

Landlord insights



Retain, gain, influence

How to win landlords in a competitive market

 **rightmove**
find your happy

Landlord loyalty cycle

7% of tenants are landlords³

Are you asking your tenants if they have a property to let?

HOW TO WIN

★ **OPPORTUNITY** ★

40% of landlords last instructed an agent when they had just bought a property¹

Are you asking buyers if they plan to let their property?

Or are there opportunities to get referrals from a sales only agency?

HOW TO WIN

42%

of landlords said professionalism is the most important factor when evaluating an agent's ability to meet their needs¹



Kate is already a customer:
"I kept hold of my flat when I bought my new home and let it out. If I find another great buy-to-let I'd like to purchase another investment"

Once you've found Kate, keep her with the **landlord loyalty cycle**

72%

of landlords who remained with their letting agent did so because they were satisfied with the property management service¹

WHEN TO WIN

Half of all landlords instructed an agent in the last six months¹.
How often are you contacting landlords with local properties for sale in your area?

★ **OPPORTUNITY** ★

26% of landlords said good property management means advising on investment opportunities¹

QUICK WIN

40% of agents we mystery shopped missed a landlord opportunity in a Rightmove lettings lead²

Lead locally to win more

43% of landlords said their biggest motivation for contacting an agent was the agent's **strong local presence**¹

9 out of 10 landlords use **Rightmove** when looking for their next buy-to-let investment⁵

How do landlords find an agent?

On the street

19% via for let/sale boards¹

19% via walking down the high street¹

7% via direct mail¹

Online

33% found an agent on property websites like Rightmove¹

13% found an agent on Google where Rightmove is the no.1 searched for business in 2014¹

46% of landlords live **more than 15 miles** from their rental property⁴

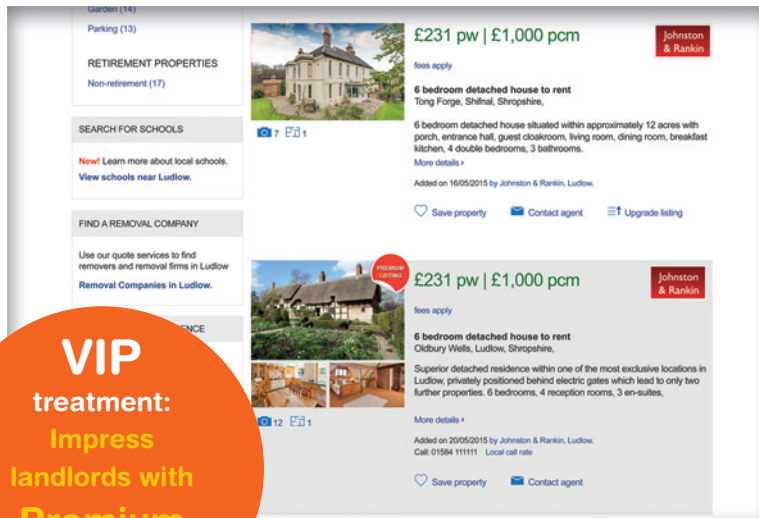
That means your online visibility is critical to your landlord's sense of **your local presence**

33% of landlords live **more than 40 miles** from their rental property⁴



Put Rightmove to work as your instruction winner

Attract more landlords in Rightmove search results



VIP
treatment:
Impress
landlords with
Premium
Listings

4 seconds is the average amount of time to catch attention¹

26% more people click on Flexible Premium Listings¹

45% of landlords choose a lettings agent based on their area knowledge.² Are you sharing local information on your listings?

How to win

37% of landlords would not invite an agent out to value their property if they did not offer floorplans. 1/3 of landlords were not offered a floorplan³

9 out of 10 landlords use Rightmove when looking for their next buy-to-let investment⁴. Use the **Lettings Lead Mapping** tool to target landlords

Target your landlord hotspots

Each of these **blue dots** represents a landlord looking for their next buy-to-let property in your area.

As 40% of landlords last instructed a letting agent when they bought a property, you can target them when they are actively looking to instruct an agent.

Contact your Account Manager to find out **how we can help you contact that landlord directly** and offer other ways you can use this tool to target your marketing effectively.

Canvassing

Direct e-mail campaigns

Rightmove Local Homepage

Local area content on your blog or website

Local pay per click campaigns

