

LETTINGS

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Seven-bedroom property to let at Weston-on-the-Green

The letting market is seasonal, with inquiries surging from May into August. These months form the crest of the letting wave, but why does this happen across the Oxfordshire letting market? **VICTORIA LYALL**, Senior Marketing Manager of Finders Keepers, explains

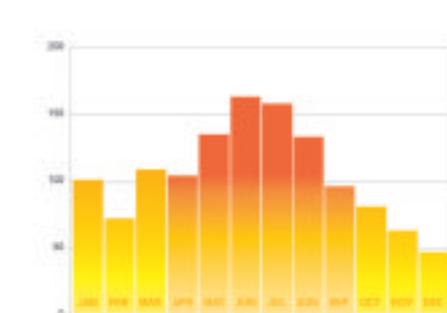
The reasons why the market peaks at certain periods

FAMILIES: The 'family home' market comes alive between April and July. Keen to secure their home before the summer holidays start, location plays a big part in these applicants' searches, both in terms of being close to the children's school and still being commutable for the parents – such as the seven-bedroom house in Weston-on-the-Green, *pictured*, at £6,500pcm.

While we do still let family homes in August, there are usually fewer larger-budget applicants around and landlords should now be considering their next steps; the property must look as good as possible and the rent must be priced relative to current demand.

NHS WORKERS: The first Wednesday in August is the day junior doctors start work and more experienced doctors might relocate. As such, they typically want to move in at the end of July/beginning of August and, unsurprisingly, Headington is a very popular area!

SUN-SEEKERS: In the same way that sales of convertible cars soar in the spring/



Graph showing the monthly levels of activity on the letting market

summer, we see tenants looking to move to a property with outside space in these months. The requirements vary from communal gardens and small courtyards to mature gardens and acres of land – when the sun is out in Oxfordshire, people want to have the option to be out in it!

GRADUATES AND PHD STUDENTS: Graduates – often sharers – come to Oxfordshire in the summer months to start their new careers. With so many excellent employers across the county – such as those in the Science Vale and Motorsport Valley – our eight

offices see young professionals moving here from all over. The PhD students coming to the universities are typically more fixed on central Oxford, often wanting to be a short walk or cycle from their place of study.

Although the volume of enquiries dips in the autumn, the quality can often be higher as these tenants are a) genuinely motivated to move and b) more decisive as there is less stock on the market. If you are struggling to find a great tenant for your property, act now and call Finders Keepers on 01865 311011 to discuss your property.