

to leave, so they are not out of pocket.

4. Total Transparency with Our Pricing

When we surveyed our own tenants, one of the most common concerns that popped up was the fact many letting agencies hit tenants with unexpected fees which were buried deep in the small print of their AST which obviously they never read properly.

Many letting agencies have found new ways of recouping the recently banned admin fees through other avenues. We therefore decided we would be completely transparent with our pricing structure and guarantee Relocation PA tenants will only ever pay one monthly figure set out from the start.

5. Not Taking Deposits

The feedback we got from our tenants was the cost of moving was so high and many would consider taking rooms based on cheaper rent or lower deposits even if the room wasn't as nice, so we decided to scrap deposits all together. We found an insurance backed scheme that allows us to claim if there is damage to the room, significantly reducing the cost of moving to a Relocation PA room over others.

6. Taking our Advertising off Room Rental Portals

With most investors and letting agencies advertising on room portals such as Spareroom, we were finding it increasingly hard to attract the numbers of tenants we had been seeing previously due to the increased number of rooms being advertised. We therefore made the fairly drastic call to take away the majority of our advertising from these rental portals and focus on pushing potential tenants to our own new website with our own built-in room search. We push them to our website via paid digital marketing which we have yet to see anyone else doing.

The Results

So, this unique business model means that Relocation PA now has a long list of tenants wanting to rent rooms through Relocation PA. We have stopped competing against other investors on the quality of rooms and we have actually increased our rents because of it.

I will leave it to you to decide if you think this is crazy or not, but we

truly feel the rental market (not just for HMOs) needed a shake-up. We believe focusing on providing the ultimate renting experience for tenants is the way forward. It might seem extreme, but we know it's working for us and we think this is going to change how tenants rent in the future. The industry is changing, and so is the future of renting rooms and Relocation PA is leading the new way of renting rooms.

