

LINLEY &
SIMPSON

Quarterly Insights

Winter 25/26

Yorkshire

From Harrogate and York to Leeds and Sheffield, our branches span the breadth and depth of Yorkshire.

LINLEY & SIMPSON

HARDISTY

Whether you're a seasoned landlord with an extensive portfolio or a first-time investor, a buyer or a seller, our expertise ensures your property is handled with professionalism and attention to detail.

LETTINGS

Both demand and supply eased, reflecting a calmer rental market.

Activity

Lets Agreed

▲7%
2025 vs 2024

Market Rent

Average Rental Price

▲1%
2025 vs 2024

SALES

Improving supply and demand contributed to firmer sales activity.

Demand

Buyers

▲3%
2025 vs 2024

Market Value

Average Sale Price

▼2.8%
2025 vs 2024



"There is a real knowledge gap around the Renters' Rights Act, underscoring just how important clear, informed guidance has become in today's increasingly complex market."

David Mear
Managing Director

A balanced market built on insight

Steady renewed momentum

2025 was defined by challenge and shaped by uncertainty around the Renters' Rights Act (RRA) as well as a hesitant sales sentiment leading into the Budget. Despite headlines predicting a landlord exodus, the reality across Yorkshire has been far more stable.

November and December exceeded expectations and fed directly into an energetic start to 2026, with tenant demand and sales agreed high through to January. The year has begun with confidence, and early indicators suggest Q1 will benefit from this momentum.

Lettings market clarity

Demand remained consistently strong throughout Q4 of 2025, with a further surge in enquiries over Christmas. This year's Boxing Day online search activity outperformed 2024's high baseline, pointing to strong tenant motivation. 2025 overall saw nearly a 7% increase year on year in agreed lets and with rents continuing to rise at a steady rate, landlords should enter 2026 feeling confident that tenants are motivated to rent.

A major theme that emerged from landlord events we held in Q4 was the scale of the knowledge gap around the detail within the Renters' Rights Act (RRA). Many landlords

confirmed that their understanding of upcoming changes has come almost exclusively through our communication. As the regulatory landscape becomes more complex, informed guidance has never been more valuable.

Landlords are increasingly shifting to full management services as they navigate growing compliance pressures, a trend we expect to see continue. Rent & Legal Protection (RLP) is also seeing rising adoption rates, with a 24% uplift in those opting for the protection policy. This is expected to continue further during early 2026 as May's RRA deadline nears. Those who maintain their property to a high standard throughout a tenancy are safeguarding the value of their investment long-term.

Sales outlook steady

The 2025 Yorkshire sales market saw demand increase and supply drop compared to the previous year, confirming that many sellers stalled their move due to uncertainties in the political and economic landscape. The 2026 market appears set for a return to balance. Anticipated Base Rate reductions and a wider range of mortgage products available should support improved affordability and modest price growth. With more sellers returning after a cautious 2025, time taken to sell is expected to shorten in Q1 2026 due to low initial

stock levels and continued strong demand.

Some sellers are reassessing their plans as pricing expectations settle. This has led to a rise in 'accidental' landlords, with homeowners who initially aimed to sell now choosing to let instead. For many, shifting to lettings offers a practical route forward, providing reliable income while they consider their options.

Regional strengths emerging

Ilkley, in particular, is expected to see renewed sales activity at the higher end of the market, following a more subdued 2025. Hull continues to stand out for investors, offering excellent yields of 7-8% and a high volume of opportunities to enter in the market, either for a first-time investor, or those diversifying their portfolio.

The Yorkshire region's clients continue to benefit from the wider Lomond network, with cross region moves, off-market portfolio connections and improved technology including enhancements to our Propertycloud platform. The rebrand of Dale Eddison into Hardisty, coupled with the refreshed branding also strengthened and unified regional brand presence.

With clarity restored and demand holding firm, we begin 2026 from a position of stability, entering a market shaped less by uncertainty and more by informed decisive action.



**Quarterly
Insights**

**LINLEY &
SIMPSON**