



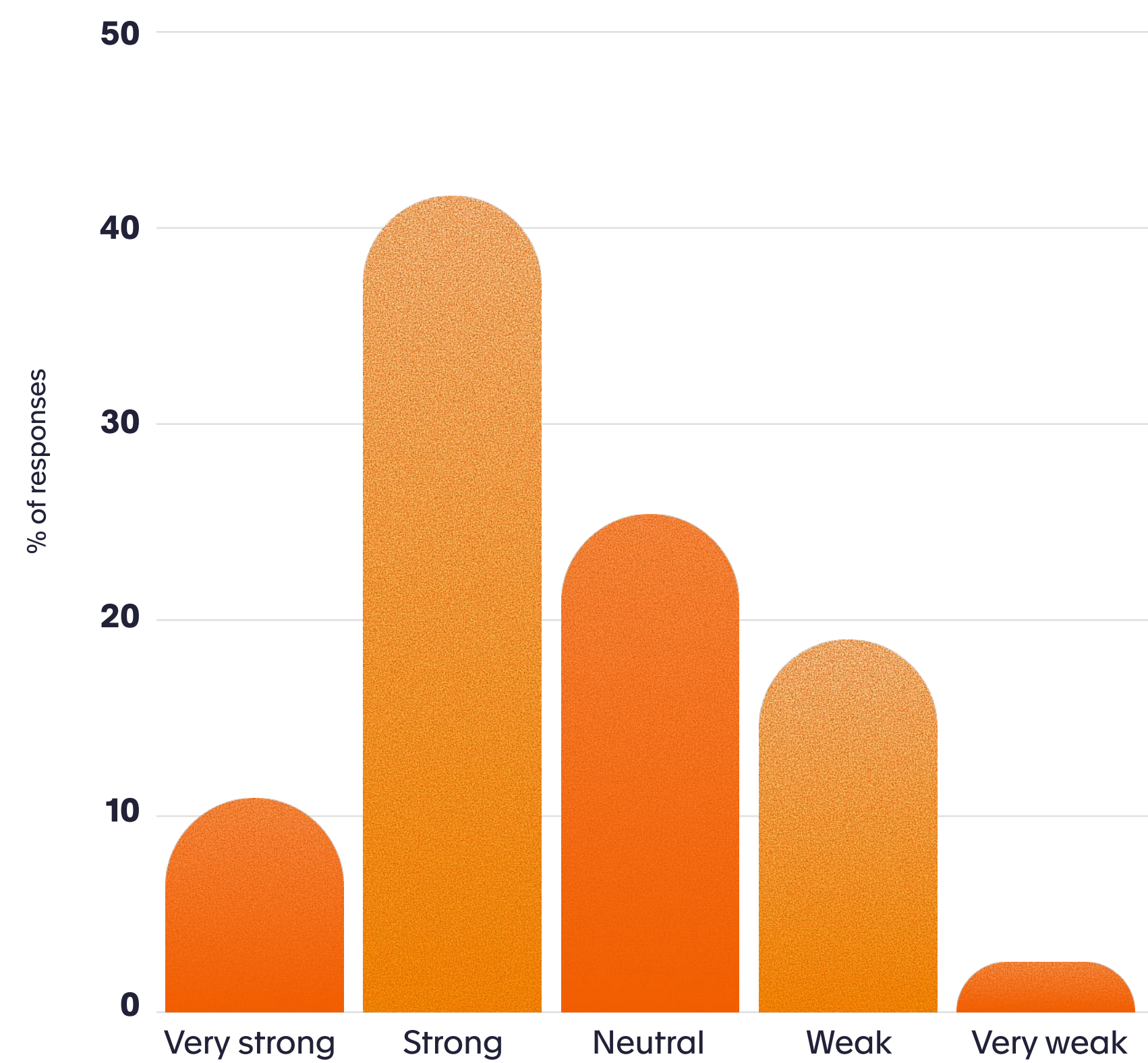
We recently surveyed landlords and agents to understand their experience & support needs.

Here are some of the key takeaways ↓

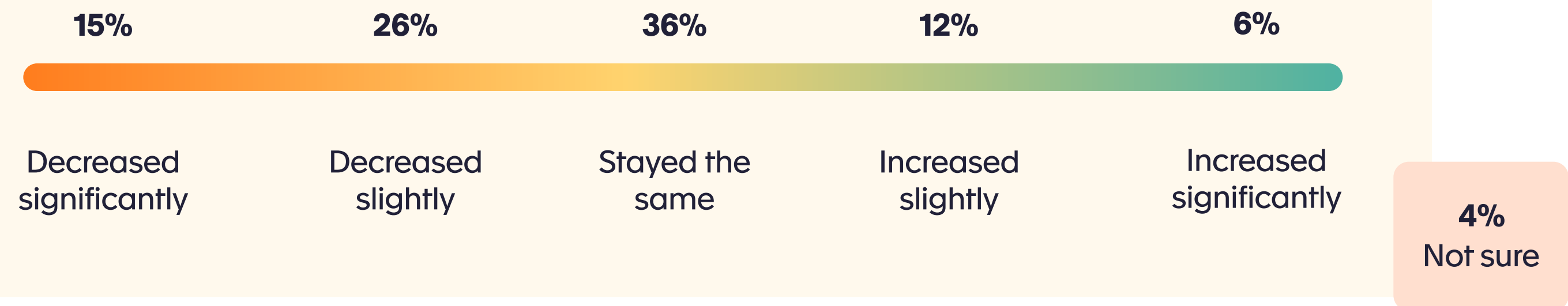


# Most landlords describe the market as strong

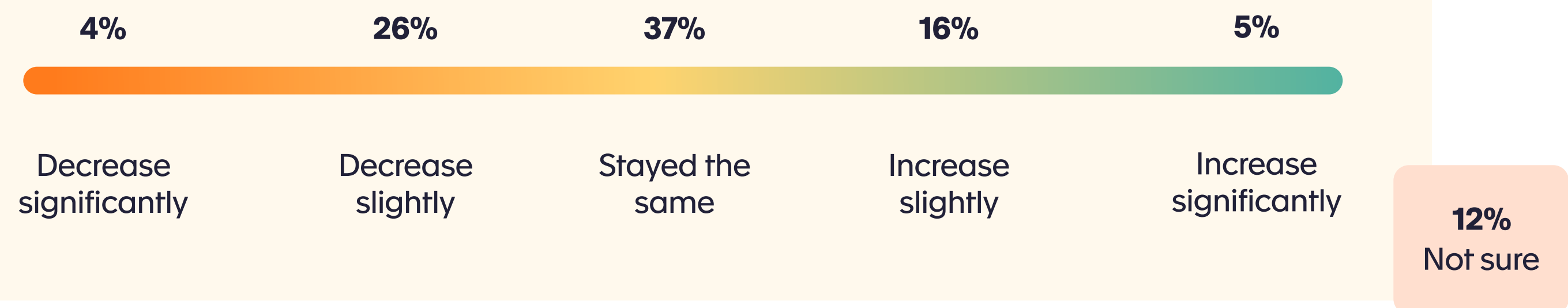
How would you describe the current state of the rental market in the city/cities you have property in?



How has demand changed in the past 12 months?

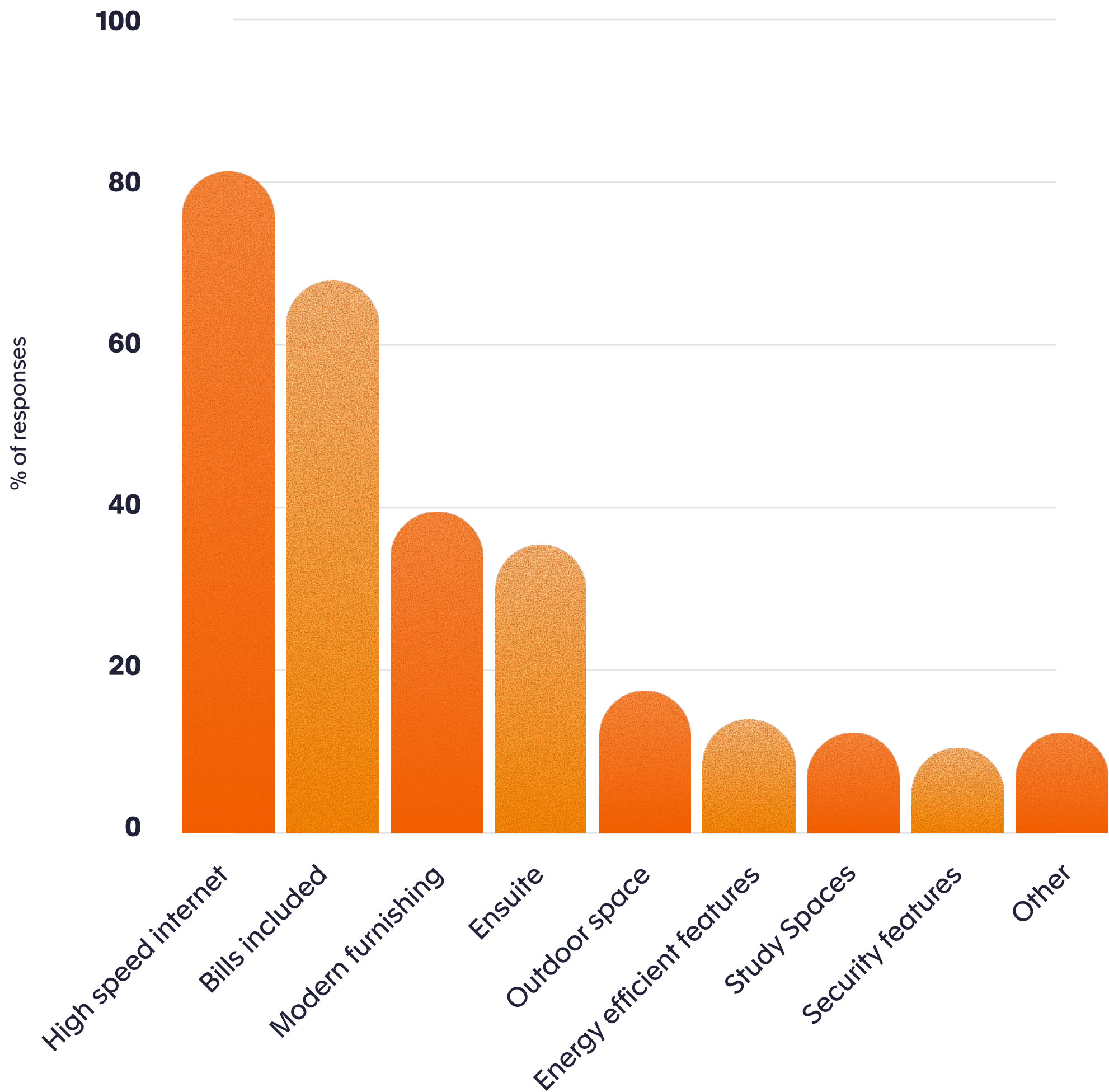


How do you expect demand to change in the next 12 months?









# High speed internet and bills included are the most in demand amenities

Which amenities are most in demand amongst your tenants?



## 'Other' responses included

-  "Good kitchen facilities"
-  "Lots of bathrooms"
-  "Cleaning included"
-  "Equal sized rooms"
-  "A separate lounge"
-  "Low rent"

# Student expectations are increasing across multiple areas

What shifts are you seeing in student preferences and expectations?

## 1. Demand for higher quality & convenience

Students are increasingly expecting:

- Inclusive utility bills
- Well furnished, high-spec properties

## 2. More focus on privacy & wellbeing

There's a growing preference for:

- Individual rooms & ensuites over shared spaces
- Smaller household groups
- Properties that support mental health and safety

## 3. Increased price sensitivity

- Strong emphasis on value for money
- Students are more aware of extra costs like utility bills

## 4. More assertive & strategic approach

Landlords note that students are:

- Searching earlier
- Have tighter criteria & are less willing to compromise
- Viewing housing as a service rather than just shelter eg. comfortable space + wellbeing support + cleaning service



# 56% of landlords have made improvements in the past year to meet expectations

## Tech improvements

- > Added more charging ports
- > Installed high-speed broadband

## New appliances

- > New white goods
- > Added smart TVs
- > Bigger freezers

## Increased comfort & privacy

- > Installed blackout blinds
- > Installed ensuite bathrooms
- > Converted shared houses into studios/  
smaller group units

## Energy efficiency

- > Improved insulation, & heating systems
- > New windows
- > Upgrades in line with energy  
performance standards

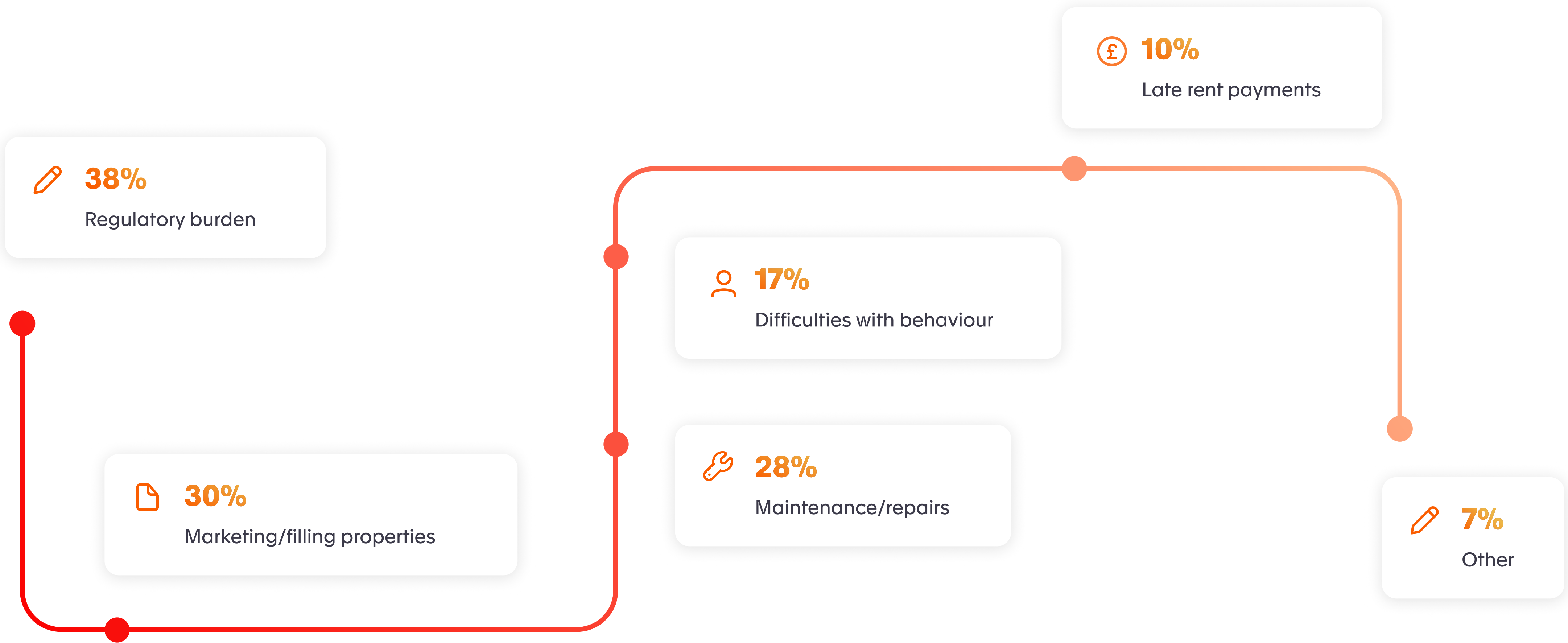
## Refurbishment

- > New carpets, decor & furniture
- > Improved kitchens & bathrooms




# Regulatory burden is the most significant challenge for landlords and agents

What are your biggest challenges when renting to students?




# What are the specific regulatory challenges?


## 1. Renters’ Rights Bill

**Weight:**  (majority of responses)  
Landlords expressed concern about the changes to legislation but also the unpredictability of new regulations.


## 2. Licensing and HMO requirements

**Weight:**   
Several landlords cited HMO licensing as complex, with inconsistent council rules and bureaucracy.

## 3. Legal processes around evictions

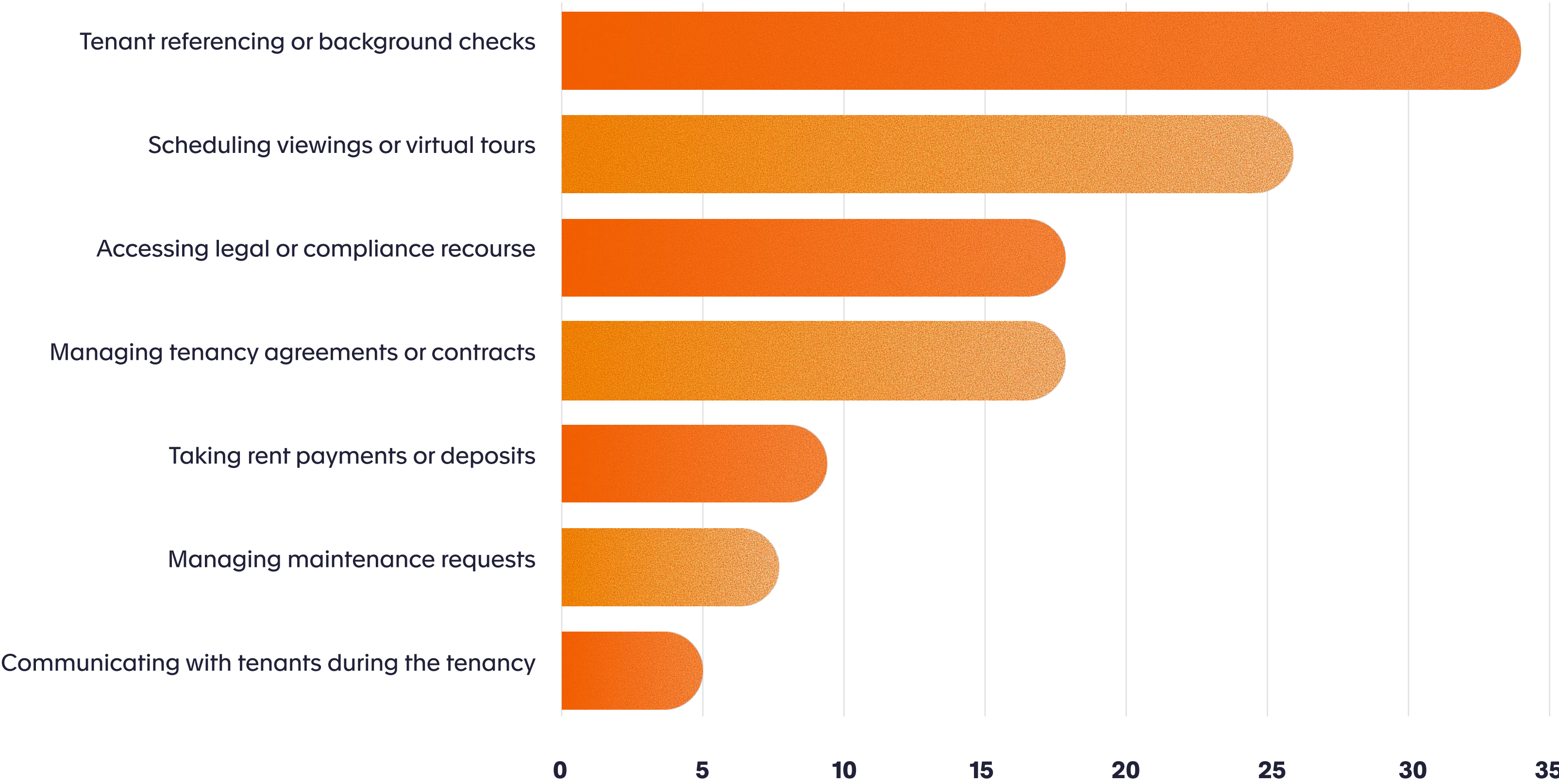
**Weight:**   
There was stress around tenant removal and related documentation, with references to eviction difficulties and debt recovery.

## 4. Right to rent & vetting responsibilities

**Weight:**   
Some responses highlighted the burden and compliance risks of right to rent and immigration checks.

# Landlords would like more help with tenant referencing

What would you like more support with?





# Data is a helpful tool for landlords and agents

Is there information or data you wish you had more access to?

Market comparison tools to **benchmark and compare listings**

£ Average rent per room or per property in the local area

£ Local price trends and occupancy rates

📁 Data on which amenities and listing content perform better

Insights on applicant demographics to **help find a good match**



Eg. data on applicants' year of study, UK vs international, search criteria