025
1,123 vs 965 Q3 2024

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With over 8,000 properties under our care across the Midlands, we're trusted by landlords to deliver the best service possible. Whether you are a professional landlord or are thinking about renting out your own home, our expert team are here to help.

Setting the record straight

Confident decisions

The Q3 property market has remained resilient in the face of change, from the Renters' Rights Act to Budget discussions. Clients are pursuing expert advice to make informed decisions and when equipped with our guidance, they continue to pursue their property goals, whilst others might be inclined to 'sit tight' and adopt a more hesitant approach. As a result, our buyer and tenant registration volumes have increased compared to last year by 16% and 7% respectively, highlighting their activity.

Fixing the fixed-term narrative

The end of Q3 saw the Renters' Rights Act pick up pace in its progression through Parliament, prompting concern among some landlords regarding the end of fixed-term tenancies and a consequent uptick in tenancy notices. As evidenced elsewhere in our national network, the reality is that tenants typically only move when their circumstances change, for example, a new job or family reasons, and generally prefer the stability of staying in one place.

Indeed, DJ Alexander, our sister company in Scotland, already follows the periodic tenancy model, and their average tenancy length is 28 months, demonstrating that flexibility in tenancy agreements does not necessarily lead to higher tenant turnover. Tenants value security just as much as landlords do, and this should provide reassurance to the English market as the new legislation takes effect.

Plateauing rental prices have not been experienced this quarter in the Midlands, with our average rent increasing 5% year on year. This far outpaces the national view of a 0.2% increase, highlighting the strength of our local market.

Evolving landscapes

Recent months have seen more sellers entering the market having already found their next home, shifting the traditional expectation that buyers must be proceedable to book a viewing. This has increased the demand for time-efficient methods such as the Modern Method of Auction, which offers guaranteed completion within 56 days.

Sellers are also recognising the importance of pricing correctly. Overinflated asking prices can result in properties stagnating on the market, making it the responsibility of experienced agents to provide robust comparable evidence to justify valuations. This is shown in our sales agreed statistics, which have remained stable over the last year, which is not typical elsewhere in the market.

One often overlooked buyer segment is the downsizer. Developers should consider how to better meet their needs by creating homes that offer a sense of space and comfort on a more manageable scale without compromising on the high-quality finishes that new builds provide. While much of the industry's focus tends to be on helping first-time buyers onto the property ladder, enabling movement at the top of the market can unlock opportunities across every level, creating a healthier flow throughout the housing chain.

Our outlook is that there will always be factors capable of creating uncertainty or delaying decisions. The best approach is to seek informed, professional advice, ensure the financials are sound and proceed with confidence.

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