

Quarterly Insights

Spring 2026

Kent

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

LETTINGS

Increased demand has supported upward movement in rental value.

Demand

Tenant Viewings

▲ **13%**

Q1 2026 vs Q1 2025

Pricing

Average Rent

▲ **9%**

Q1 2026 vs Q1 2025

SALES

Lower supply met by stronger demand, supporting sustained market momentum.

Supply

New Instructions

▼ **10%**

Q1 2026 vs Q1 2025

Demand

Viewings Per New Instruction

▲ **0%**

Q1 2026 vs Q1 2025



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



“Ongoing training is a core part of our culture that ensures we keep our clients informed, up to date and confident in both our work and the advice we provide.”

Mark Brooks
Managing Director

Market resilience and measured growth

Winning new business

Despite reports of landlords exiting the market, Miles & Barr has continued to secure new management instructions. In the first quarter, this included several management takeovers, comprising two to three larger portfolios of approximately 50 to 75 properties, predominantly from other agents, representing not only a significant commercial achievement, but that buy-to-let remains a strong investment.

Demand within the lettings market remains robust, with tenant activity up 13% compared to the same period last year. Rental values have also continued to strengthen, recording a 9% year on year increase, underscoring sustained demand and ongoing capital growth within the lettings sector.

Healthy market conditions

The Kent sales market saw an uplift in activity this quarter compared with Q4 2025, with properties coming to market up 35% and appraisals rising 51%, indicating strong homeowner engagement. Appraisal levels are up 12% year on year, reflecting sustained momentum and readiness to transact early in the year. This rise has increased stock across all price

brackets, improving choice and supporting healthy market conditions.

Demand remains steady overall, though properties above £750,000 trend towards taking slightly longer to sell than mid-range homes. Average values remain stable at around £320,000, highlighting resilience despite economic pressures and gradual adjustment rather than volatility.

A long-standing team

Team incentives continue to play a key role in driving performance at Miles & Barr, with a strong emphasis on recognising and rewarding success where it is achieved. The business remains committed to supporting career progression, offering clear development pathways for team members aspiring to move into senior or management roles. Structured management training is consistently available, enabling individuals to grow alongside the business and build long-term careers.

This commitment to development and recognition has fostered a positive and inclusive culture, reflected in high levels of staff retention. Several team members have spent their entire careers with the business, which not only benefits customers with a consistent, knowledgeable point

of contact, but also reinforces Miles & Barr's reputation as a supportive and rewarding place to work. In recognition of this loyalty, the company continues to celebrate long serving colleagues, including hosting a dedicated long service lunch to acknowledge those who have reached significant milestones, with team members recognised for over 20 years of service.

Commitment to team development

Going forward, sales activity is expected to follow typical seasonal trends, with the usual uplift in market engagement. The focus will remain on supporting clients in achieving their property goals through proactive advice and continued market expertise. Training and development will remain a priority throughout the year, with upcoming sessions centred on strategies to enhance property presentation and improve buyer appeal, supporting stronger sales outcomes.

Within lettings, the market is anticipated to stabilise following the implementation of the Renters' Rights Act. This clarity around legislative changes is expected to provide landlords with greater confidence and reassurance within the sector.



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