JULIAN WADDEN

Quarterly Insights

Autumn 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.

LETTINGS

Average rent continues to increase year on year.

Average monthly rent

£1,134

£ +5.1% YoY

Q3 2026 vs Q3 2025

Relets

-10.9% YoY

Q3 2026 vs Q3 2025

SALES

Property prices on the up.

Average property price

£342,000

+6.9% YoY

Q3 2026 vs Q3 2025

THORNLEY GROVES

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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.



"Across the North West, activity remains strong, with buyers, sellers, landlords and tenants making considered decisions. Regional affordability, rental demand and diverse local economies continue to create opportunities, supported by our teams' expert local knowledge and market insight."

Samantha Smith MARLA
Lettings Director

Resilient demand, selective decisions

Demand holding firm

The North West entered Q3 with cautious optimism, maintaining activity despite ongoing economic pressures and evolving consumer behaviour. Underlying demand remained resilient across both sales and lettings, although buyers and tenants continue to adopt a more considered approach to their property decisions.

Affordability remains a key driver of the region's appeal, attracting first-time buyers, home movers, investors and tenants seeking value, connectivity and long-term growth potential. Conditions are increasingly indicating a more balanced market, in which realistic pricing, property quality and alignment with current market expectations are proving critical to achieving successful outcomes.

Tenants staying put

Average monthly rents continued to climb in Q3 2026, reaching £1,134 and marking annual growth of 5.1%. Although rental values continue to rise, the pace of growth has moderated compared with previous years, suggesting a gradual shift towards more sustainable market conditions. A key trend identified over the course of Q3 has been a reduction in tenant mobility. Relet volumes are currently 10.9% lower year on year, suggesting that more tenants are opting to renew their existing tenancies rather than incur the costs and uncertainty associated with relocating.

The lettings sector continues to navigate the changes brought about by the Renters' Rights Act (RRA), with landlords and agents adapting to the evolving regulatory landscape. Professional guidance, proactive property management and robust tenant referencing are playing an increasingly important role, while landlords remain focused on long-term investment performance amid changing market conditions.

Affordability pressures are becoming more pronounced in Manchester City Centre and some of South Manchester's most sought-after suburbs. Tenants are increasingly weighing location, property size and specification against budget, creating greater demand for well-connected neighbouring areas that offer a more competitive balance between cost and convenience.

A selective market

As the market moved into autumn, sales activity began to show signs of renewed momentum following a more subdued summer. Across Greater Manchester and Cheshire, sales agreed increased by 12.9% in September compared with July and August, while new instructions rose by 21.3%, providing a positive finish to the quarter.

Market activity continues to vary across local areas, highlighting the importance of detailed local market knowledge. Within our network, Monton, Stockport, Didsbury and Heaton Moor are currently among the most popular locations across their respective patch. Local demand, property availability and buyer preferences continue to shape activity at an area level, underlining the importance of accurate pricing strategies.

Investor activity remains, although purchasing decisions have become more considered. Our landlord buyer profile places emphasis on rental yields, income potential and long-term capital appreciation before committing to new acquisitions.

Confident outlook

Market conditions are expected to become more subdued towards the end of the year, as activity typically moderates ahead of the Christmas period. Nevertheless, underlying market conditions remain supportive, with continued rental growth, increased demand and relative affordability helping to sustain the region's appeal to buyers, tenants and investors.

As the market looks ahead to 2027, the North West continues to demonstrate why it remains one of the UK's most attractive regions for both property investment and homeownership.



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