

LONDON PROPERTY PULSE

Spring Report II 2025

This month's report looks at what's happening 'now' in the property market so that buyers, sellers, landlords and tenants can understand whether now is a good time to buy, sell, let or rent a property in London.

There are several key indicators of the 'health' of the current London property market. When looking at what's happening currently, it's less about property prices and rents and more about what's happening to demand for property and the homes available for buyers and tenants to choose from.



If demand is higher than supply, buyers and tenants need to be prepared to move quickly and may need to pay more for a property than it's marketed or let for.

If supply is higher than demand, buyers and tenants can take their time, and sellers and landlords may need to accept offers for less than they had hoped for or price keenly from day one of marketing.

TOP TIP: How to sell and let in a market where there is more supply than demand

In this type of market, well-priced properties will still be sold and let, but if overpriced, they may sit on the market for longer than hoped for. Research from Rightmove* showed that:

- Over-priced homes could cost sellers an extra 26 days on average to find a buyer.
- Sellers are twice as likely to find a buyer for their home if they have an offer accepted on the first listed asking price.

*Source: www.rightmove.co.uk/press-centre/sellers-twice-as-likely-to-sell-if-priced-right-first-time/



HOW CHESTERTONS USE INTERNAL AND EXTERNAL PROPERTY FACTS AND FIGURES TO EXPLAIN WHAT'S HAPPENING IN THE CURRENT MARKET

The key indicators we use at Chestertons to understand the current market include:

Local and national government policies, economic and political global impacts

1. Properties being marketed
2. Buyers - are there more or fewer buyers than usual?
3. How many buyers and sellers there are, whether properties are selling and letting (i.e. receiving offers and exchanging).

In addition, external factors impact the current market, including local, national and global economic changes, as well as government policies. In this report we consider:

1. Has the end of the temporary Stamp Duty Land Tax (SDLT) reduction reduced the number of buyers?
2. Has Donald Trump's Trade War impacted on the property market?
3. Is the upcoming Renters' Rights Bill (RRB) reducing the number of properties to let?

To assess the current market, we use two types of data to measure and analyse the key demand and supply indicators:

1. National, regional and London data from TwentyEA and Zoopla
2. Chestertons' own data for London.



HOW MANY PROPERTIES ARE BEING MARKETED CURRENTLY?

Chart 1 – Nationally: How many properties are being marketed today versus previous years and months?



Source: TwentyEA

TwentyEA data reports on how many properties are being marketed currently, both nationally and in the London property market.

The data in Chart 1 shows the national property market is experiencing one of the highest levels of new instructions (properties being marketed). On an annual basis, in a normal year, we sell around 1.2 million homes.

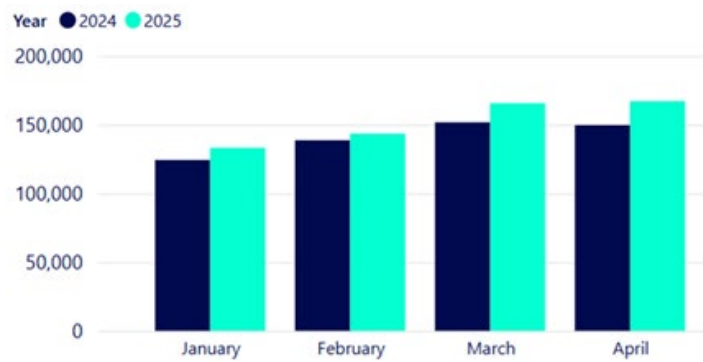
Over the last six years, nationally, the biggest year of sales was during the pandemic in 2021, when we sold nearly 1.6 million homes. Since then, we have sold between 1 and 1.1 million homes.

So far in 2025, TwentyEA is seeing more properties for sale in each month.

Up until the end of the first quarter of 2025, the number of properties which had been marketed nationally was 7% higher than in 2024. Perhaps surprisingly, despite the SDLT temporary reductions ending, this hasn't deterred sellers at all, as there were 12% more properties for sale in April 25 than last year.

According to TwentyEA, the number of properties marketed for sale has increased by 8% so far in 2025, including April.

Chart 2 – Nationally: How many properties are being marketed January to April 2025 vs 2024



Month	2024	2025	% Change
January	124,262	133,135	7%
February	138,634	143,327	3%
March	151,648	165,531	9%
April	149,576	166,916	12%

Source: TwentyEA



Chart 3 – London: How many properties are being marketed today versus previous years and months in?



IS THE LONDON MARKET ALSO SEEING MORE PROPERTIES FOR SALE IN 2025?

Yes, for January and February, but fewer properties are being marketed in 2025 than in March 2021 and slightly fewer than in April 2021. However, there are still 10% more properties for sale currently than were seen last year.

Chart 4 – London: How many properties are being marketed January to April 2025 vs 2024



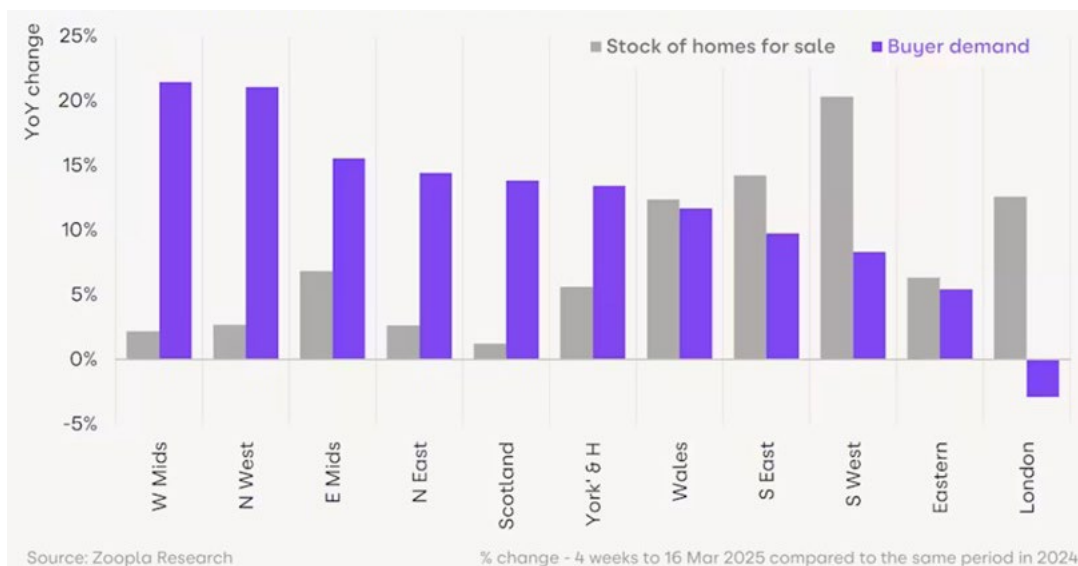
Source: TwentyEA

Month	2024	2025	% Change
January	17,170	18,947	10%
February	18,649	19,613	5%
March	19,373	22,000	14%
April	19,508	21,507	10%
Total:	74,700	82,067	+9.8%

WHAT'S HAPPENING TO THE NUMBER OF BUYERS?

The chart below from Zoopla shows that London, the South West, and the East are experiencing higher growth in the number of homes for sale compared to the number of buyers. Their data suggests that London is the only region experiencing a fall in the number of buyers, albeit only by 3% year-on-year.

Chart 5 – UK by Region: Supply / demand in the UK by Region, including London



Source: Zoopla Research

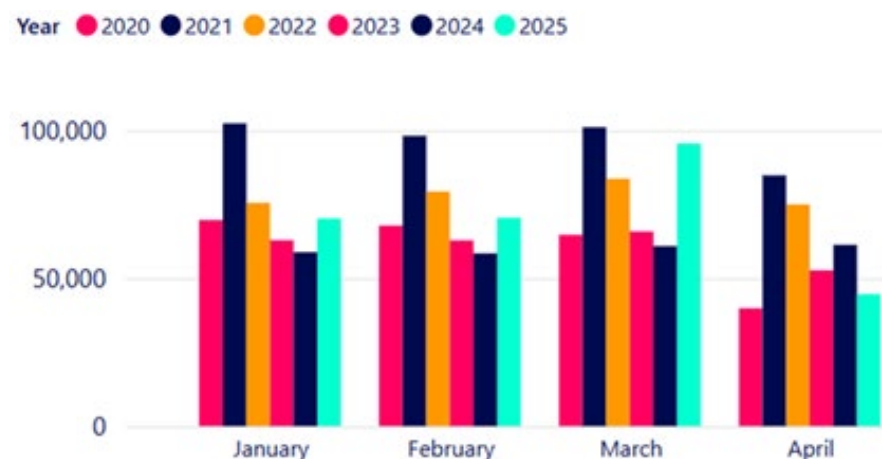
% change - 4 weeks to 16 Mar 2025 compared to the same period in 2024

WHAT'S HAPPENING TO EXCHANGES AND SALES?

Whatever happens to property demand and supply, another critical measure is tracking the number of properties that are actually selling.

To measure this in the current market, TwentyEA monitors the number of exchanges, which tend to happen a few weeks before completions. Once buyers and sellers have exchanged, it is rare that the sale doesn't complete, so this is a good indication of how well properties are selling in the current market.

Chart 6 – Nationally: Number of properties exchanged Jan to April 2020 through to 2025 YTD



Source: TwentyEA

Chart 6 shows how many properties exchanged nationally each month from 2020. We can see that the highest exchanges recorded over the last six years were in 2021, which was the first full year people could buy and sell a home during the pandemic.

We can also see that this year, especially in March 2025, saw the second-highest level of exchanges over the last six years.

This is when the Stamp Duty Land Tax temporary rates reverted to their normal levels and, during this month, agents, legal companies and the removal industry had to work twice as hard to get over 40% more sales than we would normally see.

DOES THE LONDON PROPERTY MARKET FOLLOW WHAT'S HAPPENING NATIONALLY?

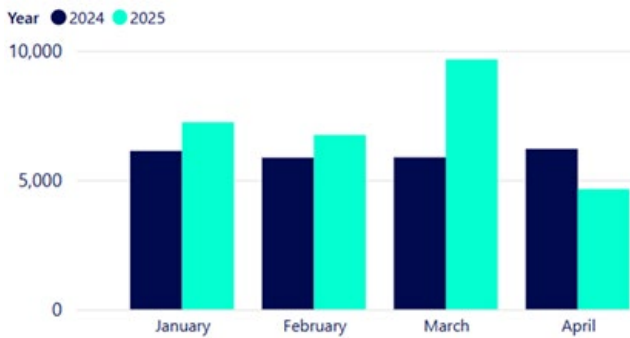
Yes, the trends in exchanges over the last six years in the London property market are very similar to what's happened – and happening – nationally.

Although both the national and London property markets saw a reduction in exchanges in April 25, the year-to-date number of properties exchanged is up by 17.5% nationally and 17.8% in London.

Chart 7 – London: Number of properties exchanged in London Jan to April 2020 through to 2025 YTD



Chart 8 – London: Number of properties exchanged in London Jan to April 2024 versus 2025



Source: TwentyEA

Month	2024	2025	
January	6,127	7,235	18%
February	5,866	6,745	15%
March	5,876	9,663	64%
April	6,204	4,649	-25%
Total:	24,073	28,292	18%

ARE DIFFERENT LOCATIONS WITHIN LONDON PERFORMING DIFFERENTLY?

At Chestertons, we can use our localised data to provide a more granular analysis of the London property market.

According to Matthew Thompson, Head of Sales,

“We are seeing in London Central the lowest level of demand, while buyer demand in the North and East of London is only slightly lower than 2024. What’s interesting, though, is although demand is lower this year, certainly for the North East and South West of London, viewings are up, suggesting that existing buyers are looking at more properties before deciding to purchase.

The good news for sellers too is that even when there are less buyers looking, that doesn't always mean fewer sales. Currently we are seeing higher levels of offers in the South West and across all three regions, more exchanges – although this is partly due to the temporary reductions in Stamp Duty Land Tax, which finished at the end of March 2025.”

HOW ARE EXTERNAL FACTORS INFLUENCING THE LONDON PROPERTY MARKET?

1. Has the end of the temporary Stamp Duty Land Tax reduction reduced the number of buyers?
2. Has Donald Trump's Trade War impacted on the property market?

Has the end of the temporary Stamp Duty Land Tax reduction reduced the number of buyers?

As we can see from charts 7, 8 and the table adjacent, the SDLT reductions substantially increased the number of exchanges and sales in the first quarter of 2025. Overall, exchanges were up by 32% year-on-year, compared to the national increase of 33%. And we are pleased to report that at Chestertons, our year-on-year exchange levels were even higher than the national average.

However, with so many exchanges and sales succeeding at beating the SDLT increases, it was inevitable that in April we would see falls in exchanges. TwentyEA data shows that across London there was a 25% drop versus a 27% fall nationally.

The good news is that sales to date, despite the April drop year-on-year, are still up nationally, albeit by 1%, while in London they are 18% higher than in 2024, so that's an additional 4,000 homes where families can start their new lives in 2025.

Matthew Thompson, Head of Sales, concludes,

“The SDLT temporary reduction definitely brought forward some sales for 2025, and that's meant fewer completions in April. However, we are still seeing a lot of activity, and year to date, we are seeing a higher level of appraisals and more properties for sale, which typically attracts more buyers onto the market.

And with news that mortgage rates are falling after the Bank Base Rate reduction, especially for those with high deposits, we are expecting to see buyers return to the market.”

Has Donald Trump's Trade War impacted on the property market?

In the past, 'economic shocks' such as Donald Trump's announcement of increased tariffs on exports to America, have caused economic uncertainty, prompting property buyers and sellers to hold back, which can reduce activity in the property market.

However, over the past few years – with events like Brexit, the pandemic, and the war in Ukraine – we have noticed that neither domestic nor international buyers and sellers have reacted as much as they have in the past.

Our analysis of the property market in April 2025 shows that sellers are still keen to move as property listings in London are up 10% compared to April 2024 and on par with the number of properties marketed in March 2025.

The main reason for a fall in buyer activity during April 2025 is that so many sales were brought forward into March to beat the rises in SDLT.

In fact, we are already seeing a positive coming from the economic uncertainty caused by the tariff war, with forecasts suggesting that UK Bank Base Rates will fall much faster this year than originally expected.

TOP TIPS for buyers in the current market

With more properties for sale than we've seen since 2021, now is a great time to look for a property to buy – especially with mortgage rates expected to continue to fall this year.

TOP TIPS for sellers in the current market

With more properties for sale it's important to seek expert local advice on the supply and demand for your property on your street as this can be very different versus the national picture. If there are similar properties for sale nearby, it's important to price correctly as soon as you start marketing.

WHAT'S HAPPENING CURRENTLY TO THE RENTAL MARKET IN LONDON?

Up until the last few months, most reports on the rental market have suggested that it's becoming harder for tenants to find a property to let, and that since the end of the pandemic – and Chart 9 shows that since 2020, the number of properties advertised to let has either fallen or remained relatively static.

Chart 9 – Nationally: Number of properties to let from January to April 2020 to 2025



However, as Chart 9 illustrates, year-to-date, at a national level, TwentyEA is recording a 21% increase in properties to let, to nearly 100,000 lets per month. This contradicts some of the current reports that suggest landlords are selling.

Chart 10 – London: Number of properties to let from January to April 2020 to 2025



In London, the normal number of properties let each month is around 25,000; however, even in the capital, TwentyEA shows that the average number of new properties advertised to let is around 30,000, mirroring the increase recorded nationally.

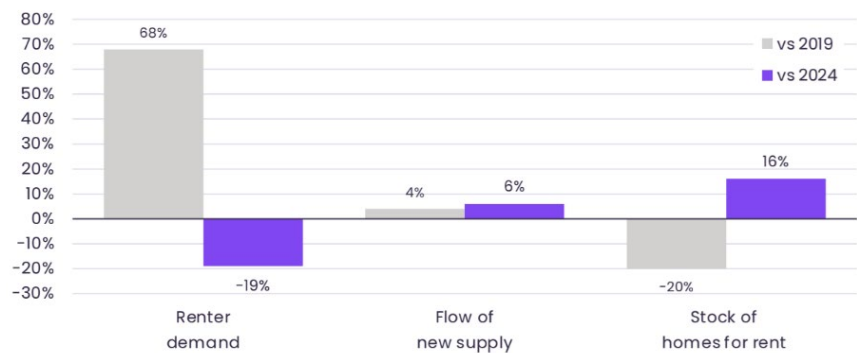
Chart 11 – London: Number of properties to let from January to April 2025 versus 2024



And although 2024 had a relatively low rate of properties available compared to the market 'norm', in London, we are seeing that month on month, and especially throughout March and April, the number of properties to let is up by 14% and 10%, respectively, year on year.

However as Chart 12 from Zoopla shows demand from tenants is 19% lower than 2024, while the number of homes to rent is 16% higher. What's important to note though is that demand over the long term from tenants is 68% higher than before the pandemic (2019) and the number of homes to rent is 20% lower.

Chart 12 – UK lettings market metrics: change v last year and 2019



Source: Zoopla Research

ARE DIFFERENT LOCATIONS WITHIN LONDON PERFORMING DIFFERENTLY?

Our data shows that lettings activity at every stage of the process is much higher than in 2024. We are seeing more enquiries and applications, as well as more viewings and lets coming onto the market.

Adam Jennings, Head of Lettings, explains

“The properties we let tend to range from £1,100 to tens of thousands of pounds per month and for these lets, we are seeing only slightly less tenant demand in the Central and North and East regions, while the South West of London activity is extremely robust year on year.”

ARE ADVERTISED LETS BEING AGREED?

The simple answer is yes, as the national and London charts 13 and 14 show. As well as seeing the highest level of properties marketed to let, we are also seeing the number of properties let at the highest level, with lets agreed up nationally by 20% and slightly higher in London by 22%,

Chart 13 – Nationally: Properties Let 2020 to 2025 January to April

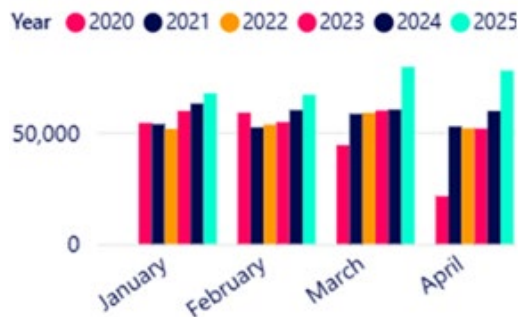
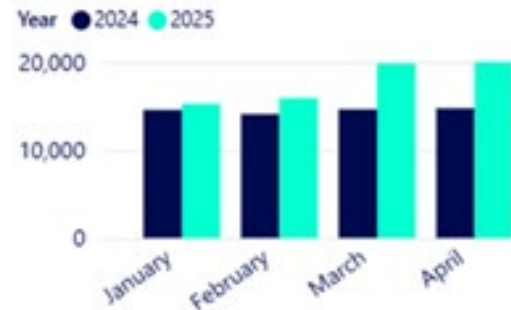


Chart 14 – London: Properties Available to Let January to April 2025 versus 2024

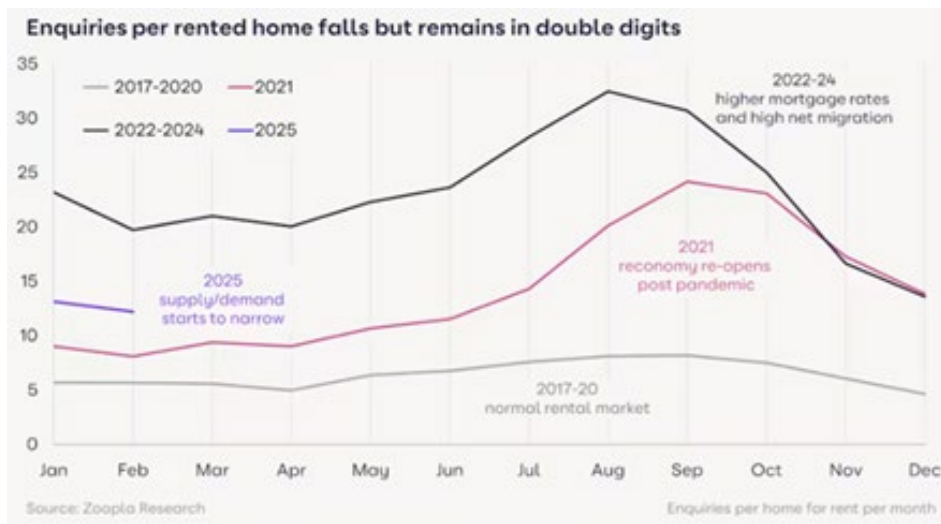




However, Zoopla data also shows that, although there is more property to let this year than we've seen since 2021, the number of homes available to rent is 20% lower than pre-pandemic, suggesting there is still a higher level of demand for letting a property than available properties.

This is confirmed by Zoopla's chart 16, which tracks enquiries from their March report and estimates that there are currently 12 tenants chasing each property to let. So, although there is some pressure on tenants to find a property, landlords who let at a fair market rate can still secure tenants.

Chart 16 – Rental enquiries higher than supply



TOP TIPS for tenants

If you moved before the pandemic, you will probably find fewer properties available to let than you did previously. However, if you are moving this year compared to the last few years, you may find you have more choice.

What's important is to bear in mind that, when you rent your next property, your tenancy agreement and the landlord's ability to let a property safely and legally will change within 12 months due to the introduction of the Renters' Rights Bill. You may also not be able to provide rent in advance if you have difficulty proving you have the income to cover the rent, so it might be worth finding a property prior to the changes.

For more help and advice on renting during the transition to the Renters' Rights Bill, do speak to your local Chestertons branch.

IS THE UPCOMING RENTERS' RIGHTS BILL REDUCING THE NUMBER OF PROPERTIES TO LET?

Currently we are finding that the RRB is making landlords more cautious, with some understandably nervous about what will happen when the Bill is implemented. This is especially because it is likely to become more difficult and take longer to evict a tenant that isn't paying rent, is causing a problem for neighbours or is damaging the property.

However, from Chestertons' perspective, Landlords shouldn't worry about this at all, especially if they are using a qualified letting agent who is a member of Propertymark.

Since 2018, we have been tracking the main reasons why a tenant is issued a Section 21 notice (or 'notice to quit'). The main reasons are either that the landlord wants to move back into the property or that they have decided to sell.

TOP TIPS for landlords in the current London market

Whether you are unsure about continuing to let your property or need a new tenant, it is essential to understand, in detail, the implications for letting a property once the Renters' Rights Bill has been passed.

Please read our [FAQs on renting once the RRB has been implemented](#).

CONTACT

For all media enquiries, contact press@chestertons.co.uk

To read Chestertons' London Property Pulse Spring Report I, which looks at what has happened to property prices and rents overtime, please visit:
www.chestertons.co.uk/articles/spring-2025-london-property-pulse

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