



What Tenants Are Looking For In Rental Property

HoldenCopley

PREPARE TO BE MOVED



WHAT TENANTS ARE LOOKING FOR IN RENTAL PROPERTY

As a landlord, it is vital you focus on what tenants are looking for in rental property, and how you can help them. Knowing what your audience is looking for saves a lot of time and effort, and it can assist you in delivering the best standard of rental property.

In a competitive marketplace, offering exactly what your prospective tenants are keen to see will help you generate interest in your rental property.

At Holdencopley, we are pleased to say we have worked closely with many landlords and tenants. We also keep abreast of the local and national rental market. This ensures we stay in touch with the must-have features tenants look for in a rental property.

This guide will ensure you are entirely up to date in what tenants want to see in a rental property.



OUTDOOR SPACE IS BECOMING MORE IMPORTANT

Outdoor space has always been an essential feature in the rental market. At times, depending on location and budget, tenants have been happy to compromise on outdoor space if other factors are more important.

However, as we move forward from the COVID-19 pandemic, garden areas and outdoor space have taken on more considerable significance. People who have been forced to spend the vast majority of time at home, and who don't have access to a garden space, have felt limited in what they could do.

A garden space creates opportunities for exercise, relaxation and socialising. If you have garden space at your rental property, make sure it is accessible, and make it as appealing as possible.



NATURAL LIGHT IS APPEALING TO TENANTS

Regardless of the type of tenant you wish to reach, you will find virtually every tenant is looking for a rental property with a lot of natural light.

Natural light helps a home to feel more spacious and open.

While this feature doesn't always feature prominently in "must-have" lists requested by tenants, it is a feature that people subconsciously.

Try to remove items from around windows as this can block light from flooding a room. Also, consider the outside of the rental property to see if there is anything preventing light from entering windows or doors.

If you are in a position to remove these items or prune them back, do so.



HIGH-SPEED INTERNET IS CRUCIAL

Even before the COVID-19 pandemic, there was a strong argument that tenants are looking for a rental property with dependable and high-speed broadband.

The way we live our lives has evolved, and so much of it is online. People who stream TV shows or films while at the same time chatting with friends on social media platforms need dependable broadband. If you multiply this usage by a busy household, it is clear tenants want to find a home that ensures they remain connected.

However, with remote working now a standard part of everyday life, there is a greater need for dependable broadband connectivity. With conference calls and live video chat integral to how businesses operate, people need to be connected around the clock.

If you are a landlord, providing dependable high-speed broadband makes your rental property infinitely more appealing than properties which don't offer this feature.



A CLEAN AND CLEAR PROPERTY

The cleanliness and orderly nature of your rental property have always been important. In the wake of the COVID-19 pandemic, cleanliness and order are likely to be even more vital for tenants, so landlords must offer rental property which meets these needs and requirements.

If you have items in the rental property, declutter as best as you can. The decluttering process makes it easier to clean a rental property, and it offers more space. Creating a blank canvas is often crucial in welcoming tenants to a property, as it helps them imagine themselves living in their home, as opposed to a house which belongs to someone else.

If you lack the time or skills to thoroughly clean a rental property, call on the services of a local cleaning team. This represents an outlay, but there will be a positive return after the property has been cleaned to a high standard.



TENANTS WANT A BETTER STANDARD OF WHITE GOODS

Even in an unfurnished rental property, tenants expect a selection of white goods. A washing machine, a fridge and a cooker are all standard features in a rental property. However, with these items now coming as standard, some tenants are looking for more white goods, and they also want dependable white goods.

It is one thing providing a tenant with a washing machine, but if it continually breaks down and can't be relied on, tenants won't be happy. Landlords should look at the big picture when it comes to white goods in their rental property.

A more substantial outlay at first is often more than offset by the machine working consistently for longer. This minimises disruption in the rental property, and it should ensure tenants are happy. As happy tenants are more likely to stay in the rental property for longer, this minimises void periods and maintains rental income.



EXTERNAL FEATURES ARE ALSO IN DEMAND

While there might not be a lot that landlords can do regarding external features at their rental property, it is helpful to know what tenants want around their home. With this information, you can inform tenants of what is available, and this helps you to promote your rental property.

Tenants are looking for:

- Reliable transport links
- Local amenities such as bars, restaurants, shops and community features
- Parking facilities

Knowing what is available close to your rental property, and then promoting the virtues of these features will help you promote your rental property.

With this information, you have the opportunity to present your rental property most effectively.



CONTACT US

We offer property management, property to rent and property for sale in Arnold, Woodthorpe, West Bridgford, Hucknall, Carlton, Wilford, Mapperley and throughout the Nottingham area.

If you would like to arrange an appointment to help you negotiate the local buy-to-let market, please contact Holdencopley today by calling us on 01158969800 or emailing steven@holdencopley.co.uk.



**CALL US ON:
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