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"For the majority of people who will benefit from the pensions freedoms, a buy-to-let investment is unlikely to be either a viable or an enticing investment option. Even ignoring funding complications, the perceived hassle of being a landlord puts many off."

 Sean Song, Research Analyst – Financial Services

This report looks at the following areas:

- The calls for regulation and the impact of the European Mortgage Credit Directive
- · Impact of pensions reform in April 2015
- · England's shifting housing dynamics

The buy-to-let market has grown by nearly £7 billion in terms of values advanced in 2014. This reflects strong, sustained rental demand, and confidence in the property market. In turn, this has led to an optimistic outlook from lenders in the market, who are backing the buy-to-let market to continue its growth into 2015. In light of this, there has been a wave of major competitors entering the market, which has put downward pressure on mortgage rates.

In turn, these low rates have made buy-to-let even more attractive to many customers, especially when considering how low current saving rates are. There has also been speculation as to whether the market will be impacted by the pension freedoms coming into effect in April 2015, which will allow pensioners more flexibility with how they access their pension pots.

Understanding who these potential investors are is crucial, as is helping them understand the buy-to-let market. This report examines attitudes towards property investment among both non-landlords and existing landlords, and also looks at likeliness to invest. Analysis of key market drivers, such as housing stock, arrear rates, and effective mortgage rates, is also included. The impact of regulatory changes, including the European Mortgage Credit Directive, and pension freedoms are analysed, as is the risk of further regulatory changes.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market



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