

Quarterly Insights

Spring 2026

Midlands

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

LETTINGS

More available rental properties with gradually increasing rental prices.

Supply

Lettings Instructions

▲ **34%**

Q1 2026 vs Q4 2025

Pricing

Average Rent

▲ **3%**

Q1 2026 vs Q4 2025

SALES

Rising supply and activity indicate strengthening overall market conditions.

Supply

New Instructions

▲ **84%**

Q1 2026 vs Q4 2025

Activity

Sales Agreed

▲ **40%**

Q1 2026 vs Q4 2025



John Shepherd

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.



“We value working collaboratively across the wider network, enabling mutual growth and demonstrating the power of partnership in driving better outcomes for our clients”

Katie Ridley
Sales Director

A forecast of opportunity and growth

Reassuring our clients

The Midlands have seen increased client engagement, driven by legislative changes and wider geopolitical factors, with agents increasingly relied upon for reassurance and expert advice. Our multi-brand structure enables collaboration and cross-referrals, ensuring clients receive joined-up support while maximising opportunities across the wider network to drive stronger outcomes.

An increasing supply

The lettings market has experienced a notable increase in supply, with available properties rising by 34% year on year. This growth is being supported by heightened activity in key regional hotspots such as Birmingham City, Derby and Nottingham, where several Build to Rent (BTR) schemes are contributing to improved housing availability for tenants. Rental growth has moderated, with a 3% increase year on year. This stabilisation is likely reflective of adjustments made to prices over the previous year.

The student rental sector is also seeing continued expansion, with increased Purpose-Built Student Accommodation (PBSA) development tailored to this market further enhancing supply. Q1 saw the official launch of John Shepherd Students. Bringing together our student brands and teams across the

East and West Midlands, this has further strengthened the brand's presence and capability within this growing segment.

Momentum in sales

Agreed sales have risen by 40% this quarter compared to the previous period, signalling a strong start to the year for the Midlands market. Enquiry levels remain steady, indicating sustained buyer interest, while new listings continue to be secured through a proactive marketing strategy and a well-executed approach. This continued focus on expertise and activity across the region has contributed to a significant 84% increase in supply this quarter compared to last, highlighting sellers' motivation to move and a positive start to 2026 for the sales market.

Buyer interest in auctions has continued to strengthen, with more purchasers turning to this method. Enquiries have increased as buyers seek to better understand the process and explore this modern route to purchase. The speed and certainty offered by auctions are becoming increasingly attractive, with the method now gaining wider recognition as a mainstream and established way of acquiring property.

Team development

Training within the John Shepherd team continues to play a vital role in

driving success. The launch of the group-wide fully interactive training platform has been a significant enhancement for the brand in Q1, supporting ongoing professional development across all teams. This platform ensures colleagues remain up to date with industry knowledge and best practice, enabling them to consistently deliver an exceptional client experience throughout the property journey.

This commitment to service excellence is further reflected in the brand's 4.4-star rating on Trustpilot, supported by over 1,000 reviews across sales and lettings, highlighting strong and consistent client satisfaction.

A growing business

Looking ahead to the remainder of the year, the business remains optimistic about a strong performance in 2026. Continued legislative changes present a range of opportunities for landlords, while the market demonstrates its resilience and ability to adapt to wider economic and global conditions.

John Shepherd is committed to ongoing investment in both its people and operations. This is reflected in continued expansion, including the opening of the Sutton Coldfield office last summer and the Derby office earlier this year, with further investment planned where appropriate.



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