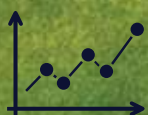


HARROW PROPERTY BULLETIN

Harrow Edition



JUNE - JULY 2025



The Real Threat to
Landlords



June property market
update



Investment Tip



THE REAL THREAT TO LANDLORDS IN HARROW AND WEMBLEY: IT'S NOT THE RENTERS REFORM BILL

While much of the media noise has focused on the Renters Reform Bill, the real threat to landlords in Harrow and Wembley is flying under the radar, the rise of Build To Rent (BTR) institutional landlords.

Across Wembley Park, Harrow town centre, Alperton and Wealdstone, large-scale developments are being built exclusively for rent backed by pension funds, REITs and global investors. These aren't just flats, they're professionally managed rental communities offering gyms, concierge services, co-working spaces, and responsive maintenance.

Why it matters:

Traditional landlords are now competing with multi-million-pound operations that can offer tenants, all-inclusive rents, no deposits, seamless digital platforms and premium amenities

As more of these BTR schemes come online, they will absorb tenant demand, especially from young professionals and small families putting downward pressure on rents and increasing void periods for private landlords.

What should landlords do?

- ▶ Professionalise your offering from repairs to tenant experience
- ▶ Consider offering value-added extras (Wi-Fi, furnishings, flexible leases)
- ▶ Upgrade your property interiors, furniture, EPC ratings
- ▶ Engage a professional estate agent to manage your property

The biggest risk for landlords in Harrow and Wembley isn't regulation, it's being priced out and out serviced by better funded, better organised institutional rental giants

If you are a local landlord and would like to discuss how you can stay ahead of the Built to rent competition, please feel free to contact our Lettings Team on 0208 4227722, lettings@empirechase.co.uk



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Uxendon Manor School Summer Fair



NEW SELLERS LOWER PRICES IN JUNE, ENCOURAGING MORE TO BUY ACCORDING TO RIGHTMOVE

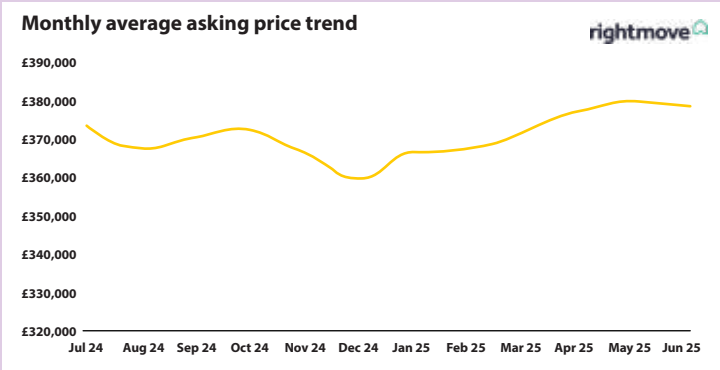
New seller asking prices drop by 0.3% (-£1,277) this month to £378,240. This is an unusual dip for June, as new sellers lower their price expectations amid decade-high competition to secure buyers

Some segments of the market are performing more strongly than others, with affordability and supply levels key

Buyer activity continues to be resilient. May saw the highest number of sales agreed in any month since March 2022, as properties marketed at the right price and presented in top condition continue to attract buyers:

Buyer demand is now 3% ahead of this time last year, while the number of homes coming to market is 11% ahead. With buyer choice so high the market is very price-sensitive, so pricing realistically is key to selling

Rightmove data shows that homes which attract an enquiry on the first day of marketing are 22% more likely to find a buyer than homes which take more than two weeks to receive their first enquiry



INVESTMENT TIP



refurbishment, offering the ideal canvas for transformation. One of the neighbouring houses with an identical layout was successfully converted into three large two-bedroom apartments a few years ago. You could follow the same model (of course subject to planning permissions etc)

This location offers strong rental potential due to its town centre positioning, and as a freehold project, it gives you far greater control over your investment, without the complications and long-term costs associated with typical leasehold flats.

If you would like to learn more or have any questions, please contact our sales team on 0208 4227722, 07890285162 or jessica@empirechase.co.uk, justyna@empirechase.co.uk

Owning a single apartment under your personal name is starting to feel more like a liability than an asset — thanks to rising service charges, mortgage interest rates, and unpredictable maintenance costs.

But real estate still remains one of the safest and most reliable ways to build retirement income.

So, why not take control?

Start your own small freehold rental development, a block of 3 to 6 self-contained flats in one building, with No service charge, No ground rent, No cladding issues and Greater long-term control and value

We currently have a property for sale in Kenton Road, Harrow (HA1 2BL) in the town centre area, not Kenton. This 1908 Victorian semi-detached house is in derelict condition and in need of

HOT LISTINGS FOR THE SEASON

Sudbury Court Drive, Harrow



Asking Price £1,250,000

Nathan's Road, Sudbury Court Estate



Asking price £700,000

Littleton Crescent, Pebworth Estate



Asking price £1,250,000

Harrow Fields Gardens, HA1



Asking price £750,000

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