Quarterly Market Update

Q3 | 2025

Kent

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

"The Kent region is continuing to thrive on account of its great transport links and excellent quality of life credentials – the market is experiencing an influx of movers from London attracted by these characteristics."

Mark Brooks
Managing Director

LETTINGS

The popularity of the region underpins activity upticks.

Supply	Activity
New instructions	Tenancies agreed
▲34%	▲7%
Q3 2025	**Q3 2025**
402 vs 300 Q3 2024	256 vs 239 Q3 2024

SALES

Sales agreed volumes outpace last year, with supply struggling to keep up.

Supply	Activity
New instructions	Sales agreed
▲5%	▲16%
Q3 2025	**Q3 2025**
970 vs 927 Q3 2024	665 vs 571 Q3 2024

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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.

Strong demand and steady growth

A neutral stance

Demand in the Kent region remains strong as buyers and tenants alike continue to be drawn by the opportunity to move out of London while maintaining an easy commute. Kent's excellent transport links and good connections back into the City in particular are a constant draw to the region. Miles & Barr has seen a notable rise in tenants registering to find properties across Kent, with data showing an impressive 88% uplift from Q3 2024 to Q3 2025.

In the Kent region, there has been limited discussion among landlords regarding the Renters' Rights Act, with most maintaining a neutral stance and remaining open to anticipated changes. This is reflected in a 13% increase in lettings valuations in Q3 2025 compared to Q3 2024, indicating that landlords continue to show confidence and sustained interest in letting their properties despite the prevailing uncertainty.

Tenant sentiment in the region continues to shift. Currently, demand at the top end of the market has slowed, particularly for premium flats, while traditional family homes remain highly sought after.

This steady interest in family housing ensures continued opportunities within the lettings market.

There has been an increase in interest in Auxiliary services, such as Rent & Legal Protection (RLP), this quarter, and with upcoming legislative changes on the horizon, this growth is expected to continue. RLP is a key protection designed specifically to help landlords safeguard their investments and maintain full compliance with evolving regulations.

Motivated sellers

Despite recent media reports suggesting a challenging market across the Southeast, Miles & Barr has continued to perform strongly, achieving a 15% increase in sales this quarter compared to the same period last year. Our success stems from working closely with motivated sellers who are realistic about pricing and committed to moving forward. This collaborative approach has not only driven strong sales results but also strengthened confidence throughout our business.

While there are no newly established hot spots in Kent, properties that offer convenient access to London continue to attract relocating buyers.
Areas such as Ramsgate and Margate remain more affordable with average house prices sitting at £275,000, appealing to those looking for value without compromising their commute.

While there was the usual seasonal dip in August, agreed sales rebounded in September, resulting in overall stable performance.

An adjusting market

As we move into Q4, activity is expected to ease, particularly around the time of the Budget announcement. Looking ahead to next year, confidence in the market depends on the outcome of the Budget, which will be a welcome change from the short-term uncertainty being experienced at present. Of course, buyers and sellers will adapt and with respect to lettings, lead volumes will likely remain strong, with enquiries continuing to flow in for this popular corner of the Southeast.

The lettings market will continue to thrive, with high demand creating a remarkable number of enquiries. Teams are busy hitting targets while exploring innovative ways to manage this success and make the most of every opportunity.

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