

The Essential Landlord's Guide

7 Ways To Make Your Tenants Feel More At Home





For landlords, securing a long-term tenant is often a top priority. A settled tenant not only provides financial stability but also helps maintain the property, reducing the wear and tear that comes with frequent move-ins and move-outs. But what makes a tenant want to stay? More often than not, it's about more than just the property itself—it's about how much it feels like home.

When tenants feel a sense of belonging, they are more likely to treat the space with care, renew their lease, and establish a long-term relationship with their landlord. The good news is that there are many simple and cost-effective ways to help tenants personalise their living space without making permanent or expensive modifications. In this guide, we'll explore creative solutions that allow tenants to add their own touch while keeping the property in excellent condition—ensuring a win-win situation for both landlords and tenants.



1

Walls - Paint & Wallpaper

Consider allowing tenants to paint walls, provided they pre approve the colour with you and pay for the materials themselves. Perhaps you could come to an agreement that they change the paint colour back to the original upon vacating. It can be a great way to allow a tenant to feel like the space belongs to them.

If that's not an option, recommend temporary wallpaper or removable decals to create feature walls.

We always provide permission in writing and explicitly stipulate that the work is done to a professional standard



2

Walls - Hanging Artwork

Art and photo's are also a great way of injecting their own personality into a space. Consider allowing them to add additional hooks into walls to make the space their own.

Consider having a conversation with your tenants or adding it into your tenancy agreement that any additional hooks must be removed and patched up upon vacating.

If this is a definitely no for you, remind them about options like command hooks that don't leave any marks behind once removed or consider adding a peg board or cork board for them to pin important visual aspects onto.





Storage

Where possible, give your tenants the option to remove a piece of furniture from the property and store it for them.

Allowing them to remove a piece of furniture they particularly dislike, or to make space for their own piece that functions well for them will give them a sense of ownership over their space.

Perhaps they don't have a need for it or it clashes heavily with their personal style, its important that their space works for them in a practical sense as well as an emotional and aesthetic sense.





Window Trimmings

Whilst you don't need to provide curtains or blinds, tenants will expect to be able to have a level of privacy in the property.

One way to do this is to pre-install a curtain rail that allows them to add their own curtains in their own style. You could also arrange for neutrally coloured blinds to be installed.

Alternatively, you could leave it bare but keep in mind that you will need to give permission for them to install window trimmings at their own cost - make sure this is given in writing and that it is stipulated that the work needs to be to a professional standard.



5 Aesthetic Upgrades

Landlords are responsible for maintenance but usually don't do any upgrades unless its for health & safety.

Consider asking your tenant what aesthetic changes have come across their mind during their stay and see if you are able to reasonably accommodate them.

This could be switching out hardware such as cupboard and door handles which is relatively inexpensive but makes a big visual impact, or repainting a dresser or table that is looking a little worn.

Small upgrades that show your tenant you care will keep them happy for longer, and in the long term only add value to what is still your property and furnishings.





Pets

Consider letting your tenant own a pet, provided it is covered in your rental agreement and that you are protected against possible damages.

Pets give tenants something to come home to, and another living creature associated with them in the space that they live will only make them feel more at home. Its also shown that tenants with pets tend to stay in their living arrangements for longer than tenants without pets.

Keep in mind also that over half of Britain own pets, so its very likely that its something your tenant, or future tenants might be specifically searching for.



7

Plants

In 2020, the word "Garden" was the most used search term by renters on a popular property portal. Tenants want to feel surrounded by nature. Especially following being in lockdown.

Adding lots of plants to your property that are easy to care for, or if you do have a garden, make sure that it is well manicured with lots of colourful flowers.

This is a huge draw card for tenants and will definitely make them feel like they have found something special when it comes to your property and encourage them to look after things.





Encouraging long-term tenants isn't just about offering a great property—it's about creating an environment where they truly feel at home. By allowing simple, non-permanent customisations, you give tenants the flexibility to personalise their space while maintaining the integrity of your investment. A tenant who feels comfortable and valued is more likely to stay, care for the property, and build a positive landlord-tenant relationship. Small changes can make a big difference. By embracing these strategies, you can attract and retain reliable tenants, reduce turnover costs, and enjoy a more stable rental experience.

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.



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