THORNLEY GROVES

QUARTERLY INSIGHTS

Summer 2026

North West

Now covering Liverpool and its surrounds, as well as Manchester, Stockport and Chester, our local experts have an unrivalled depth of knowledge in key cities in this region.

THORNLEY GROVES

JULIAN WADDEN

HOMESURE

Managing thousands of properties in the North West, providing expert services in property sales, lettings and management. Using advanced technology, our teams deliver seamless and flexible service to landlords and homeowners across the region.

LETTINGS

Tenants choose to stay put as rents continue to climb.

Market rate
Average rent
▲ 5%
Q2 2026 vs Q2 2025

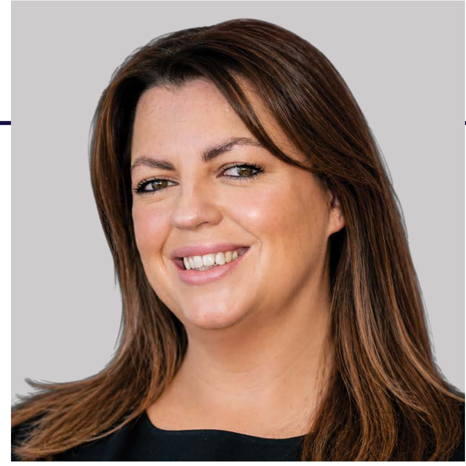
Demand
Relets
▼ 27%
Q2 2026 vs Q2 2025

SALES

Demand holds firm as buyers grow more selective on price.

Supply
Instructions
▼ 15%
Q2 2026 vs Q2 2025

Demand
Viewings
▼ 22%
Q2 2026 vs Q2 2025



“Adaptability was a key factor in Q2's success. With the Renters' Rights Act on the horizon we were prepared for change, enabling us to work under new processes quickly, support our customers with confidence and maintain strong performance throughout the quarter.”

Keeley Child
Director of Property Management

Adapted to change

Agility delivers stability

This quarter marked the implementation of the Renters' Rights Act. While media coverage often portrayed the changes negatively, the transition proved far less disruptive. Through early preparation, comprehensive training and clear communication, both teams and clients were well informed and equipped ahead of the legislative changes, enabling a smooth and successful implementation.

The North West experienced a 27% reduction in tenants vacating properties compared with the same quarter last year. This trend suggests that, despite rents increasing by 5% year on year, many tenants are choosing to remain in their current homes. The data indicates that affordability and stability are encouraging longer tenancies, particularly where landlords continue to maintain properties to a good standard and provide quality housing. This further highlights the value of appointing a managing agent with access to a range of services, such as furnishing solutions, to ensure a property remains well presented and competitive within the market.

Media coverage has led some landlords to believe that regaining possession of their property under the Act will become significantly more difficult and costly. In practice, this is not the case. Rent & Legal Protection provides landlords with comprehensive support throughout the possession process, offering financial cover and expert legal assistance, giving landlords confidence that both their investment and their interests remain well protected.

Local strengths

Demand for properties with outdoor space continues to grow, particularly among tenants seeking a better work-life balance. Two-bedroom apartments located just outside major city centres, with easy access to green spaces and transport links, remain popular. Didsbury continues to see exceptional levels of enquiry, while Monton is emerging as a strong destination for investors. Rural and semi-rural towns situated between Liverpool and Manchester are experiencing increased demand, as tenants look to balance affordability, lifestyle and convenient commuting.

A market recalibrating

Q2 has seen a more balanced sales market compared with the same period last year. Although new instructions are down 15%, this is largely attributable to the surge in activity seen in Q2 of the previous year, when many buyers and sellers accelerated transactions ahead of the Stamp Duty threshold changes. As a result, last year's figures were unusually high, making this year's performance a more accurate reflection of normalising market conditions.

Property supply remains healthy, giving buyers greater choice and making them increasingly selective in their search and which properties they decide to view. This is reflected in a 22% decrease in viewing activity compared with the same period last year. While a property may attract fewer viewings than they have done historically, those who are viewing are serious and committed. As a result, accurate pricing and effective marketing have become more important than ever. Ensuring properties are positioned correctly from the outset remains at the core of our approach, helping clients attract the right buyers and achieve the best possible outcomes.

Long term investments

The North West remains a well-connected and comparatively affordable region; that fundamental strength is expected to continue to support both rental and sales demand through the second half of the year. For landlords considering an exit, the message is a considered one: capital growth in the region has historically rewarded those who stay the course and factors such as capital gains tax are worth weighing up carefully before any decision to sell. Speaking with a specialist before acting on a headline remains the most reliable way to make sure that decision reflects the full picture.

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