

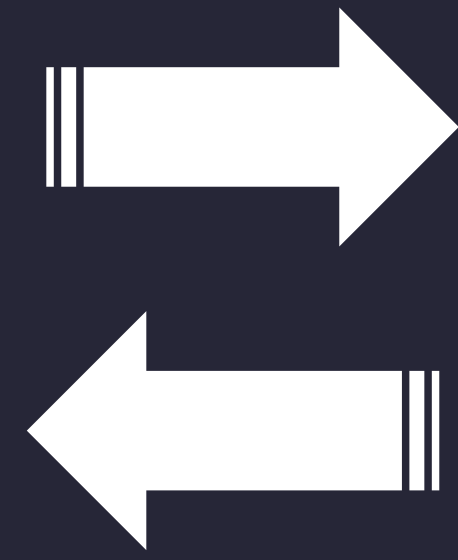
Riding the Wave of Opportunity in Lettings

Daniel Barea

Insights Manager



Tenants



Letting Agents

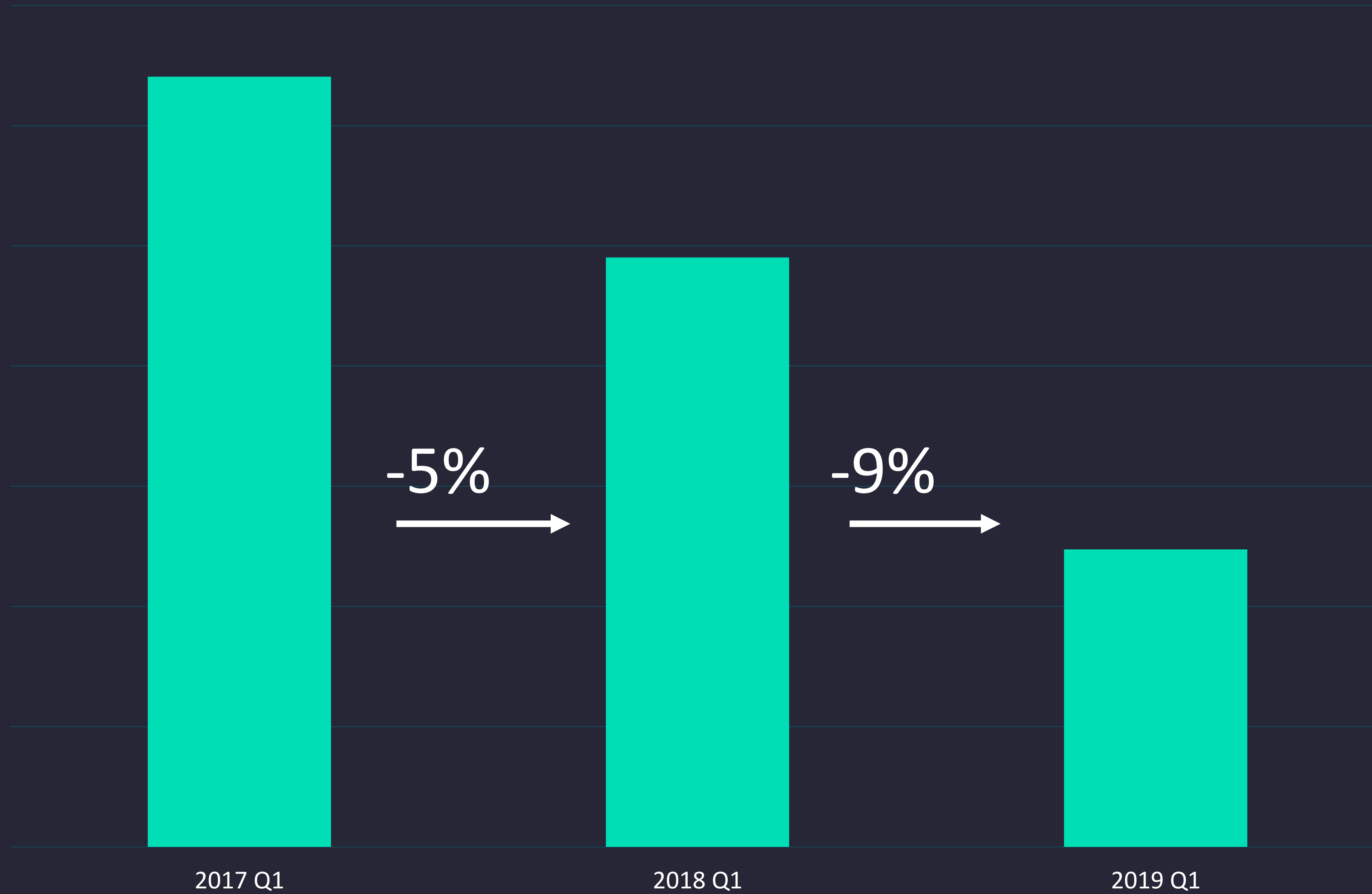


Landlords



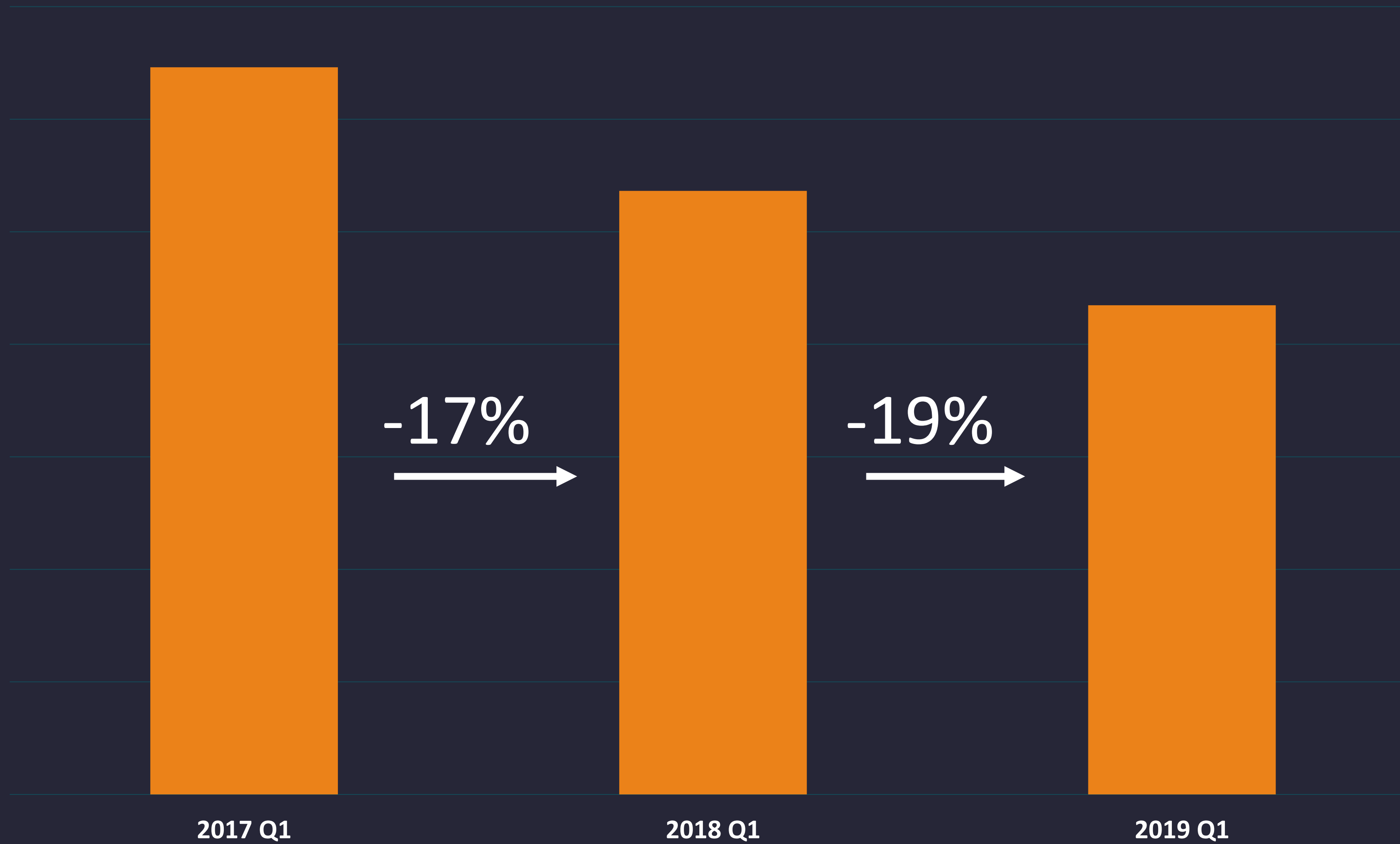
TENANT FEES BAN
STAMP DUTY
TAX RELIEF CHANGES
BUY-TO-LET MORTGAGE CRITERIA

UK Rental Stock & Prices



4%
Increase

London Rental Stock & Prices



6%
Increase

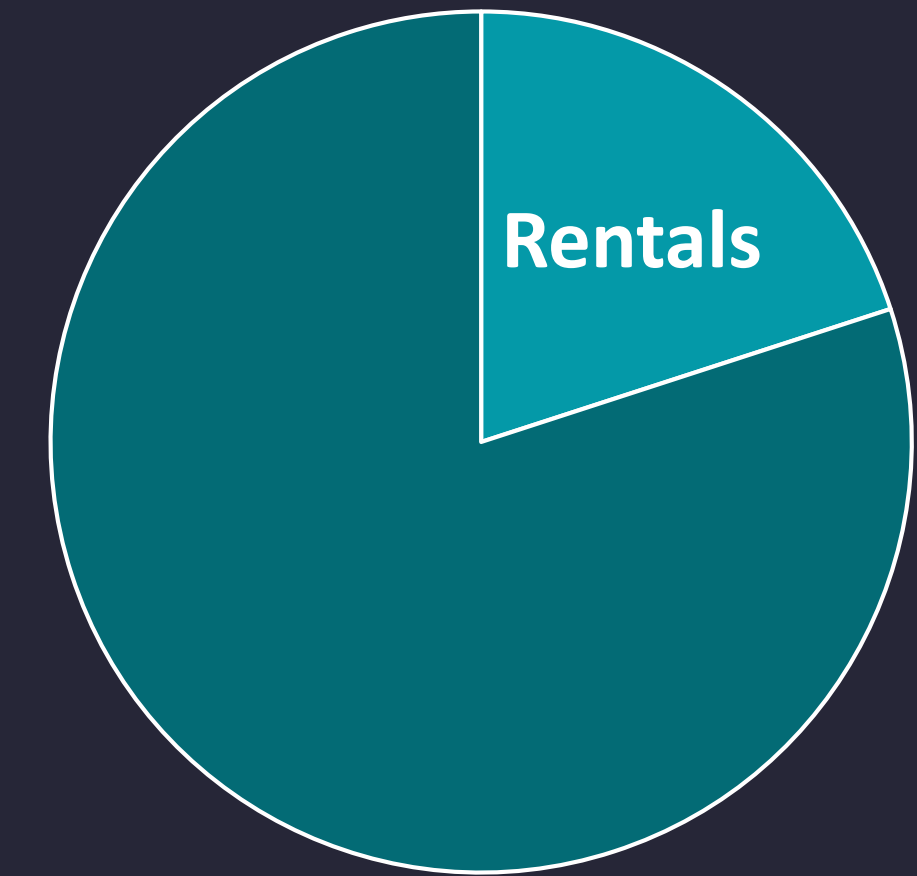
The Lettings sector since 2011



More households

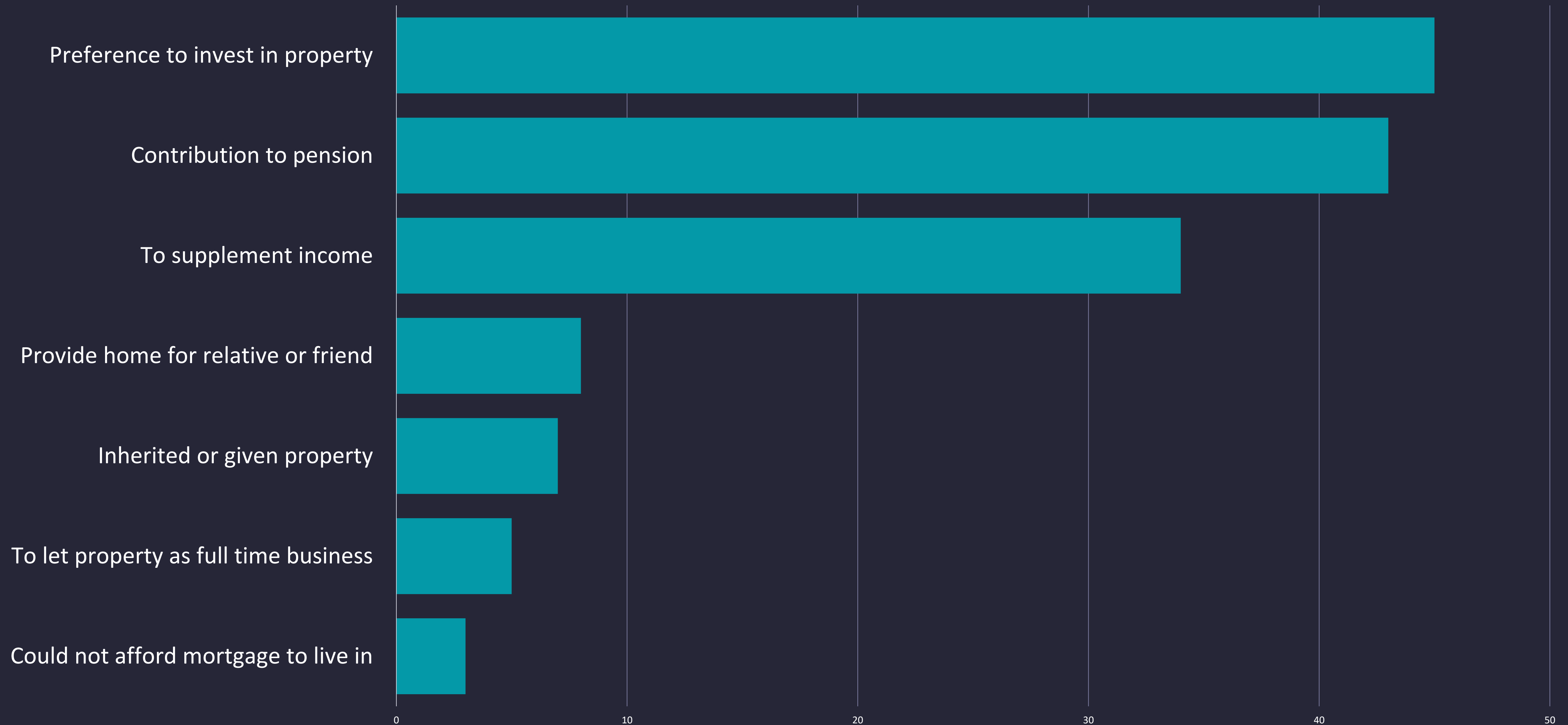


In for the long haul: 35%
are families with children
(up 37%)



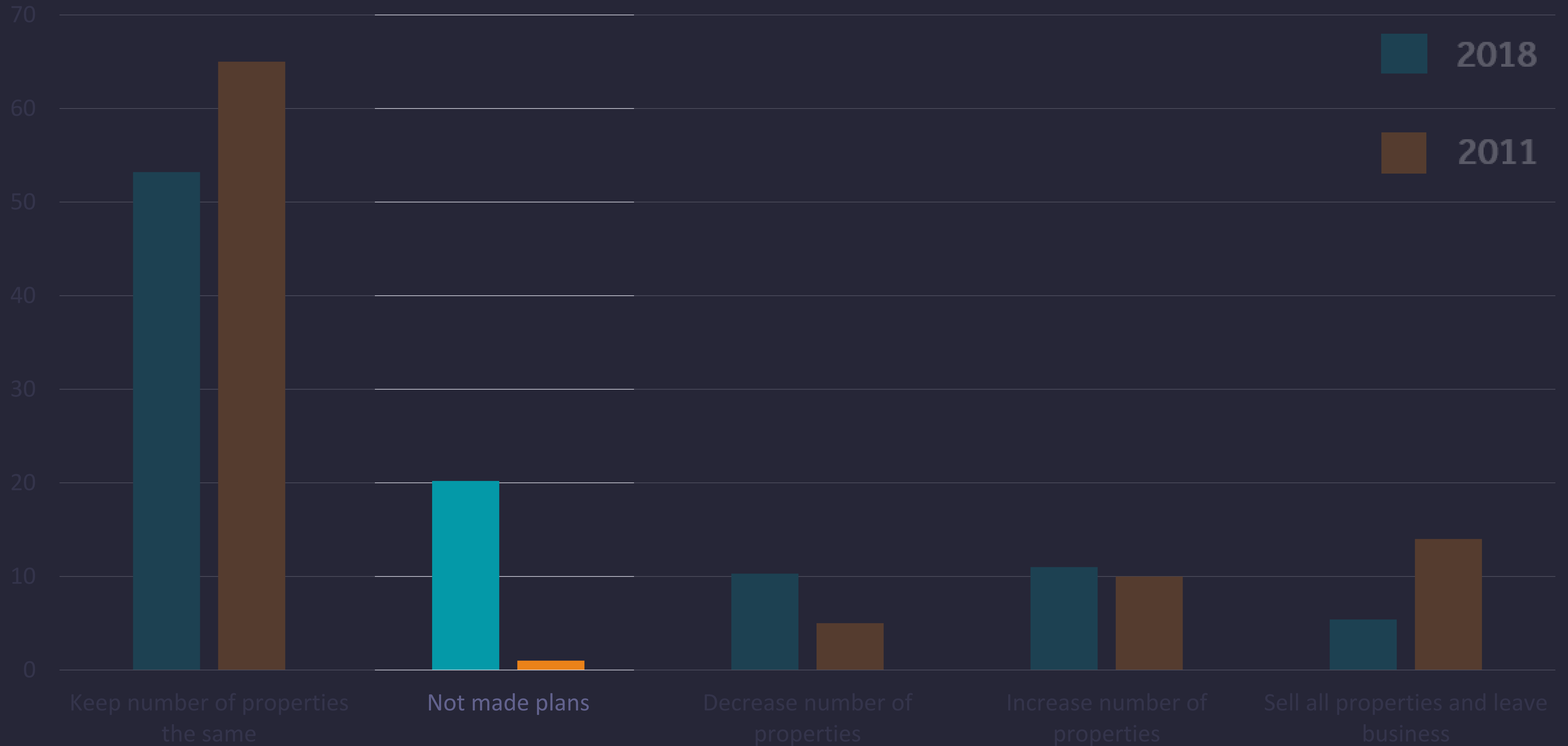
1 in 5 households

Why landlords become landlords



Source: Private Landlords Survey 2018 – 8,000 respondents

Landlords: Plans for next 2 years





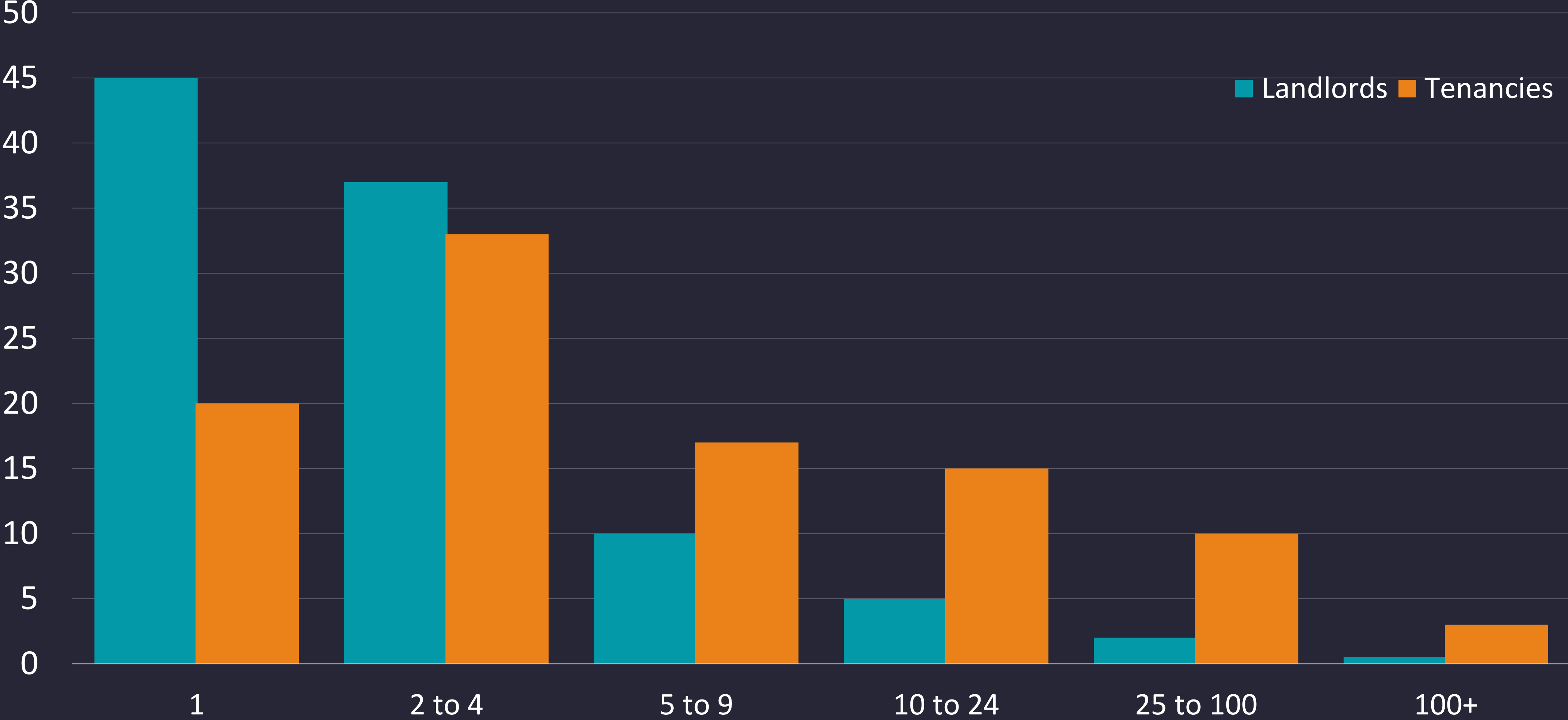


Client Relations

80/20

Pareto Principle

Client Relations



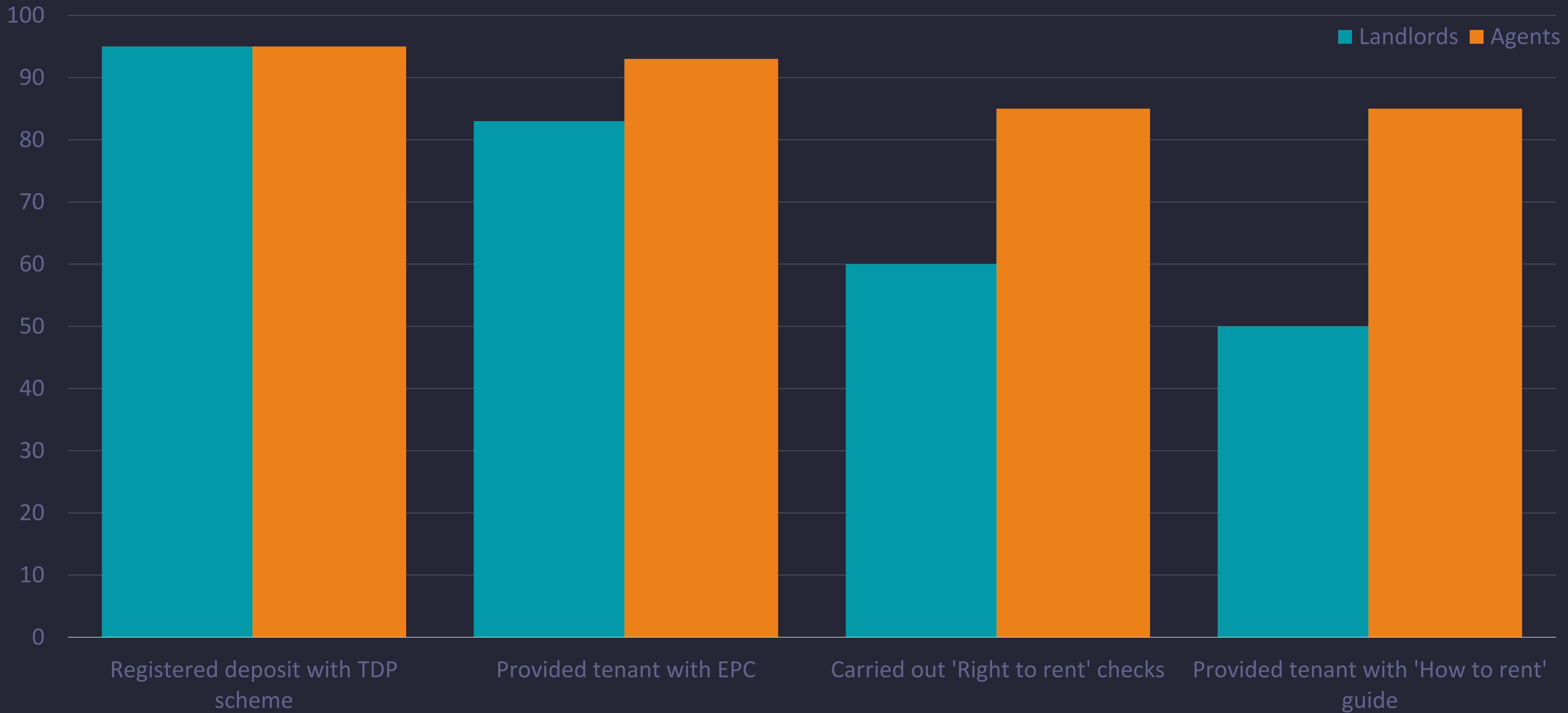
Source: Private Landlords Survey 2018 – 8,000 respondents

“My Landlords’ secret”

Becoming indispensable

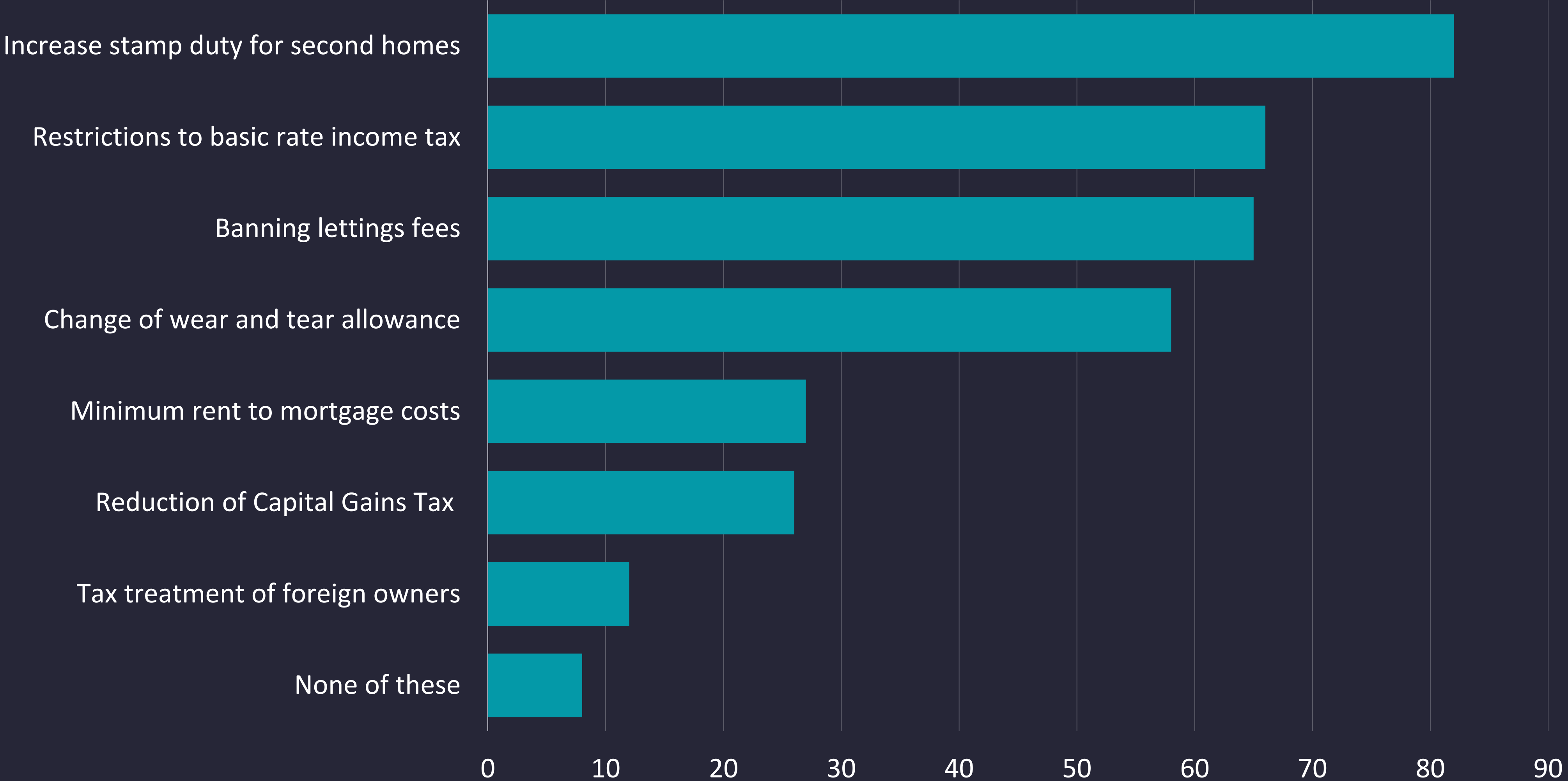


Compliance with legal requirements



Source: Private Landlords Survey 2018 – 8,000 respondents

Awareness of tax changes



Source: Private Landlords Survey 2018 – 8,000 respondents

Training & development

“You don’t build a business. You build people and people build the business.”

- Zig Ziglar



Thank you

Find more insights at

hub.rightmove.co.uk/lettings