

Quarterly Insights

Winter 25/26

Midlands

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



“With confidence returning and uncertainty subdued at last, movers can act decisively. Further delay is unlikely to provide any meaningful gain.”

Richard Crathorne
Managing Director

Resilience in a changing landscape

Stability following a turbulent market

The early months of 2025 were defined by strong momentum as buyers and landlords adjusted to new lending conditions, shifting interest rates and a rising need for clearer, more proactive guidance. As the year progressed, uncertainty around the Renters’ Rights Act (RRA), combined with summer seasonality and pre-Budget hesitation, softened activity. Despite the turbulence, the market demonstrated notable resilience and remained more stable than headlines suggested.

By Q4, RRA-related anxiety had settled, and the Budget proved less disruptive than anticipated. A Base Rate reduction shortly afterwards helped restore confidence, positioning the region for an optimistic start to 2026.

Lettings market clarity

In 2025, tenant demand increased by over 6% and supply fell by nearly 10%, driving rents up by 5% and the number of lets agreed up as a consequence. Landlord sentiment has stabilised meaningfully since the uncertainty of mid-2025. With the RRA now better understood, it provides a clearer framework for compliant and proactive management. Birmingham and

Nottingham’s landlord events achieved their highest turnout on record, underscoring growing demand for expert guidance as compliance standards rise.

The key message for 2026 is straightforward: partner with a strong managing agent, trust their expertise and take their advice. Landlords who resisted rent increases now report weaker net returns, while those who followed recommended reviews remain ahead on yields. With 12-month rent reviews now embedded within legislation, alignment to best practice is essential.

Sales momentum returning

An 18% rise in demand, set against a 14% drop in stock, defined the sales landscape through 2025 when compared to 2024.

Q4 reflected typical year-end depletion, however the Budget’s delays meant October resembled December in terms of activity levels. With clarity now restored and early activity already picking up, the region enters 2026 with renewed stability.

The sales market continues to perform well at the first-time buyer and mid-market levels. Downsizers remain constrained by a shortage of

high-quality smaller homes, limiting wider chain movement.

The outlook for the next six months is one of normalised seasonality. Further Base Rate reductions are expected and no significant policy disruptions lie ahead beyond the 1st May RRA milestone. For those considering a move, the message is clear: stability and clarity have returned and waiting is unlikely to deliver a meaningful advantage.

Network strengths growing

The Lomond national network continues to be a major differentiator in the Midlands. Cross-regional investor reach, Chase Evans’ overseas buyer links, and a growing student market all enhance the region’s ability to connect sellers, landlords and investors at scale. Equally, Lomond’s RRA insights and guidance packs are helping agents and landlords stay ahead of regulatory change.

As 2026 begins, confidence is building, clarity has returned and movement is picking up. For households and landlords alike, it is a year to act with certainty rather than wait for perfect conditions that are unlikely to materialise.

LETTINGS

Rising demand contrasted with tightening supply across the sector.

Demand

Tenants

▲ 6%

2025 vs 2024

Market Rent

Average Monthly Rent

▲ 5%

2025 vs 2024

SALES

Strong demand persisted, influencing an increase in achieved prices.

Demand

Buyers

▲ 18%

2025 vs 2024

Market Value

Average Sale Price

▲ 1%

2025 vs 2024



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.



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 John Shepherd