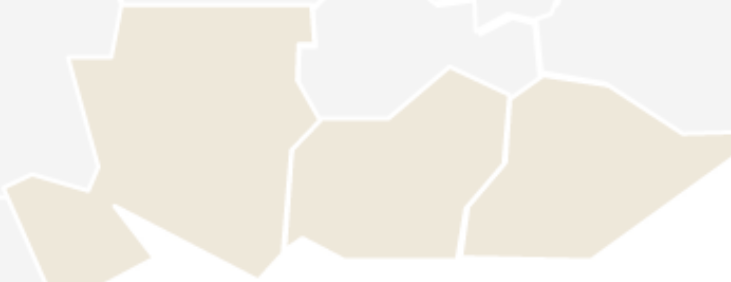


Quarterly Insights

Spring 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

Landlords take action as average rents remain strong.

Supply

Lettings Appraisals

▲ **26%**

Q1 2026 vs Q4 2025

Pricing

Average Rent £1,309

▲ **2%**

Q1 2026 vs Q1 2025

SALES

Sellers make the most of strong buyer demand.

Supply

New Instructions

▲ **39%**

Q1 2026 vs Q4 2025

Supply/demand

Viewings Per New Instruction

▲ **8%**

Q1 2026 vs Q1 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.



“Investor confidence remains evident, with growing interest from those taking a long-term view of the lettings market and recognising the opportunities available.”

Danielle Bailey
Director of Property Management

Strong foundations for the year ahead

A steady start to the year

The Southern property market began 2026 on steady footing. Activity across both sales and lettings has increased compared with Q4 2025, reflecting a return to more consistent levels of movement driven by genuine demand rather than short-term market shifts.

While wider economic and geopolitical factors remain part of the backdrop, their impact at a local level has been limited. Instead, clients have taken a more considered approach — placing greater importance on preparation, clear advice and working with experienced agents they trust. This is reflected in a notable increase in property appraisals, with lettings up 26% and sales up 51% compared with the previous quarter.

In the lettings market, demand continues to outweigh supply across much of the South. As a result, average rents have risen by 2% year on year and 1% since Q4 2025. Well-presented, accurately priced properties are letting quickly, highlighting the value of careful positioning and professional management in achieving consistent results.

This level of demand is attracting investor interest. In one recent example, a new entrant to the buy-to-let market acquired over 50 homes to

bring to market, reflecting growing confidence among investors who are taking a long-term view of the sector.

Across the board, priorities are becoming more defined. Landlords remain focused on maintaining income stability, reducing void periods and preparing for upcoming legislative changes. Tenants continue to face competitive conditions, particularly when searching for high-quality, well-located homes.

Needs driven movement

Sales activity in Q1 has been largely driven by life-stage decisions, including relocation, family needs and lifestyle changes, rather than attempts to time the wider market.

Instruction levels reflect this shift, increasing by 39% compared with Q4 2025, as more sellers return to the market following a period of hesitation.

Looking ahead to Q2, we expect activity across both sales and lettings to remain steady, with pricing broadly stable. Transactions are likely to continue being driven by genuine need, with well-presented and appropriately priced properties performing most consistently.

A people first approach

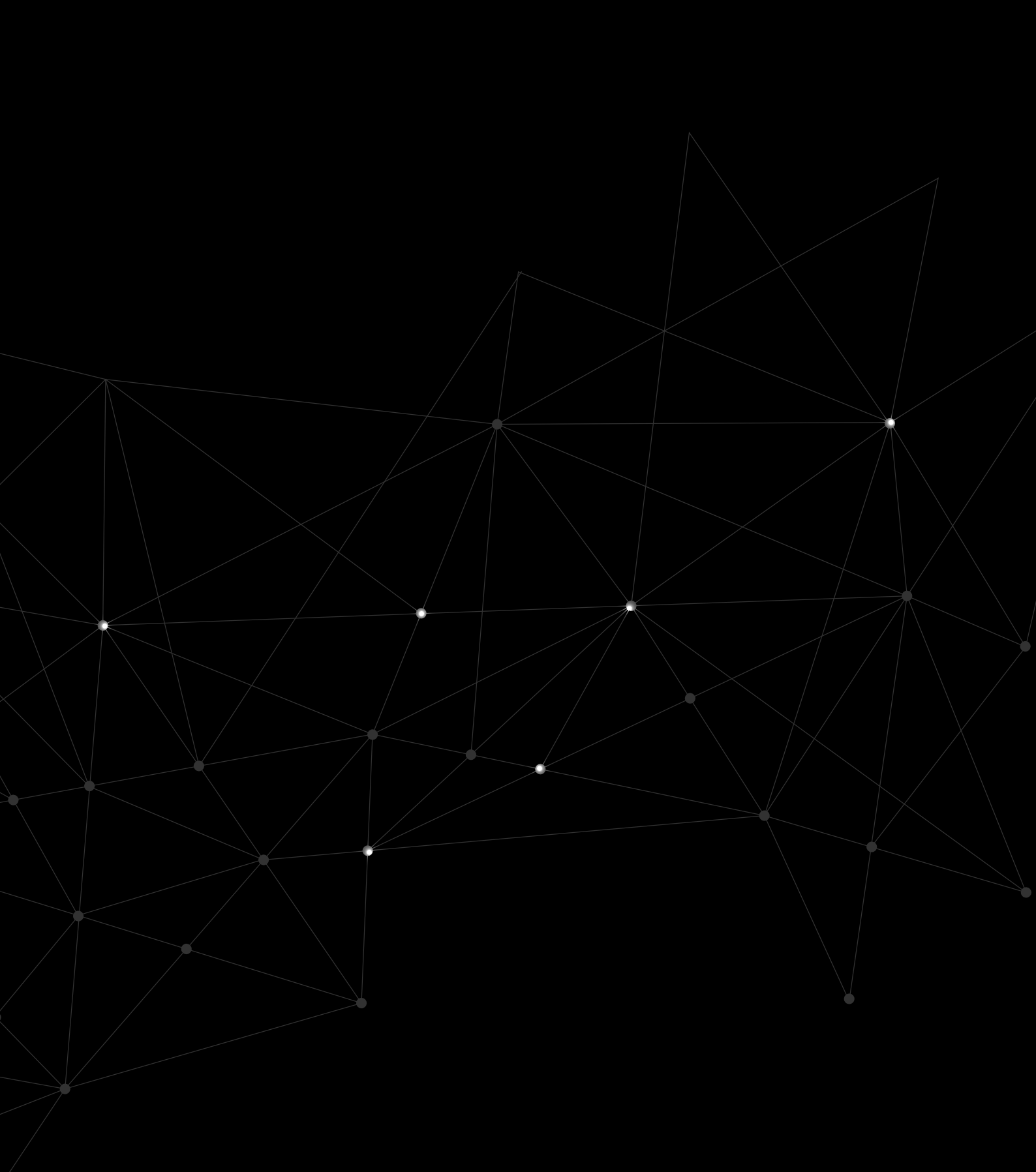
Consistent performance is underpinned by a strong focus on

people. Surpassing 7,000 five-star reviews reflects an ongoing commitment to delivering a reliable, professional service built on local knowledge and long-term relationships.

Continued investment in training and development ensures our teams are well equipped to provide clear, confident advice in an evolving market. Many of our senior team members have progressed within the business, bringing valuable experience and continuity to the clients they support.

Bringing our teams together has been a big part of our efforts in Q1, as we rebranded Michael Jones and Brand Vaughan to move forward together as Charters. As one brand, Charters brings together a network of over 20 branches across the South, offering greater depth in sales, lettings and property management. This means broader exposure for clients' properties, shared expertise across regions and even stronger support at every stage of the property journey, all while keeping the local knowledge clients value most.

Q1 2026 has provided a solid foundation for the year ahead. The market in the South remains stable and active, supported by genuine demand and a more balanced outlook. As we move into Q2, success will continue to be shaped by realistic pricing, careful preparation and trusted local guidance.



Quarterly
Insights


Charters