THE LETTINGS HUB
the home for lettings

LET'S TALK LETS

QUARTERLY MARKET MONITOR

Welcome to Lettings Hub's fourth Quarterly Market Monitor, featuring insights from our extensive dataset of over 100,000 renters collected over several years. In this edition, we look at guarantors supporting renters in the private rented sector.

Q2 2025

TENANCY LENGTH **RENTER AGE** **AFFORDABILITY**



AVERAGE RENTS

Median monthly rents

Arrows show direction of rents change over last year

Scotland	**£850**/£850 –
North East	**£795**/£635 ↑
North West	**£977**/£1,050 ↓
Yorkshire and the Humber	**£800**/£795 ↑
East Midlands	**£900**/£895 ↑
West Midlands	**£952**/£895 ↑
South East	**£1,350**/£1,300 ↑
South West	**£1,200**/£1,200 –
East of England	**£1,200**/£1,150 ↑
London	**£2,100**/£2,000 ↑
Wales	**£895**/£900 ↓

Q2 2025 /Q2 2024

Market update

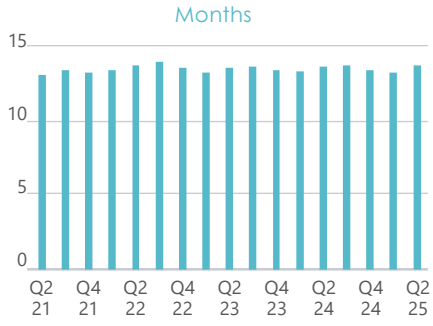
In the second quarter of 2025, average UK rents were 3% higher than a year earlier. Although rents continue to rise in many regions, growth has slowed notably compared to recent years, reflecting a modest easing of market pressures. Affordability has also improved slightly with renters spending a smaller share of their income on rent than they were a year earlier.

LEASE LENGTH IN MONTHS

13.6 Q2 2025

13.7 Q2 2024

Tenancy length over time



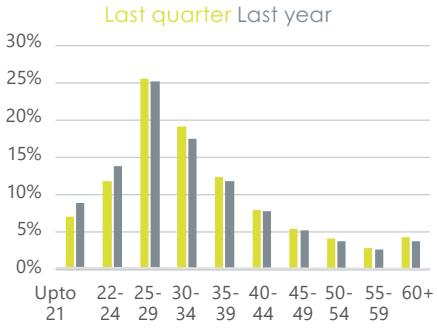
Source: Lettings Hub showing average initial lease length

AVERAGE AGE OF RENTERS IN YEARS

31 Q2 2025

31 Q2 2024

Renters by age band



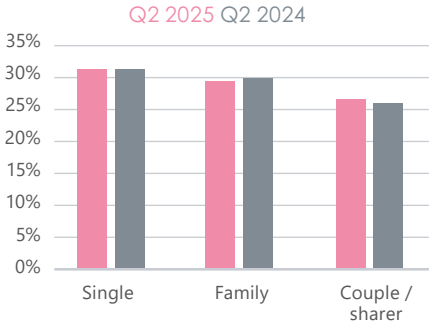
Source: Lettings Hub, showing median age

PERCENTAGE OF INCOME SPENT ON RENT

28.6 Q2 2025

28.9 Q2 2024

Affordability by household type



Source: Lettings Hub showing median % household income spent on rent

AVERAGE MONTHLY RENT | AVERAGE CHANGE IN RENT

Q2 2025

All of UK

£1,338 ↑ 2.9%

UK excl. London

£1,116 ↑ 1.5%

London

£2,100 ↑ 5.0%

Source: Lettings Hub, based on median rents

By property type

Detached house
£1,650 ↑ 3.1%

Semi-detached
£1,270 ↑ 1.6%

Terraced
£1,200 – 0.0%

Flats
£1,350 ↑ 3.8%

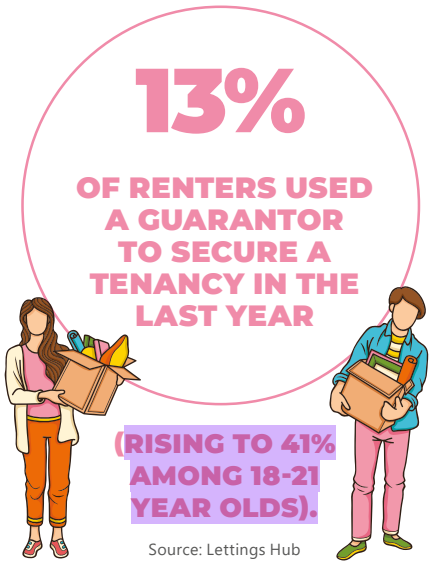
The role of guarantors

Guarantors supported more than one in eight renters last year, rising to more than four in ten young renters aged 18 to 21. Often family or friends, guarantors take on a legal obligation to cover unpaid rent or damages, potentially placing strain on their own financial responsibilities.

Supporting renters, protecting landlords

Guarantors play a vital role in the private rented sector, helping renters secure homes, particularly students, the self-employed, those with limited credit histories, low or variable incomes or newcomers to the UK. A guarantor pledges to cover unpaid rent or damage if renters default, but this comes on top of their own housing costs and living expenses. Some renters struggle to find someone both willing and financially able to take on this responsibility.

The forthcoming Renters' Rights Bill aims to cap guarantor liability at six months' rent but the withdrawal of fixed-term tenancies may leave some guarantors feeling uncertain about how long they're exposed. As financial pressures on guarantors increase and some renters face barriers to securing one, Lettings Hub's Professional Guarantor service provides a reliable alternative. Backed by a trusted insurer, the Professional Guarantor product offers a compliant, flexible solution that protects landlords while giving more renters the opportunity to rent.



Source: Lettings Hub

37% aged 18-21 or students (UK or overseas)

Most reliant are students and younger renters: 33% are aged 18–21 or UK students. Others include low-income earners (28%), benefit recipients (10%), self-employed (8%), and recent arrivals in the UK (4%). These renters often fall short of affordability tests or lack a UK credit history, making guarantors essential.

Source: Lettings Hub, last 12 months

39% of guarantors are in their 50s

Guarantors are typically older with 59% aged 50 or over while only 8% are under 30. Perhaps reflecting the large number of students requiring guarantors, 40% of guarantors live more than 50 miles from the rental home. However, a third (33.3%) live close by, within 10 miles.

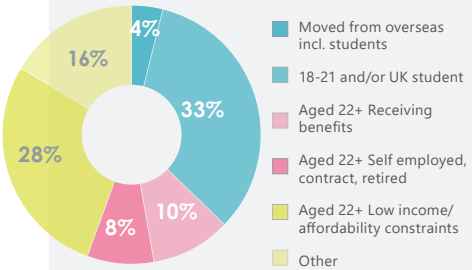
Source: Lettings Hub, last 12 months

22.9% amount of income that guarantors would have to pay if renters defaulted

While guarantors tend to be better off than renters, many are family or friends, possibly stepping in out of trust rather than financial capacity. Covering missing rent would now take 22.9% of income, up from 19.5% in 2020. Combined with their own living costs, this reflects growing pressure on guarantors.

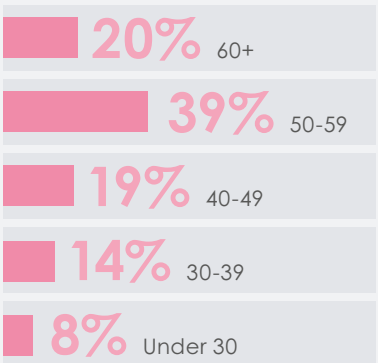
Source: Lettings Hub, last 6 months

Who needs a guarantor?



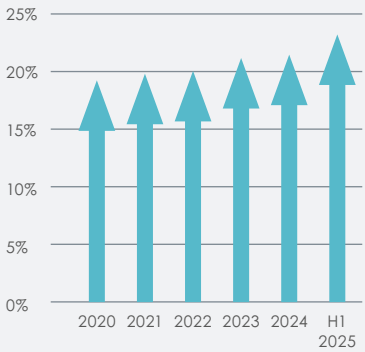
Source: Lettings Hub, last 12 months

Who are guarantors?



Source: Lettings Hub, last 12 months

Can guarantors afford it?



Source: Lettings Hub, median amount

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the home for lettings

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2025 FUTURE-PROOF YOUR AGENCY FOR 2026 WITH THE LETTINGS HUB. ELEVATE YOUR AGENCY WITH A TAILORED SOLUTION FOR

FOR ONE FIXED PRICE PER LET

HOW DOES IT WORK?

STEP 1
Choose one of our tiered services, or build a bespoke BOX to suit your business

STEP 2
Complete order form and agree terms

STEP 3
Within 24 hours we build your BOX and give you platform access

STEP 4
On boarding and support free at anytime throughout our partnership

STEP 5
Go live! Launch your enhanced proposition to your landlords

STEP 6
Pay as you go. Simple 'one fixed price per let' monthly billing commences

THE LEGAL EXPENSES ONE| £45.00 PER LET

1 | UNLIMITED TENANTRE FERENCING
Including PreQualify & Guarantors

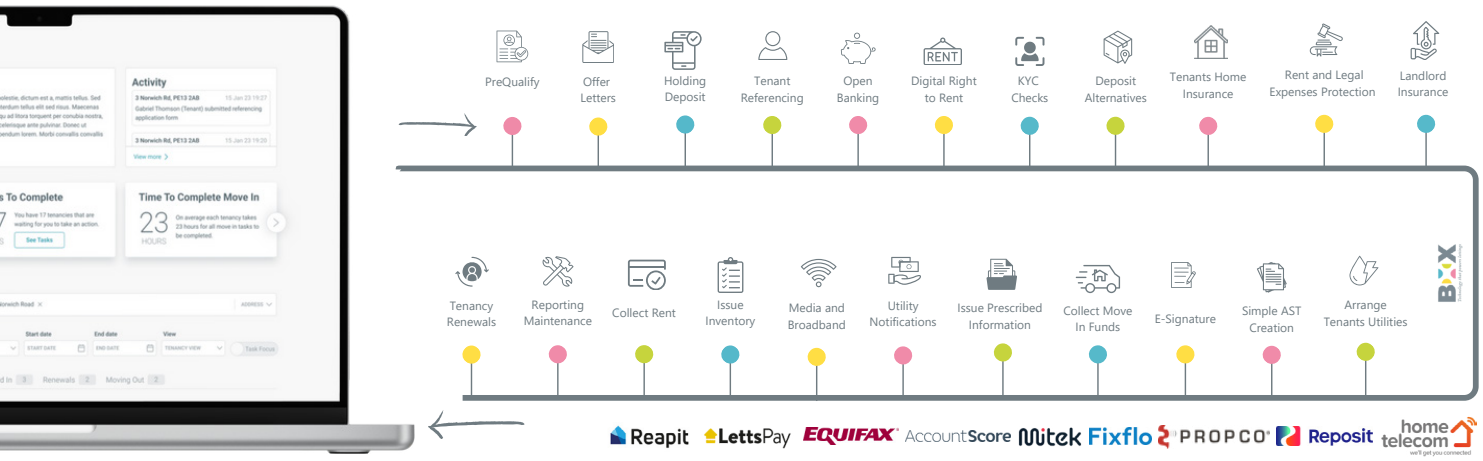
2 | COMPLETE UTILITY MANAGEMENT
Free utility notifications and optional void management

6 | LEGAL EXPENSES PROTECTION
Protect every landlord from unnecessary legal costs

4 | COMMISSION PAYABLE
On all landlord insurance products and 2025 releases

5 | ACCESS TO ALL BOX FEATURES
Including all future updates and releases in the system

3 | SUPPORT FOR YOUR TENANTS
Tenants Home Insurance, Pet Damage and utility deals



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PROPTECH BREAKTHROUGH AWARD 2024

BOX | Rental

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