

RENTAL INDEX SEPTEMBER 2020

RENTAL MARKET IN SEPTEMBER SAW THE AVERAGE COST OF RENT DROP IN 6 OUT OF 8 REGIONS

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Rents in the UK dropped in 6 of the 8 regions monitored by Goodlord. During September, the average rent for a UK property decreased from £997 to £985 - a 1% decrease overall.

The East Midlands saw a 5% dip in average prices, dropping from £935 per property in August to just £890 in September. The North East saw prices decrease by 4% and the South East was hit by a 3% drop in average rents. However, it was a different picture in the North West and South West, where the average price of a rental property increased by 2% and 3% respectively.

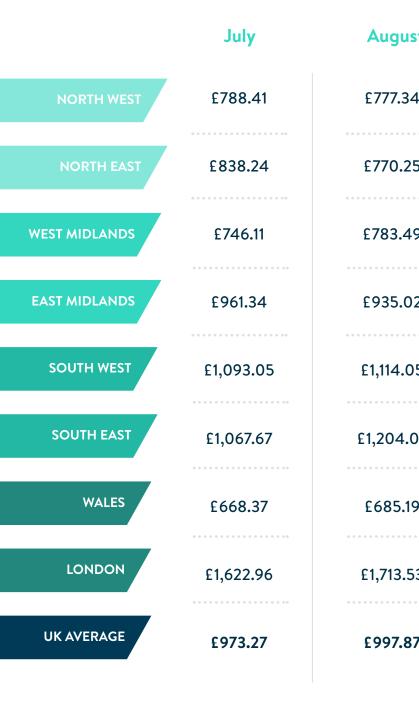
London remains the most expensive place to rent - with an average cost per property of £1,693 a month - more than twice the cost of living in the UK's cheapest region, Wales, where the average cost of rent is £654 per month.

Despite the fluctuating picture for rents, the average void period for the UK held steady at 20 days during September. Greater London, the North East, West Midlands and South West all saw small reductions in void periods. The quickest average void time could be found in the North East - at just 12 days.

The East Midlands, North West and the South East all saw small increases in void periods. The longest voids can be found in the West Midlands, which saw an average period of 25 days during September. Rents in the West Midlands have however held steady month on month, indicating that a longer wait for tenants is yet to materially affect rental prices.

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AVERAGE MONTHLY RENT

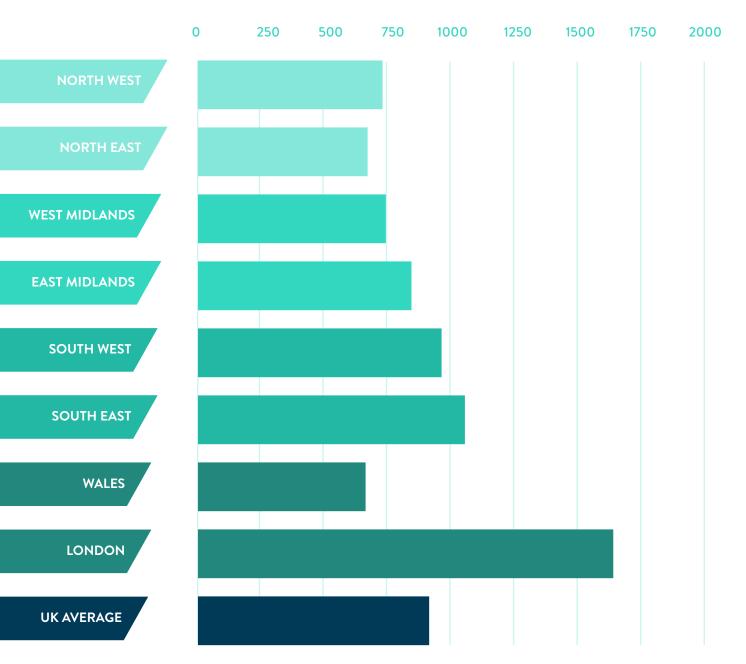


st	September	2020 regional average	
4	£795.72	£726	
5	£738.02	£667	
9	£786.96	£739	
		0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	
2	£890.34	£840	
5	£1,152.46	£959	
07	£1,171.91	£1,051	
9	£654.56	£659	
		0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	
3	£1,693.50	£1,637	
		0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	
7	£985.43	£910	



AVERAGE MONTHLY RENT

2020 regional average







LONDON

WALES

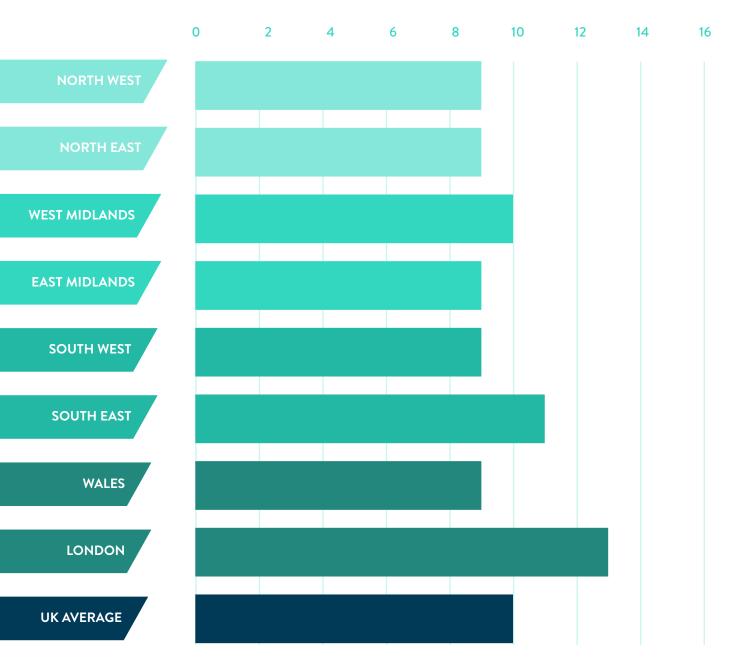
UK AVERAGE



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AVERAGE FIXED CONTRACT TERM Ò

2020 regional average (months)





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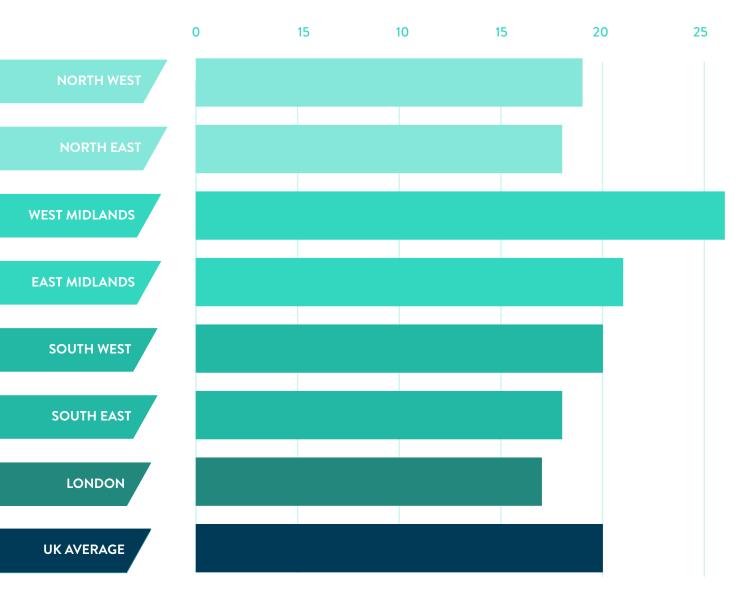
AVERAGE VOID PERIOD

	July (days)	August (days)	September (days)	2020 regional average (days)
NORTH WEST	17	19	23	19
NORTH EAST	10	13	12	18
WEST MIDLANDS	24	24	25	26
EAST MIDLANDS	17	16	18	21
SOUTH WEST	10	24	21	20
SOUTH EAST	15	13	16	18
LONDON	18	20	19	17
UK AVERAGE	16	20	20	20



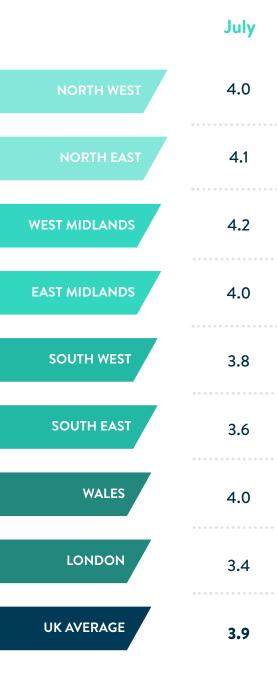
AVERAGE VOID PERIOD

2020 regional average (days)





AVERAGE PROPERTY AFFORDABILITY



August		
3.7		
4.2		
3.9		
4.0 3.8		
3.8		
4.0		
3.3		
3.8		

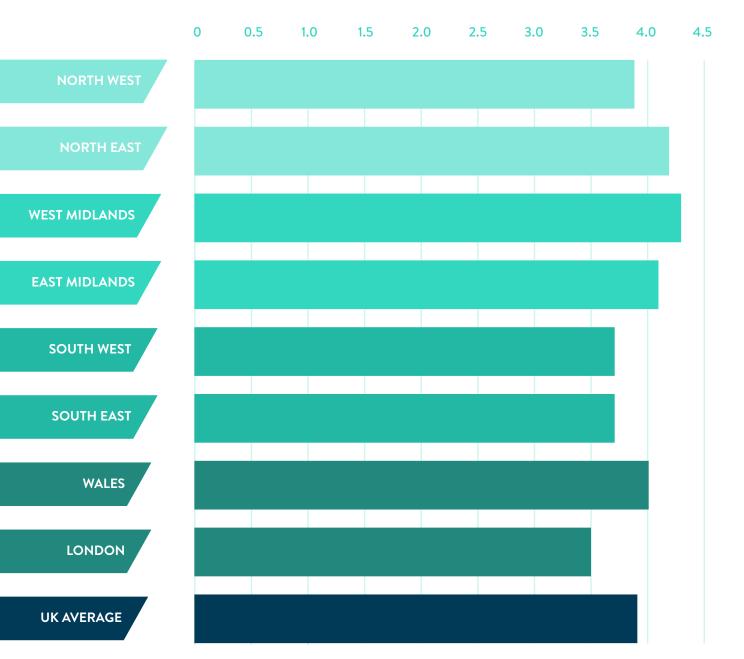
September	2020 regional average	
3.9	3.9	
4.0	4.2	
4.1	4.3	
3.9	4.1	
3.8	3.7	
3.6	3.7	
3.8	4.0	
3.3	3.5	
3.8	3.9	



AVERAGE PROPERTY AFFORDABILITY

2020 regional average

9





AVERAGE TENANT INCOME



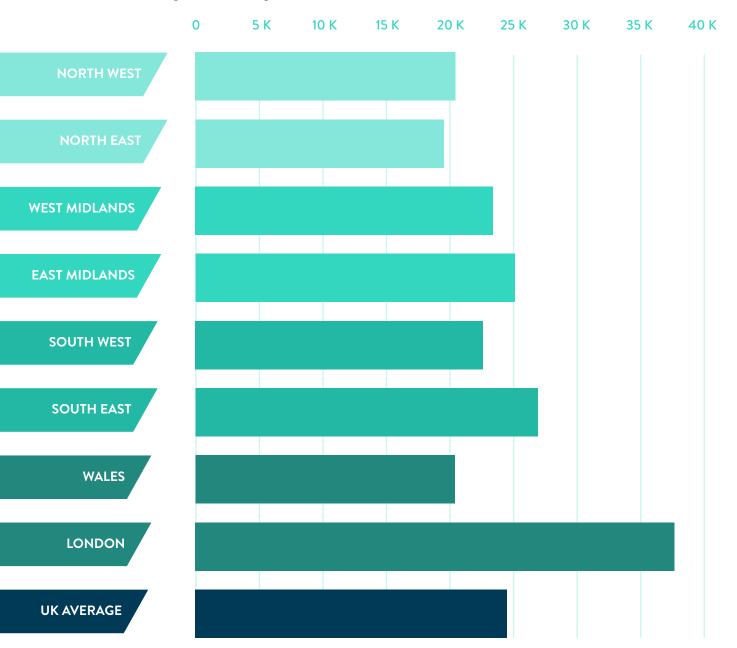
ugust	September	2020 regional average	
9,994	£21,465	£20,480	
20,608	£20,228	£19,570	
		0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	
23,701	£24,043	£23,458	
25,695	£25,497	£25,162	
0 0 0 0 0 0 0 0 0 0 0 00			
23,526	£23,367	£22,670	
27,071	£26,969	£26,979	
	•••••		
20,853	£19,225	£20,437	
34,721	£35,123	£37,755	
	•••••		
24,521	£24,490	£24,564	



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AVERAGE TENANT INCOME 0

2020 regional average





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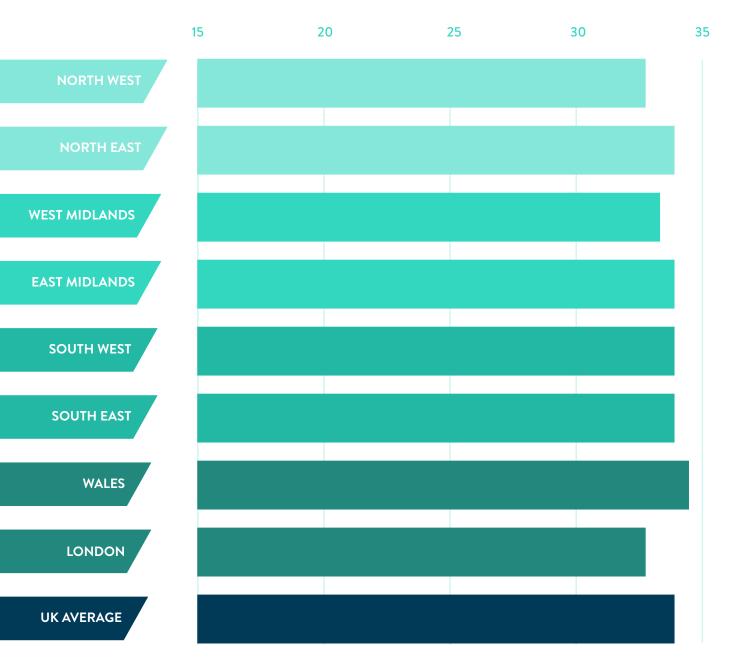
AVERAGE TENANT AGE

	July (years)	August (years)	September (years)	2020 regional average (years)
NORTH WEST	31	31	30	31
NORTH EAST	32	32	32	33
WEST MIDLANDS	32	32	31	32
EAST MIDLANDS	32	33	32	33
SOUTH WEST	32	32	33	33
SOUTH EAST	33	33	33	33
WALES	33	34	33	34
LONDON	31	31	30	31
UK AVERAGE	32	32	32	33



AVERAGE AGE







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