

How to Choose a Letting Agent

Have this checklist handy when you're chatting to or choosing a letting agent.

1. Tenant finding

Look for:

- An up-to-date tenant database
- Marketing on major portals like Rightmove and Zoopla
- In-depth referencing
- Right to Rent compliance

2. Local knowledge

A good local agent should:

- Advise on realistic rental values
- Know which properties move fastest
- Understand seasonal demand shifts
- Have trusted local contractor networks

3. Maintenance reporting

Look for:

- 24/7 online reporting portals
- Fast response times
- Clear contractor approval processes
- Transparent repair invoices

4. Rent and arrears

Ask:

- When is rent transferred to you?
- How quickly are arrears chased?
- Do they offer a rent guarantee?

5. Marketing

Check that they include:

- Photography & floor plans
- Listings on Rightmove & Zoopla
- Accompanied viewings
- Social media promotion
- Feedback after every viewing

6. Compliance

Make sure they:

- Protect the tenant's deposit
- Provide tenants with all paperwork
- Stay up to date with legislation
- Keep safety certificates updated

7. Communication

You should expect:

- A named point of contact
- Regular, clear inspection reports
- Simple, easy-to-read rent statements
- Updates on maintenance issues
- Notice of legal or regulatory changes

8. Reptutation

Check:

- Google and Trustpilot reviews (incl. tenant reviews)
- Consistent themes in the reviews
- Length of time trading
- Response to negative reviews

Questions to ask

1. Can you give me a full breakdown of your fees, including any additional charges?
2. How often do you conduct inspections – and what exactly do you report back to me?
3. What is your average time between tenants?
4. What is your process for dealing with late rent?
5. How are repairs and maintenance handled day to day?
6. How do you make sure my property stays legally compliant?
7. How will you keep me informed about changes in legislation?