

09 March, 2010

**Private landlords remain upbeat about rental sector  
– Findings highlighted from the latest Upad Rental Confidence Index –**

61 percent of UK landlords feel more confident about the buy-to-let sector for March 2010, compared to February. This is the major finding from **Upad.co.uk's** latest Rental Confidence Index<sup>1</sup>.

This figure is slightly higher than the result for the same poll conducted last month, which stood at 57 percent<sup>2</sup>.

Survey respondents leaving comments stressed the increased positivity with the private rental sector, but continued to highlight issues such as student accommodation and Government funding. Statements included:

- *"There are positive signs lending is returning to the market, which has been the biggest block in the past two years."*
- *"Due to the University plans to build more Halls of Residence accommodation, there will be less demand for private rental accommodation."*
- *"The industry needs to stop taking Government money and start lending sensibly again."*

For the 39 percent feeling less confident about the market, comments included:

- *"There is still a lack of finance. What little bit of finance that is out there is too expensive and there are still too many bad debts and regulations."*
- *"Worried about future interest rate rises."*

James Davis, founder and CEO of Upad, commented: "For the fourth consecutive month since we launched the Index, landlords have highlighted their growing confidence in the market.

"In the months to come, it will be interesting to monitor the lending capacity of the UK's banks, and the impact this will have on the sector. Overall though, I feel that this month's survey indicates the market is continuing to go from strength-to-strength."

**Upad.co.uk** launched in October 2008, enabling landlords to advertise each property for a one-off cost of £59. The service then became available to the 1.5 million landlords across the UK in May 2009.

1. **Upad's** Rental Confidence Index – 6 March, 2010. 155 UK landlords questioned: 'Are you more confident or less confident about the buy-to-let market than you were last month?'

2. Finding for February 2010, compared to January 2010.

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## Notes to editors

### About Upad.co.uk:

**Upad.co.uk** (<http://www.upad.co.uk>) is the UK's largest online lettings agent, with more than 250,000 rental properties.

The site provides landlords with the largest online property distribution platform, ensuring extensive exposure for their properties. And, it maximises tenant leads for landlords, minimising unnecessary void periods by offering a comprehensive tenant-find service. Landlords pay a one-off fee of £59 per listing.

**Upad.co.uk** is free for renters to use, and helps them find their ideal property quickly and easily. It enables online searches that are interactive and intuitive, to produce relevant properties.

Launched in October 2008 under the banner 'reinventing renting', the company's innovative approach is aimed at filling a gap in the property rental market.

Read the **Upad.co.uk** blog at <http://www.upad.co.uk/blog/>, or follow upad on Twitter at <http://twitter.com/jamesATupad>, and the **Upad.co.uk** Rental Surgery on Facebook at <http://www.facebook.com/pages/UPAD/16196042214?ref=share>.

In September 2009, **Upad.co.uk** was shortlisted in the UK 2009 Tech Media Invest Top 100 list <http://www.guardian.co.uk/tech-media-invest-100/top-100>.

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