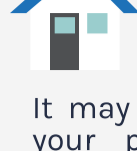


Attracting the ideal tenants

How to find the right tenants for your let



The ideal tenant

It may be the case that your property you are looking to rent out will usually attract a certain type of tenant.

Finding out about your tenants and their key characteristics can help you match their needs to one of your properties.



Commercial property



Renting your property to a commercial tenant is more than just making sure that a tenant will keep your property in a good state of repair.

There are also other factors that you should consider.

Taking on the wrong tenant could result in them needing to move premises, taking you back to looking to fill your property again

Is there an ideal time of year?



Research from OpenRent found that the best time to advertise a property for rent, was August.^[1]

They based this on one of four reasons:



Students looking for accommodation before term



Graduates moving to new areas for work



Parents waiting until the summer holidays to move



The better weather making moving easier

Is there a time of year to avoid?



Lettingaproperty.com found that October was the month that had the fewest enquiries for rented property.^[2]



However, October had more enquirers who were genuinely interested in moving into a property

Advertising in the right place



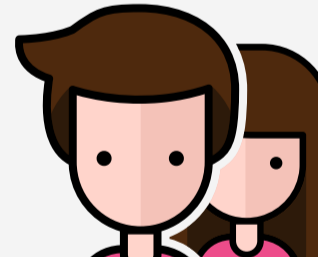
One of the best places to start is the internet. In 2017, ONS found that 90% of the UK population had access to the internet.^[3]



Property to let can be found on websites dedicated to property, such as Zoopla or Rightmove, but property can also be advertised on websites such as Craigslist or Gumtree.



Most estate agents will use social media to advertise properties, so why not do the same for your own?



Using social media can also allow you to vet your potential tenants, to see what they are like in their personal life.

LinkedIn is a social media site for professionals, which could be a way of finding a reliable tenant.



Some advertising platforms are better suited to different groups of people.



If you're looking to rent to more mature tenants, look at advertising in a newspaper. InterMedia found that the average age of newspaper readers was 50.^[4]

Consider using an agent



Using an agent can mitigate a lot of work that you might not feel confident in doing yourself.



They will take some of the rental price as a fee, but will do all the leg work in terms of background checks and taking deposits.

Premierline

BUSINESS INSURANCE BROKER

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Sources:

[1] OpenRent - When Is the Best Month, Week & Day to Advertise Your Rental Property?

[2] lettingaproperty.com - When Is the best time of year to let a property

[3] Office for National Statistics - Internet access - households and individuals, Great Britain: 2017

[4] InterMedia - UK newspapers reveal readership demographics