

04 February, 2010

Private tenants demand more landlord information
– *Survey conducted by Upad.co.uk reinforces the measures outlined by John Healey, MP in 'The Private Rented Sector' consultation paper –*

In conjunction with the announcement made by Housing Minister, John Healey, regarding the measures outlined in 'The Private Rented Sector: Professionalism and Quality' consultation paper¹, **Upad**, the UK's largest lettings agent has conducted a poll² of more than 150 private tenants.

John Healey has called for practical help and protection for tenants in privately rented homes. This includes a new housing hotline, a 'trip adviser' style feedback website and a National Landlords Register.

Upad's tenant survey corroborates the proposals made in the consultation paper, and the findings include:

- 57 percent of tenants knew nothing about their current landlord before renting the property they currently reside in.
- 77 percent of respondents said it would be useful to find out what other/previous tenants thought of a landlord (pre-renting).
- 82 percent of tenants suggested that it would be useful to find out about landlords from a centralised website.

Tenants were also asked to leave specific feedback in relation to the subject, and comments included the following:

- *"I think that landlords can really take advantage of people without ever being accountable for their actions..."*
- *"I think it would have been very beneficial to talk to the previous tenants to find out about him and his actions. I think had I done that, I would have never rented this accommodation and also others in the past."*

Commenting on the survey findings, James Davis, CEO and founder of **Upad.co.uk**, said: "It seems clear that tenants are now beginning to demand more information about their landlords, and that having clear details about a landlord in advance of a tenancy would make them feel more empowered.

"I am all for encouraging the growth of professionalism in the sector, and getting rid of bad landlords to ensure that tenants are both protected, and feel confident about their property rental experience."

1. <http://www.info4local.gov.uk/documents/publications/1455629/http://www.communities.gov.uk/documents/housing/pdf/1454870.pdf>

2. Upad tenant feedback survey, January 2010. 150 tenants surveyed.

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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>.

For further information and interviews, please contact:

Katrina Suppiah/Kate Alexander, Publicité

Tel: + 44 (0)20 8543 6582/+44 (0)20 8543 8481

Email: k.suppiah@publicite.co.uk/k.alexander@publicite.co.uk