

Landlord Insights

Opportunities for agents from
our survey of 1,292 landlords in
March 2022



What are landlords thinking in 2022?

To help you understand more about the mindset, plans and needs of landlords in 2022, we asked 1,292 of them to share their thoughts in a survey.

Their responses highlight a lot of optimism and plenty of opportunities for agents.

In this guide, we've picked out some key findings that represent opportunities. With available stock at record low levels, many of these opportunities are with your existing landlords, but there are also some valuable

insights for you to take on board when trying to attract new landlords.

Finally, we've shared the full research findings at the end. These are split by different types of landlord so that you can dive into the detail and spot your own golden nuggets to inform your marketing strategies.

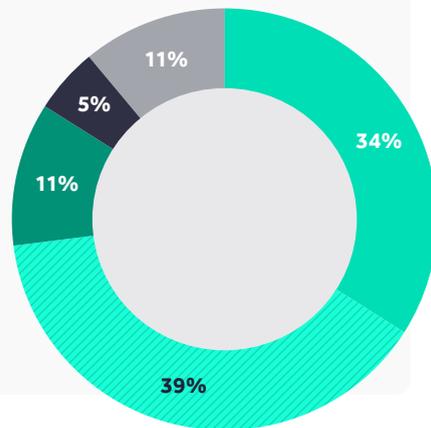
We hope you find these insights useful.

Opportunities with your existing landlords

50% of landlords will be active in the property market in some form over the next 12 months

Landlords' plans for the next 12 months

- Increase the number of rental properties
- Keep the same number of rental properties
- Decrease the number of rental properties
- Sell all rental properties and stop being a landlord
- Haven't made plans yet



Opportunity: Half of landlords have explicitly said they plan to buy or sell properties in the next 12 months (34% are planning to grow their portfolio and 16% to sell some or all their portfolio).

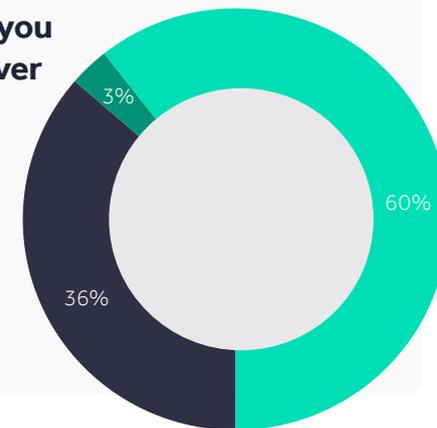
Book in a review with each of your landlords and contact your prospects to ask about their plans for the year ahead. We can show you where investors in your area are looking to buy using the Rightmove landlord mapping tool - ask your Account Manager.

60% of properties are overdue a rent review

With average tenancy lengths increasing throughout the pandemic (see page 19), many properties are being rented at below market value.

On average, how did the amount you charge tenants for rent change over the last 12 months?

- It increased
- It stayed the same
- It decreased



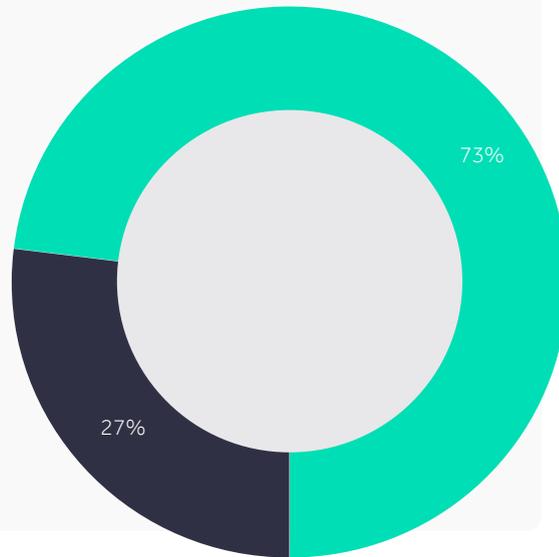
Opportunity: Use the [Rightmove Rental Trends Tracker](#) to show landlords how prices have grown in their region over the last 12 months and discuss an appropriate rent increase.

Rent increases are also a great opportunity to introduce new services for your landlords, like evictions cover – generating extra revenue and adding value for your landlords at the same time.

27% of landlords are using multiple agents

Do you use multiple letting agents to look after your properties?

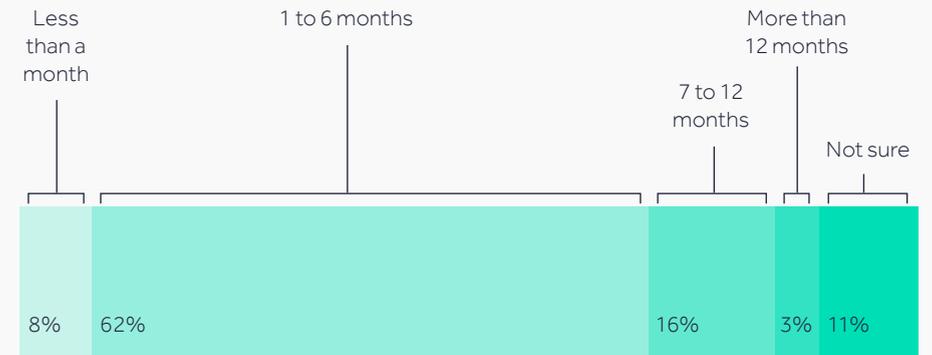
- Yes
- No



Opportunity: When did you last ask your landlords if they have a wider portfolio outside of the properties you're aware of? If their other properties are ones you could manage, could you persuade them to bring these over to you?

Protect and grow your revenue with Rent Guarantee and evictions cover

If you needed to evict a tenant, how long would you expect it to take from serving the tenant notice to them leaving the property?



Opportunity: Make sure your landlords know that it's currently taking **at least 12 months** to evict a tenant from the point of serving them notice. Could they afford to do without their rental income for that length of time? Given that 30% of landlords see arrears as a worry, it's an ideal opportunity for you to discuss [Rent Guarantee insurance](#) as a standalone product or as part of your fully managed service.

Don't miss the opportunities in "at risk" stock

11% of landlords say they plan to decrease the amount of rental stock they own and another 5% plan to sell up completely. If a landlord is saying they plan to sell some or all of their portfolio, the revenue doesn't have to be lost. Here are three ways you can still generate income from them.

1. De-risk your landlord's biggest concerns

Landlords' top 5 concerns over the next 12 months

Tax implications of being a landlord	58%
Increasing compliance requirements for landlords	57%
The upcoming changes to EPC requirements for rental properties	42%
Tenants deferring rental payments/going into arrears	30%
Rental yields worsening	17%

Opportunity: Join Rightmove's monthly [News Hour webinar](#) to understand upcoming compliance changes. Work with your landlords to make a plan to address them.

For example, if they've got a property that will take heavy investment to meet the minimum EPC requirements, could you advise them to sell that property and find them a better alternative to re-invest their equity in, that you then manage?



2. If they're adamant on selling, make sure it's through you

We also surveyed a small number of people that have stopped being landlords in the last year, with some interesting findings.

60% of those that sold a rental property did not use the same agent that managed the property.

Opportunity: It shouldn't come as a surprise to you when a landlord announces they're selling off some or all of their portfolio. Check in with them regularly, offer helpful advice, and if and when they do come to sell then make sure your sales team is the one that earns the commission.

3. Re-visit "former" landlords after they've sold up

31% of landlords that have recently exited the market say they're likely or very likely to become a landlord again.

Opportunity: Create a marketing plan and system for keeping in touch with your former landlords. If they do ever return to being a landlord, you'll make sure you're the agent they think of and contact first.

Data on this page is taken from 44 respondents who stopped being a landlord in the last 12 months.

Opportunities for winning landlords

Focus on your ability to achieve and guarantee higher rents

31% of landlords don't use a letting agent. Here are the main things that could sway them to do so (landlords could select multiple responses).

What would encourage you to use an agent?

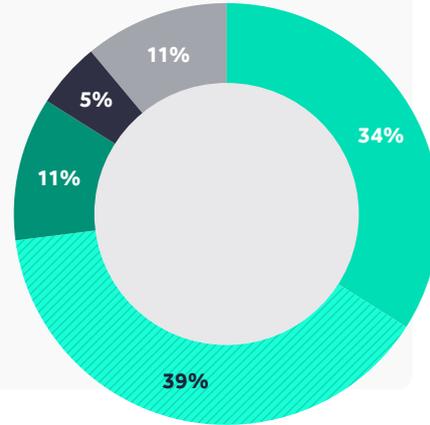
If they were able to get higher rents for my property	31%
If they could guarantee my rent	27%
If they could help me navigate changing regulations and legislation	23%
If they could deal with day to day tenant enquiries and maintenance issues	23%
If they provided me with exclusive access to investment opportunities	17%
If they could find tenants faster than me	17%
If they could manage improvements for my properties to make them more energy efficient	12%

Opportunities: When marketing to landlords not using an agent, use testimonials from existing clients talking about how you helped them increase their rental income. Make [Rent Guarantee](#) insurance part of your pitch at valuations. Offer free portfolio and/or rent reviews to local landlords.

Be visible as the go-to agent for independent landlord advice

Landlords' plans for the next 12 months

- Increase the number of rental properties
- Keep the same number of rental properties
- Decrease the number of rental properties
- Sell all rental properties and stop being a landlord
- Haven't made plans yet



Opportunity: 50% of landlords are planning changes to their portfolio this year, creating plenty of opportunities for agents.

If they're not happy with the service of their current agent, make sure you're the first alternative they think of. Focus your marketing strategy on being visible and offering free advice to landlords, setting up future opportunities for those that might be open to a change of agent.

Where to reach landlords that aren't on your database

Lots of the opportunities we've outlined rely on you already having a landlord's details on your database. But there will be thousands of landlords in your area that you don't know. And they won't have haven't heard of your agency.

What's the best way to get in front of them? In short, it's on Rightmove.

Landlords' usage and preference of property websites

	Rightmove	Zoopla	On The Market	Boomin
When finding/researching properties to buy I am most likely to use	92%	6%	2%	0%
When researching the rental market, I am most likely to use	85%	13%	2%	0%
I would prefer my properties to be advertised on	92%	5%	2%	0%

How frequently do you use the following property websites? (Landlords could select one option per website)

	Rightmove	Zoopla	On The Market	Boomin
Every day / most days	35%	7%	5%	1%
A few times a week	24%	11%	6%	1%
About once per week	13%	11%	4%	1%
About once a fortnight	7%	9%	4%	1%
About once a month	10%	15%	9%	1%
Every couple of months	5%	11%	7%	1%
A few times a year	5%	15%	8%	2%
Less often	1%	8%	12%	7%
Never	0%	12%	44%	85%

Cumulative usage of property websites

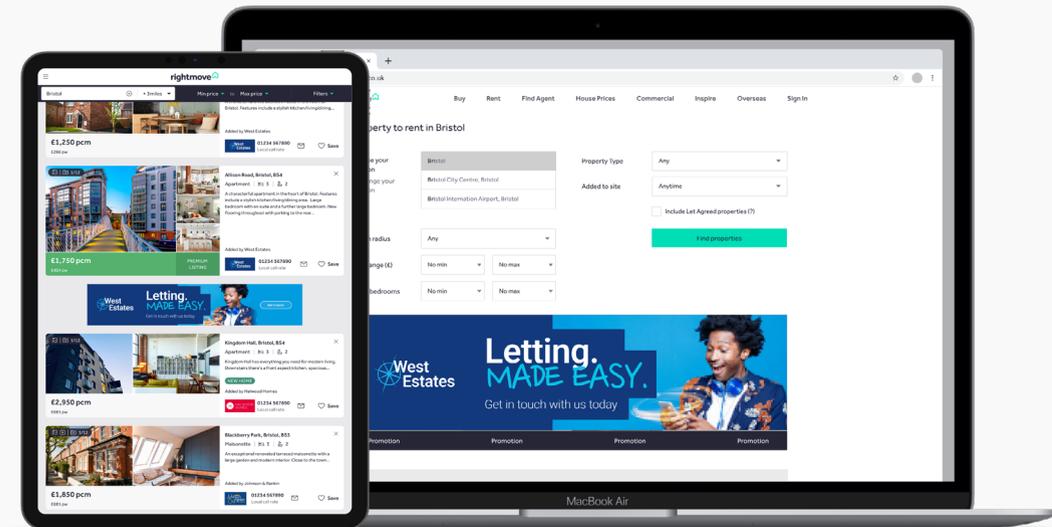
	Rightmove	Zoopla	On The Market	Boomin
At least once a week	72%	29%	15%	2%
At least once a month	89%	53%	29%	4%
At least once a year	99%	79%	44%	8%
Ever	100%	88%	56%	15%

Where to reach landlords that aren't on your database

Opportunity: Rightmove is the only website that most landlords are visiting weekly, with 35% visiting almost daily.

72% of landlords visit Rightmove as least once a week. It would take nearly a year of advertising on Zoopla to reach as many landlords. Of the landlords we surveyed, more have visited Rightmove in a week than had ever visited On The Market and Boomin combined.

Use Local Homepage and Featured Agent banners on Rightmove to reinforce your strengths and influence landlords to contact you in the future.



The data

Landlords' survey responses in detail

On the following pages, we've included a full breakdown of landlords' answers to all the questions in our survey. It's here for you to do your own trawl through the results and perhaps pick up on one or two insights that particularly resonate with you.

What's clear from our survey is not all landlords are the same. Their outlook and needs differ widely depending on the type of landlord they are and the number of properties they let out. Successful agents tend to have separate service offerings and separate marketing approaches tailored to the different types of landlord.

How we've segmented the total landlord audience to give you deeper insights

Full time landlords: Landlords who manage properties as their main job.

Investors: Landlords that invest in property as a second income and/or long term investment.

Accidental landlords: Landlords that have "fallen into" renting out property due to a change in circumstances, such as inheriting a property, moving out of home, or being a landlord for a family member.

The questions on the following pages were asked to all landlords in the survey unless otherwise stated.

Experience, properties and tenure

What type of landlord are you?

Full time landlord	14%
Part-time investor	73%
Accidental landlord	11%
Other	2%

How long have you been a landlord?

	All landlords	Full time landlords	Investors	Accidental landlords
Less than a year	5%	4%	5%	7%
1 - 2 years	9%	3%	9%	12%
3 - 5 years	16%	11%	17%	21%
6 - 10 years	27%	19%	27%	38%
More than 10 years	43%	62%	42%	23%

Question asked of 421 landlords who said they planned to increase their portfolio this year

How many rental properties do you currently own?

	All landlords	Full time landlords	Investors	Accidental landlords
1	29%	5%	26%	78%
2 - 4	42%	20%	50%	19%
5 - 9	18%	31%	17%	3%
10 - 19	7%	27%	4%	0%
More than 20 properties	4%	17%	3%	0%

What is the average length of time a tenant rents one of your properties for?

	All landlords	Full time landlords	Investors	Accidental landlords
Less than 6 months	1%	1%	1%	1%
6 - 12 months	7%	5%	8%	3%
12 - 18 months	14%	10%	15%	13%
18 - 24 months	16%	13%	16%	23%
More than 24 months	63%	72%	61%	60%

Question asked of 199 landlords who said they planned to decrease their portfolio this year

Recent changes and future plans

How has the average length of your tenancies changed over the last 12 months?

	less than 6 months	6 - 12 months	12 – 18 months	18 – 24 months	More than 24 months
Increased	13%	28%	19%	16%	15%
Stayed the same	50%	54%	60%	61%	76%
Decreased	13%	4%	7%	9%	3%
Not sure	25%	15%	14%	13%	6%

How has the number of rental properties you own changed in the last 12 months?

	All landlords	Full time landlords	Investors	Accidental landlords
Increased	29%	46%	30%	7%
Stayed the same	61%	38%	62%	87%
Decreased	10%	17%	9%	5%

Are you planning on doing any of the following over the next 12 months?

	All landlords	Full time landlords	Investors	Accidental landlords
Increasing the number of rental properties you own	34%	42%	36%	12%
Keeping the same number of rental properties	39%	30%	40%	49%
Decreasing the number of rental properties you own	11%	21%	10%	10%
Selling all your rental properties and stop being a landlord	5%	3%	4%	12%
Haven't made plans yet	11%	4%	11%	18%

Reasons for increasing or decreasing portfolio

Which, if any, of the following are your reasons for increasing the number of properties you own? (Landlords could select multiple answers)

	All landlords	Full time landlords	Investors	Accidental landlords
Plan on being a landlord for the long term	68%	81%	68%	19%
Property delivers better value than other investments	59%	56%	60%	69%
Property is a safe investment	50%	53%	50%	38%
Believe property prices will continue to rise	38%	42%	38%	38%
Mortgage rates are low	24%	33%	23%	19%
Diversify the type of properties I own	20%	24%	21%	0%

Which, if any, of the following are your reasons for decreasing the number of properties you own? (Landlords could select multiple answers)

	All landlords	Full time landlords	Investors	Accidental landlords
Tax implications of being a landlord	62%	76%	57%	62%
Increasing compliance requirements for landlords	58%	76%	53%	48%
The upcoming changes to EPC requirements for rental properties	44%	50%	42%	41%
Rental yields are worsening	23%	19%	23%	21%
Approaching or going into retirement	20%	21%	20%	24%
Issues with tenants going into arrears	19%	17%	20%	14%
There are better investments elsewhere	18%	19%	19%	10%
A bad experience with tenants damaging a property	17%	12%	19%	10%
Having problems with the tenants	16%	12%	18%	10%
Managing properties is too time-consuming	15%	12%	14%	17%
Take advantage of house prices increasing	13%	10%	13%	21%

Landlords' concerns

What are your biggest concerns as a landlord over the next 12 months?

(Landlords could select multiple answers)

	All landlords	Full time landlords	Investors	Accidental landlords
Tax implications of being a landlord	58%	56%	60%	49%
Increasing compliance requirements for landlords	57%	68%	56%	51%
Upcoming changes to EPC requirements for rental properties	42%	53%	41%	34%
Tenants deferring rental payments/going into arrears	30%	34%	30%	28%
Rental yields worsening	17%	16%	18%	17%
Weather conditions damaging my property	11%	11%	10%	19%
Property prices falling	10%	6%	11%	9%
Rental prices falling	7%	5%	7%	9%
Filling vacant properties	5%	4%	5%	7%

Usage of agents

Do you use a letting agent for your property/properties?

	All landlords	Full time landlords	Investors	Accidental landlords
Yes	69%	57%	71%	63%
No	31%	43%	29%	37%

Do you use multiple letting agents to look after your properties?

	All landlords	Full time landlords	Investors	Accidental landlords
Yes, I use multiple letting agents	27%	38%	29%	6%
No, I only use one letting agent	73%	62%	71%	94%

Question asked of 621 landlords who use a letting agent

Which, if any, of the following services do you use a letting agent for?

	All landlords	Full time landlords	Investors	Accidental landlords
Let only	20%	39%	18%	17%
Rent collection	7%	7%	6%	8%
Full management	72%	54%	74%	74%

Question asked of 857 landlords who use a letting agent

Which, if any, of the following explain why you use a letting agent?

	All landlords	Full time landlords	Investors	Accidental landlords
Want to reduce the hassle and stress	67%	50%	68%	73%
I value their guidance around legislation and regulation	51%	48%	52%	50%
The property I own is far away from where I live	36%	35%	36%	42%
Don't have the time to do it myself	33%	13%	36%	37%
Value their advice on investment opportunities	10%	13%	10%	7%
Own too many properties to manage them myself	8%	14%	8%	2%
Other, please specify	6%	12%	5%	4%
None of these	1%	4%	1%	1%

Question asked of 857 landlords who use a letting agent

Importance of agency services

Which, if any, of the following explain why you don't use a fully managed service with your letting agent?

	All landlords	Full time landlords	Investors	Accidental landlords
Happy to manage the contact with the tenants myself	60%	62%	59%	68%
Have the skills or know people to handle the upkeep of the property	56%	62%	56%	59%
Don't think it is worth the money	51%	60%	48%	59%
Have enough time to manage the day-to-day tasks and admin	44%	47%	43%	55%
Want the peace of mind from doing property inspections myself	26%	36%	24%	32%
Previously had fully managed properties and didn't think it was worth it	21%	33%	19%	18%

Question asked of 241 landlords who use a letting agent but do not use their fully managed service

How important are the following services for a letting agent to offer you

	It is essential	It is nice to have	It is not needed	Not sure
Conducting tenant referencing	88%	10%	1%	1%
Preparing all tenancy agreements and documents	83%	13%	3%	0%
Taking care of all legal obligations	73%	21%	5%	1%
Registering tenancy deposit	72%	18%	9%	1%
Handling inventory and check-in/ check-out process	70%	22%	8%	0%
Handling tenant evictions	68%	16%	11%	5%
Managing tenancy renewals	68%	21%	10%	1%
Collecting rent	67%	15%	17%	0%
Deposit dispute handling	67%	21%	10%	2%
Regular property inspections	61%	24%	14%	1%
Negotiating rent increases	50%	36%	14%	1%
Handling property maintenance and upkeep	48%	29%	23%	0%
Rent Guarantee Insurance	25%	34%	34%	8%
Providing updates on the property market	14%	48%	34%	4%
Exclusive access to investment opportunities	10%	37%	44%	9%

Landlords not using an agent

Have you used a letting agent in the past for your property/properties?

	All landlords	Full time landlords	Investors	Accidental landlords
Yes	52%	64%	50%	42%
No	48%	36%	50%	58%

Which, if any, of the following explain why you don't use a letting agent?

	All landlords	Full time landlords	Investors	Accidental landlords
Want to save money on fees	55%	61%	55%	48%
Have the skills or know people to handle the upkeep of the property	53%	61%	56%	30%
Live close enough to my rental properties	51%	55%	53%	34%
Have enough time to manage the day-to-day tasks and admin	47%	67%	43%	38%
Can easily find tenants myself	44%	59%	43%	28%
Had a bad experience with letting agents	42%	42%	41%	48%
Have tenants I know and trust	35%	24%	34%	56%

Question asked of 392 landlords who do not use a letting agent

Which, if any, of the following would encourage you to use a letting agent?

	It is essential	It is nice to have	It is not needed	Not sure
Would not consider using a letting agent	41%	52%	37%	44%
If they were able to get higher rents for my property	31%	24%	35%	22%
If they could guarantee my rent	27%	17%	30%	24%
If they could help me navigate changing regulations and legislation	23%	15%	27%	20%
If they could deal with day to day tenant enquiries and maintenance issues	23%	17%	24%	28%
If they could find tenants faster than me	17%	9%	19%	16%
If they provided me with exclusive access to investment opportunities	17%	16%	19%	8%
If they could manage improvements for my properties to make them more energy efficient	12%	8%	12%	16%

Question asked of 392 landlords who do not use a letting agent

Rent Guarantee and evictions cover

When, if ever, was the last time you had a tenant go into rental arrears?

	All landlords	Full time landlords	Investors	Accidental landlords
Less than 1 year ago	21%	38%	20%	11%
1-2 years ago	11%	19%	10%	9%
More than 2 years ago	15%	14%	16%	10%
Haven't had a tenant go into arrears	52%	29%	54%	70%

Do you currently have a Rent Guarantee insurance policy for your rental property/properties?

	All landlords	Full time landlords	Investors	Accidental landlords
Yes – I have Rent Guarantee insurance	26%	17%	27%	31%
Aware of Rent Guarantee insurance but I'm not using it	61%	77%	60%	46%
Not aware of Rent Guarantee insurance	13%	6%	13%	23%

If you needed to evict a tenant, how long would you expect it to take from serving the tenant notice to them leaving the property?

	All landlords	Full time landlords	Investors	Accidental landlords
Less than a month	8%	5%	8%	13%
1 to 6 months	62%	64%	63%	55%
7 to 12 months	16%	21%	15%	13%
More than 12 months	3%	3%	3%	4%
Not sure	11%	6%	11%	16%

How much would anticipate a tenant eviction to cost you in legal fees?

	All landlords	Full time landlords	Investors	Accidental landlords
Less than £500	22%	21%	22%	25%
£501- £1000	26%	32%	25%	23%
£1000- £1500	22%	21%	22%	20%
£1501- £2000	15%	11%	15%	13%
More than £2000	16%	14%	16%	19%

Usage and preference of property websites

Which of the following property websites would you prefer to use in the following situations?

	Rightmove	Zoopla	On The Market	Boomin
When finding/researching properties to buy I am most likely to use	92%	6%	2%	0%
When researching the rental market, I am most likely to use	85%	13%	2%	0%
I would prefer my properties to be listed/advertised on	92%	5%	2%	0%

How frequently do you use the following property websites?

	Rightmove	Zoopla	On The Market	Boomin
Every day / most days	35%	7%	5%	1%
A few times a week	24%	11%	6%	1%
About once per week	13%	11%	4%	1%
About once a fortnight	7%	9%	4%	1%
About once a month	10%	15%	9%	1%
Every couple of months	5%	11%	7%	1%
A few times a year	5%	15%	8%	2%
Less often	1%	8%	12%	7%
Use at least weekly	72%	29%	15%	2%
Use at least monthly	89%	53%	29%	4%
Use at least yearly	99%	79%	44%	8%
Used ever	100%	88%	56%	15%

To understand more about maximising your exposure to landlords on Rightmove, speak to your Rightmove Account Manager or visit

hub.rightmove.co.uk/landlords.