Analytical Report

Rental Market Analysis(March, 2024)

Intelligence Team

Overview

The following report represents information on rental properties in various postcode districts in London.

Key Metrics

- *Total properties for rent:* This value indicates the total number of properties available on the market for rental purposes in a month.
- *Average transaction per month:* The average number of properties rented out per month.
- *Months of inventory:* The amount of time it takes for the said "total properties for rent" to be rented out.
- *Turnover percentage per month:* The proportion of properties that change hands each month.
- *Days on the market:* The average number of days it takes for a property to be rented out.
- *Rating:* This value provides a qualitative assessment of the market type based on certain criteria including demand, rental price etc.
- *Landlords Market:* Market with high demand and less supply.
- *Balanced Market:* Market with approximately equal demand and supply.
- *Tenants Market:* Market with high supply and less demand.

High-level Analysis

The following analysis gives an overview of how the rental market appears to be in some of the postcode district in the month of March, 2024.

## Total Properties for Rent in Top 10 Districts - Mar 2024
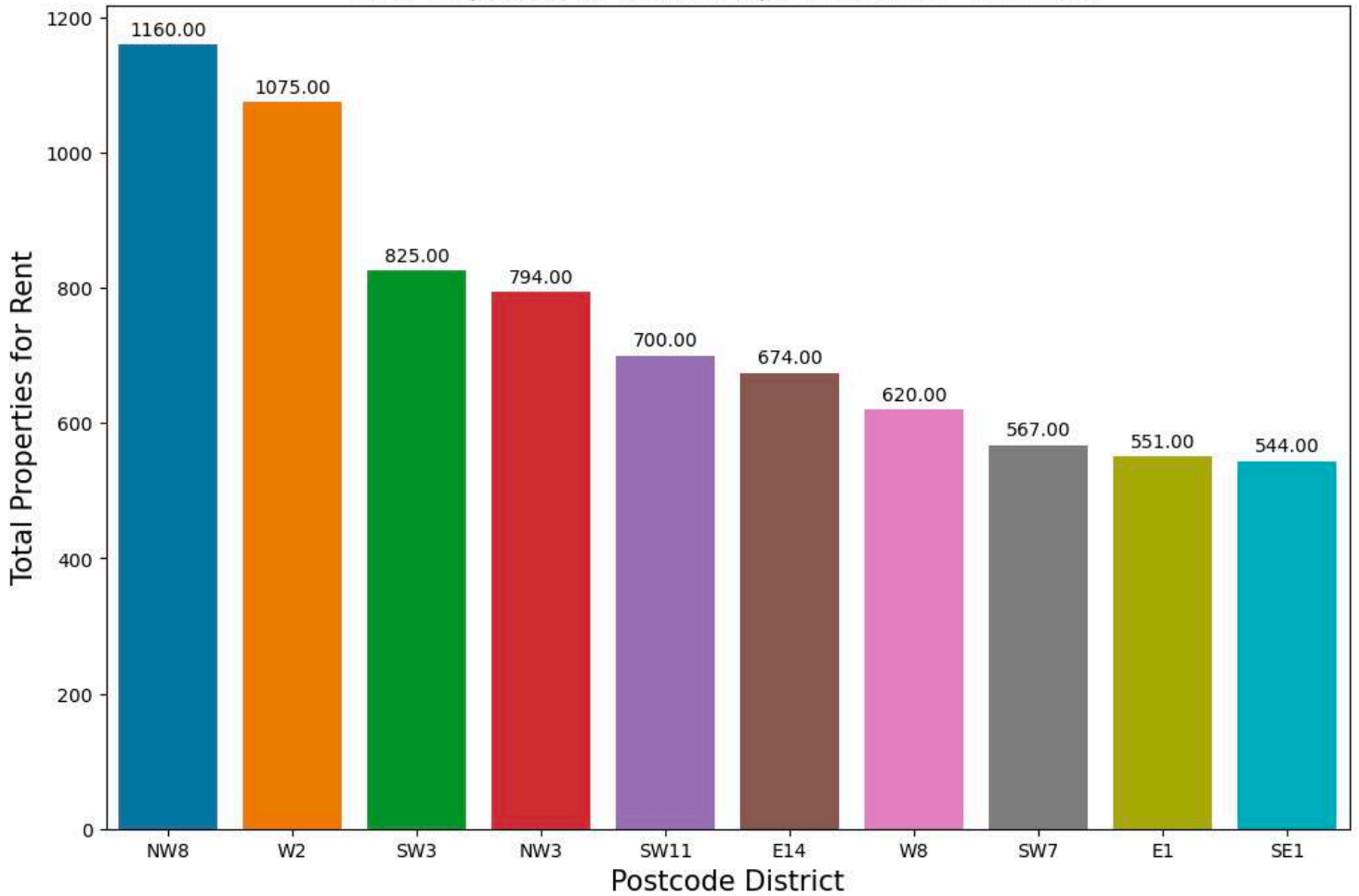
Index	Postcode District	Total Properties for Rent	Market Rating
1	NW8	1160	Balanced Market
2	W2	1075	Balanced Market
3	SW3	825	Balanced Market
4	NW3	794	Balanced Market
5	SW11	700	Landlords Market
6	E14	674	Landlords Market
7	W8	620	Balanced Market
8	SW7	567	Balanced Market
9	E1	551	Landlords Market
10	SE1	544	Landlords Market

Average Transaction per Month in Top 10 Districts - Mar 2024
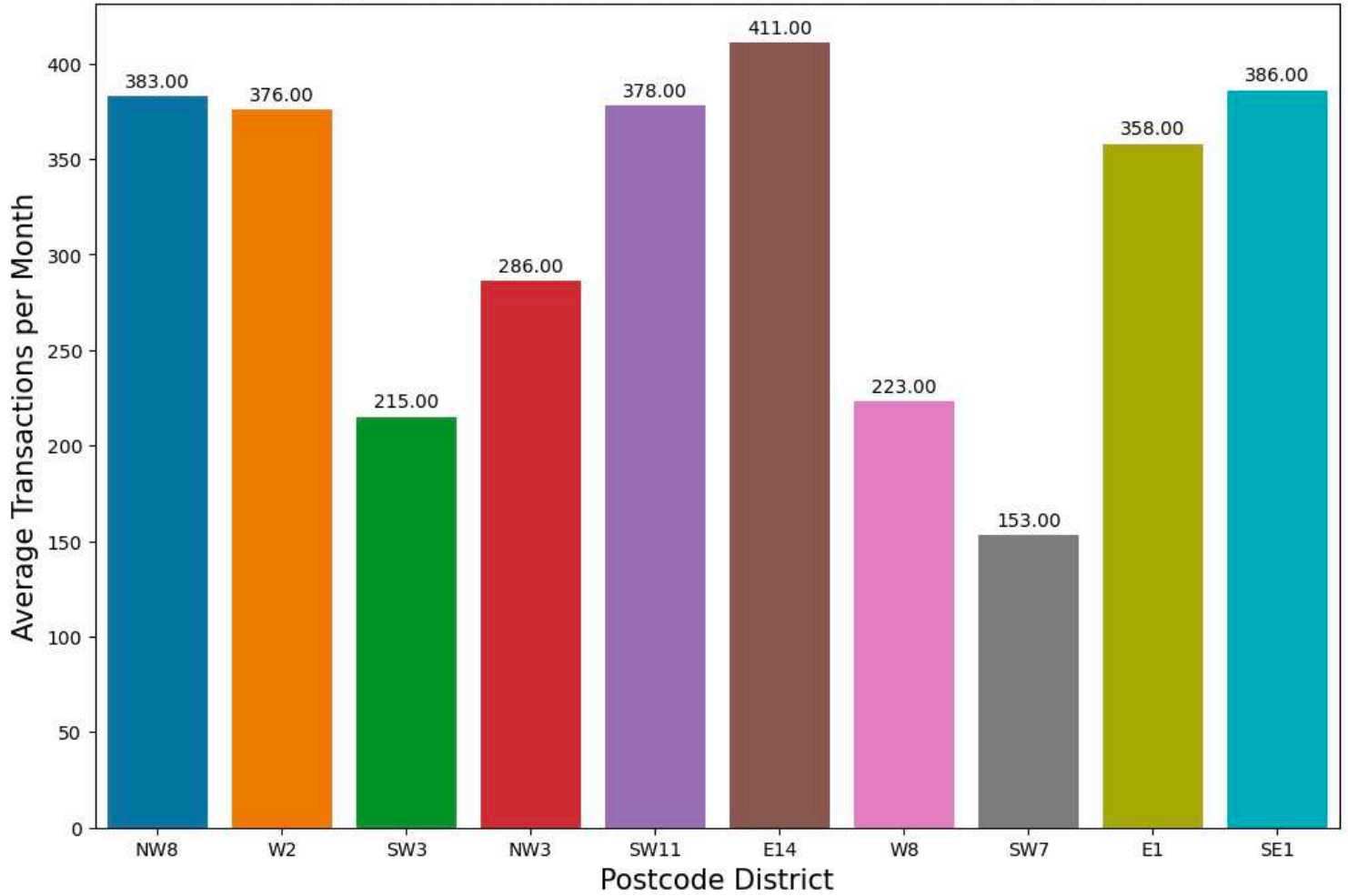
Index	Postcode District	Average Transactions per Month	Turn over(%) per Month
1	NW8	383	33
2	W2	376	35
3	SW3	215	26
4	NW3	286	36
5	SW11	378	54
6	E14	411	61
7	W8	223	36
8	SW7	153	27
9	E1	358	65
10	SE1	386	71

Average Days on the Market in Top 10 Districts - Mar 2024
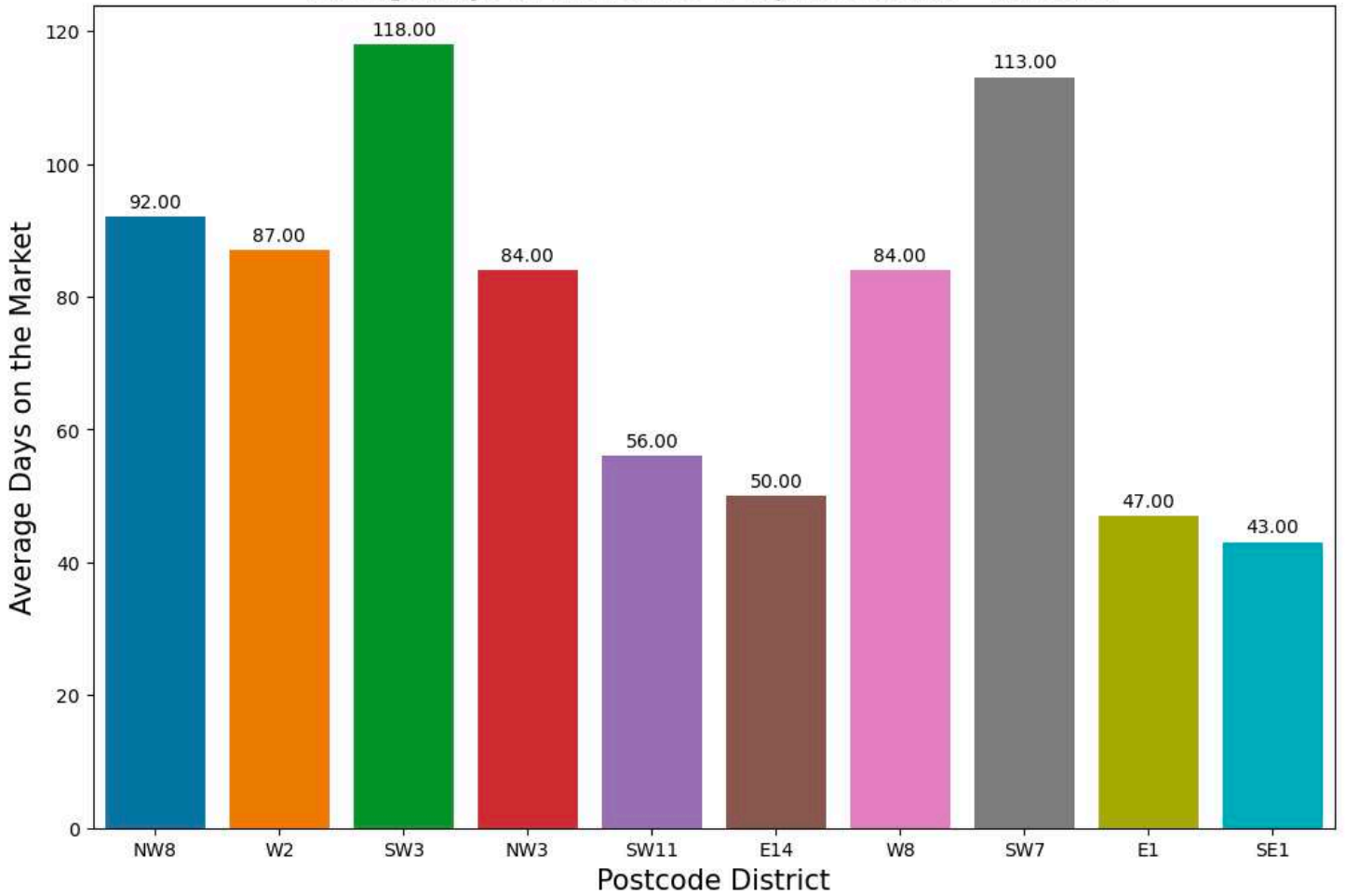
| Index	Postcode District	Months of Inventory
1	NW8	3.0
2	W2	2.9
3	SW3	3.8
4	NW3	2.8
5	SW11	2.8
6	E14	3.7
7	W8	3.3
8	SW7	3.7
9	E1	2.5
10	SE1	2.5

Comparison of data: Feb vs Mar, 2024

The bar chart compares the top 10 districts for March against the corresponding districts for February. In this comparison, the performance of these districts in March is juxtaposed with their performance in February, allowing for a visual assessment of any changes or trends over the two months.

Comparison of Properties for Rent in top 10 districts - Feb vs Mar 2024
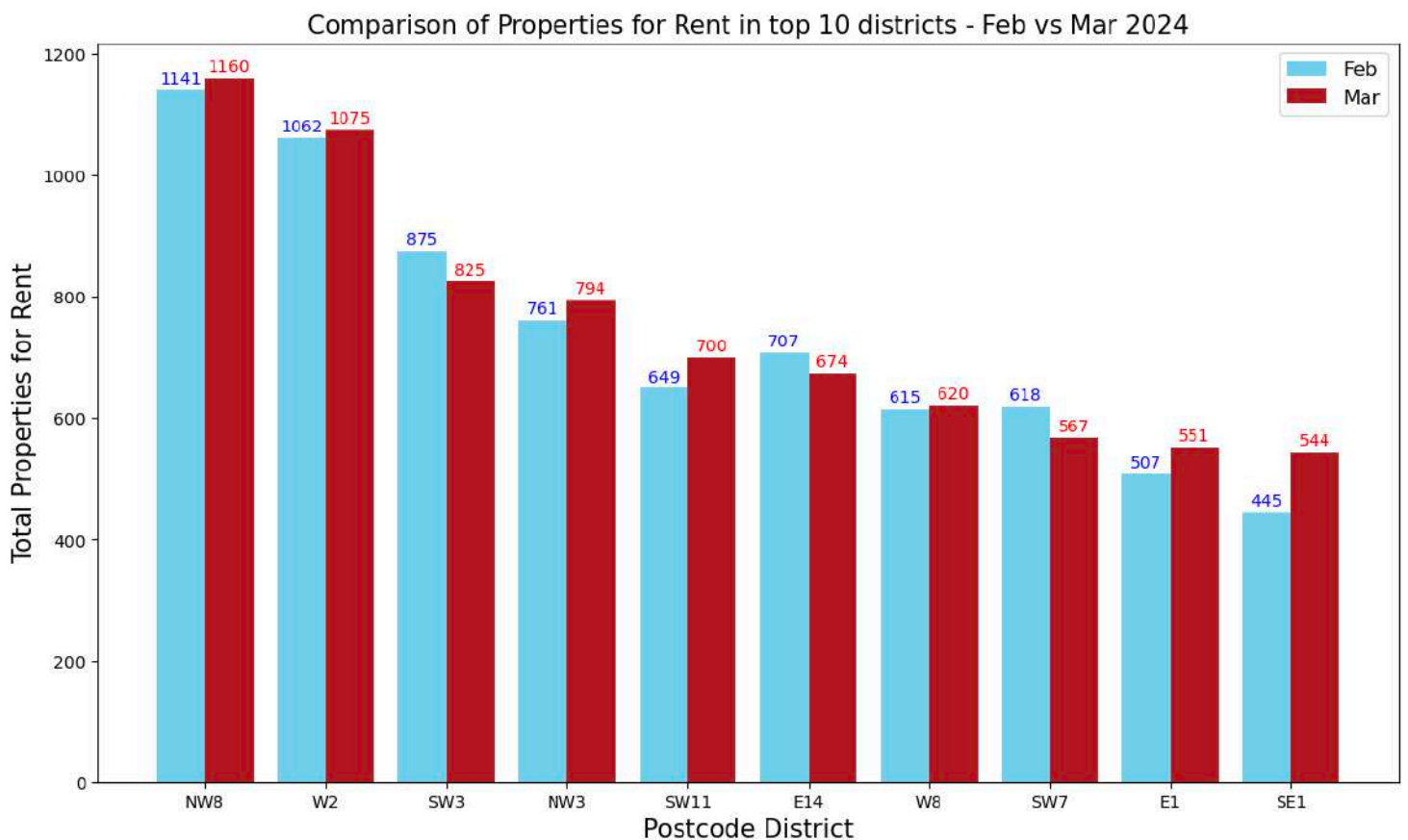
Conversely, the table presents a more detailed comparison by listing the individual top 10 districts for both March and February separately. Instead of using the top districts of March as a reference for February, each month's top 10 districts are analysed independently. This approach offers a granular view, to examine the specific performance of districts in each month without conflating the data from one period with another.

Ranking	Top 10 - March	Total Properties for Rent	Top 10 - Feb	Total Properties for Rent
1	NW8	1160	NW8	1141
2	W2	1075	W2	1062
3	SW3	825	SW3	875
4	NW3	794	NW3	761
5	SW11	700	E14	707
6	E14	674	SW11	649
7	W8	620	SW7	618
8	SW7	567	W8	615
9	E1	551	W6	607
10	SE1	544	NW1	520

Comparison of Turnover Percentage per Month in top 10 districts - Feb vs Mar 2024
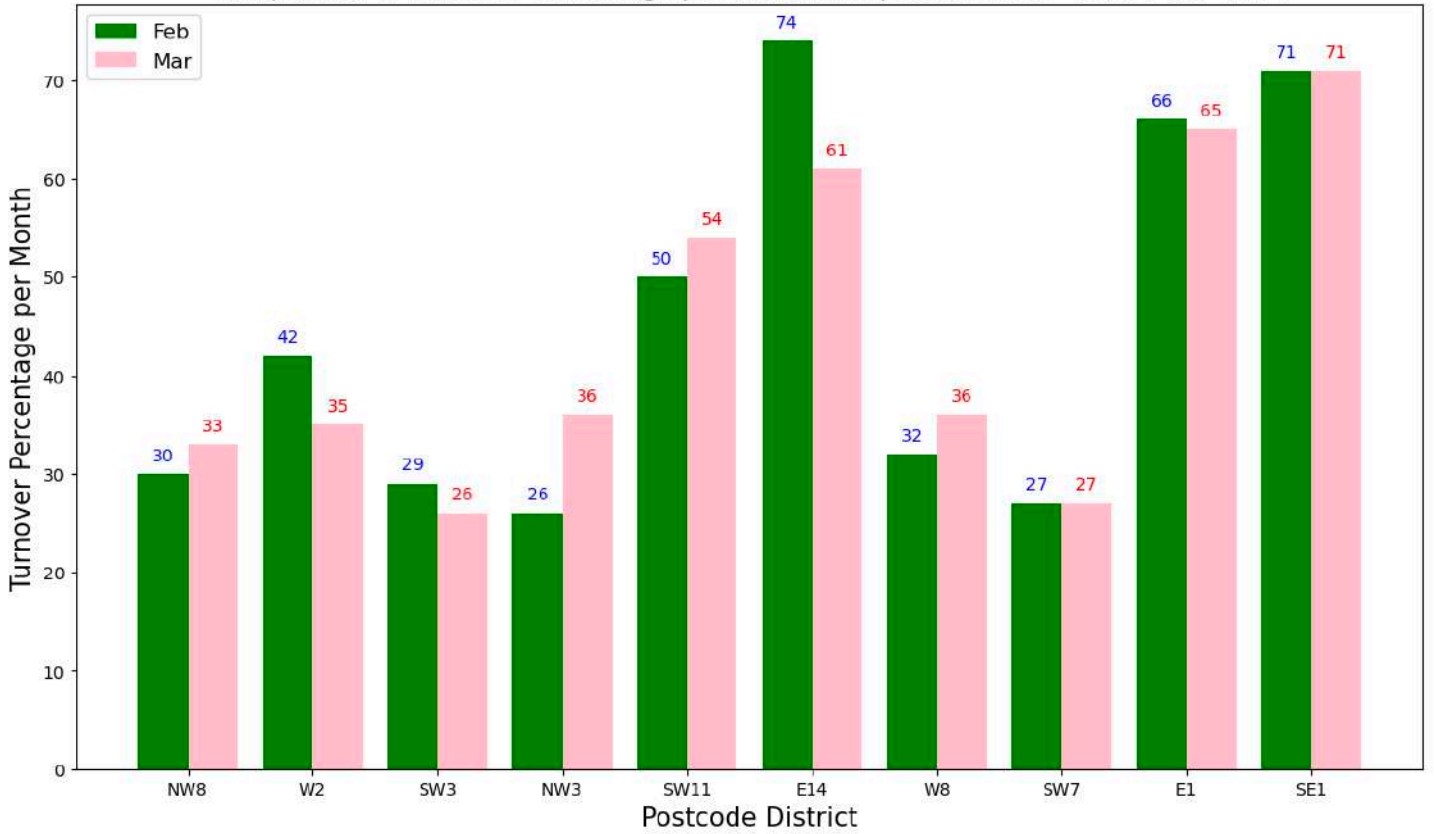
Comparison of Average Transaction per Month in top 10 districts - Feb vs Mar 2024
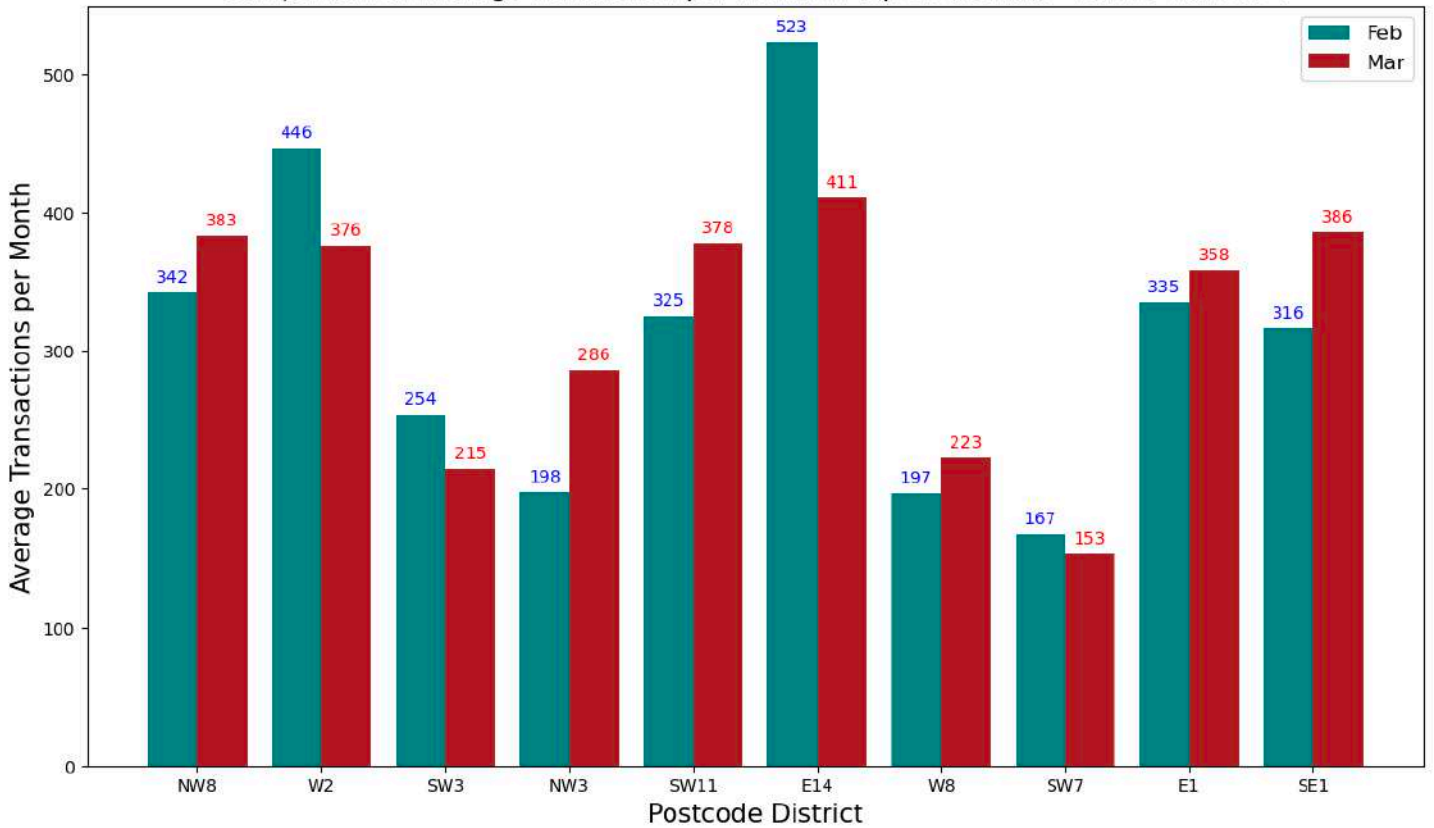
Insights

- *Overall Market Analysis:* The majority of postcodes (6 out of 10) are in a balanced market, which suggests a healthy level of supply and demand for rental properties. There are 4 postcodes where landlords seem to have an advantage (Landlord's market). This could be due to factors such as high demand and low vacancy rates in these areas.
- *Postcodes with High and Low Activity:* E14 (postcode district) has the highest average transactions per month (411), indicating a very active rental market in this area. SW7 (postcode district) has the lowest average transactions per month (153), suggesting a slower rental market compared to others.
- *Days on Market:* SE1 (postcode district) has the shortest days on market (43 days), implying that properties are rented out quickly in this area. SW3 (postcode district) has the longest days on market (118 days), which could indicate a lower demand for rental properties in this area compared to others.
- *Months of Inventory:* SE1 has the lowest months of inventory at 1.4, suggesting a relatively tight rental market where properties are in high demand relative to supply. This indicates that available properties in SE1 are likely to be rented out quickly. Conversely, SW3 has the highest months of inventory at 3.8, indicating a slower turnover of rental properties in that district.