TENANT SURVEY 2018

LSL Property Services plc

Prsim
pro services in a new light
INTRODUCTION - THE STATE OF THE NATION

Our 2018 Tenant Survey highlights that renting is not simply a young person’s game, offering a detailed view of professionals, families, long term renters and those entering into renting for the first time.

Results demonstrate the importance of balancing the broader concerns with renting with an understanding of how renters’ priorities change as they move through different lifestages. Younger Independents are experiencing not just renting, but wider independence for the first time, they need flexibility and often welcome guidance on how to best plan for their future. Flexible Professionals have more experience in the market and while they are often just as positive as the younger tenants their expectations of the rental process and finding a ‘home’ to suit their needs are high.

Tenants starting families see their priorities changing, with schools and outdoor space affecting their decision making and leisure taking a backseat. Families know they are going to be renting while they save and plan for their next step and want to feel catered for in new ‘community focused’ developments.

Older tenants are often navigating a change in circumstances or are simply reconciled with renting and appreciate the flexibility that renting brings. Creating a long term home is important, but they still embrace change and show increasing openness to communities for over 50’s and new styles of living.

Read on for more details on how to challenge the status quo and effectively target these unique groups of tenants....

MADE TO MEASURE: A BEST PRACTICE MODEL FOR THE PRIVATE RENTED SECTOR?

PRSIm and LSL have identified three ‘made to measure’ principles that agents, landlords and developers can adopt to entice tenants to see the potential for a better way of renting in future.

Redefining the Rules of Renting

This research advocates challenging age old perceptions of the rental landscape and what tenants can expect to include or budget for. Giving tenants greater choice in how they budget and plan for their own future can forge great trust between tenant and landlord.

Tailoring and Targeting of New Building Initiatives

Appeal of new ‘living concepts’ is growing significantly year on year. Involving tenants more heavily in the shape of things to come will help ensure that new ideas resonate with the different lifestyle of tenants.

Fostering Strong Dialogue with Tenants

Both tenants and landlords place good communication at the heart of a strong tenant/landlord relationship. New initiatives must have a strong, open dialogue at the centre to support success and ensure tenants’ expectations are met.

KEY LIFESTAGE GROUPS IDENTIFIED IN 2018

Our lifestages this year draw out differences in age and family make up, flagging the different priorities for professionals versus families versus retirees.

Younger Independents (YI)

- Aged 18-24
- Although 1 in 4 are in a flat share the majority (over 50%) rent as a couple.
- 15% have children at home.

I’m renting with four friends, at first it was hard to be taken seriously by agents. Our current agent gave us info on paying bills and sent reminders which was helpful! YI

- About 1/3 live in a purpose built flat.

Flexible Professionals (FP)

- Aged 25-44 without children.
- Most likely to be renting as a couple (54%) but nearly a third rent alone.
- More experienced in the rental market and have the highest average income of all the groups (£30,800).

I owned a house previously and now I’m renting after a recent relationship split. It gives me flexibility if I want to move and lets me live in an area that I might not be able to afford if I was buying again! FP

- More likely of any lifestage to own their own vehicle.
- Similar to Younger Independents, around 1/3 already live in a purpose built flat.

Budgeting Families (BF)

- Aged 25-44 with children at home.
- Most likely to be renting as a couple in a terraced house or semi, finding outdoor space is a very attractive perk.
- Although 2/3’s of this group intend to buy a property in the future, rent takes a huge slice of the household budget and they are more realistic about budgeting and restrictions on the buying process.

‘I’m renting with my husband and 2 kids, plus my brother in law is staying at the moment. It would be nice to have a bit of outdoor space for a BBQ and fresh air’ BF

- About 29% live in a purpose built flat.

Reconciled with Renting (RWR)

- Aged 45+
- Most likely to be renting due to a change in personal circumstances.
- Most rent alone (50%) but 43% still rent as a couple. The majority have no kids or empty nests, but 3 in 10 still have older children living at home.
- The majority rent a house although there are still nearly 1 in 4 who rent in a purpose built flat and appeal for over 50’s developments is growing significantly.

‘Build to rent makes sense, it’s a good opportunity to rebuild communities, I might like the over 50’s idea in future’ RWR

- More experienced in the rental market and optimistic about buying in the future, valuing shorter tenancies. The lifestage with the lowest average income (£21,450), they are also likely to be sharing costs and spend disposable income on socialising and well-being.

‘I’m renting after a recent relationship split. It gives me flexibility if I want to move and lets me live in an area that I might not be able to afford if I was buying again!’ FP

This group are less focused on spending their time on exercise but enjoy socialising and are the most likely of any lifestage to own their own vehicle.

Our 2018 Tenant Survey highlights that renting is not simply a young person’s game, offering a detailed view of professionals, long term renters and those entering into renting for the first time.
Average rent as a proportion of income is now 31%. This rises to 33% for Younger Independents and Budgeting Families.

2018 shows a stronger intention to buy in the future

We see a stronger intention to buy a property in the future in 2018. This is driven particularly by those in London and the North and West regions. Buy to Let Lender Landbay suggest that commuter towns East of London are those likely to see costs and affordable housing options under greatest strain as people move away from the expense of the capital, a trend backed up by the PRsim-LSL Tenant Survey results, where desire to buy among tenants is below average.

% of people who plan to buy in the future

63% plan to buy in the future in 2018 vs 58% in 2017

Key concerns for tenants in 2018

Frustration with rent costs is high but virtually unchanged in 2018, with communication, fees and maintenance increasing as a concern, possibly due to the increased discussion of fees in the media.

Flexible Professionals have highest frustration with fees likely due to being hit with these costs more often due to more frequent moves. Younger Independents and Flexible Professionals have high expectations and expect more from their rental solution. Budgeting Families and Reconciled Renters are more likely to have found a solution that suits their needs and have established clear communications with their landlord or agent.

Encouragingly, restrictions on DIY are less of a concern in 2018, indicating that landlords are listening to tenants and offering them greater flexibility.
REDEFINING THE RULES OF RENTING

Point of View - Alastair Carmichael, Head of Real Estate Finance & PRS Lead at GVA

Investors will find this survey extremely useful in understanding what tenants actually want, rather than thinking about this in isolation. The key takeaways for investors will be the need to cater for a broad range of tenants and to be flexible in their approach.

A nearly equal split of tenants between the key lifestage groups confirms many investors suspicions that there is more to Build to Rent than purely Young Independents. Investors are already considering the provision of lifestage specific schemes, especially for the over 50’s where the key criteria for investors to receive long-term stable income, such as intention to rent (nearly 6 years) and intention to buy (34%) are most favourable. This also plays into other recent research that shows the number of people renting in these groups has doubled over the last 10 years, so is a key market segment for investors to cater for.

It’s encouraging to see that some of the key discussions we’re having with investors are those which are equally important to tenants. Investors are already considering alternatives to the traditional deposit, such as phased releases, insurance and the ability to absorb these themselves. With 63% of tenants intending to buy, investors will likely bring forward the structuring of blended ownership products such as Rent to Buy, which will help tenants build ownership of a property whilst living in a well managed rental scheme. Most importantly however, is the fact that Build to Rent investors are completely focused on delivering what the tenant wants. I’m therefore looking forward to seeing the long fabled doggie grooming parlour in new schemes coming forward – this should have insurance already, indicating no reluctance to switch away from a current provider.

7 in 10 say that not having a security deposit would be influential in their decision to rent a specific property (similar for all lifestages)

According to the Tenancy Deposit Scheme the average rental deposit in England and Wales is £1,041 (£1,750 in London). When we consider that tenants planning a move often have to raise a deposit for a new flat before they receive their previous deposit back, it can often place enormous strain on tenant cash-flow. Over half (51%) of tenants are very / quite interested in an alternative or insurance backed deposit scheme, to have the money back in their bank account at the end or it’s not worth the risk. One in four (26%) say that not having a security deposit would be influential in their decision to rent a specific property.

An insurance backed deposit seems like a good idea, even though you lose an upfront amount of say £100, it’s lower risk as landlords sometimes use minor discrepancies to hold onto the deposit for longer when it would only take £10 to fix. 'It sounds like a good idea (an insurance backed deposit scheme), to have the money in the interim is really appealing but there needs to be a limit or transparency on any costs at the end or it’s not worth the risk.'

Key results from survey:

- Over half (51%) of tenants are very / quite interested in an alternative or insurance backed deposit scheme.
- 7 in 10 say that not having a security deposit would be influential in their decision to rent a specific property.
- Young Independents are least likely to have cover and over half (57%) would be interested in having contents insurance covered in rent.
- Tenants do value good building materials with over half (57%) saying they would be ‘easy’.

‘Smart living’ facilities are welcome with greatest appeal for those focused on cost saving for the tenant above all else

- Smart thermostats (e.g. Hive) are most popular with 82% interested.
- Recycling facilities are also most enthusiastic about ideas such as smart meters, recycling and energy saving appliances.

Most important factors when considering contents insurance

- Price and level of cover are the most important considerations but Young Independents (being new to the market) are more likely to value expert advice and the reassurance of a brand they recognise. In contrast, those older and more experienced insurance buyers are more focused on level of cover and ease of purchase.

Tenants who are more interested in purpose built developments (Young Independents and Flexible Professionals) are also most enthusiastic about ideas such as smart meters, recycling and energy saving appliances.

Interested in an alternative deposit scheme

- All Tenants: 50%
- Young Independents: 49%
- Flexible Professionals: 46%
- Baby Boomers: 55%
- Renters: 52%

Contents insurance within rent is welcomed by tenants, particularly younger lifestages

Just 56% of tenants have taken out contents insurance. Younger Independents are least likely to have cover already and being new to the market are most open to having it included within their rent.

We see good levels of interest to including contents insurance within rent regardless of whether a tenant has insurance already, indicating no reluctance to switch away from a current provider.

<table>
<thead>
<tr>
<th>Price</th>
<th>Level of cover</th>
<th>Ease of purchase</th>
<th>Efficient / friendly service</th>
<th>Expert advice</th>
<th>Recognised brand</th>
<th>None of these</th>
</tr>
</thead>
<tbody>
<tr>
<td>86%</td>
<td>79%</td>
<td>37%</td>
<td>30%</td>
<td>25%</td>
<td>17%</td>
<td>9%</td>
</tr>
</tbody>
</table>
When we look at communal facilities we again see an increase in willingness to pay for these additional services (an average of 39% would pay for one or more additional services in 2018 vs 32% in 2017) perhaps indicating that communal living and shared services is becoming a more talked about and accepted model for renting.

Critical with any of these services is to ensure a good understanding of who is being targeted and talking to prospective tenants about how can it be a benefit ‘for me and my family / situation’.

Communal living is gaining support
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39% are willing to pay more for additional services

<table>
<thead>
<tr>
<th>2018</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>39%</td>
<td>32%</td>
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</table>

‘My friends have a communal terrace and a bar, it’s nice to have a drink with others, it gets you socialising rather than staying in your flat’ YI

‘It would be important to have rules about communal areas and monthly appraisals in case there are complaints about playing music all night or not respecting common areas’ BF

‘I’d love to have my own garden or even a terrace, a little space for BBQs but also communal space where kids can play together is nice, a space without traffic’ BF

‘Outdoor space makes such a difference even if it’s just a terrace, you can open the doors and let the outdoors in’ BF

‘Allocated parking spots would be essential, I don’t think I could go back to trying to find on-road parking’ FP

Facilities that tenants will pay more for

<table>
<thead>
<tr>
<th>Facilities</th>
<th>Who would pay more for (%)</th>
<th>Cost (£)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pets allowed</td>
<td>32%</td>
<td>(£24)</td>
</tr>
<tr>
<td>High speed internet</td>
<td>31%</td>
<td>(£19)</td>
</tr>
<tr>
<td>Parking</td>
<td>29%</td>
<td>(£20)</td>
</tr>
<tr>
<td>Garden</td>
<td>27%</td>
<td>(£25)</td>
</tr>
<tr>
<td>Satellite/cable TV</td>
<td>22%</td>
<td>(£23)</td>
</tr>
<tr>
<td>House cleaning services</td>
<td>17%</td>
<td>(£23)</td>
</tr>
<tr>
<td>Balcony</td>
<td>15%</td>
<td>(£28)</td>
</tr>
<tr>
<td>Parcel collection/onsite drop box</td>
<td>10%</td>
<td>(£8)</td>
</tr>
<tr>
<td>Bike storage</td>
<td>6%</td>
<td>(£10)</td>
</tr>
<tr>
<td>Onsite management</td>
<td>5%</td>
<td>(£15)</td>
</tr>
</tbody>
</table>

% who would pay for facility

‘The figures in brackets are the average prices people would pay per month for each additional facility.

Over 1/3 of tenants are aware of ‘Build to Rent’ initiatives, particularly older lifestages who are perhaps hearing more information about targeted developments for over 50’s.

Encouragingly, appeal is strong across all lifestages but especially for younger Independents with 53% of all tenants saying they would consider it rising to 65% for those who already live in purpose built flats.

When we focus on the over 45’s we see over half are interested in Build to Rent developments and 43% are willing to consider a development targeted at over 50’s, a significant increase from 2017 (35%).

Tailoring and Targeting of New Building Initiatives

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Aware of build to rent

Interested in build to rent

35%

53%

The PRSim-LSL Tenant Survey is now in its third year. Since its inception the survey has exposed a number of myths about who rents in the UK and what they want. This year’s edition continues to reveal interesting trends and new insights into the UK rental market, focusing on three key areas “Redefining the rules of renting”, “Tailoring and targeting of new build initiatives” and “Fostering strong dialogue with tenants”.

The survey findings support that renting spans all lifestages, and that tenants are seeking a rental solution that makes their life easier and more financially manageable. Landlords of all shapes and sizes should be aware of differing priorities by lifestage and remove or remould barriers to renting.

We would advise landlords and operators to explore how to provide services at a more competitive rate, such as WIFI and contents insurance; how to deliver amenities focussed around enhancing everyday life and convenience such as outdoor space and play areas; and to consider how to bring outsourced activity into the home. The cost of living is a consistent and important focus for tenants, emphasise the green credentials of your building and how this can help with utility bills. Security (both building and personal) is valued by all lifestages, particularly those with families, so don’t be afraid to make this a feature.

The other message that comes out loud and clear from the survey is the fact that tenants want to be talked to and be part of the solution to deliver what they want. They have interest to attend open days and provide feedback. It’s also clear that amenity space must be flexible and able to adapt and change with the profile of the tenant, and that all of this needs to be delivered at a competitive market rent to be sustainable. The Private Rented Sector continues to grow and evolve and the industry must grow and change with it.

Point of view
David Bond, Head of PRS & Build to Rent at PRSim

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Willingness to pay for a gym rises to 71% among those who already visit a gym regularly, they are also willing to pay nearly 20% more than average (£19 a month).

Communal activities tenants would be interested in

<table>
<thead>
<tr>
<th>Activity</th>
<th>% who would pay for the communal facility</th>
</tr>
</thead>
<tbody>
<tr>
<td>BBQ’s</td>
<td>38%</td>
</tr>
<tr>
<td>Fitness classes</td>
<td>37%</td>
</tr>
<tr>
<td>Social evenings</td>
<td>30%</td>
</tr>
<tr>
<td>Quiz nights</td>
<td>28%</td>
</tr>
<tr>
<td>Movie nights</td>
<td>28%</td>
</tr>
<tr>
<td>Outdoor sports</td>
<td>19%</td>
</tr>
<tr>
<td>Craft / hobby classes</td>
<td>19%</td>
</tr>
<tr>
<td>Off-site day trips</td>
<td>15%</td>
</tr>
<tr>
<td>Running club</td>
<td>13%</td>
</tr>
<tr>
<td>Board games</td>
<td>13%</td>
</tr>
<tr>
<td>Video games</td>
<td>11%</td>
</tr>
<tr>
<td>Communal dining</td>
<td>10%</td>
</tr>
</tbody>
</table>

Tailoring services to make families feel welcome is important. Budgeting Families would pay more for a childcare club (51%) and/or a playground (49%).

Tailoring and Targeting of New Building Initiatives

When we look at appeal by lifestage we find that the Younger Independents and pre family Flexible Professionals are most receptive overall to paying for communal services (and also more likely to be living in a purpose built flat already). However, tailoring the service to the priorities of the individual can increase interest significantly, for example child centric facilities for Budgeting Families or communal garden space for Reconciled Renters.

An onsite gym is especially popular with Younger Independents (69%) who already have a regular gym or fitness commitment.

57% of Flexible Professionals would also pay for an onsite gym.

Laundry: 43% (£12)

Communal garden / outdoor space: 42% (£14)

Recreational room: 41% (£12)

Roof terrace: 36% (£14)

Crèche / childcare club: 36% (£24)

Children’s playground: 35% (£11)

Vegetable allotment: 35% (£11)

Games room: 35% (£11)

Working from home hub: 32% (£13)

Onsite gym: 50% (£16)

Older tenants are more likely to prefer some private outdoor space.

Younger Independents are most likely to pay more for outdoor communal space (52% for garden, 48% for roof terrace).

Over 45’s gain interest for off-site daytime trips and hobby classes.

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Ultimately, tenants must be viewed and catered to as unique groups with different motivations and challenges – made to measure solutions can help these groups feel secure and well represented in the rental community.

“I’d love a little café downstairs to grab a coffee on the way out and meet others. Having a gym or movie room is more luxurious but would be great” YI

By customising activities available, all lifestages can be catered for. Movies and quizzes especially appeal to Younger Independents and Flexible Professionals while off-site daytime trips and hobby classes gain interest for the over 45’s.

Even if not willing or able to budget for additional services, 80% of tenants are interested in even 75% of tenants aged 45+ participation in communal events demonstrating a desire for this more ‘social living’ model. BBQs, fitness classes and social evenings have strongest appeal across all ages.

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When choosing a new building, communications are again among the highest influences on decision making, with the customer viewing experience and agent/landlord follow up playing by far the most important role. Tenants want to be listened to and have their concerns validated. Strong communication with management is a top priority when considering the use of a resident portal or app.

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Tenants welcome an open dialogue and involvement in exploring new developments. It is families and older lifestages who have the greatest interest in participating in events to view new rental developments in line with their longer term rental goals. Although the viewing experience and stall are pivotal, the website plays an essential role in helping to get started and affirm their decision.

36% of tenants would find it helpful to attend a ‘Build to Rent’ event - it’s important to meet their expectations. Tenants welcome an open dialogue and involvement in exploring new developments. It is families and older lifestages who have the greatest interest in participating in events to view new rental developments in line with their longer term rental goals. Although the viewing experience and stall are pivotal, the website plays an essential role in helping to get started and affirm their decision.

Tenants want to be listened to and have their concerns validated. Strong communication with management is a top priority when considering the use of a resident portal or app.

This is particularly so for the Younger Independents and Flexible Professionals where we see scores of 73% and 71% respectively for ‘contacting the manager / landlord’ indicating the greater emphasis these younger, flexible tenants place on strong dialogue.

Information or features tenants would like to see included on a resident portal or mobile app:
- Reporting maintenance issues: 69%
- Contacting property manager / landlord: 66%
- Online document storage: 41%
- Special offers / discounts from local businesses: 39%
- Local events: 34%
- Social forum for residents: 29%
- Resident only events: 26%
- Classified ads: 12%

Areas of importance when considering a new build:

- Property viewing experience: 53%
- Efficiency of response from agent / landlord: 41%
- Online reviews: 30%
- Friendliness of on-site staff: 27%
- Word of mouth / personal referral: 22%
- Website for the building development: 21%
- Marketing (inc. billboards, flyers, ads): 7%

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WHAT TENANTS WANT FROM THEIR RENTAL RELATIONSHIP

Redefining the rules of renting: Deposit schemes are valued and anything that lowers costs is appreciated. Jacob will likely need to find another deposit in 12 months when he leaves Uni and finds a smaller space. Contents insurance is not top of mind since he rents fully furnished but this will change once he buys his own thing and is helpful to include in future rent.

Tailoring services: Socialising and networking for future jobs is a pair of daily life so he loves anything that gets him out and meeting other people. Gym, fitness classes and social events that bring people together (BBQs / bars) appeal to him plus anything that makes life easier like laundry services or an on-site shop / café.

Fostering strong communication: It’s important for landlords and/or agents to be responsive. Email or even a WhatsApp group is easier so all flatmates can follow landlord communications at a glance. It’s hard to take calls during the day but easier to make a plan and set things up over WhatsApp.

Learning more about BTR: Seeing details online before viewing is essential and viewing photos of rooms that are furnished gives inspiration and shows the lifestyle you’re investing in. He’d expect an in person tour and then personalised email follow ups each week to help make a decision, for example a breakdown of likely bills for council tax, insurance, utilities and memberships but NO spam such as ads.

Younger Independent: Jacob a student, aged 20 lives with 3 other flatmates in a converted house.

Redefining the rules of renting: A fresh approach to deposit schemes would be welcomed, whether insurance backed or some way to spread the cost. But reassurance that they won’t get stung at the end is essential. A huge sigh of relief that fees for tenants are being removed, although they still expect this cost to crop up somewhere!

Tailoring services: BTR (perhaps a town house or a flat with a garden) appeals to Mark as much for the Mod Cons as the added services. Gyms sound great but they have very little free time and disposable income to get value from it. Any BTR developments need to feel like families are welcomed with services like child care clubs, playground and outdoor space being valued. Some common rules would be expected for communal areas.

Fostering strong communication: Mark and Alice both have busy lives and email is the easiest way for them to communicate but they also like being able to get on the phone if needed, whether for an emergency or to talk about changes to their home.

Learning more about BTR: They’d do extensive research online before committing to viewing a BTR as time is precious and they would only move for a property that gives them modern living plus the space they require. They would want an event to be located at the development and expect to hand over details as time is precious and they would only move for a property that gives them modern living plus the space they require. They would want an event to be located at the development and expect to hand over details and only be contacted when something that meets their spec becomes available - not hounded by emails.

Budgeting Families: Mark and Alice aged 45 and 42, have 2 children aged 7 and 4 and rent a semi detached house.

Redefining the rules of renting: Interest in new ideas for deposits and insurance is lower. Lisa and Adam know the system and have had their mix of landlord and question how new schemes would really work and need reassurance that they won’t overpay.

Tailoring services: Exercise and wellness are high priorities. Professionals like Lisa have relatively more disposable income to spend on gyms, fitness classes and leisure activities and are also very open to communal social activities. Provision for car parking is a high priority.

Fostering strong communication: Similar to Jacob, Lisa has high expectations for communication with landlords / agents and quick resolution of problems. It’s important for them to be able to escalate quickly and efficiently - email for day to day but someone on the phone in an emergency!

Learning more about BTR: Online research is an essential first step for research and to get inspiration on this style of living. A local BTR event would be welcomed if it was in a city centre and easy to drop into at lunchtime or post work. ‘It could save time rather than going around all the different agents and an easier way to sign up for more info’. When viewing a new development 1-2-1 tours are important, accompanied by personal (but limited) follow up on email.

Flexible Professional: Lisa aged 31, lives in a terraced house with her partner, Adam. Both have busy careers.

Redefining the rules of renting: A new approach to holding deposits via an insurance scheme is welcome. Contents insurance is a good idea to include in rent but it would need to be very comprehensive and competitive to make these older renters switch from their current provider.

Tailoring services: Janet (grandmother of 2 toddlers) likes the idea of community. It is good to be around people who want similar things but also a wider community of families and young people who are respectful of each other. Like communities used to be! Social events are appealing but she’d want to be able to pick and choose and not feel forced to join in.

Fostering strong communication: Emailing her agent works well for day to day communications and texting her landlord direct about small issues is convenient. However, Janet still needs to be able to call someone if necessary. A good relationship is essential because in line with other Reconciled Renters she’s thinking about long term rental agreements for her ‘home’.

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Reconciled with Renting: Janet aged 59. Single with grown up children who have left home, living in purpose built flat.

Learning more about BTR: A first step in considering a new development would be to talk to friends / work colleagues and see what they know. A look at the website beforehand would confirm interest (ideally would be visual and to the point). When viewing, an open door policy to drop in and take a peek is welcomed, only then scheduling a full visit if there is a good feeling about the place.
LSL Property Services Group is one of the largest and most influential residential property services companies in the UK, with over 5,000 staff managing in excess of 55,000 properties nationwide. The LSL Group are proud to be market leaders in each of their four services areas; Corporate Services, Estate Agency, Surveying and Financial Services, and are continuing to evolve and diversify their portfolio.

Methodology

All figures, unless otherwise stated, are provided by Research Bods. The survey was sent to the Your Move and Reeds Rains tenant database, of these recipients a total sample size of 3,752 GB adults who rent privately was achieved. Fieldwork was undertaken 2nd March – 30th March 2018. The survey was carried out online.

PRSim is the most recent addition to the LSL Property Services Group, sitting alongside a further 23 recognised brands with leading positions within their market segments.

PRSim is a consultancy and management business dedicated to providing PRS & Build to Rent developers and investors with a complete end to end service; from the initial process of identifying site opportunities through to the day to day operational management of their investment.

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