11 November 2026

Renters' Rights Phase 2

Are your landlords ready?

rightmove

Training

Our experts joining us today:



David d'Orton-Gibson

Managing Director at Training for Professionals

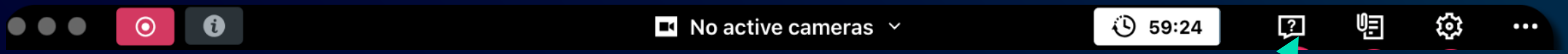


Dawn Bennett

Operations Director at Agent Rainmaker

building success together

We’re keen to hear your questions...



Submit your questions or comments here

Today we'll discuss 3 key changes:

01 **Register your rental property**
Rollout, portfolio alignment and agent access

02 **Landlord redress**
What is expected and when

03 **Section 13 notices**
Process, appeals and tribunal learning

Private Rental Sector Database

Register your rental property service

1 Properties in different regions

Regional rollout dates

2 Registrations brought into line

Later properties align

3 One annual renewal point

Portfolio renews together

2,500 properties could ultimately sit on one coordinated renewal cycle

Build to Rent

Roll out timelines differ by region

Region	Service opens	Deadline
West Midlands	15 Dec 2026	**14 Mar 2027**
East of England	15 Jan 2027	**14 Apr 2027**
East Midlands	15 Feb 2027	**14 May 2027**
South East	15 Mar 2027	**14 Jun 2027**
Yorkshire & Humber	15 Apr 2027	**14 Jul 2027**
North West	15 May 2027	**14 Aug 2027**
North East	15 Jun 2027	**14 Sep 2027**
London	15 Jul 2027	**14 Oct 2027**
South West	15 Aug 2027	**14 Nov 2027**

3 months

between regional commencement and the registration deadline



The property location sets the deadline

Landlord lives in London



Birmingham property
Deadline
14 Mar 2027

Bournemouth property
Deadline
14 Nov 2027

Aligned renewal
14 Mar 2028

Key point: the Bournemouth registration runs only until the first portfolio renewal date

Year-one fees are adjusted to the shared renewal date

PRO-RATED PAYMENT

Bournemouth property

15 Nov 2027 → **14 Mar 2028**

4 months of the annual fee

£65 × 4/12 = £21.66

Why this matters

- ✓ Avoids paying a full year for a shortened first registration
- ✓ Aligns the portfolio to one future renewal date
- ✓ Makes the first-year cost different from the ongoing annual cost

Registration at scale: a major operational task

4.7m
private rented properties

58%
estimated to be with agents

15 mins
assumed time per property

2.726m
properties potentially supported by agents

2.726M x 15 minutes =

681,500 hours

≈ 85,188 days. Or 365.6 years working 8 hours a day!

Illustrative calculation based on the assumptions above

How the landlord–agent link is expected to work

1

Landlord creates account

Landlord creates the account and property

2

Landlord invites agent

Using the agent's email address

3

Agent accepts invite

By clicking the link and creating a password for that property

4

Agent uploads information

Landlord reviews and approves

The landlord remains responsible even where the agent completes delegated tasks.

Delegation could become difficult at portfolio scale

250

properties

could mean

250 links • 250 access journeys

Access control

Who owns each login and invitation?

Storage

How will links and credentials be recorded securely?

Handover

What happens when agents change?

Poll

Are you planning to offer a registration service for your landlords?

Landlord Redress

Landlord redress: the direction of travel

Winter 2026/27

Provider expected to be announced

By end 2027 / early 2028

Landlords expected to register

PRS Database

Could the same property data be reused?

Watchpoint: duplicate data entry would add cost and friction for landlords and agents.

Section 13 notices

A four-stage process from notice to response

1 Section 13 notice

Landlord proposes the rent

2 MR1

Tenant appeals

3 MR2

Landlord responds

4 MR3

Tenant responds again

Good evidence and clear documentation matter at every stage.

What the first 82 cases suggest

94.5%

of the rent sought was achieved on average

11.4%

average uplift in the new rent

1.06

months' average delay

Cases reviewed: notices served after 1 May 2026

Poll

What proportion of tenant hardship applications were awarded?

The gap between asking rent and award can be material

Largest monthly shortfall

£440

£1,300 claimed → **£860 awarded**

Average shortfall **£149 pcm | £1,827 pa**

Hardship applications

43 requested hardship

9 were awarded (21%)

Inadequate evidence was a recurring issue.

Poll

In cases where property condition affected the outcome, what was the average monthly rent reduction?

Property condition is influencing outcomes

49/82 cases raised a property issue

32 rents reduced for repairs or condition

£20–£440 range of monthly reductions

£114.08 average reduction

Agent takeaway

- ✓ Keep repair records current
- ✓ Document completed works
- ✓ Photograph condition where appropriate
- ✓ Use comparable evidence for the proposed rent

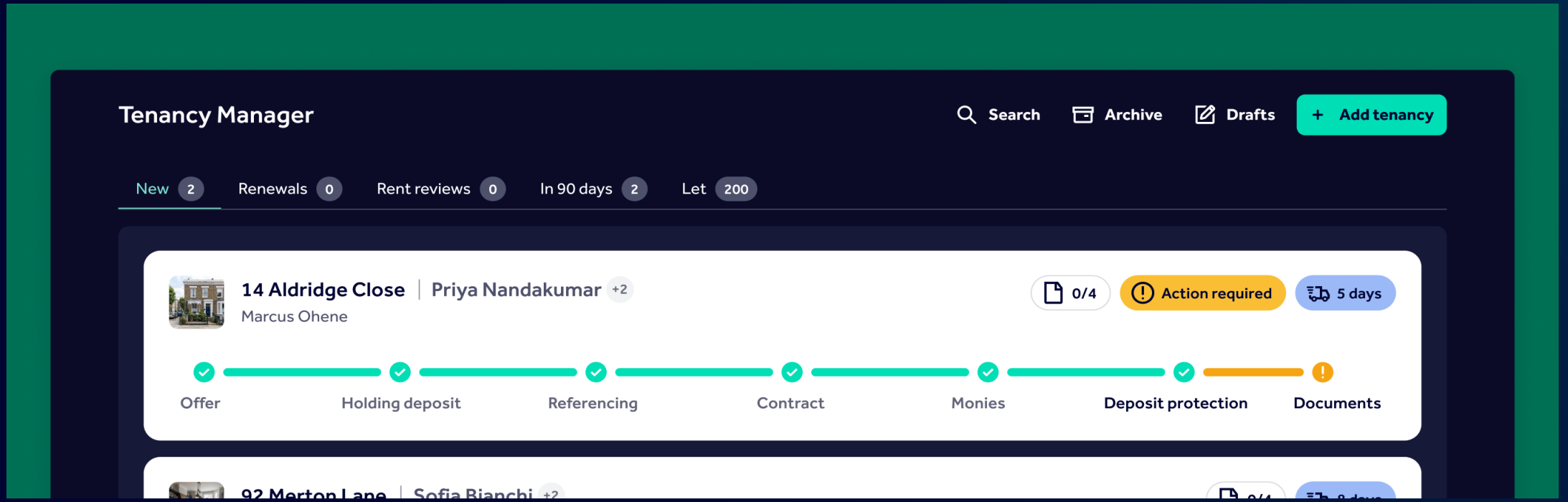
Learnings from these tribunal cases:

24	Over market value
3	Reduced
26	Correct rent
3	Notice invalid
12	Have ambiguity

Agent takeaway

It appears they do not necessarily increase the rent from a rent due date.

Proof of service is very important



Appeal timing affects the income delay



Proof of service is essential: keep evidence of exactly when and how the notice was served.

Three actions to take now

1. **Map portfolios by property region**
   Prepare segmented landlord communications

2. **Design the landlord–agent workflow**
   Agree access, ownership, approval and record keeping

3. **Strengthen the evidence file**
   Rent comparables, repairs, condition and proof of service

Questions?

What will create the biggest operational challenge for your business?

How has the market responded so far?

Landlord confidence is down, but the immediate picture is mixed

41%

say the Act has had a negative impact on them as a landlord

38%

are less likely to invest in additional rental property as a result of the Act

49%

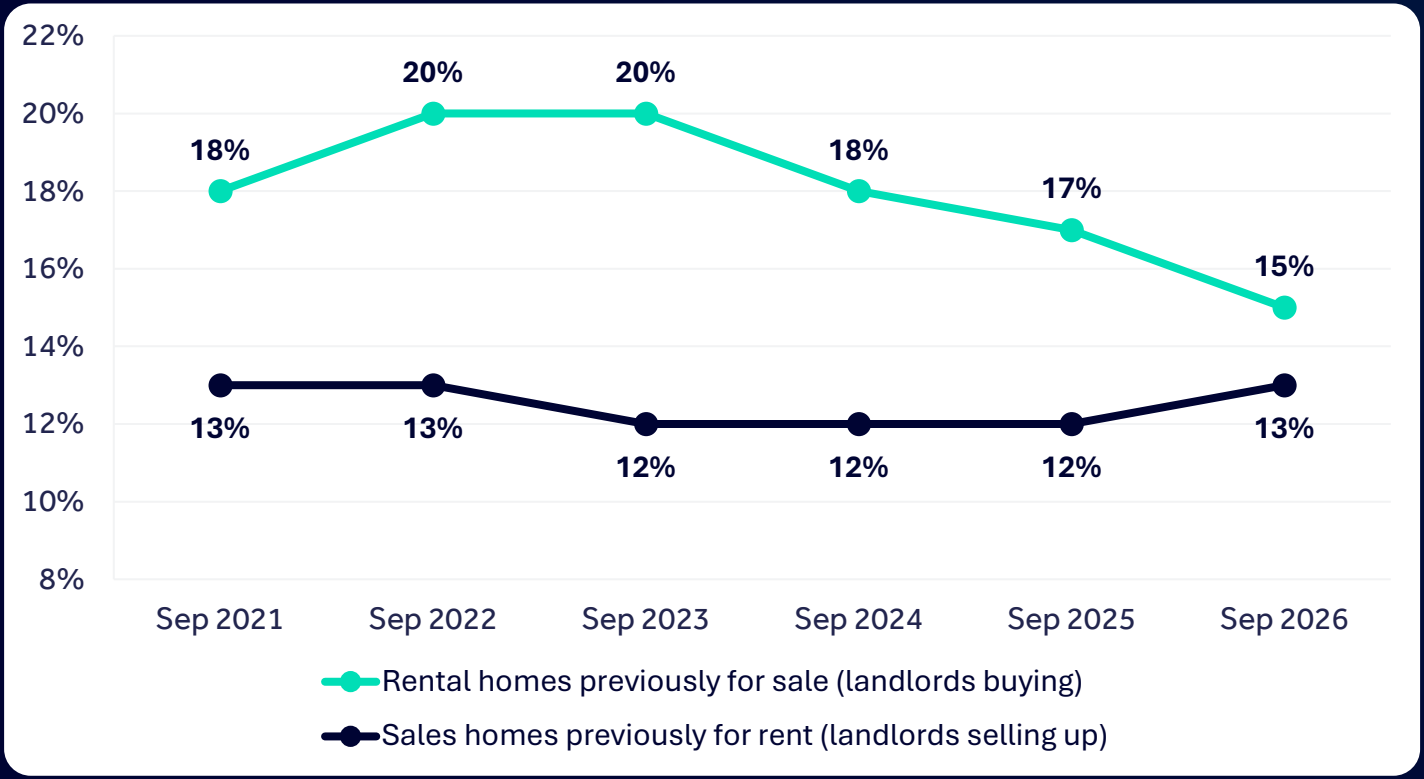
say it has had neutral or no impact

Sentiment has taken a hit, but wider market data isn't showing landlords selling up en masse

Source: Rightmove Living Room research data from October 2026 survey to 181 landlords, Q- Overall, what impact, if any, has the Renters' Rights Act had on you as a landlord? & As a result of the Renters' Rights Act, are you now more or less likely to invest in additional rental property?

The bigger risk is weaker future supply, not a landlord exodus

Rental supply movements, 2021–2026



Fewer homes are moving from sales into lettings

15% of rental homes were previously for sale, down from 20% in 2022/2023

No increase in homes moving from lettings into sales

13% of homes for sale were previously rented, in line with 2021 and 2022

Source: Rightmove Data Services Proportion of homes for sale that were previously rented, versus proportion of homes for rent that were previously for sale in September's 2021-2026

Renters feel more secure and have greater confidence

48%

feel more confident as a renter

46%

feel more secure in their tenancy

55%

believe renters have more ability to challenge rent increases

Greater security has not yet translated into a transformed rental experience

47% report no change to their overall renting experience, while 66% have seen no change in how their tenancy is managed.

Source: Rightmove Living Room research data from October 2026 survey to 181 renters

Renters feel more empowered, but some are noticing market pressure

29%

have noticed higher rents

23%

say rental properties seem harder to find

15%

have noticed more competition for rental properties

Visible service improvements remain limited

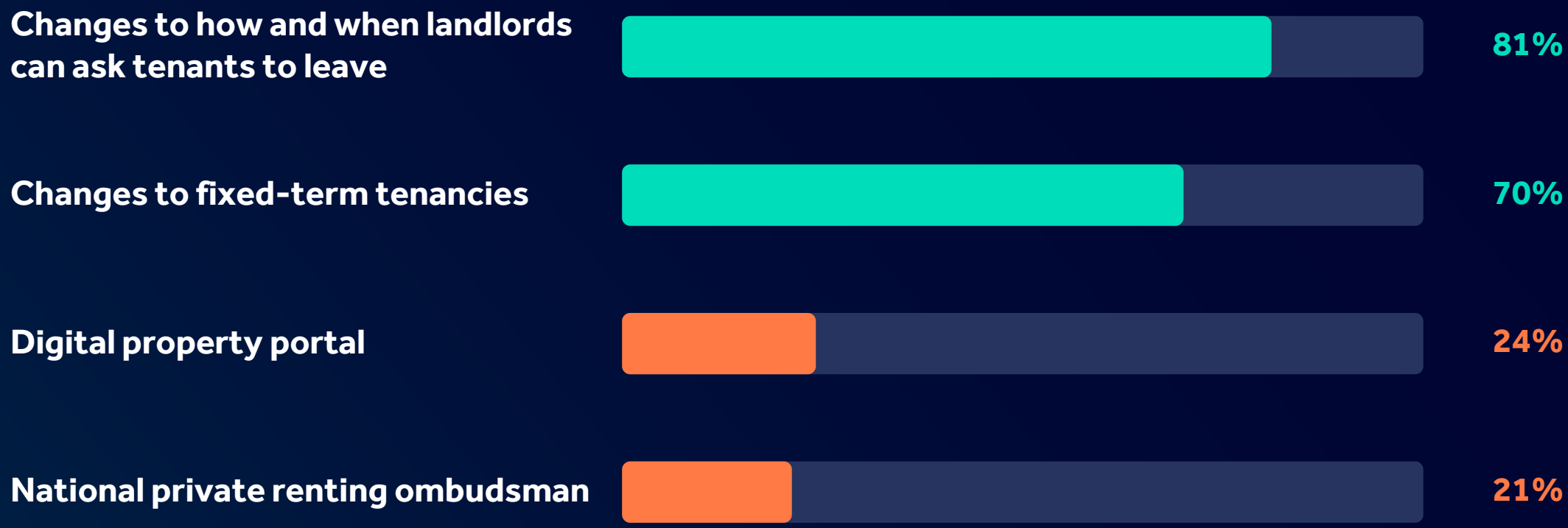
4% better communication from landlords or agents

4% better property standards

Source: Rightmove Living Room research data from October 2026 survey to 181 renters

Landlord awareness drops sharply beyond the headline reforms

Agents can bridge the education gap



Source: Rightmove Living Room research data from October 2026 survey to 181 landlords, Q- Overall, what impact, if any, has the Renters' Rights Act had on you as a landlord? & As a result of the Renters' Rights Act, are you now more or less likely to invest in additional rental property?

Compliance challenge to commercial opportunity

Landlord sentiment

Let-only conversions

Education-led marketing

Terms & fees

What are landlords telling us?

1	**Rising costs**	Pressure on returns
2	**Complexity**	More legislation to navigate
3	**Compliance risk**	Potential fines and consequences
4	**Need for support**	Clarity, confidence and practical help

The opportunity

Acknowledge the pressure, then make the value of expert management clearer.

These are themes from landlord conversations, not a representative survey.

What can agents do to help?

1	**Communicate and educate**	Translate the changes into clear actions
2	**Prioritise self managing**	Start with existing let-only relationships
3	**Tenancy Health Checks**	Make the conversation specific and useful
4	**Open the conversation**	Use the findings to demonstrate your value

Useful first, commercial second

The health check gives landlords something genuinely useful and creates a natural route into a fully managed conversation.

Poll

Have you ever completed a Tenancy Health Check call with your let-only landlords?

Tenancy Health Check Call

Reconnect	Contact existing let-only landlords
Assess	How have things been since 1st May - ask structured tenancy compliance questions
Score	Give an overall percentage score
Highlight	Identify possible gaps and applicable potential penalties
Recommend	Explain the value of fully managed
Convert	Agree the fully managed instruction



The growth opportunity: Concentric

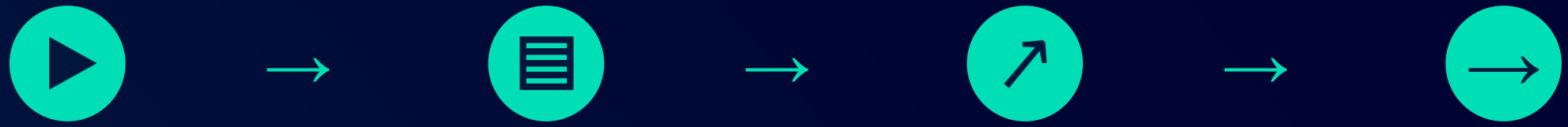
25%

managed portfolio growth over the last 12 months

A mix of growth routes	New landlord instructions, let-only to fully managed conversions and tenant in situ sales
The common thread	A proactive, education-led approach to landlord conversations

A real business case study, not a claim that the Renters' Rights Act alone caused the growth.

How do you reach landlords you don't know yet?



FREE WEBINARS & SEMINARS

Explain what has changed and what landlords need to do

LANDLORD GUIDES

Offer useful, accessible information

DIGITAL FUNNELS

Help interested landlords find and request resources

FOLLOW-THROUGH

Invite a conversation or Tenancy Health Check

Other agencies have seen similar success

Educate, engage and demonstrate value

36%

Growth reported by another agent using these strategies

48%

Share of new business attributed by another agent to digital marketing, let-only conversions and educational webinars

More work? Review your terms and fees

1	**Map the workload**	List the additional work your team now undertakes
2	**Review the offer**	Check terms of business and what each package includes
3	**Pressure-test fees**	Do management fees reflect ongoing responsibility?
4	**Price transparently**	Set out legitimate additional services clearly

Protect the margin

More administration and compliance work can erode margin if the commercial model stands still.

Check contractual variation rights, transparency and applicable law before changing charges.

Four actions to take back to your agency

1. Contact your existing let-only landlords
2. Reach new landlords through education, guides and funnels
3. Introduce a structured Tenancy Health Check
4. Review your terms, services and fees

We're not simply selling a management service.
We're demonstrating why landlords need one.

Q&A

