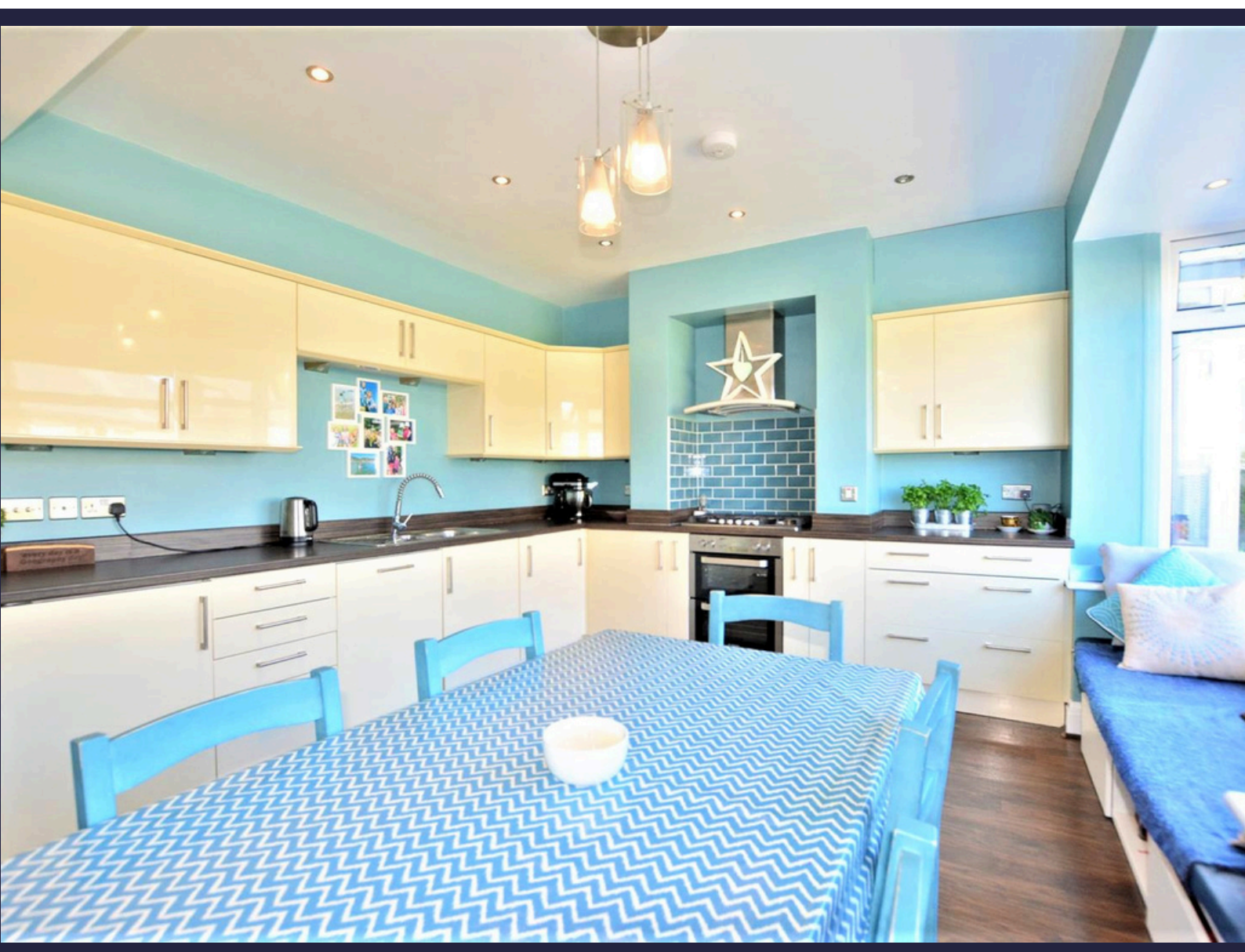


Lancaster Landlords - 7 Tips for letting your property quickly!





In today's competitive rental market, finding the right tenants quickly is key to minimizing vacancy and maximizing your returns.

This eGuide offers 7 practical tips for landlords to efficiently market their property, attract quality tenants, and get the most out of their investment.

Whether you're a seasoned property owner or just starting out, these proven strategies will help you streamline the letting process and ensure your rental generates consistent income.



1

Dressing the property

Leaving the property empty for photos sometimes may not give a potential tenant a good mental image of the lifestyle they could have living in your property. It could help to 'stage' the property in an uncluttered way to evoke emotion in potential tenants.

Tips on dressing your property

Do not use too many items of your own personal taste. Try to make sure your tenants can envisage themselves living there, and feel like they could move in straight away and make it their own without much work.





What not to do when dressing your property

Your property style should be universal. Not everybody likes floral wallpaper and a bright yellow bathroom. Make sure it appeals to the masses

Think about what a hotel room looks like when you walk in. If you want to attract a high quality tenant you need to present a high quality living space.

Sometimes it is worth waiting for a current tenant to leave before remarketing your property as their possessions (and boxes!) may not show it off to its best

“ Make sure it appeals to the masses ”



2 Professional Photography

Why is it important?

Make sure you have sharp and bright photos of all the rooms inside your property to show off. You want to give potential tenants the best possible idea of the property straight away to ensure you generate a high amount of interest in the form of people reaching out for viewings.

We have invested in the latest technology that doesn't only take high quality pictures but also creates a full 3D walk through tour and a floorplan so that your potential tenants have full access to everything they need to see before even stepping foot in your property - giving them a good idea as to whether it is suitable for them or not



3

A landlord's
best friend?Consider Allowing
Pets

There are over 65 million pet owners in the UK but a staggering 47% of landlords state that they will not accept a tenant with pets. Consider adding a pet clause to your lease agreement, such as having the apartment professionally cleaned when the tenant vacates to attract tenants from this ever growing market.

You can even use this to your advantage, a tenant that can settle in to a property with their pet in a market that is not pet friendly is likely to stay for longer, reducing your risk and effort.

It is expected in 2025 that new laws will come into place that prohibit landlords from refusing pets without a valid reason. There will however be provision for landlords to require a form of pet insurance to help cover any damage caused by a pet.



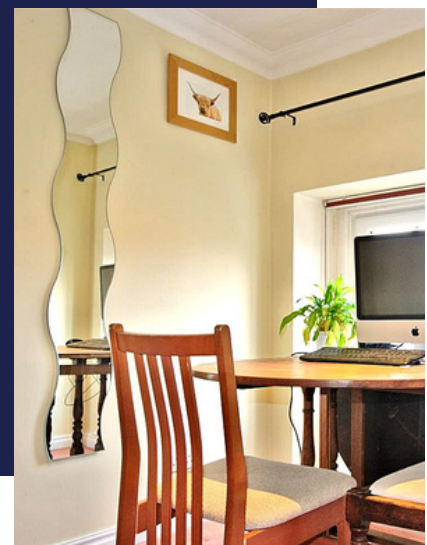
4

Make use of mirrors

Smoke and mirrors?

Mirrors are a popular trick when it comes to interior design, making any space look instantly bigger and brighter and more aesthetically pleasing. They do not take up any space and due to their reflective properties can transform spaces that do not get a lot of natural light.

But probably the most important factor when it comes to mirrors is that they are inexpensive. Good places to consider putting mirrors would be smaller rooms or even internal hallways with no windows. Not only will they look good but they are also practical for your tenants to use.



5

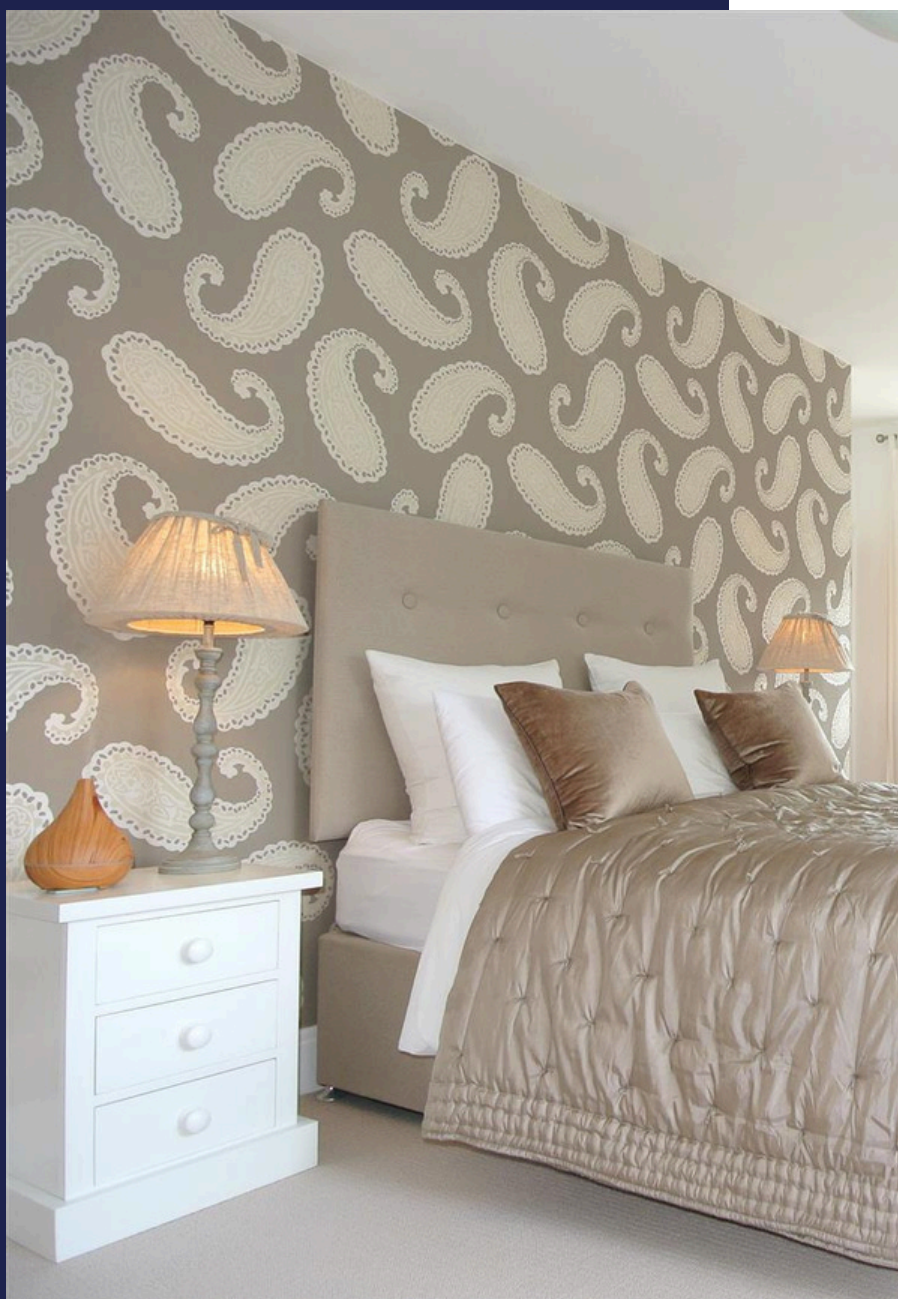
Upgrade your furniture What you need and nothing more

Make sure that if you are furnishing your property, the furniture is up to date.

Old or untidy looking furniture is a big turn-off and if a tenant moves into a property with damaged or aged furniture, they are less likely to look after it.

Add enough furniture so that your property looks lived in but not untidy and also leaves space for a tenant to add any of their personal items.

Remember - if you let a property furnished you would need to replace it if it failed (unless it is though the tenant's negligence). So sometimes, less is more!



6

Proactive advertising Every day counts

Getting your property in front of the right people at the right time is essential.

The more people that see your listing, the more likely it is that the right person will see it too.

Once you have considered all of the tips above, you can get a great advert created.

We use both Rightmove and Zoopla portals but also make sure your property can be seen on our website and all over social media as well!

We have a database of potential tenants who are looking in the local area so it is also important to not just wait for people to come to us - we will match your property out to the people we know are looking and send it to them directly.



7 Detailed descriptions

Be specific and comprehensive.

Here are a few things that should be mentioned when creating your property description.

- How many bedrooms
- How many bathrooms
- How much natural light
- Flooring type
- Nearby amenities
- About the surrounding area, are there any landmarks or popular locations?
- Access to public transport
- Balcony or patio
- Any pet restrictions?
- Parking
- Appliances included
- Heating systems
- Safety of property

Changes to regulations with Trading Standards means we have to include material facts as part of any advertisement





How we help our landlords live happier lives at home?

Being a modern-day landlord is no easy feat. The demands are endless — keeping up with ever-changing legal documentation, managing maintenance and repairs, handling tenant requests, accounting, and everything in between. What often starts as a passive investment can quickly turn into a full-time job, leaving you feeling overwhelmed and stretched for time.

That's where we come in. Our dedicated team takes the weight off your shoulders by managing the day-to-day responsibilities of your rental property. From ensuring compliance and coordinating maintenance to dealing with tenants and handling paperwork, we're here to streamline the process. With our expert support, you can enjoy peace of mind, knowing your investment is in safe hands, while reclaiming your time to focus on what matters most to you.





And that's it. We hope this guide will help give you some ideas on how to make your investment appealing and let as quickly as possible!

If you would like to discuss renting out your home, or buying a property to let, simply give our Lettings Manager, Josh, a call on 01524 843322. We're here to answer any questions you may have about the lettings process.



www.jdg.co.uk



josh@jdg.co.uk



01524 843322



07983444495

