

# Landlord financials

## Rental income analysis

Q1 2024

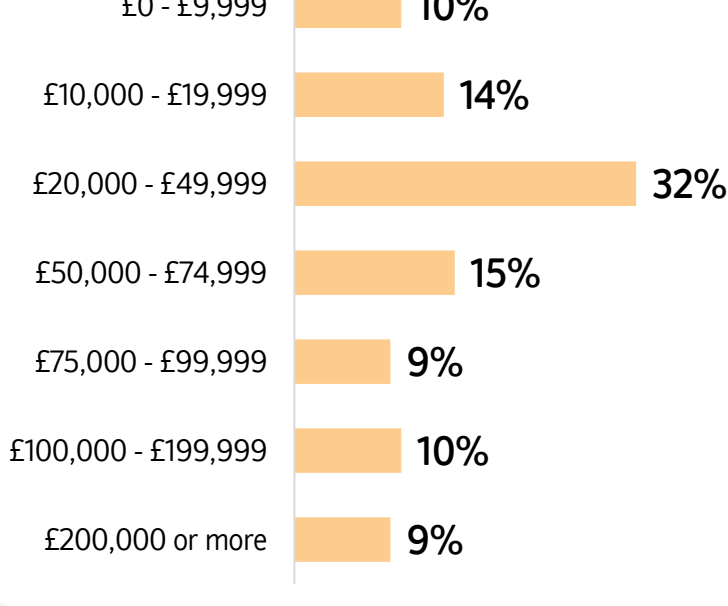
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### Overall gross rental income

The typical landlord generates an annual gross rental income of £73,000. With the average portfolio size at 7.2 properties, this equates to an income of £845 per property, per month.



#### Annual gross rental income breakdown

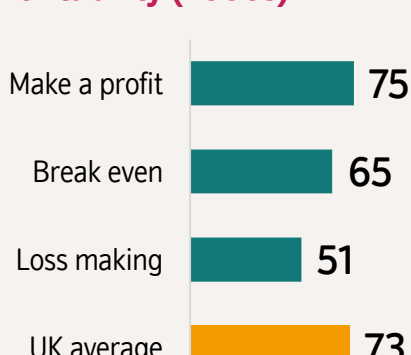


### Gross rental income analysis

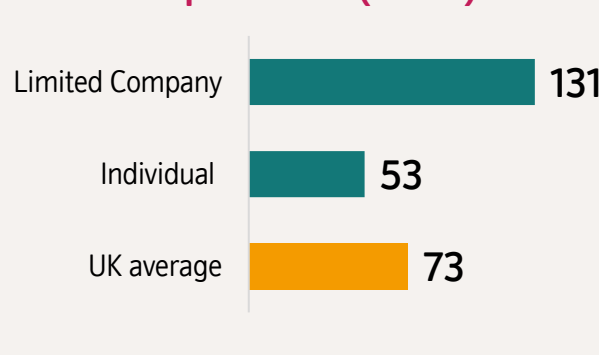
Limited Company landlords generate a significantly higher annual gross rental income than those holding property as an individual. Larger portfolio landlords and those who borrow also achieve a higher than average gross rental income.

#### Average annual gross rental income by...

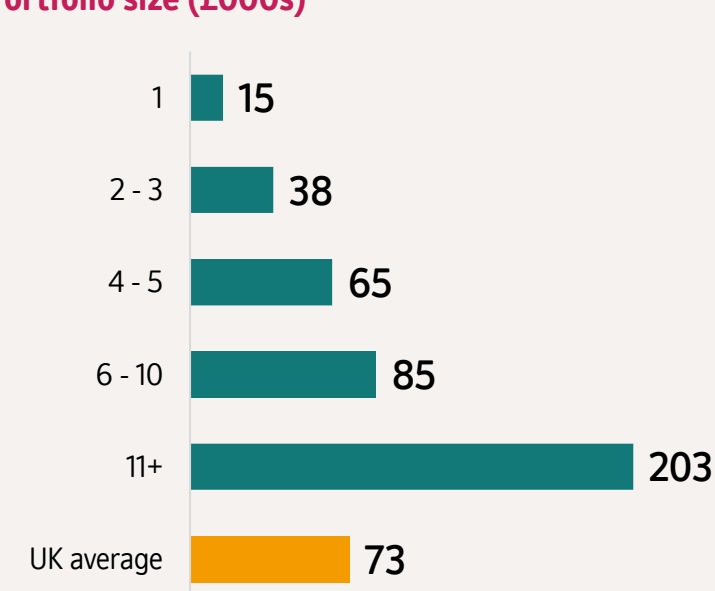
##### Profitability (£000s)



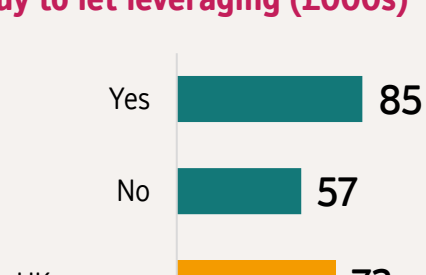
##### Ownership structure (£000s)



##### Portfolio size (£000s)

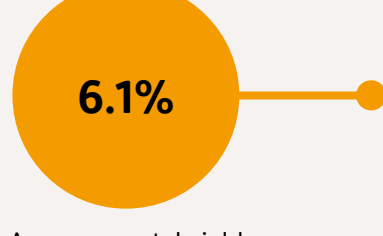


##### Buy to let leveraging (£000s)

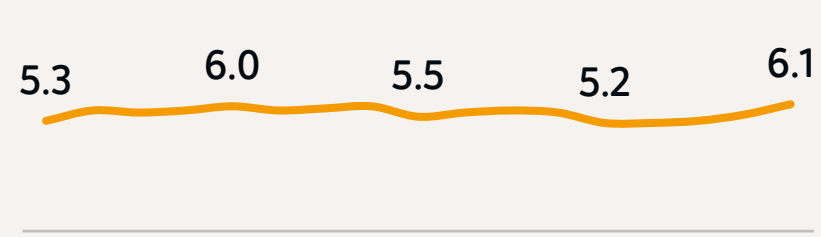


### Rental yield analysis

The average achieved rental yield is 6.1%. The North East is the strongest region for yields in Q1 '24 (7%), Outer London is the weakest (5.2%).

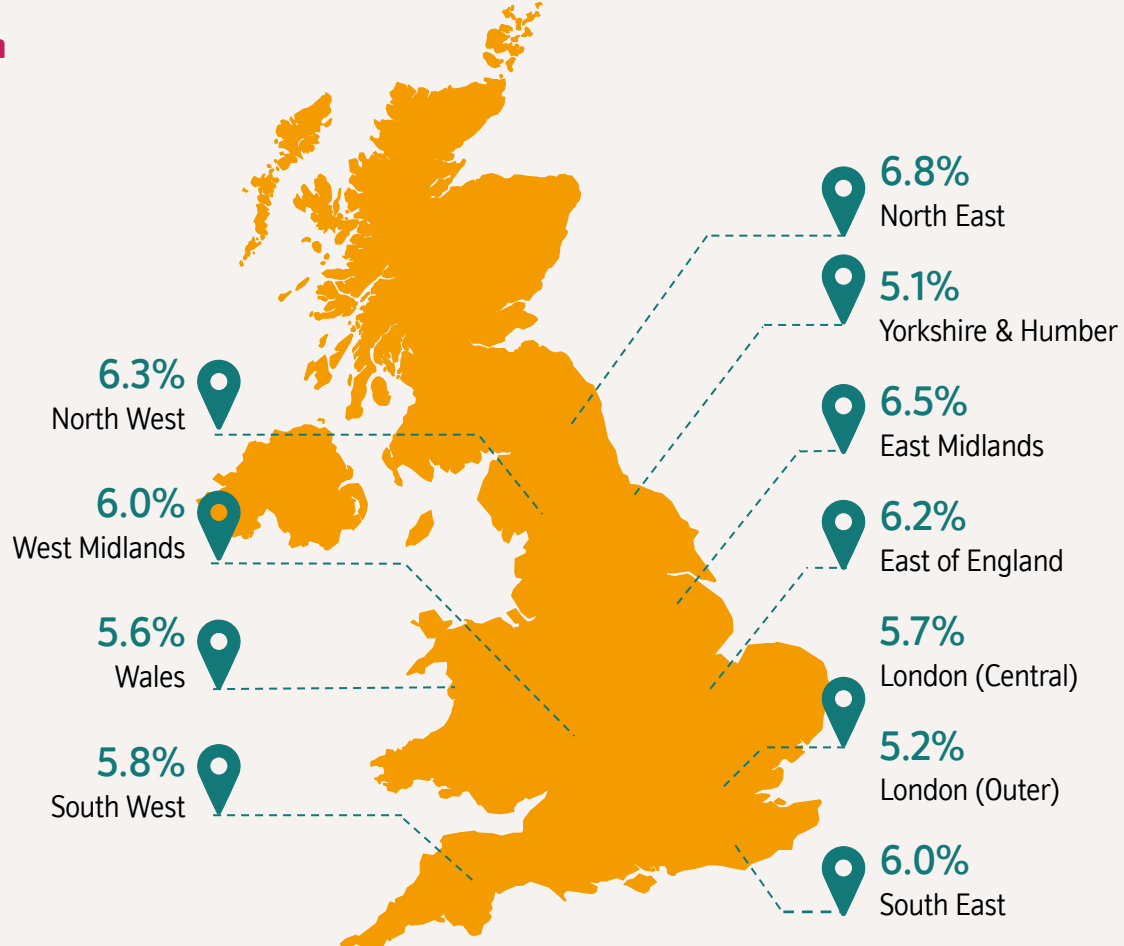


#### Rental yield over time

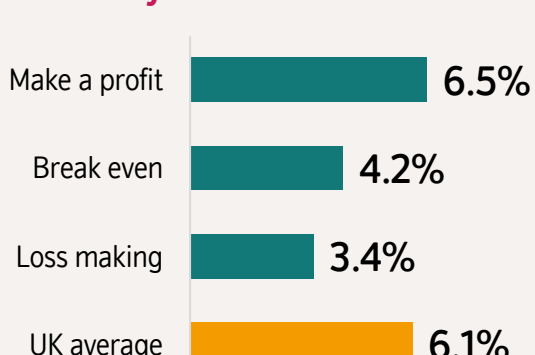


#### Average rental yield by...

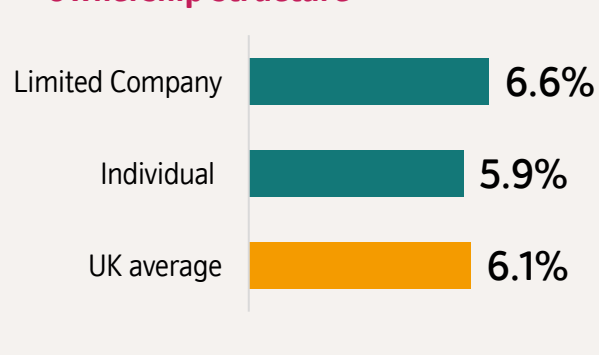
##### Region



##### Profitability

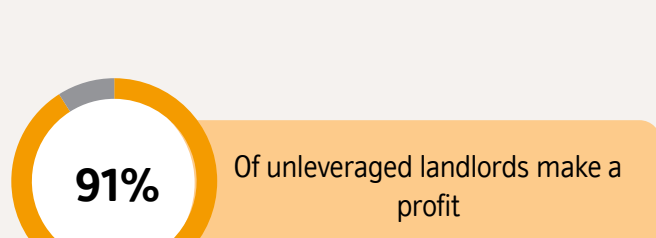
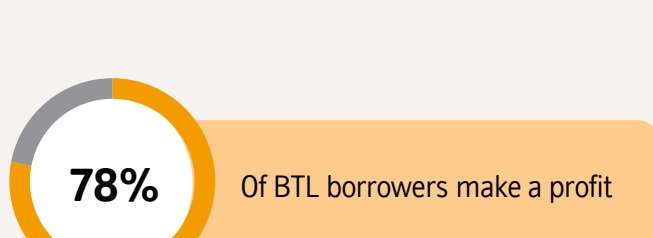
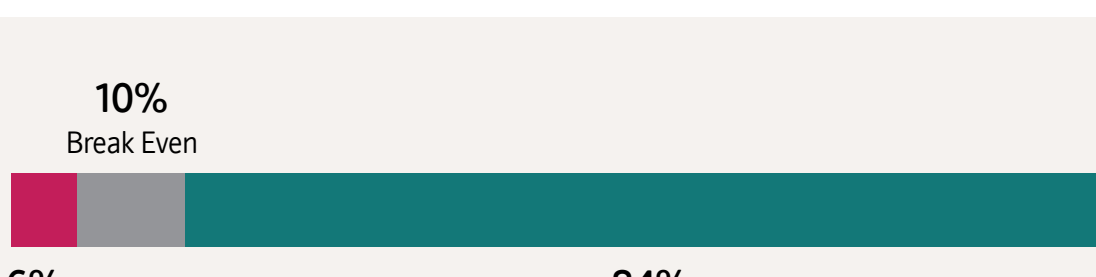


##### Ownership structure



### Landlord profitability

84% of landlords make a profit from their lettings activity, with this rising to 91% of those who own their entire portfolio outright. 67% of landlords report making a 'small' profit, while 17% say they make a 'large' profit.



### Market dynamics

Rental increases have risen steadily and significantly in the last few years, with 78% putting their rents up in the last 12 months and just 1% putting rents down.



#### Rental trend over time (%)

