

Quarterly Insights

Winter 25/26

Kent

The ever popular 'Garden of England', Kent is a property hotspot serviced by our team at Miles & Barr.



“The Renters’ Rights Act should not be cause for concern. Informed landlords with a proactive managing agent are well positioned to succeed in the market, now and from May.”

Mark Brooks
Managing Director

Stability with growing momentum

LETTINGS

Increased supply supported a moderate rise in lets agreed.

Activity

Lets Agreed

▲ **4.7%**

2025 vs 2024

Market Share

New Instructions

▲ **29%**

2025 vs 2024

SALES

Sales activity strengthened despite marginal softening in demand.

Demand

Buyers

▼ **1.5%**

2025 vs 2024

Activity

Sales Agreed

▲ **6%**

2025 vs 2024

Renewed confidence emerging

2025 was a strong and steady year. Lettings remained resilient, with consistently high tenant demand and a slight rise in properties on the market. Sales outperformed expectations, finishing around 20% above target in value terms, and sales agreed rose 6% year on year across East Kent. Despite headlines, local conditions remained far more positive than reported.

Lettings demand sustained

Lettings remained robust throughout 2025. Tenant applicant numbers stayed high, and professional landlords continued to view East Kent as a reliable, attractive marketplace. Supply increased by 21% compared with 2024, contributing to more lets agreed across the region.

More landlords are exploring the option of selling than in previous years, though this is driven less by the Renters' Rights Act (RRA) and more by older landlords looking to retire or acting ahead of anticipated capital gains changes. Awareness of the RRA remains a challenge across the market, but clients of ours can have confidence in being fully informed. The message is clear: with strong

management and compliance support, the Act should not be a cause for concern.

Rents are stable and demand for two to three bedroom houses remain exceptionally strong. New build flats also feature prominently in the rental landscape, particularly in Whitstable, Cliftonville and Ramsgate, where developers, originally looking to secure sales, have decided to focus on longer term rental income as opposed to an immediate sales return.

The demographic of landlords is gradually shifting toward younger investors, although fewer new landlords are entering the market than 18–24 months ago. This is creating space for well-capitalised landlords to grow.

Sales confidence returning

We enter 2026 with a stable and balanced sales market. House prices remained broadly level across 2025, with early signs of renewed strength at the top end. The reduction in the Base Rate and the removal of Budget uncertainty have improved sentiment, supported by the passing of the RRA which removes a layer of ambiguity.

With more certainty, hesitant movers are now re-entering the market. Waiting for further rate reductions is unlikely to create real savings, as

modest price increases may offset any benefit. For those needing or wanting to move, conditions are favourable.

Average national sale-to-completion time remains around 20 weeks, but with Mover Essentials, Kent clients typically benefit from significantly faster timelines – closer to 13 weeks – when both parties use the service. Our Mover Essentials service facilitates buyers and sellers becoming legally prepared upfront, reducing delays and helping transactions move more efficiently.

Demand remains high for two to three bedroom houses across East Kent, while premium new build apartments continue to attract London movers, particularly in coastal areas which still have easy access to the Capital.

Regional strengths emerging

Kent continues to benefit from the Lomond national network. Strong connections with London brands Kinleigh Folkard & Hayward and Chase Evans build immediate trust with relocating buyers, while the network supports landlords and investors moving between regions. Enhanced compliance guidance and faster transaction pathways remain clear advantages as 2026 begins.



With over 25 years' experience in helping people in Kent sell and let properties, our aim is help clients achieve their property goals with service and expertise that exceeds expectations.



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