Charters

Quarterly Insights

Summer 2026

South

Reaching from Portsmouth to Brighton and along the M3 corridor to Winchester and Farnham, our South region is the market leader for sales and lettings.

LETTINGS

Instructions eased while viewing activity held its ground.

Supply	Demand
Instructions	Viewings
▼11%	▲0%
Q2 2026 vs Q2 2025	Q2 2026 vs Q2 2025

SALES

Fewer appraisals and registered buyers, but stronger commitment to proceed.

Supply	Demand
Appraisals	Buyers
▼16%	▼15%
Q2 2026 vs Q2 2025	Q2 2026 vs Q2 2025

From our Hampshire roots, Charters has grown into the South's leading estate agency, providing award-winning services from Surrey to the South Coast. Our local teams combine personal service with exceptional market knowledge to deliver tailored support at every stage of the property journey.

"Look past the headlines and focus on the fundamentals. The best-performing landlords and sellers aren't chasing every market story, they're tracking property performance, tenant demand and correct pricing for long-term returns."

Elliott Trodd
Managing Director

Grounded in the fundamentals

Steady beneath the surface

Q2 was defined less by dramatic shifts in the numbers and more by a steadying of confidence beneath them. New lettings instructions were down 11% year on year, while viewing activity held level, a signal that the market has settled into a more measured rhythm rather than continuing to contract. This is largely down to tenants staying put for longer, tightening supply. In practice, that reflects greater demand: with fewer properties reaching the market, competition for those that do has only intensified.

On the sales side, appraisals fell 16% and buyer registrations 15% compared with 2025, yet conversion from viewing to offer improved, pointing to a smaller but more committed pool of buyers rather than a retreat from the market altogether. Geopolitical uncertainty has encouraged a degree of caution across the market, but that's left more room for serious movers to act. With less competition from casual buyers, those who genuinely need to move are finding a strong range of options and continuing to transact with confidence.

Clarity for landlords

Landlord sentiment through the quarter was shaped heavily by the Renters' Rights Act (RRA), with many approaching the Act less as a risk and more with an attitude of preparation. Reviewing occupancy, rental growth, void periods and tenant demand consistently gave landlords the clarity they needed to stay invested rather than exit. Tenant demand itself remained resilient, particularly for well-presented homes correctly priced, reinforcing that the supply and demand imbalance underpinning the rental market has not eased despite the wider regulatory conversation.

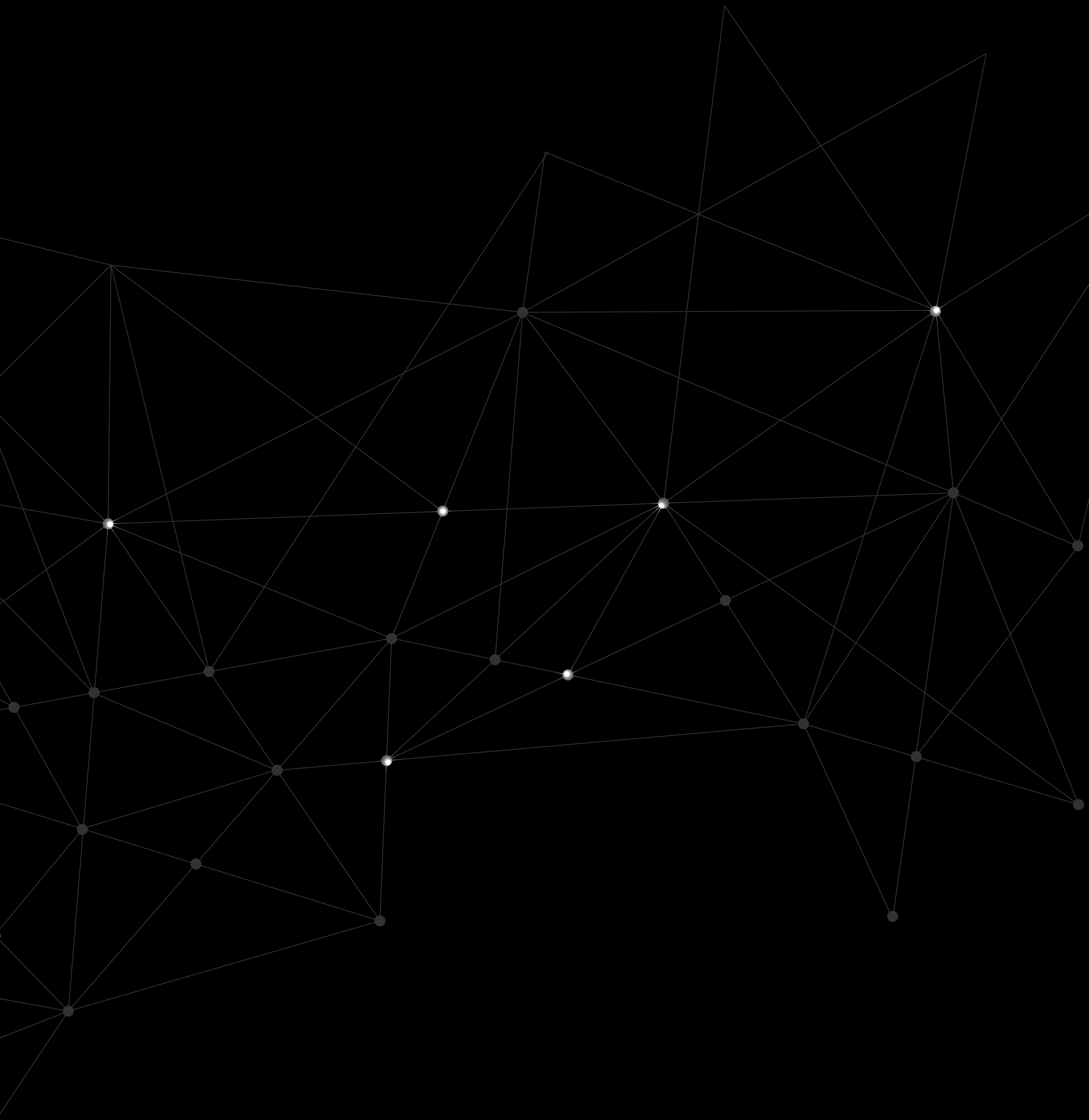
Two- to three-bedroom properties with outdoor space are attracting strong interest across the board, from families to first-time renters. New-builds are also proving increasingly popular among tenants, valued for their fresh, modern feel and strong energy efficiency. Advice to any landlord looking to maintain a successful investment is simple: keep the property well maintained, since presentation remains key to attracting the widest possible range of tenants.

Pricing with purpose

Pricing discipline mattered more than ever this quarter. Homes launched at an ambitious price consistently took longer to sell than those priced correctly from day one, while survey findings and extended transaction timescales remained the most common causes of a sale falling through. The more affordable end of the market, freehold and first-time buyer homes, outperformed, proving less exposed to wider economic uncertainty. One Winchester sale captured the spirit of the quarter well: when an original buyer withdrew for personal reasons, the local team generated five fresh viewings within 48 hours and secured a replacement buyer at a higher price than the one originally agreed. A reminder to sellers that if a sale falls through, all is not lost, an expert team will be able to rectify a situation and potentially even improve the outcome.

Strength through support

Looking to the second half of the year, transaction volumes are expected to strengthen as mortgage rates stabilise and pent-up demand from delayed movers returns to the market, even if house prices themselves remain broadly steady. For landlords, professional management is anticipated to matter more, not less, as the sector continues to professionalise. Those with the right support in place remain well positioned, regardless of portfolio size.



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