

# RIGHTMOVE PRESENTATION

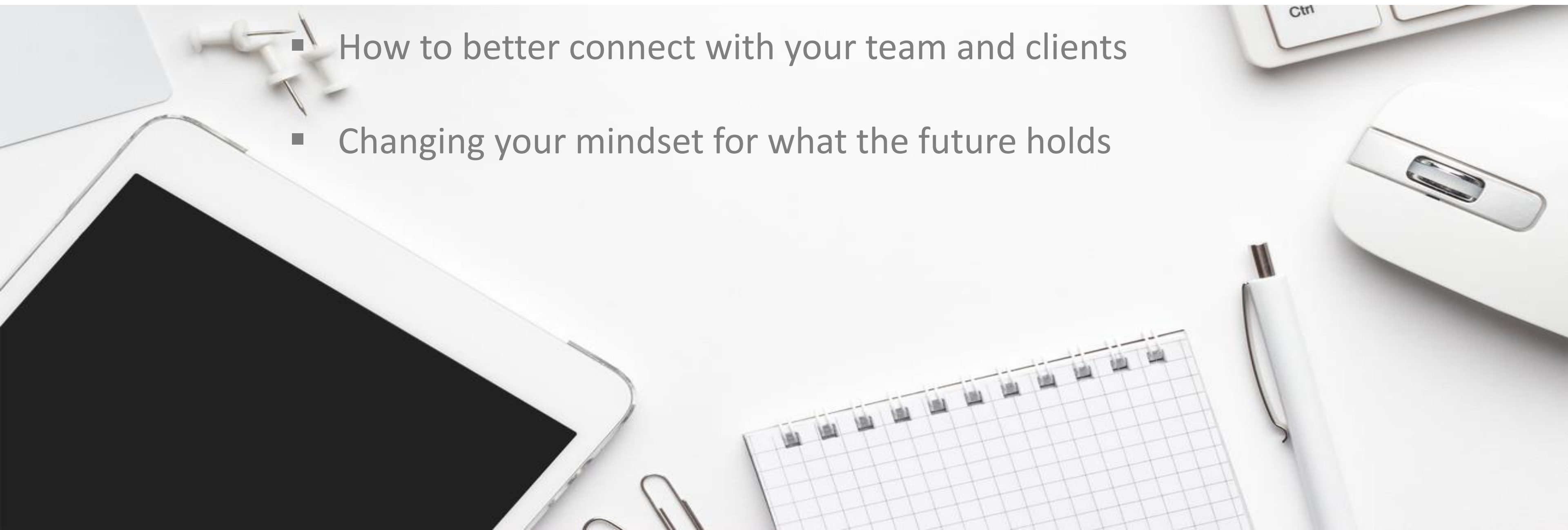
SOLUTION FOCUSED TRAINING

PRESENTED BY  
SUSIE CROLLA BA HONS LLB

# 2020 - A YEAR THAT RESONATES WITH US

## ALL

- Why lettings agents are now SO indispensable to landlords
- Using technology to make your business more efficient
- How to better connect with your team and clients
- Changing your mindset for what the future holds



When companies face a business challenge, they quickly attack it from different angles, bringing innovative ideas, long-term sustainability, necessary resources, critical stakeholders and appropriate policies, all supported by clear goals and metrics.

**World Economic Forum**

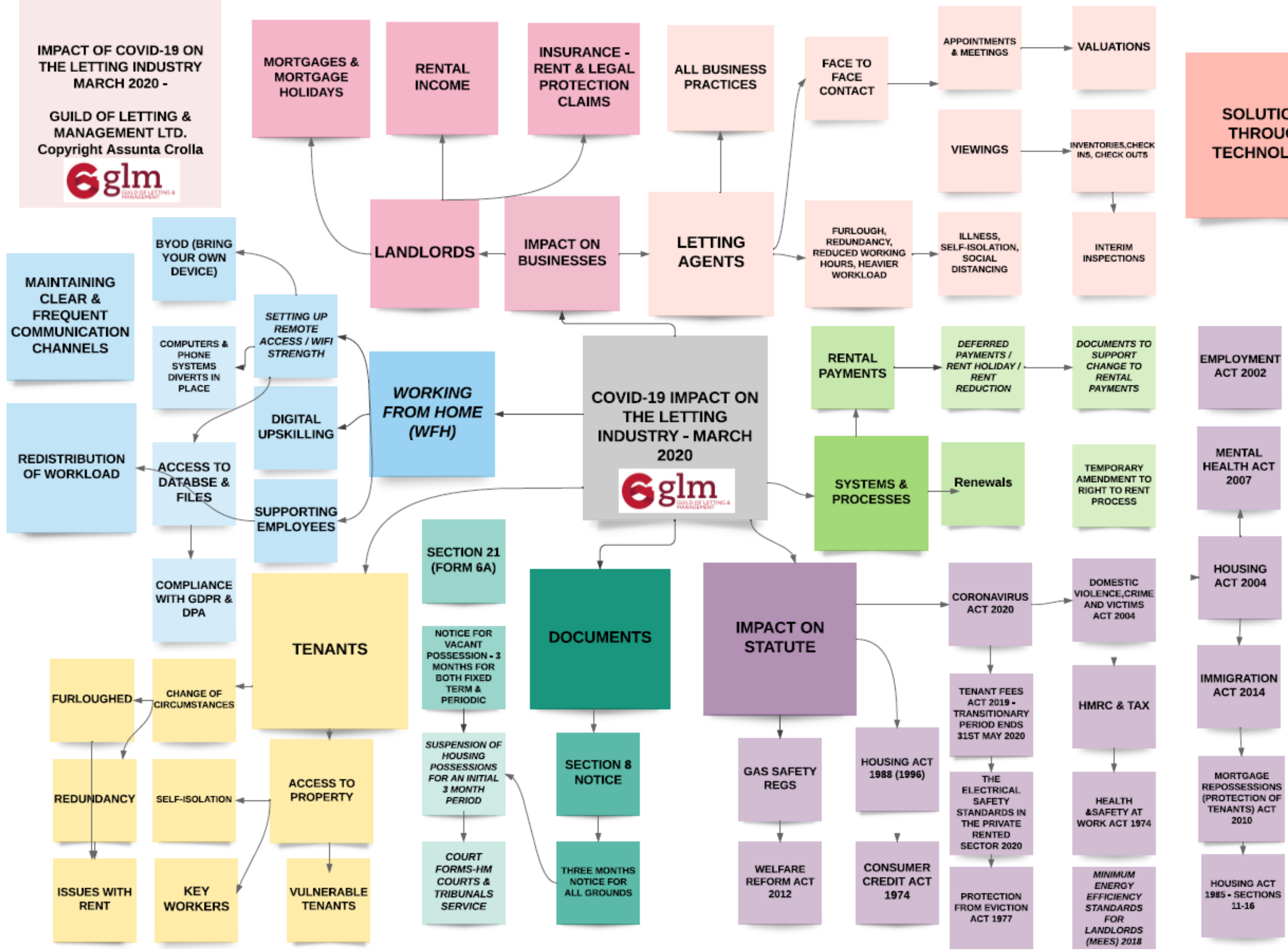


**IMPACT OF COVID-19 ON THE LETTING INDUSTRY MARCH 2020 -**

GUILD OF LETTING & MANAGEMENT LTD.  
Copyright Assunta Crolla

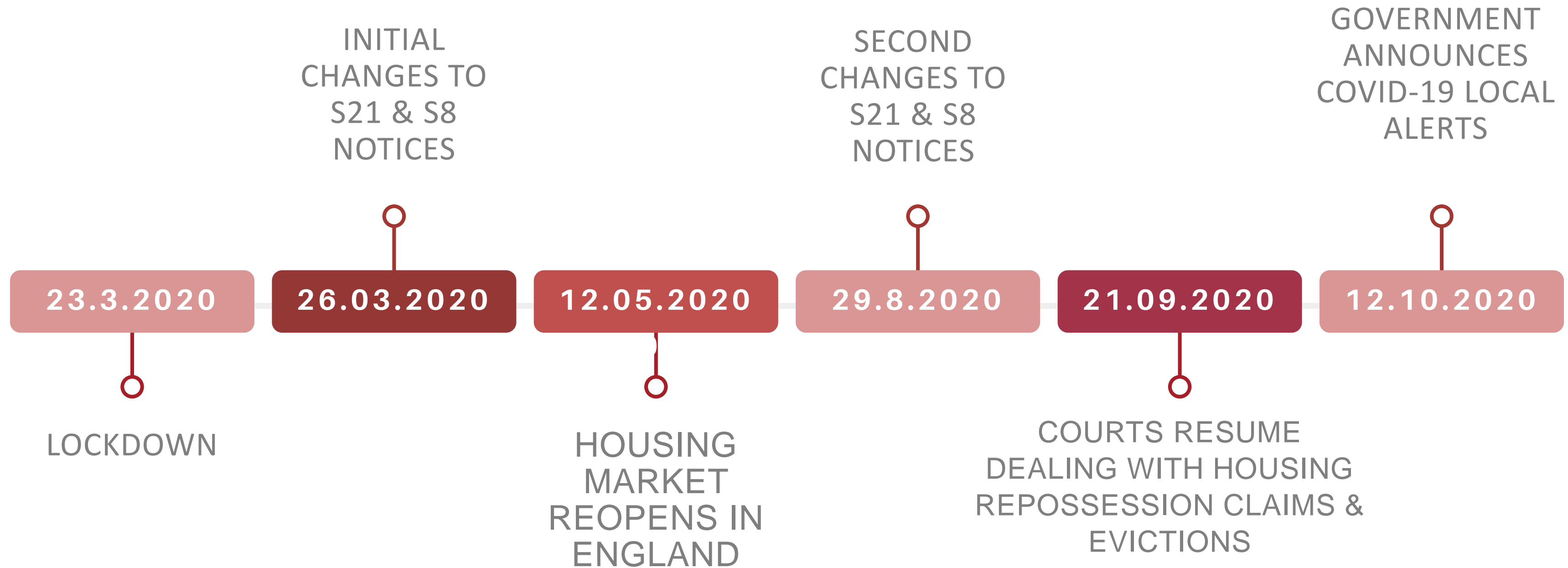


**SOLUTIONS THROUGH TECHNOLOGY**



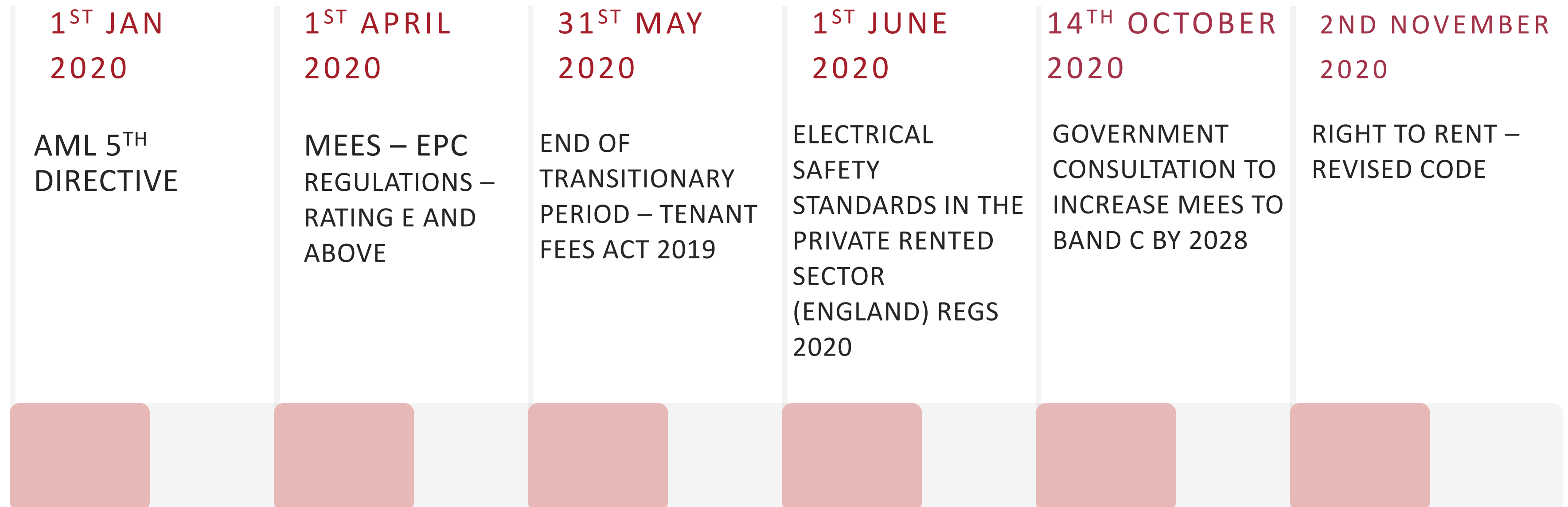
# COVID-19 IMPACT

## Time-Line



# LANDLORD STATUTORY OBLIGATIONS

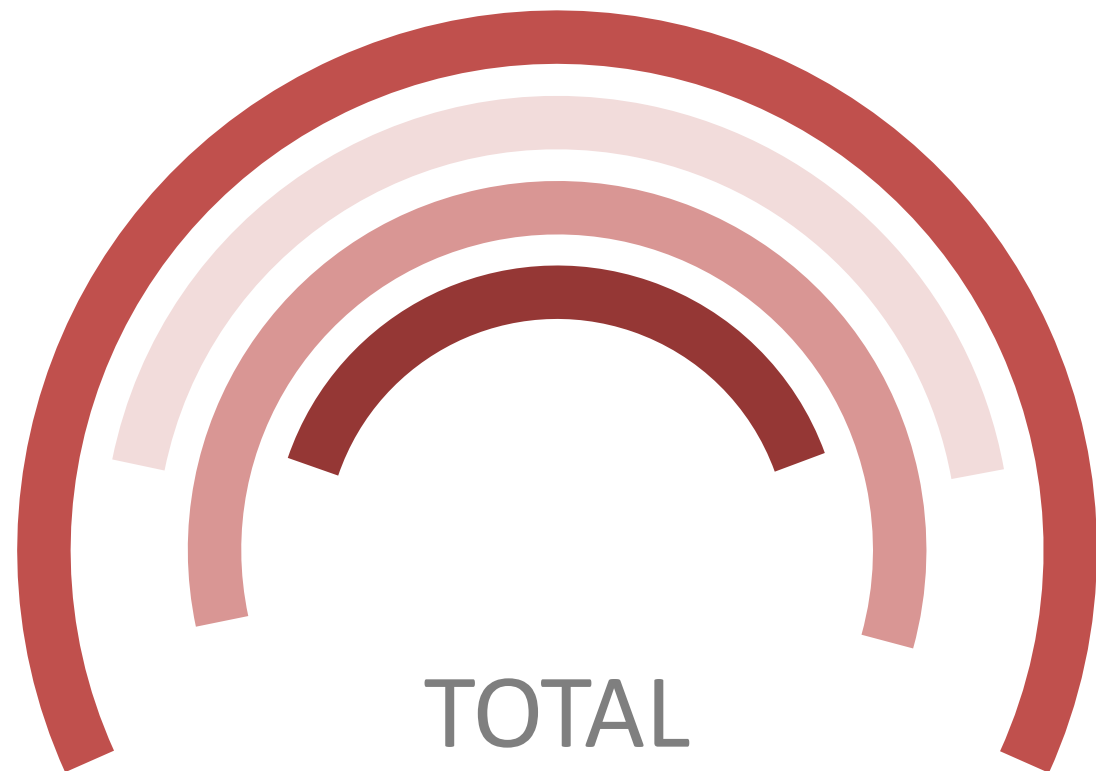
PART OF YOUR DAY-TO-DAY TASKS



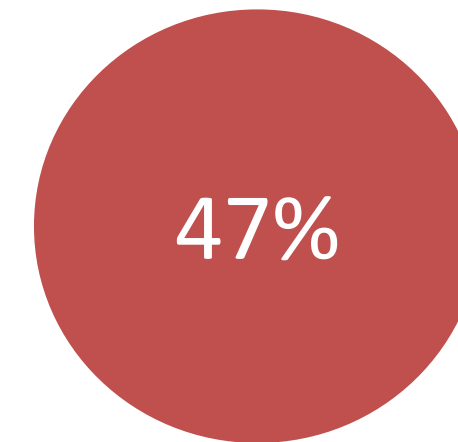
# THE VALUE OF YOUR WORTH TO YOUR LANDLORDS

- Relentless change
- Managing disruption
- Understanding & implementing the Coronavirus Act
- implementing changes in circumstances
- Supporting the landlords' business
- Preparedness
- Implementing Covid-19 protocols to keep tenants safe
- Innovation
- Use of technology
- Protecting people's livelihoods and facilitate business continuity

# KEYS STATS SEPTEMBER 2020

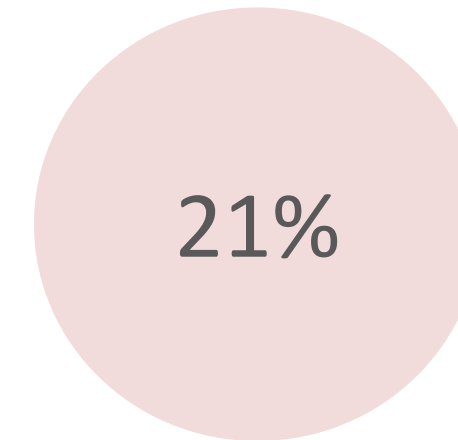


957 AGENTS OUT OF 3592 REPLIED  
TO OUR SURVEY

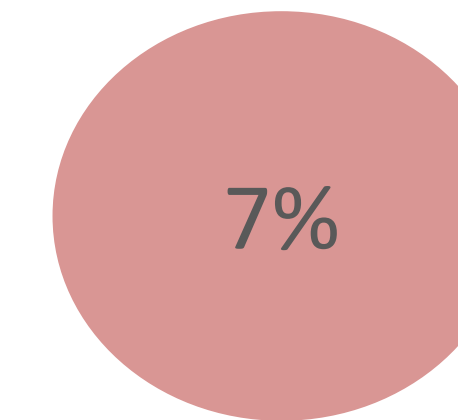




Raised concerns about the impact of Covid-19 on business

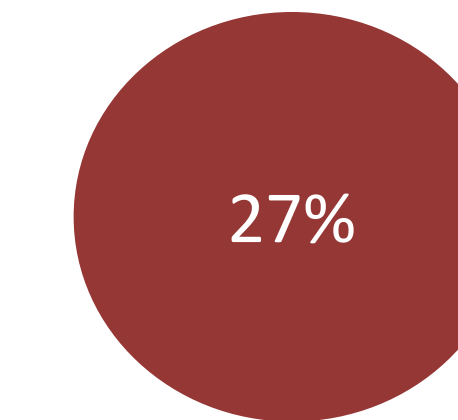
85%



Stated there has been an increase in rent arrears



Landlords have decided to sell since 29<sup>th</sup> August 2020 due to changes in notice periods  



Have found the “piecemeal” approach to legislation challenging to deal with



# DIGITAL UPSKILLING & TECHNOLOGY

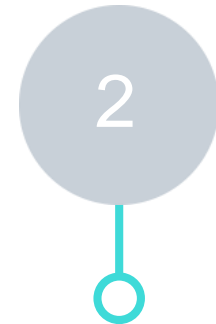
The Simplicity of helping with the burden of your workload



WFH

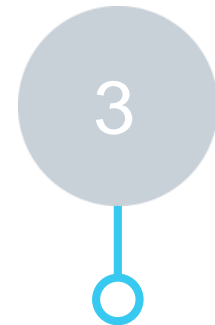
REMOTE ACCESS  
TO OFFICE  
BASED SYSTEMS  
& CRM

(REMEMBER  
GDPR/DPA  
PROTOCOLS)



TECH  
EQUIPMENT

IS YOUR TEAM  
FULLY VERSED  
ON TECH  
INCLUDING THE  
USE OF  
DIFFERENT  
RESOURCES?



INVESTING IN  
DIGITAL  
UPSKILLING

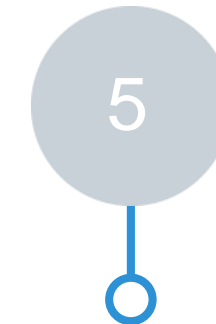
NOT ALL  
EMPLOYEES  
HAVE THE SKILL  
SET TO DEAL  
WITH THE  
DIGITAL SHIFT



VIRTUAL  
VALUATIONS &  
VIEWINGS

INSTANTANEOUS,  
INCREASED  
COVERAGE,  
ANALYTICS & COVID-  
19 FREE.

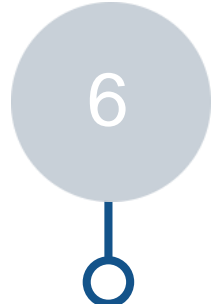
(REMEMBER  
QUALITY IS  
PARAMOUNT)



SIMPLIFY  
ADMINISTRATION  
USING ON-LINE  
PLATFORMS

MINIMISING RISK BY  
USING A E-  
SIGNATURE  
PLATFORM/ON- LINE  
PLATFORM

(REMEMBER MISSING  
DOCUMENTS WILL HAVE  
A KNOCK-ON EFFECT)



OUTSOURCE (IF  
POSSIBLE) WITHOUT  
DETRACTING FROM  
THE CUSTOMER  
EXPERIENCE

THE OBVIOUS CHOICES  
ARE ADMIN RELATED,  
RENT COLLECTION,  
REFERENCING, REPORTING  
MAINTENANCE, PROPERTY  
MANAGEMENT, VIRTUAL  
PA SUPPORT.

## By 2022, 133 million new jobs could be created by the Fourth Industrial Revolution

As a result, we are in the middle of a global reskilling emergency. Covid-19 showed us just how important it is to have infrastructure, strategies to implement change and the ability to be reactive.

‘**Intentional learning**’ is the most important skill to acquire in this new digital age. At its heart, it’s about treating every experience as an opportunity to learn.

The most important skill to acquire in our new digital age? Surprisingly, it’s the ability to learn.

- Be up to date around what is happening in your industry. As a project manager, you may want to learn about new agile techniques and the possible evolutions of your role.
- What skill gaps do you and your team currently have?
- You are only going to thrive in the new future if you are [a lifelong learner](#).
- Make a conscious plan on how to develop new skills that keep you competitive.

# Diversification and looking at different revenue streams is **omnipresent.**

Assertively use your knowledge and build on your core business.

Focus on the cycle of the investment. Work with investors and help them grow their portfolio

- Focus on the existing client base you have – upsell the fully managed service to TFO landlords
- Commercial Lets, Block Management and Holiday Lets (UK Based) are all Value-Added business opportunities
- Landlords will take comfort if you offer to deal with complex processes - HMO Licensing & Selective Licensing applications are a revenue stream

# COMMUNICATION WITH SPECIFICITY



Effective communication is purposeful and provides context to the other party — and that requires being specific.

- Keep your team up to date – they are customer facing & will need to stay ahead of landlords/tenants
- Explain the changes you are making and why
- Schedule in regular meetings with your team
- Make sure landlords are aware of the changes you have put in place due to Covid-19 – they are relying on you to keep them informed
- Use different medium to add variety – video conferencing, webinars, newsletters, blogs, Instagram – will all add value to your brand and reinforce the importance of your message

"The number one thing is to focus on is employees and customers," Brian Moynihan (CEO of Bank of America) said on how companies should set priorities and manage the ongoing crisis. "When it comes to taking care of employees, he added, the goals should be: "keep them well, keep them employed and keep them mentally healthy."

# THE LETTING AGENT'S TO DO LIST

PART OF BCP  
(BUSINESS CONTINUITY PLAN)

13<sup>TH</sup> JULY 2020

## BREXIT

The government has launched a new campaign to help businesses and individuals prepare for the end of the BREXIT transition period.

2<sup>ND</sup> OCTOBER 2020

National Trading Standards Estate and Letting Agency Team (NTSELAT) proposed that new legislation be introduced so that all customers must be told about

## ONGOING

Covid – 19 Protocols need to be kept up to date and available for inspection if necessary

Covid-19 Local Alerts

## ONGOING

ROPA – currently the focus is the new Code of Practice. No syllabus available for qualifications

31<sup>ST</sup> March 2021

Changes to Notice Periods

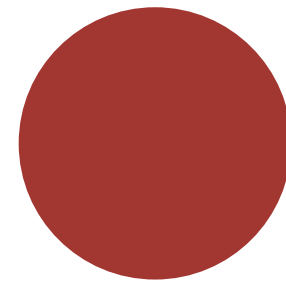
# CHANGE OF MINDSET



COVID-19 has shown that Change Management & being adaptable are crucial. Do not wait for things to go back to the way they were.

What is important, to quote Henry Ford is to realise, *“Whether you think you can, or you think you can’t – you’re right.”*

1. **Positivity over Negativity** – The press want us all to feel worse than we already do. Look at the positivity that has been present in your communities, workplace and home. Altruism has been present in abundance since the pandemic began, this needs to continue to be the case.
2. **Communication** - Keeping landlords, tenants, stakeholders aware and up to date on what you are doing is crucial. Maya Angelou said it best: “People will forget what you said and did, but they will never forget how you made them feel” and in these unprecedented circumstances, making your presence felt is extremely important – blog, Instagram, newsletter, a handwritten card – forms part of what you stand for.
3. This is not a **“Forever Situation”** – Plan for the future



THANK YOU FOR WATCHING