

Unprecedented rental demand in July



Gascoigne Halman – South Manchester’s and North Cheshire’s leading letting specialists with 14 branches throughout the area – have reported an exceptional level of new lets in July, following on from a very busy June and look like breaking all records again in August.

We have exceeded our lettings forecasts by a significant margin in July and a number of our lettings consultants also achieved new personal bests in the number of properties they let says Gascoigne Halman’s Director of Lettings, Philip Chadwick: “We have seen an exceptional level of demand in the last couple of months and are extremely proud of our staff, not only for coping with the demand, but for maintaining our high levels of customer service that we pride ourselves on. This achievement is down to teamwork and the dedication of all our employees, not just our lettings and property management staff, but our many employees in administration, IT, marketing, accounts and HR.

“It is also down to the proactive approach we take in understanding and adapting to current market forces. We always advise our landlords honestly and accurately on precise market conditions to ensure that they let their property as quickly as possible at the best possible rent.”

Strong demand for rented accommodation looks set to continue. According to a recent survey by the Royal Institute of Chartered Surveyors – of which Gascoigne are members - young people in the UK are now twice as likely to rent long term compared to the previous generation.

The survey questioned 1800 people aged between 18 and 30 years and found that approximately a third (30.8%) have rented three or four properties, whilst only 17.5% of the previous generation had rented a similar number at the same age. 34.2% of those that currently live in rented accommodation confessed that they enjoy independence from property ties and a further 31.6% said they enjoy the flexibility to move around.

Says Philip: “With rental demand as strong as it is, and our reputation as a professional, well-established, trustworthy and experienced letting specialist, we see a bright future for this side our company. “The public, landlords and tenants alike, are becoming more aware of the importance of using a reputable letting agent which understands and complies with the many legal obligations involved with letting property. We have always been at the forefront of best practice and improving standards in the industry and I believe this lies at the heart of our success.”

For advice and information you can trust please contact Philip on 01625 533563 or email:

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