

Kinleigh Folkard & Hayward



Quarterly Insights

Spring 2026

London

Expanding our foothold in the Capital, with our flagship brands affording access to global as well as local investors.



 Chase Evans

Adam Holden
Managing Director



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Duncan Blakelock
Managing Director - Lettings



Kinleigh Folkard & Hayward

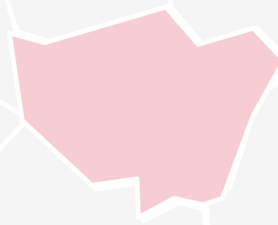
Esmee Jones
Managing Director - Lettings



Kinleigh Folkard & Hayward

Lisa Mackenzie
Managing Director - Sales

We deliver a comprehensive range of lettings, estate agency and property services across London, priding ourselves on providing unrivalled service, communication and results to both national and international clients.



LETTINGS

London landlords and investors capitalise on current conditions.

Supply

New Instructions

 **58%**

Q1 2026 vs Q4 2025

PUM

Properties Under Management

 **3%**

Q1 2026 vs Q1 2025

SALES

Sales supply sees growth and buyer activity follows suit.

Supply

New Instructions

 **56%**

Q1 2026 vs Q4 2025

Activity

Viewing Activity

 **51%**

Q1 2026 vs Q4 2025



“London continues to prove itself as a safe haven for property investment. While other markets may tempt with lower tax regimes, when global uncertainty spikes it is the UK that delivers stability and long-term confidence.”

John Ennis
Chief Revenue Officer

A market of growth and change

Preparation and education

With the Renters' Rights Act (RRA) taking effect on 1st May, landlords went from a period of preparation to adaptation over the course of Q1. Rents across the capital remain steady, though pockets of very high demand persist, with some properties having attracted offers above asking price prior to the changes within the RRA that prohibit offers exceeding the marketed rent. Now that the new legislation is in place, both landlords and tenants need to be educated on what it means in practice. The best approach is to instruct at a higher price and then manage expectations based on how the property performs once launched.

Landlords are responding to sustained demand with increased confidence, reflected in a 44% rise in lettings valuations and a 58% uplift in instructions in Q1 2026 compared to Q4 2025, signalling strong intent to bring stock to market and capitalise on current conditions. In conjunction with legislative changes, there has been a marked increase in landlords opting for fully managed services. This trend is particularly evident among investor landlords, where more than 50% appoint an agent to manage their assets, a figure that rises to almost 90% in some branches. This approach

enables landlords to ensure ongoing compliance while maintaining operational efficiency.

The price is right

The Spring sales market has proven to be a busy one. Buyers and vendors moved quickly in Q1 to lock in favourable mortgage rates, and that momentum is carrying forward, particularly across outer London, where families are keen to settle ahead of the September school intake.

Flats remain in demand, though pricing must be competitive. For investors looking for their next property, London's track record speaks for itself. The city's diverse economy, global appeal and deep rental demand continue to underpin property as a compelling long-term asset both in terms of the capital growth potential and rental yield opportunity.

Expertise driving results

Behind every successful property outcome is a knowledgeable, well-supported team, and that is where we continue to set ourselves apart.

A training programme, similar in rigour to a graduate scheme but open to people at any stage of life, has produced remarkable success stories. One team

member, a chemical engineer who had fled Iran, worked through the ranks to become a top-performing negotiator. That culture of progression and reward means clients benefit from genuine celebration of excellence and continuity of service, working with people who have deep expertise and a personal interest in the business.

That expertise is driving results, with a 41% increase in current landlords opting for a fully managed service, supported by the option to pay a monthly fee rather than an upfront cost, making professional management more accessible than ever.

As part of a wider network with significant ongoing investment in technology, the importance of a personal service remains fundamental. Direct communication with landlords and clients by telephone is prioritised over email, reflecting a commitment to clarity and responsiveness. International investors are further supported by dedicated property managers based in Hong Kong and Singapore, ensuring availability within the same time zones and continuity of service. Across the Kinleigh Folkard & Hayward and Chase Evans branches, over 32 nationalities are represented, meaning we can connect with clients and provide a highly personalised service.



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