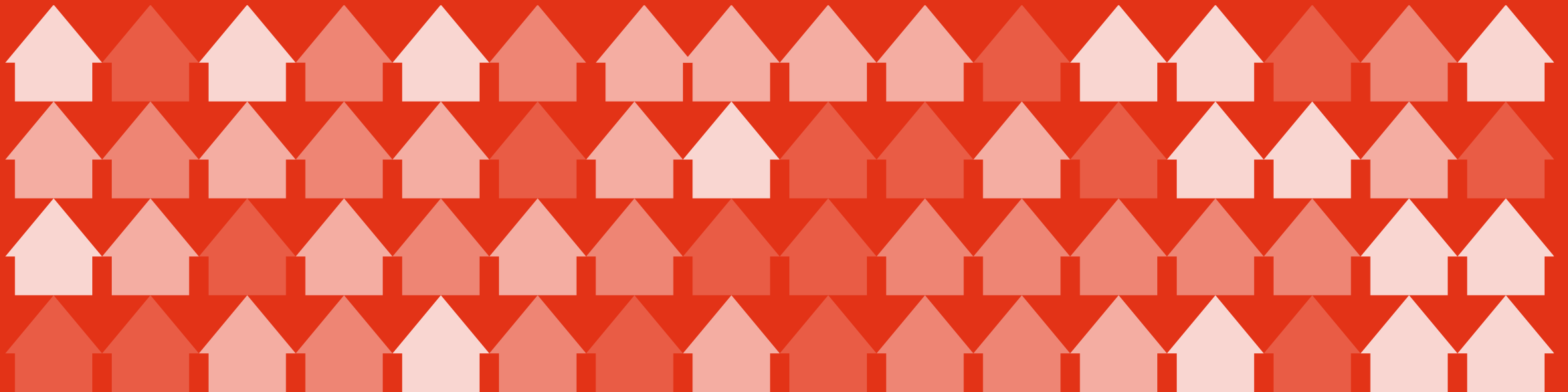




# Good Landlord Research Study: Landlords

Report of findings  
August 2023



# Contents

- 3 Background & objectives
- 4-5 Methodology & reporting
- 6-10 Summary & recommendations

## **Main Findings**

- 11 - 18 Landlord characteristics**
  - 19 - 23 Finances & rent**
  - 24 - 31 Motivations & experience**
  - 32 - 36 Looking for tenants**
  - 37 - 40 Property management**
  - 41 – 43 Overall satisfaction**
  - 44 - 49 What is a good landlord?**
-

## Background & objectives

To inform the development of a new Good Landlord Charter GMCA wanted to survey private landlords in Greater Manchester to understand their experiences of letting out a property in the private rented sector (PRS).

### **The main objectives of the research are to:**

- Identify the characteristics of landlords in Greater Manchester (GM)
- Explore the motives and aspirations of landlords
- Understand experiences of letting properties
- Assess challenges in relation to cost of living in the private rented sector
- Explore how private renting can be improved

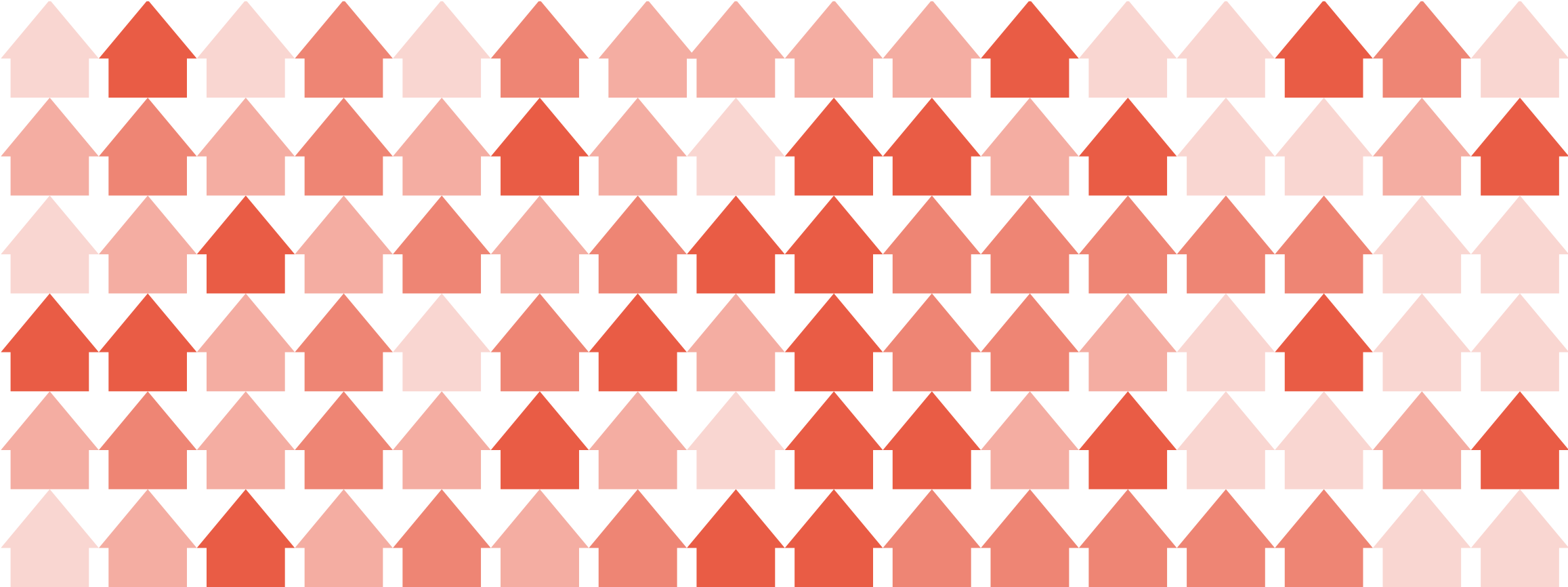
# Methodology

- The survey questionnaire for landlords was designed by DJS Research, in collaboration with GMCA, covering the topics listed in the appendix.
  - **A mix of online and offline research methods** were used to recruit landlords from Greater Manchester (GM) to the survey, to help maximise response rates and ensure the survey was as inclusive as possible. This involved a mix of telephone interviews, an online survey promoted via social media and GMCA networks, as well as landlords recruited via an online panel.
  - As there is no accurate population/universe data available to determine what a representative sample of landlords in Greater Manchester looks like, the **aim was to achieve a large sample of GM landlords to provide a flavour of the landlord experience, rather than a sample that was fully representative** of all landlords in the area.
  - In total a sample of 355 landlords was achieved; this included 293 landlords recruited via online panels and 63 via telephone interview, social media or GMCA networks.
  - Fieldwork started on 17<sup>th</sup> March 2023.
    - All fieldwork paused from 27<sup>th</sup> March until 5<sup>th</sup> May due to local elections.
    - Fieldwork then continued until 11<sup>th</sup> June.
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# Reporting note

- In addition to this report a **full set of cross tabulations** is available providing the data for landlords.
    - The tables show the breakdown of responses for each question in the survey in total, and for key sub-groups or 'cross-breaks' i.e. by key demographic and other survey variables (e.g. age, gender, number and location of properties, overall satisfaction with being a landlord).
  - In the **cross tabulations all statistically significant differences** (at 95% level) **responses are highlighted** between sub-groups of the sample (e.g. number of properties or age group) compared with all landlords on average, and between those in the same cross-break (e.g. males vs females in the gender cross-break).
  - **In this report we have reported by exception, highlighting particularly large (statistically significant) differences** worth noting. This does not mean there are no other sub-groups that provided significantly different responses, but due to the volume of sub-groups it is not possible to include them all in this report.
  - An anonymised raw data file is also available and a separate file containing the details of those who consented to being re-contacted for further research.
  - Where figures in charts/tables do not total 100% this will be due to rounding or a minority of respondents providing a response of don't know or prefer not to say.
  - As mentioned on the previous page, as we were not aiming to achieve a fully representative sample and do not have figures of the 'universe' of GM landlords to be able to weight the data, so that it is fully representative, the **findings throughout this report should be treated with some caution.**
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# Summary



# Summary (I)

## Landlord Characteristics

The findings from this survey of 355 landlords with properties in GM that they rent out privately has indicated the following characteristics:

- **GM landlords are more equally balanced in terms of gender** (47% male/51% female) **than perhaps anticipated and younger** (34% aged 18-34; 35% are 35-44).
- 6 in 10 of landlords only own rental properties within GM only, not elsewhere. In total, including any properties owned outside of GM) **more than 7 in 10 own multiple rental properties**, including 3 in 10 that own 5+ properties.
- The vast majority of landlords own properties in their own name as an individual, **just 16% own properties as part of a business** of which they have significant control.
- 6 in 10 of landlords fully manage their properties, 3 in 10 partly manage them with a letting agent and **just over 1 in 10 have properties fully managed by letting agents**.
- Just 2 in 10 became landlords as a full-time business, for 7 in 10 it was for investment purposes, including **4 in 10 that became landlords for additional income vs. 2 in 10 that did so for their pension**.
- **Cluster analysis has revealed 5 distinct groups of landlords:** Small self-managed - high confidence/compliance, Small self-managed - low confidence/compliance, Small portfolio - not hands on, Large personally managed – hands on, Large business concern.

# Summary (II)

## Management of tenants and repairs

- Over **half of landlords have had tenants go into arrears** in the last 5 years.
  - When asked what they would do if a tenant went into arrears, half of landlords say they would set up a payment plan, while 1 in 4 would not renew their tenancy and nearly 1 in 5 would seek to evict the tenants.
  - When prompted with a list, **tenant behaviour comes top as the most common concern for landlords**. However, **cost of repairs/maintenance and financial concerns due to rent arrears are also high on the list**. Financial concerns linked to mortgage repayments or the cost of finance are within the top 3 concerns for 1 in 4 landlords.
  - Around half of landlords surveyed say they have evicted a tenant or asked them to leave in the last 5 years. The most common reasons for doing so are for causing damage to the property or not being a reliable payer of rent.
  - Almost 8 in 10 landlords claim they would seek to fix a boiler within 3 days, although this leaves **1 in 5 landlords likely to leave tenants waiting more than 3 days without heating/hot water**. 6 in 10 landlords expect damp issues to take 3+ days resolve.
  - Tenants sought by landlords are most typically families and people in employment. Just 1 in 10 landlords say they typically let to local authority placements or other public sector placements (e.g. refugees or asylum seekers). A similar proportion (12%) let to tenants in receipt of welfare benefits.
  - **Only 7% of landlords say there is no particular group of tenants they target.**
-



# Summary (III)

## Landlord credentials, confidence and compliance

Most landlords from the survey (which was not meant to be fully representative of all GM landlords) say they feel confident in their abilities and quite high proportions claim they have become licensed, accredited or have undertaken training. However, it is likely that some respondents will be over-claiming if they do not wish to reveal they're not sure of their responsibilities.

- Almost **8 in 10 landlords feel confident they can deal with a tenant needing extra support** for a disability and slightly fewer feel able to deal with a tenant needing financial help; at least 1 in 5 would not feel confident supporting tenants with these additional needs.
- **Most landlords** (9 in 10) feel confident that they are **legally compliant** in all areas. However, the proportion 'very' confident is lowest with regards to licensing and at least **1 in 5 are only 'fairly' confident** rather than 'very' in each area of compliance.
- 3 in 5 landlords say they have become a licensed landlord, though there may be some misunderstanding as to what this means.
- **Just under half of landlords say they have joined a landlord trade body or undertook landlord training**, and just over 2 in 5 say they have attended a local landlord forum or become an accredited landlord.

# Summary (III)

## Meeting tenants' needs and overall satisfaction with being a landlord

- **Most landlords (9 in 10) are keen to improve their properties to attract new tenants and retain existing ones**
    - Re-decorating is most common for attracting new tenants. **1 in 7 landlords say they have gained accreditation to help attract new tenants.**
    - To keep existing tenants, landlords are most likely to have made sure requests for repairs are resolved quickly or not increased the rent (around 2 in 5 in each case).
  - When landlords were asked what they think makes a good landlord, they prioritise being understanding, having a good character and providing good standards. **Unlike tenants, for landlords 'good communication' is not top of mind as being high on the list of priorities.** Affordability is not mentioned and a significant proportion (44%) chose not to comment.
  - Overall, **9 in 10 landlords survey are satisfied** with being a private landlord
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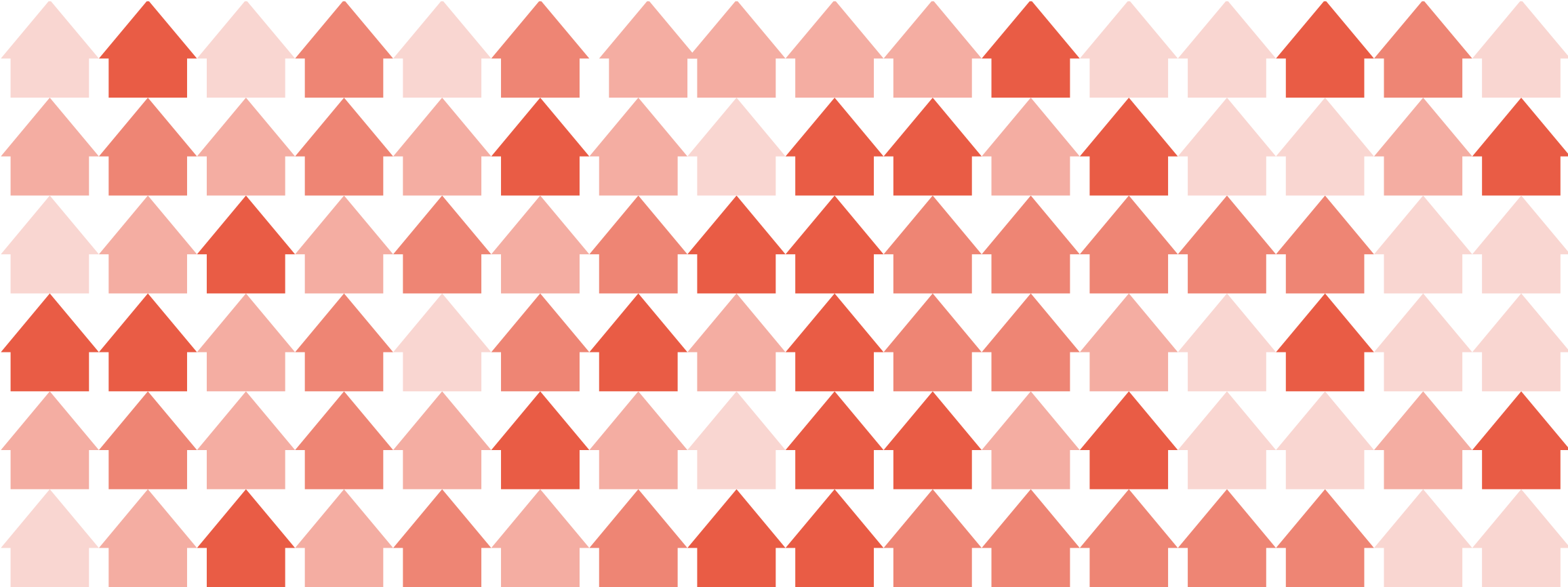
# Summary (V)

## Committing to standards and a Good Landlord Charter

- Half of landlords do not currently go beyond meeting legal requirements and do not think it is their job to do so. A quarter are open to doing this but are not currently. This leaves **just over 1 in 10 (13%) landlords currently going beyond legal requirements** and 12% who are not sure.
- When asked which **examples of best practice** landlords would be willing to commit to doing **the highest proportion, of over a third, would commit** to giving tenants time if struggling to pay rent. Landlords are least willing to give tenants the power to stay as long as they want (fewer than 1 in 5).

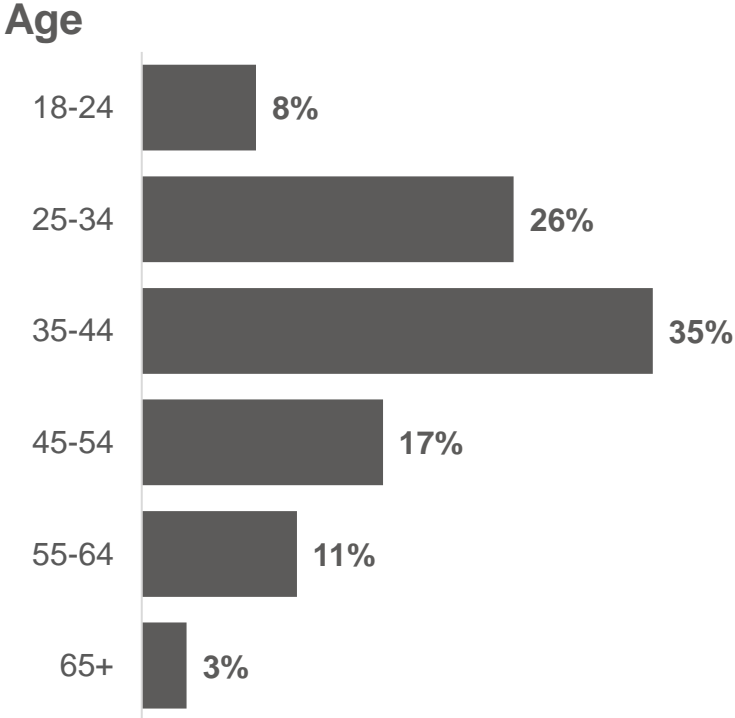
- **Views are quite mixed in terms of landlords' interest in joining a good landlord charter**, based on the description provided, although **2 in 3 landlords are either positive or neutral/think they need more information**.
  - Based on the following description: *Andy Burnham, the Mayor of Greater Manchester, has committed to developing a Good Landlord Charter, which will be a new form of landlord accreditation* **2 in 5 (39%) landlords express some interest in joining the charter**, 1 in 3 (33%) say they are not interested and slightly fewer (28%) are not sure or need more information.

# Landlord characteristics



# Landlord profile

Private landlords in GM that responded to the survey are more equally balanced in terms of gender than perhaps anticipated and younger. Around 6 in 10 (61%) are aged 25-44 years. There is an almost even split by gender and 1 in 4 are from ethnic minority groups.



Gender	
Man	47%
Woman	51%
Ethnicity	
Asian/Asian British	13%
Black/Black British	3%
Mixed	6%
White	75%

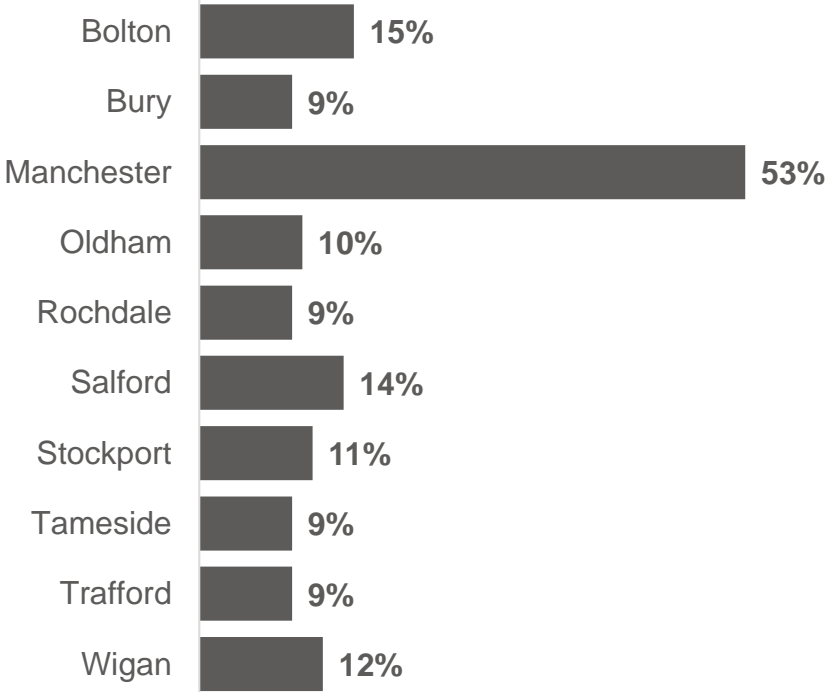
Disability	
Yes – have a disability	14%
No – don't have a disability	84%
Sexual orientation	
Bisexual	4%
Gay or lesbian	5%
Heterosexual or straight	86%

(All landlords: 355).

# Landlord portfolio (I)

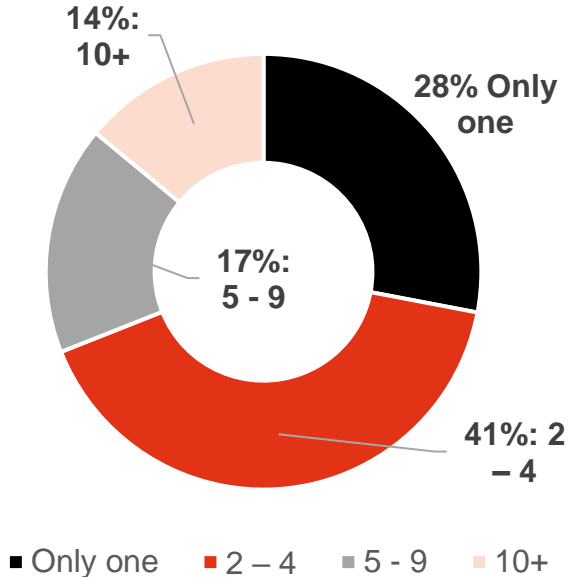
The survey covered landlords with properties across all ten GM districts; half have properties in the Manchester district. Around 6 in 10 own more than one rental property in GM and a similar proportion only own rental properties within GM (not elsewhere). In total, 72% have multiple properties, with more than 1 in 10 (14%) that own 10+ rental properties.

### Location of properties



Number of properties in GM	
Only one	37%
2-4	42%
5-9	13%
10+	7%
Other rental properties elsewhere?	
No	61%
Yes - others in the North West of England	26%
Yes – elsewhere in the UK (outside the North West)	9%
Yes – abroad/overseas	5%

### Total size of portfolio

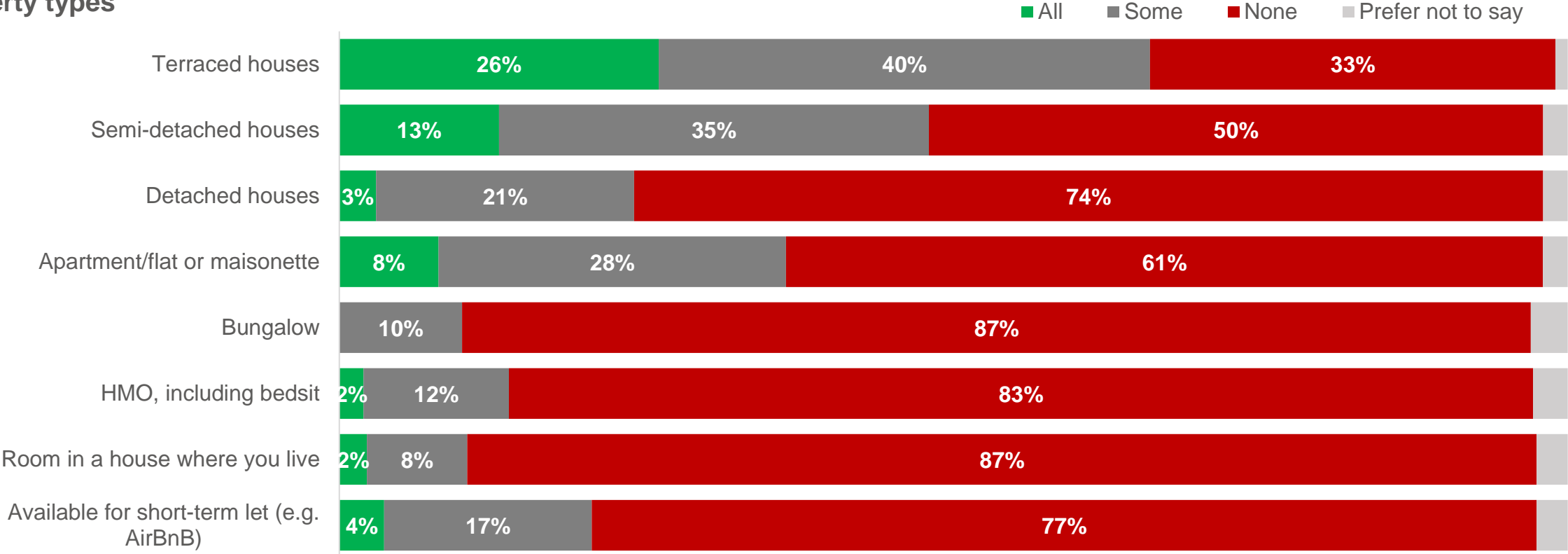


Q01B. In which of the ten local authority areas within GM do you own rental properties? Q01. How many rental properties, rented out to private tenants do you currently own in GM? Q2. Apart from the rental properties in GM, do you own any other residential properties that are rented out to private tenants either in the North West of England, the rest of the UK or abroad? Q03. Excluding those in GM, how many other rental properties that are rented out to private tenants do you own? (All landlords: 355)

# Landlord portfolio (II)

The survey suggests that terraced houses are the most common type of property owned by landlords in GM, with 2 in 3 owning at least some and for 1 in 4 landlords all their properties are terraced.

## Property types

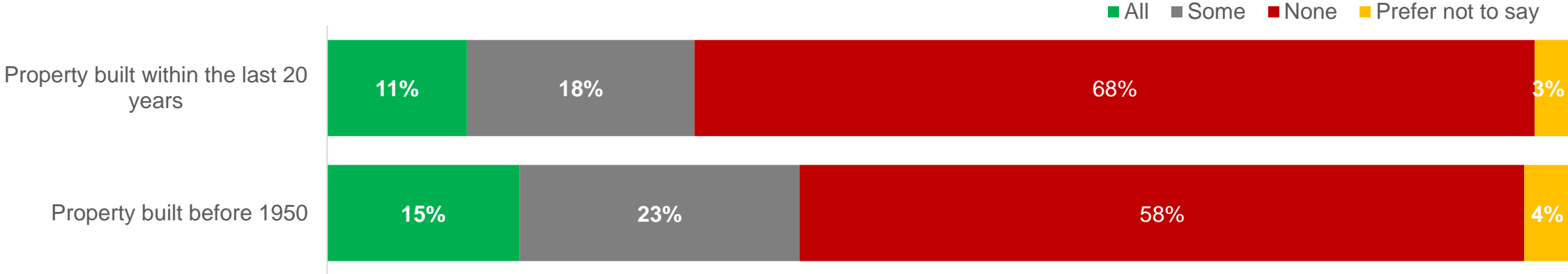


Q05. Are all, some or none of the rental properties you own ...? (All landlords: 355).

# Landlord portfolio (III)

Just 11% of landlords say all their properties are new-builds (built in the last 20 years) and 15% only own properties built before 1950.

## Property Age



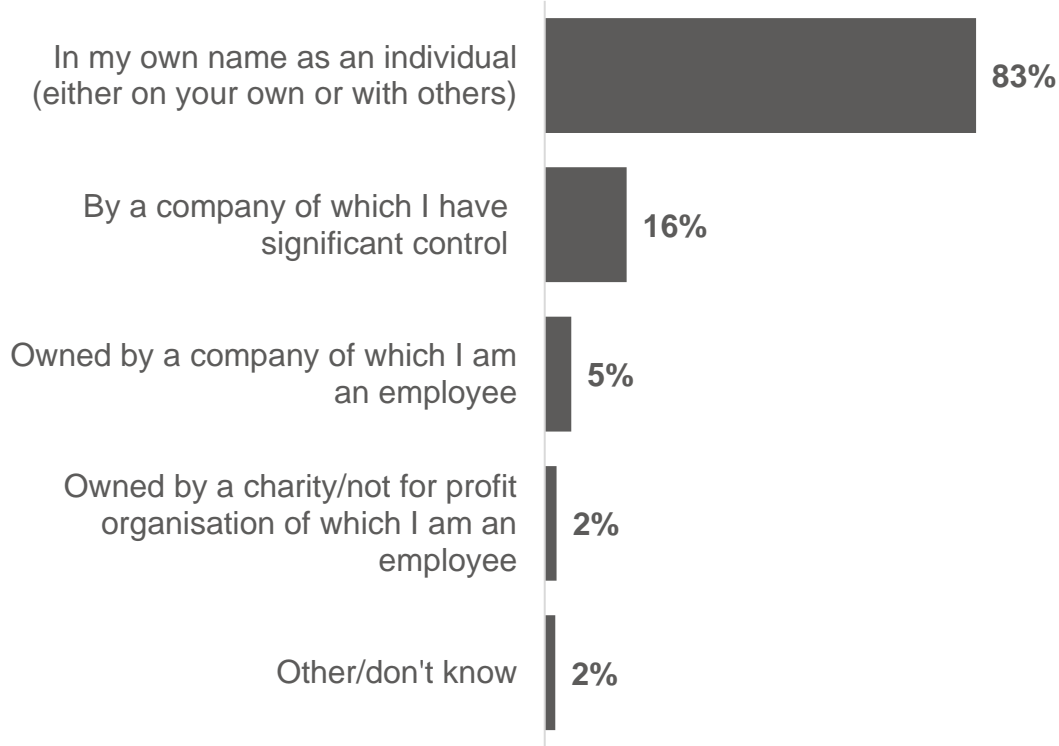
Q05. Are all, some or none of the rental properties you own ...? (All landlords: 355).



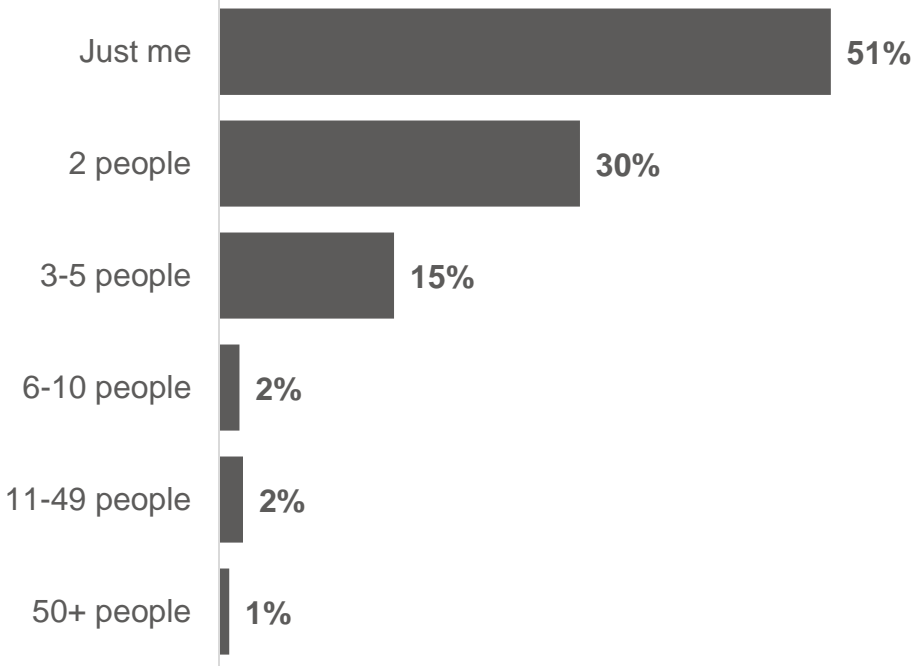
# Property ownership

Most landlords from the survey own their property in their own name, while 16% are part of a property business of which they have significant control. In half of cases landlords are the sole owners of their property/business.

## Property ownership

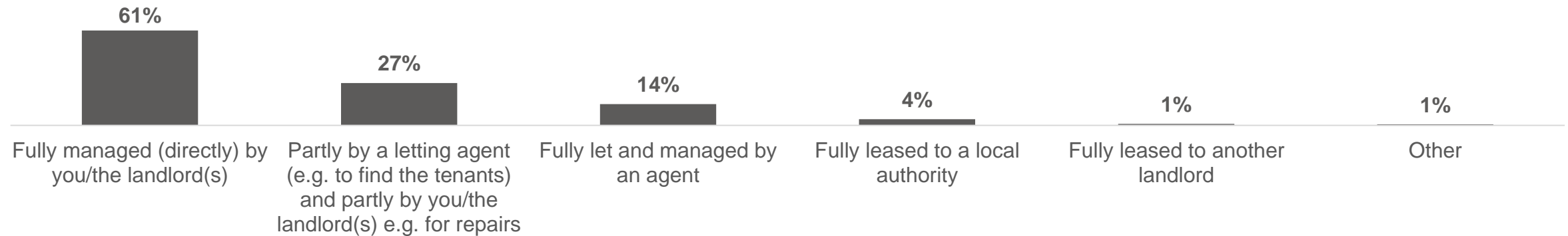


## Number of people that own the properties/are in their property business



# Who manages the property

3 in 5 landlords say they fully manage their properties themselves. This is more likely to be the case where landlords originally became a landlord as a full-time business and less likely where properties are owned by a company/organisation rather than by an individual.



	Property ownership: as individual	Property ownership: not as individual	Reasons for being landlord: full time business	Reasons for being landlord: investment	Reasons for being landlord: home for others	Reasons for being landlord: accidental
Fully by landlord	65%	42%	78%	59%	55%	59%
Part letting agent/part landlord	25%	39%	22%	29%	32%	22%
Fully by agent	13%	19%	8%	15%	16%	24%

Q09. How is/are your current rental property/properties generally managed? (All landlords: 355).

# Landlord cluster analysis

Using key landlord profile questions cluster analysis was conducted to group the landlords into clusters/ segments so that they are as similar as possible within each group, but as different as possible between the groups. 5 key groups were identified:

## 28% Small self-managed - high confidence/compliance:

- likely to rent 2-4 properties they **mostly find maintain the properties themselves** & deal with problems directly – being a landlord is a job/investment & tend to own the properties themselves.
- Understand the rules/laws and are **confident that they know how to handle tenants** – they have **already made steps to improve** themselves as landlord, such as joining forums/training/accreditation

## 25% Small self-managed - low confidence/compliance:

- As above they have a small portfolio (maybe just one property) which they **deal with themselves**
- but have **lower confidence in knowing the legal requirements**/how to handle tenants
- and are **unlikely to have sought support** and help to them be a better landlord

## 25% Small portfolio - not hands on:

- Also have small portfolio but are much less hands-on, letting an agent deal with the day-to-day running and not getting too involved in repairs etc.

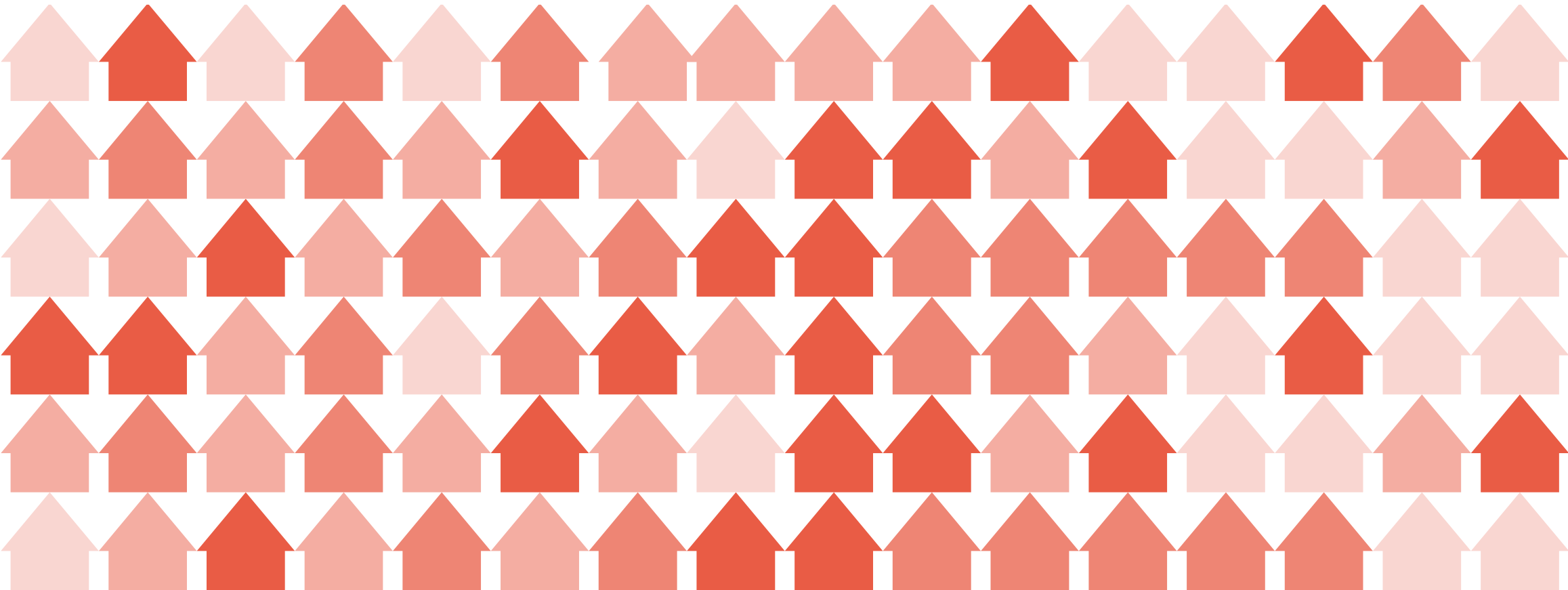
## 12% Large personally managed – hands on:

- Larger portfolio 5+ properties. The properties they manage are mostly in their own name and they would say that this is their **job rather than an investment**
- Get **hands-on with the maintenance** and deal directly with tenants

## 10% Large business concern:

- Own multiple properties but **tend to be owned by a company/organisation** than landlord directly.
- **Managed either fully or partially by an agent/charity** rather than landlord.

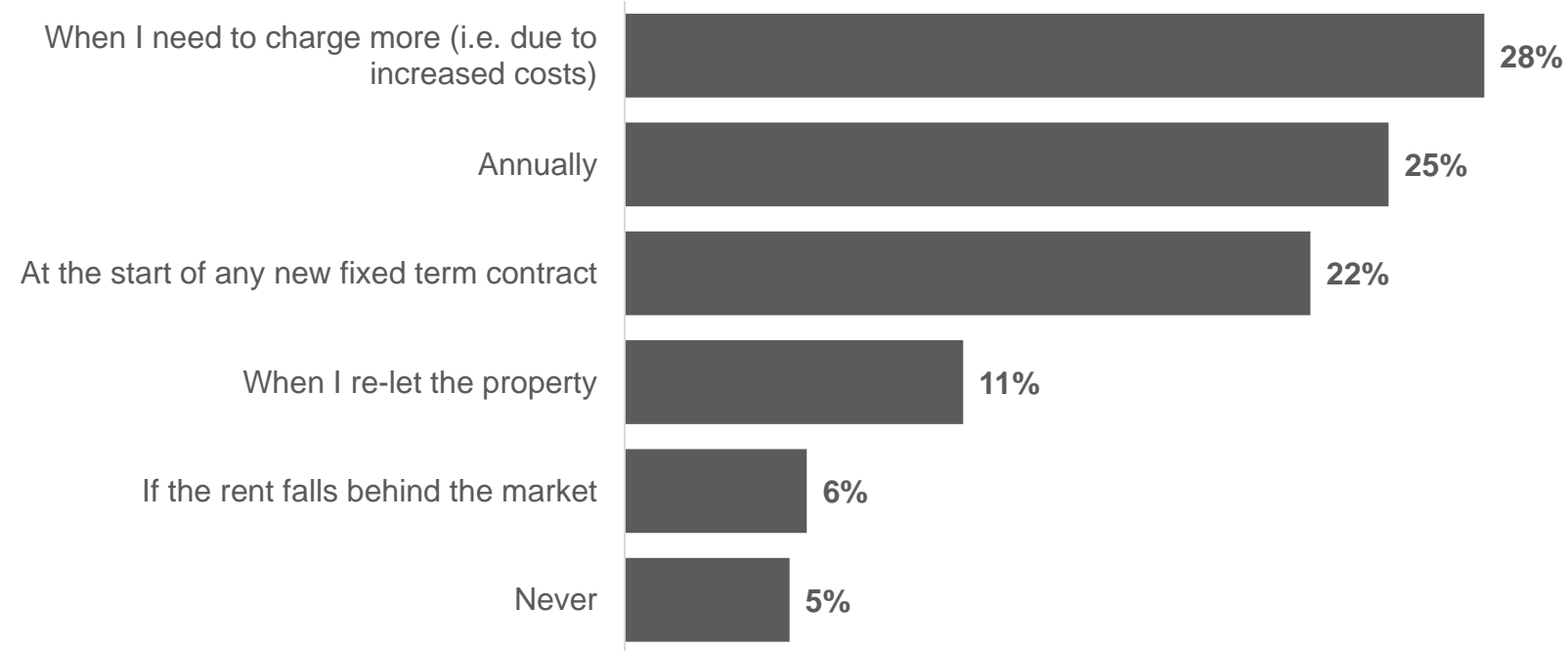
# Finances & rent



# Rent increases

The approach to rent increases varies among landlords in the survey, with response split quite evenly between landlords who increase rent when they need to charge more, and those who do so annually or at the start of a fixed contract.

## How often landlords increase rent



Within the 'When I need to charge more' category it's particularly high among:

Landlords who frequently sell and buy property, but portfolio stays around the same size (45%) & where property is owned by a company (45%)

Within the 'Annually' category it's particularly high among:

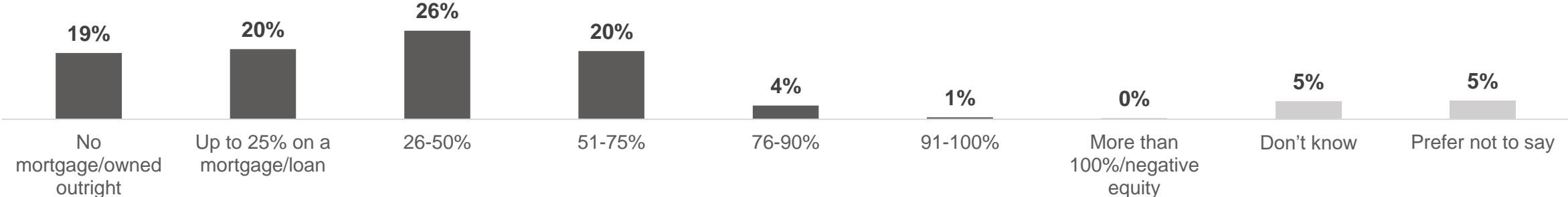
Respondents who became landlords as a full-time business (36%).

Q25. In general, how often do you increase the rent on your properties? (All landlords: 355).

# Landlord finances

A fifth of landlords that took part in the survey say they own their properties outright. Nearly half say they have a loan to value ratio up to 50%. While around 1 in 4 have a loan to value ratio of over 50%. 6 in 10 (59%) find it easy or very easy to cover all costs of letting property/properties, just 7% say it is difficult, although for a third it varies.

## Approximate/average loan to value ratio on rental property/properties



## Ease of covering all costs of letting property/properties



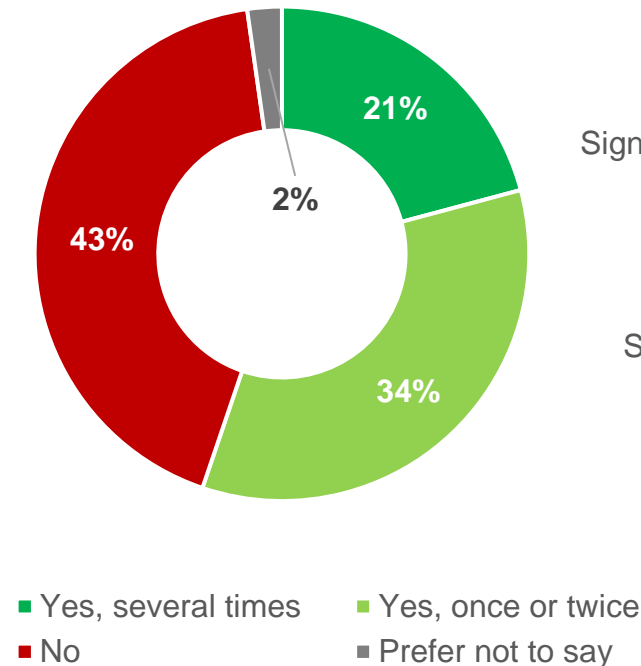
<p><b>Within the 'Very difficult' at all' and 'Difficult' selections (totalling 7%) it's particularly high among:</b></p>	<ul style="list-style-type: none"> <li>• Landlords planning to downsize portfolio (21%)*</li> <li>• Asian/Asian British (19%)</li> </ul>	<ul style="list-style-type: none"> <li>• All properties built before 1950 (15%)</li> <li>• Those dissatisfied with being a landlord (31%)*</li> </ul>
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Q30. What is the approximate/average loan to value ratio on your rental property/properties? (All landlords: 355) Q29. How easy or difficult do you find it to cover all the costs of letting your property/properties? (All landlords: 355). \*Low base (under 50).

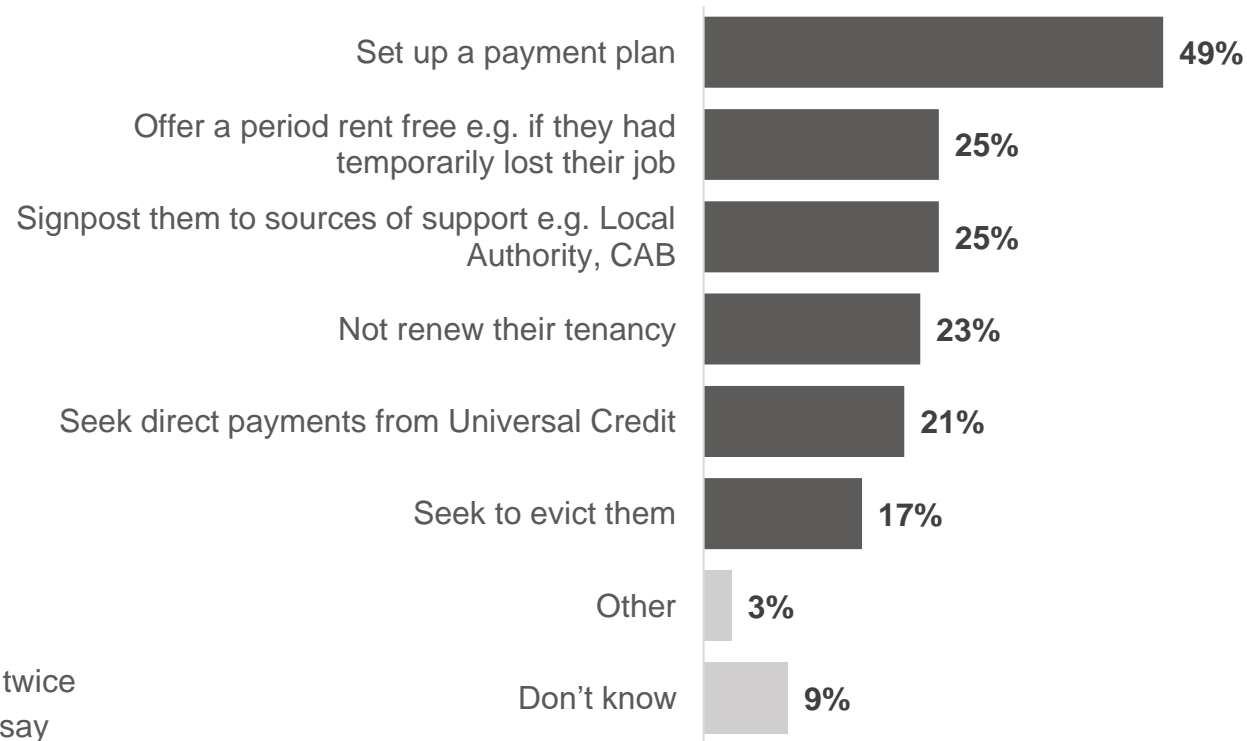
# Rent arrears

Over half of landlords surveyed report that they have had tenants go into arrears in the last 5 years. Around half would set up a payment plan in response, while 1 in 4 would offer a period rent free or signpost them to support sources. However, just slightly fewer would not renew their tenancy and almost 1 in 5 would seek to evict them.

Have you had any tenants go into arrears in last five years



What landlords would do in response to tenants who go into arrears



Within the 'Set up a payment plan' category it's particularly high among:

- Landlord for more than 10 years (64%)
- Very confident they fully understand responsibilities as landlord (60%)
- Go above & beyond legal requirements (71%)

Within the 'Seek to evict them' category it's particularly high among:

Those not interested in being accredited (29%)

Q26. Have you had any tenants who have gone into arrears in the last five years? (All landlords: 355) Q27. Which of the following would you do in response to tenants who go into arrears with their rent? (All landlords: 355).

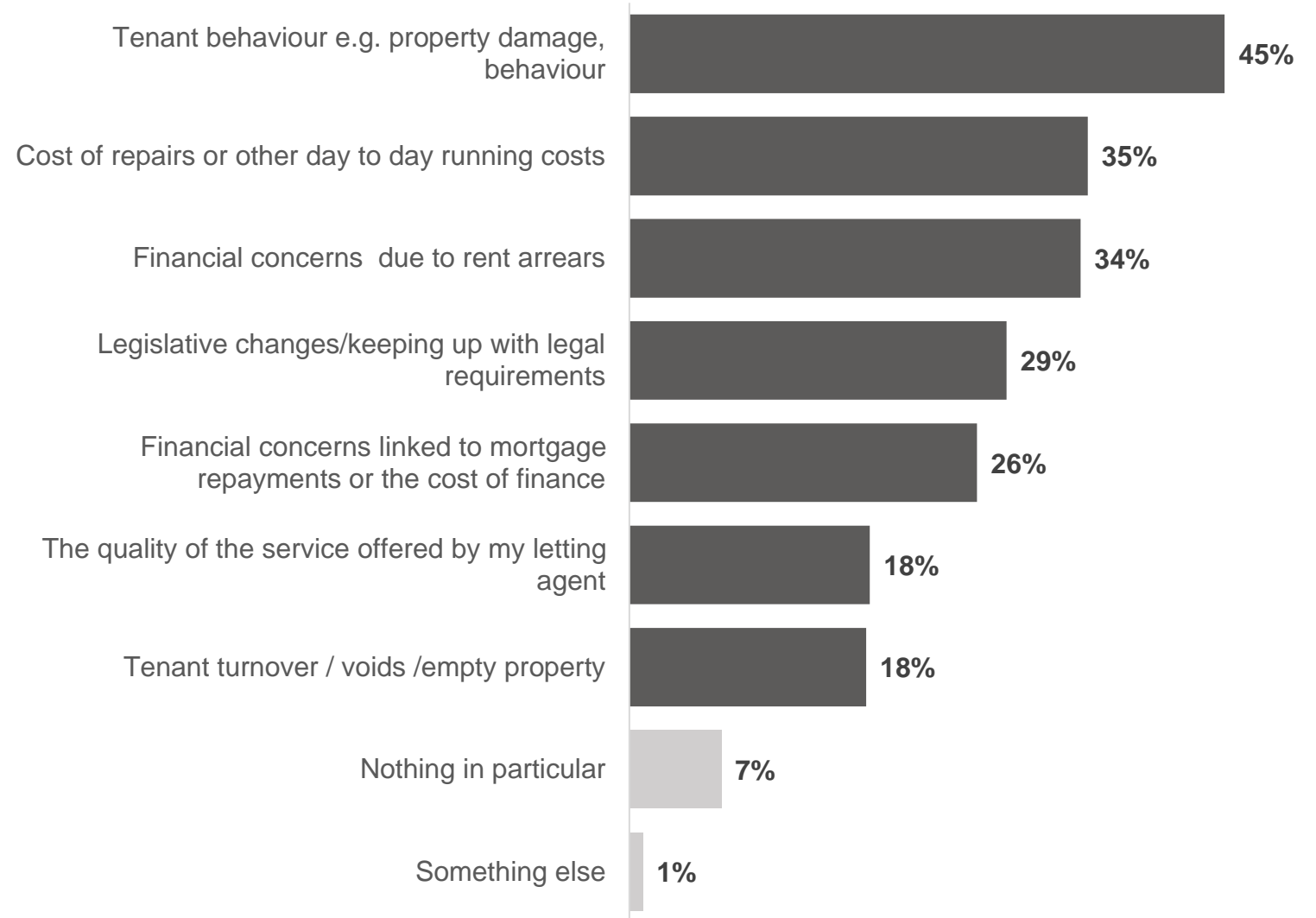
# Landlord concerns

When prompted with a list, tenant behaviour comes top as the most common concern for landlords.

However, cost of repairs/maintenance and financial concerns due to rent arrears are also high on the list.

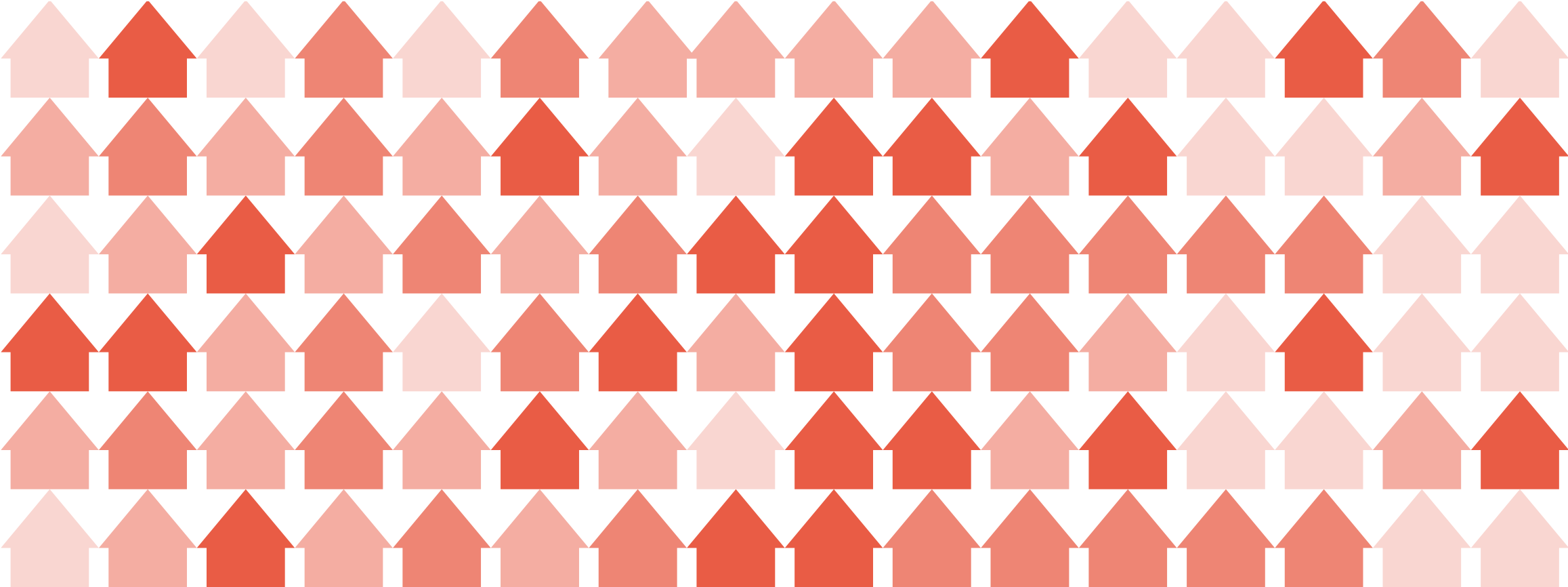
Financial concerns linked to mortgage repayments or the cost of finance also feature in the top 3 concerns for 1 in 4 landlords.

## What causes landlords most concern





# Motivations & experience



# Landlord experience

The length of experience that landlords have varies, but most are planning to stay landlords for the long term.

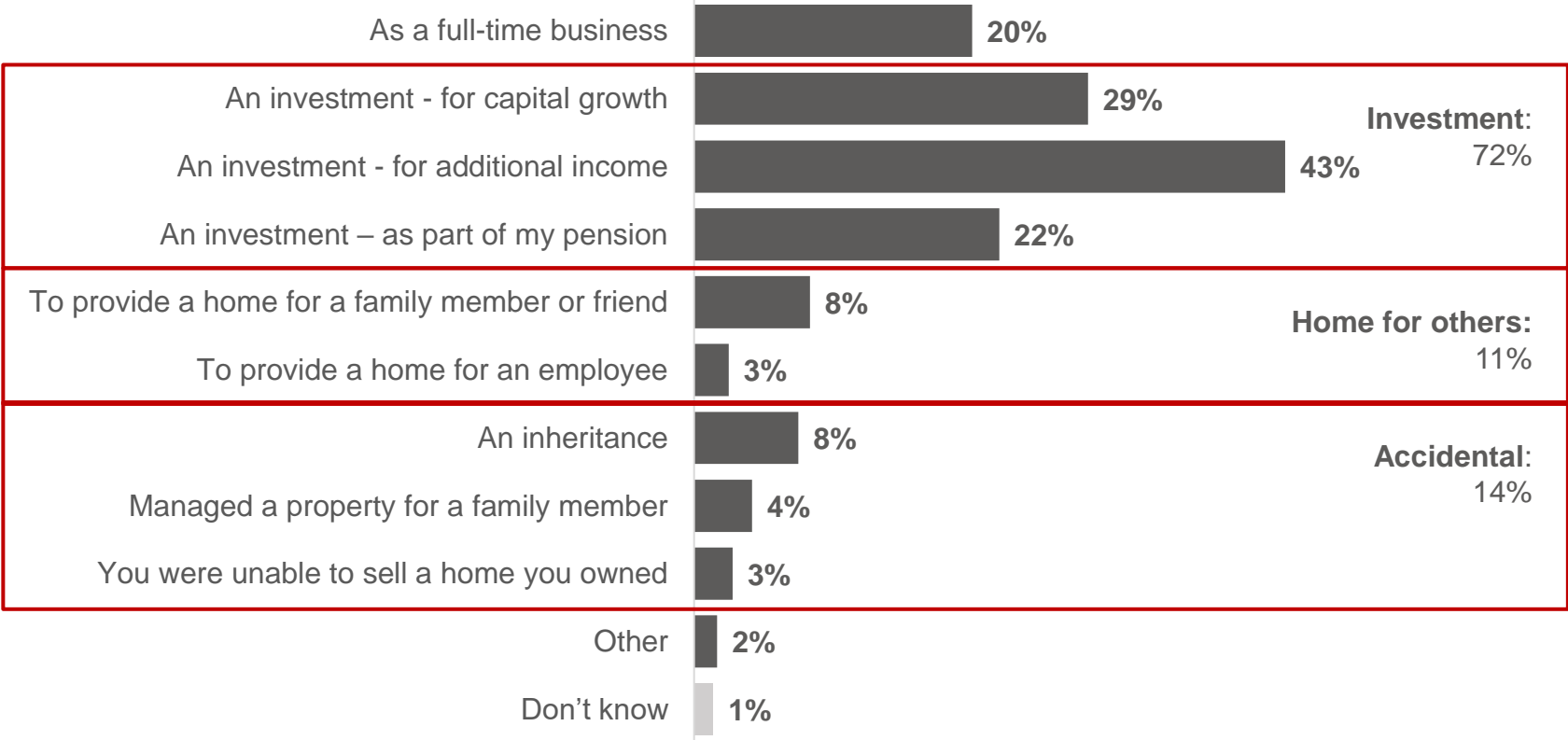
Nearly 3 in 4 landlords from the survey work full time, although as we see on the next page only 20% originally became a landlord as a full-time business, so it's likely that the majority work elsewhere in addition to owning property.

Length of time as private landlord	
6-11 months	8%
1-2 years	21%
3-5 years	36%
6-10 years	20%
More than 10 years	16%
Length of time planning to be a private landlord	
1-2 years	10%
3-5 years	20%
6-10 years	15%
More than 10 years	41%
Don't know	14%

Employment status	
Employed/self-employed – full time	72%
Employed/self-employed – part time	15%
Not in work	11%

# Reasons for becoming a landlord

1 in 5 cite they originally became a landlord as a full-time business, although the likelihood of this increases with the total size of their portfolio, as one would expect. Nearly 3 in 4 (72%) became landlords for investment purposes and more so as extra income, than for their pension.



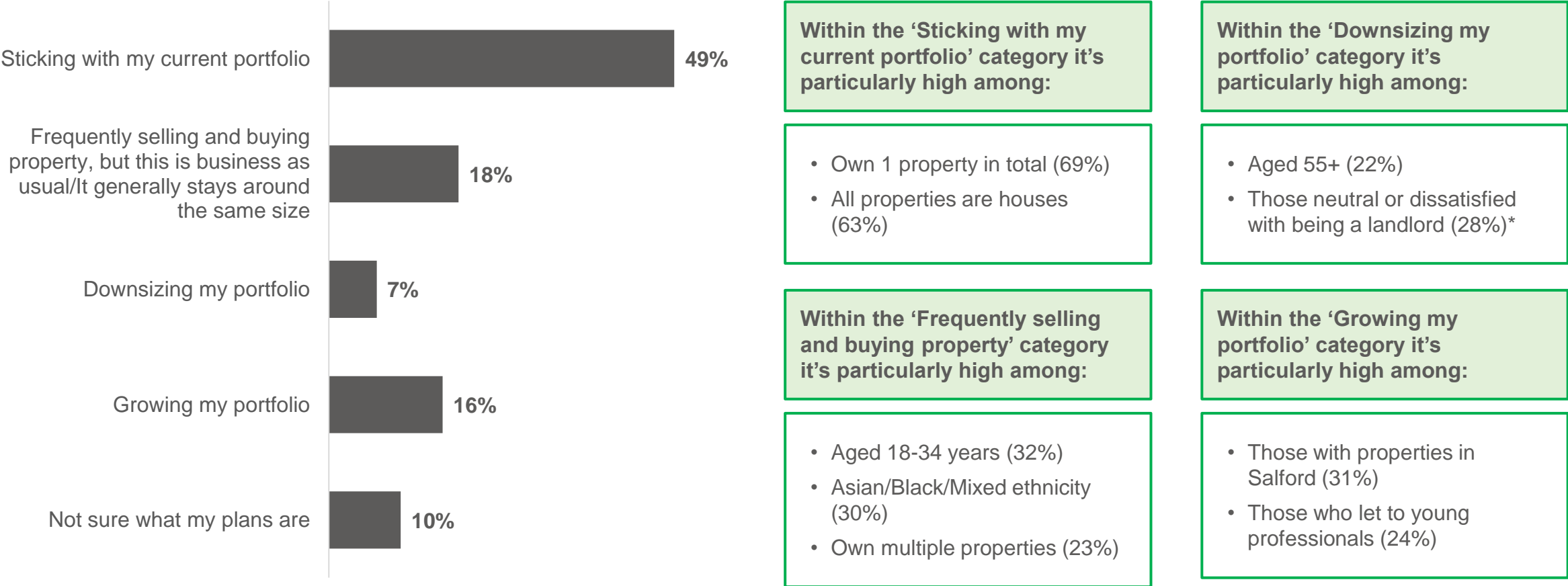
**Total portfolio size vs. reasons for becoming a landlord**

Total portfolio size:	Only one	2-4	5-9	10+
Full-time business	10%	18%	31 %	38%
Investment	63%	82%	68 %	71%
Home for others	10%	6%	20 %	15%
Accidental	18%	12%	10%	21%

Q08. What is the main reason you or the business you work for originally became a landlord? (All landlords: 355).

# Future intentions

The majority of landlords expect their property portfolio to remain the same size, with 7% expecting to downsize and 1 in 6 that expect to grow their portfolio.

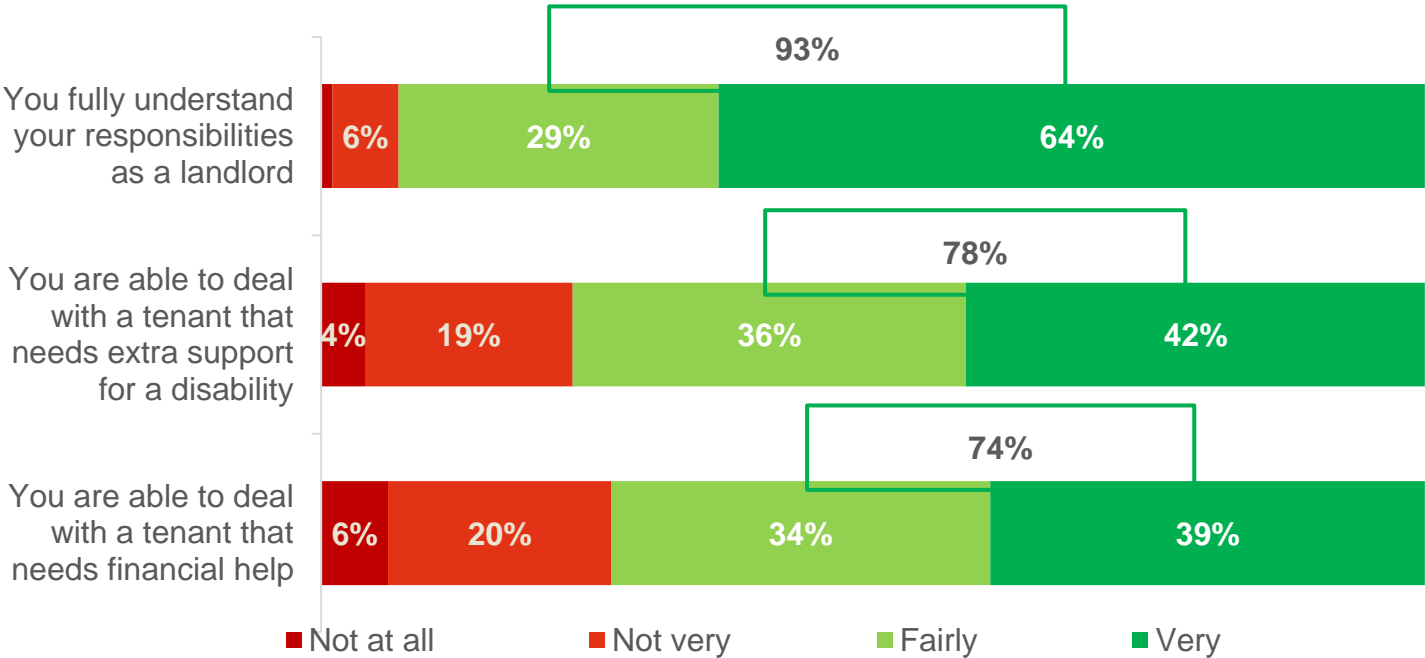


Q24. And which of the following best describe your plans for the number of rental properties you own? (All landlords: 355).

# Confidence as landlord

Most landlords surveyed (93%) say they feel confident that they understand their responsibilities, although there may be some over-claim with landlords not wanting to appear unconfident or non-compliant. Almost 8 in 10 feel confident they can deal with a tenant needing extra support for a disability and slightly fewer (73%) would be able to deal with a tenant needing financial help. However, at least 1 in 5 would not feel confident supporting tenants with these needs.

## Extent landlords feel confident in...



**Within the 'Not at all' and 'Not very' selections for 'You fully understand your responsibilities as a landlord' it's particularly high among:**

- Frequently selling and buying, but portfolio size remains the same (20%)
- Asian/Black/Mixed ethnicity (18%)
- Own 10+ properties (17%)

**Within the 'Not at all' and 'Not very' selections for 'You are able to deal with a tenant that needs financial help' it's particularly high among:**

- Aged 55+ (49%)
- Property fully managed by letting agent (41%)
- Properties/property in Salford (42%)
- Have a disability (41%)
- Neutral/dissatisfied with being a landlord (52%)\*

Q18. To what extent do you feel confident...? (All landlords providing a response: bases vary). \*Low base (under 50).

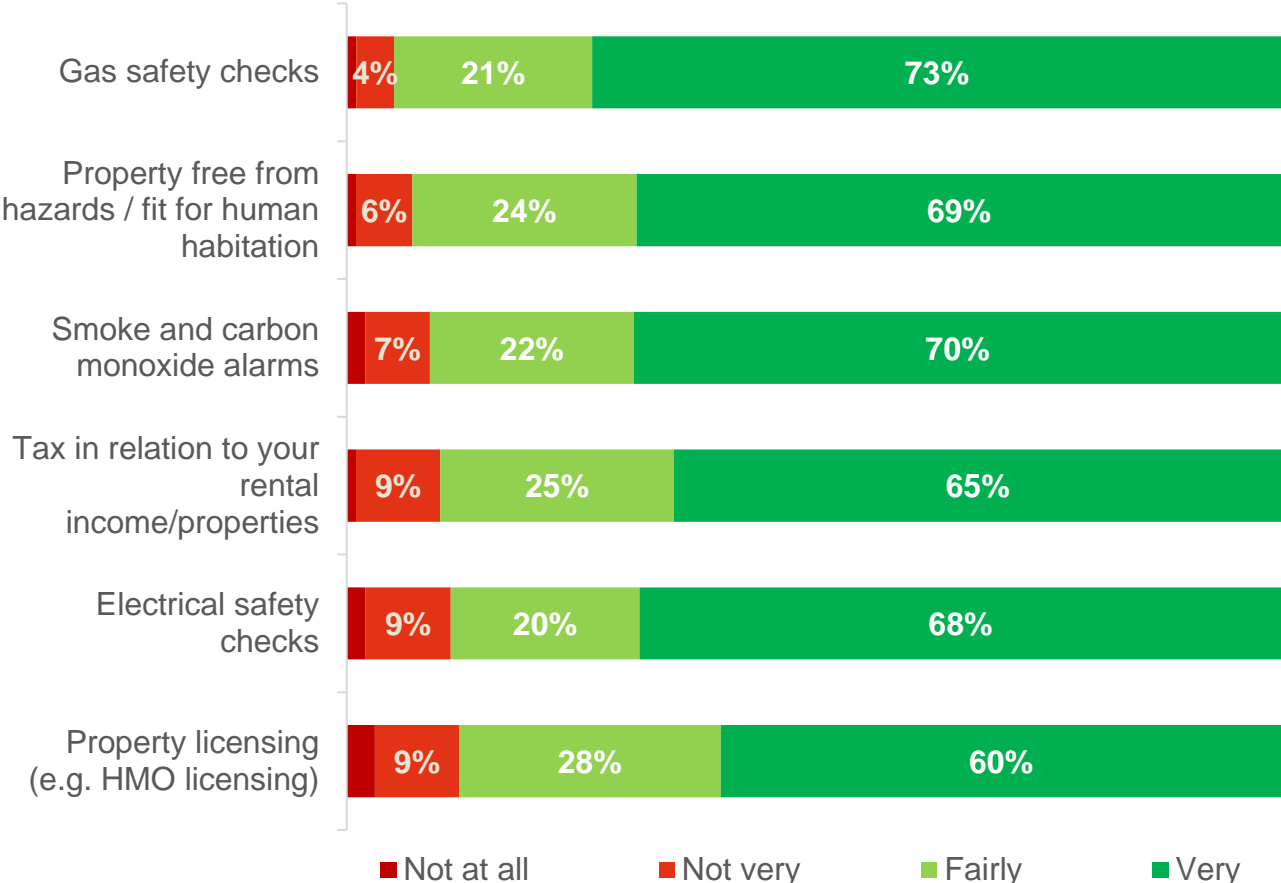
# Confidence in legal compliance

Most landlords are very or fairly confident they are legally compliant in all areas. The proportion 'very' confident is lowest with regards to licensing.

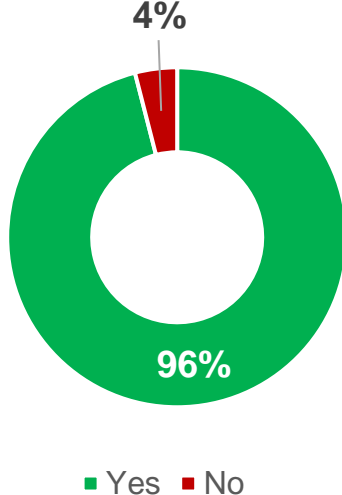
Virtually all (96%) also say they typically give tenants a written tenancy or contract.

However, once again there may be some over-claim and at least a fifth are only 'fairly' confident in each area, than 'very' .

Extent landlords are confident they are legally compliant in...



Typically give tenants a written tenancy or contract



Q19. How confident are you that you are legally compliant with each of the following? (All landlords providing a response: bases very)  
 Q20. Do you typically give your tenants a written tenancy agreement or contract? (All landlords: 355).

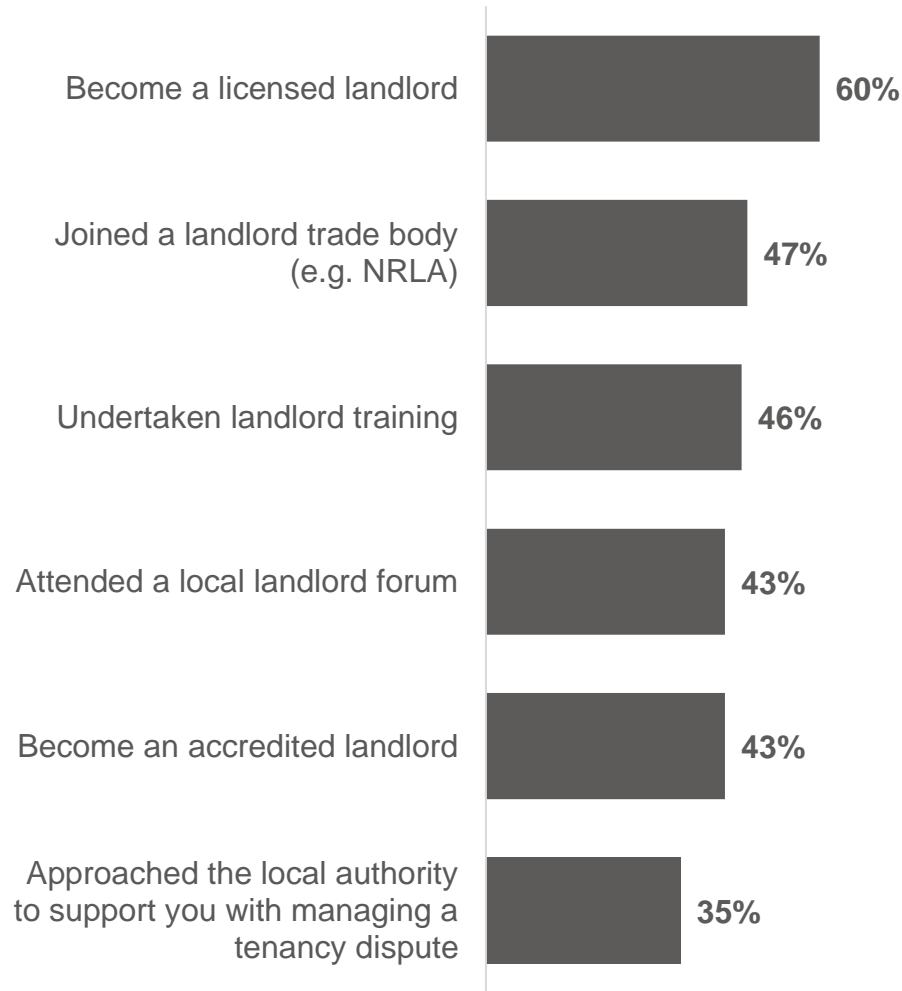
# Actions taken by landlords

3 in 5 landlords say they have become a licensed landlord, though there may be some misunderstanding as to what this means and it does need to be remembered that the sample may not be fully representative of all GM landlords.

Just under half say they have joined a landlord trade body or undertaken landlord training.

Just over 2 in 5 have attended a local landlord forum or become an accredited landlord.

Which of the following landlords have done since becoming a landlord...



Within the 'Become an accredited landlord' category it's particularly high among:

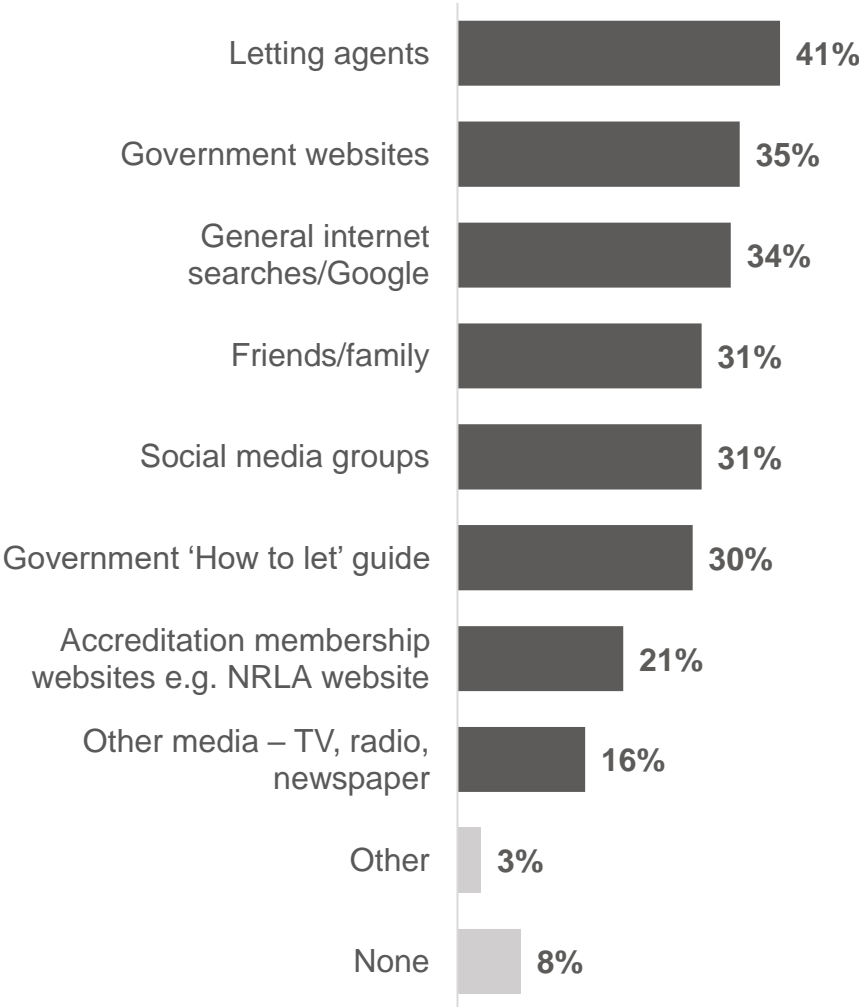
- 10+ properties in total portfolio (62%)\*
- Became a landlord for full time business (62%)
- Students as tenants (62%)
- 5+ properties in GM (61%)
- Aged 18-34 years (56%)
- Very satisfied with being a landlord (55%)

# Sources of information used

Letting agents are the most common other source of information for landlords. While around 1 in 3 rely on a range of other sources including general internet searches, social media and the Government 'How to let' guide.

Those looking to grow their portfolio are more likely to be seeking information.

Which of the following landlords have done since becoming a landlord...



Landlords who plan to grow their portfolio are more likely to source their information from letting agents (54%), general internet searches (49%) or social media groups (46%) when compared to the total.

Within the 'Friends/family' category it's particularly high among:

Landlords with one (31%) or 2-4 (40%) properties in total, compared to landlords with 10+ properties (13%).

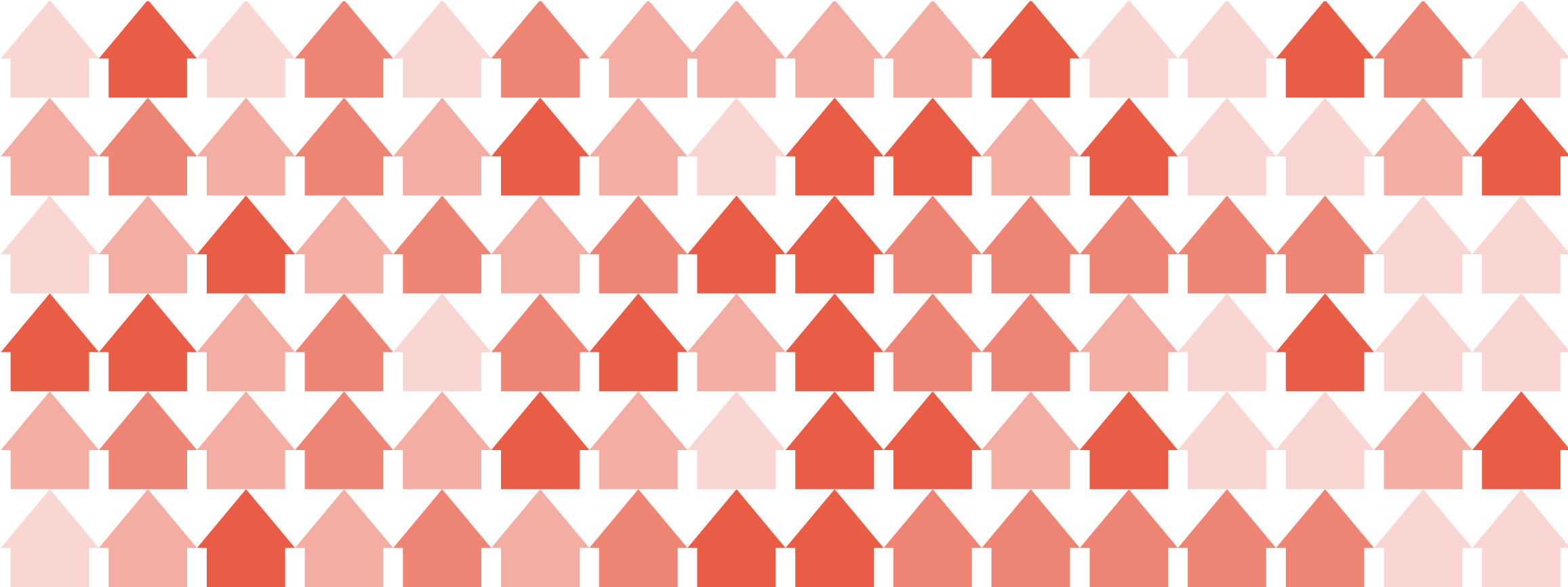
Within the 'Accreditation membership websites' category it's particularly high among:

- Those with 10+ properties in Greater Manchester (46%)\* or 10+ in total (33%)\*
- Those willing to go above and beyond the legal minimum (38%)

Q22. What other sources of information or organisations, if any, have you used or approached for information or advice on managing your rental properties? (All landlords: 355) \*Low base (under 50).



# Looking for tenants



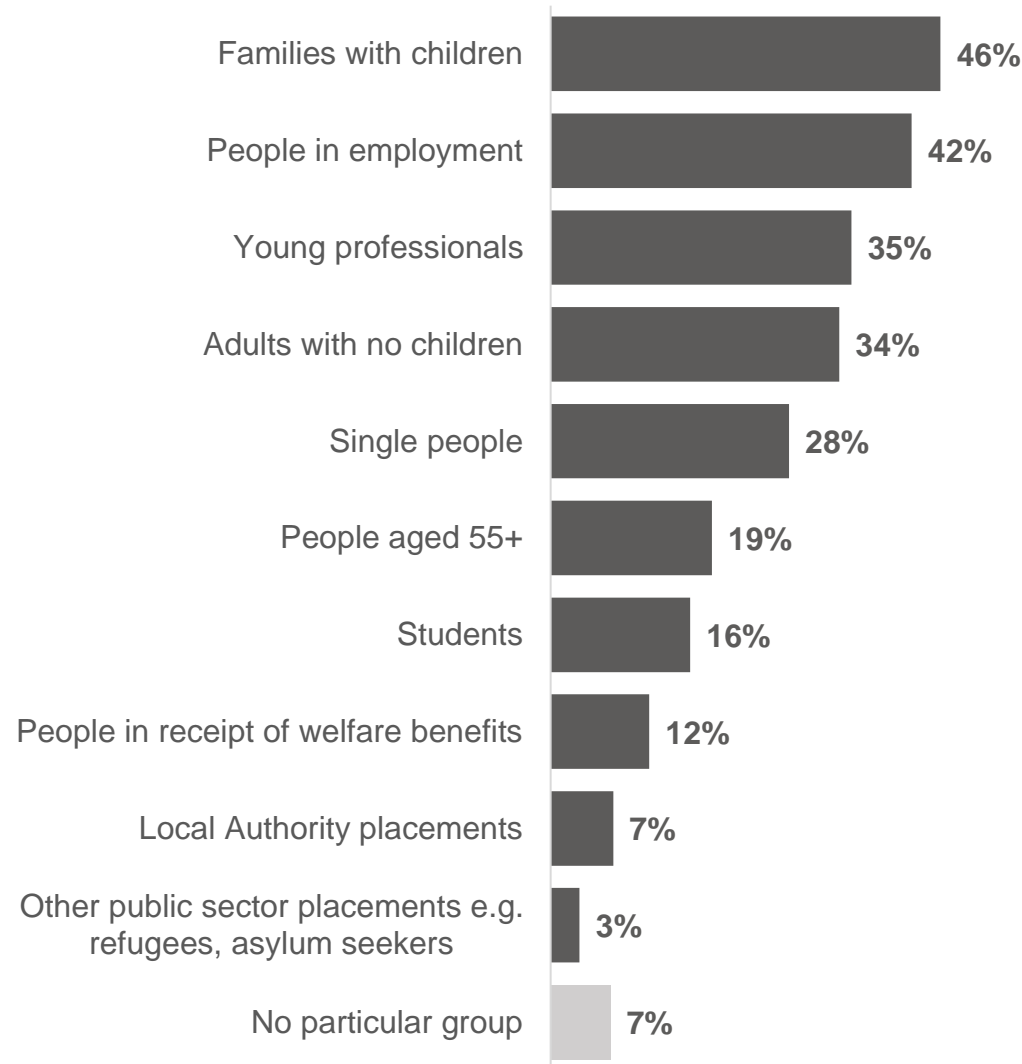
# Types of tenants

The survey suggest tenants sought by landlords are most typically families and people in employment.

Just 1 in 10 landlords say they typically let to local authority placements or other public sector placements. A similar proportion (12%) let to tenants in receipt of welfare benefits.

Just 7% of landlords target no particular group of tenants.

## Types of tenants landlords let to



Within the 'People in receipt of welfare benefits' category it's particularly high among:

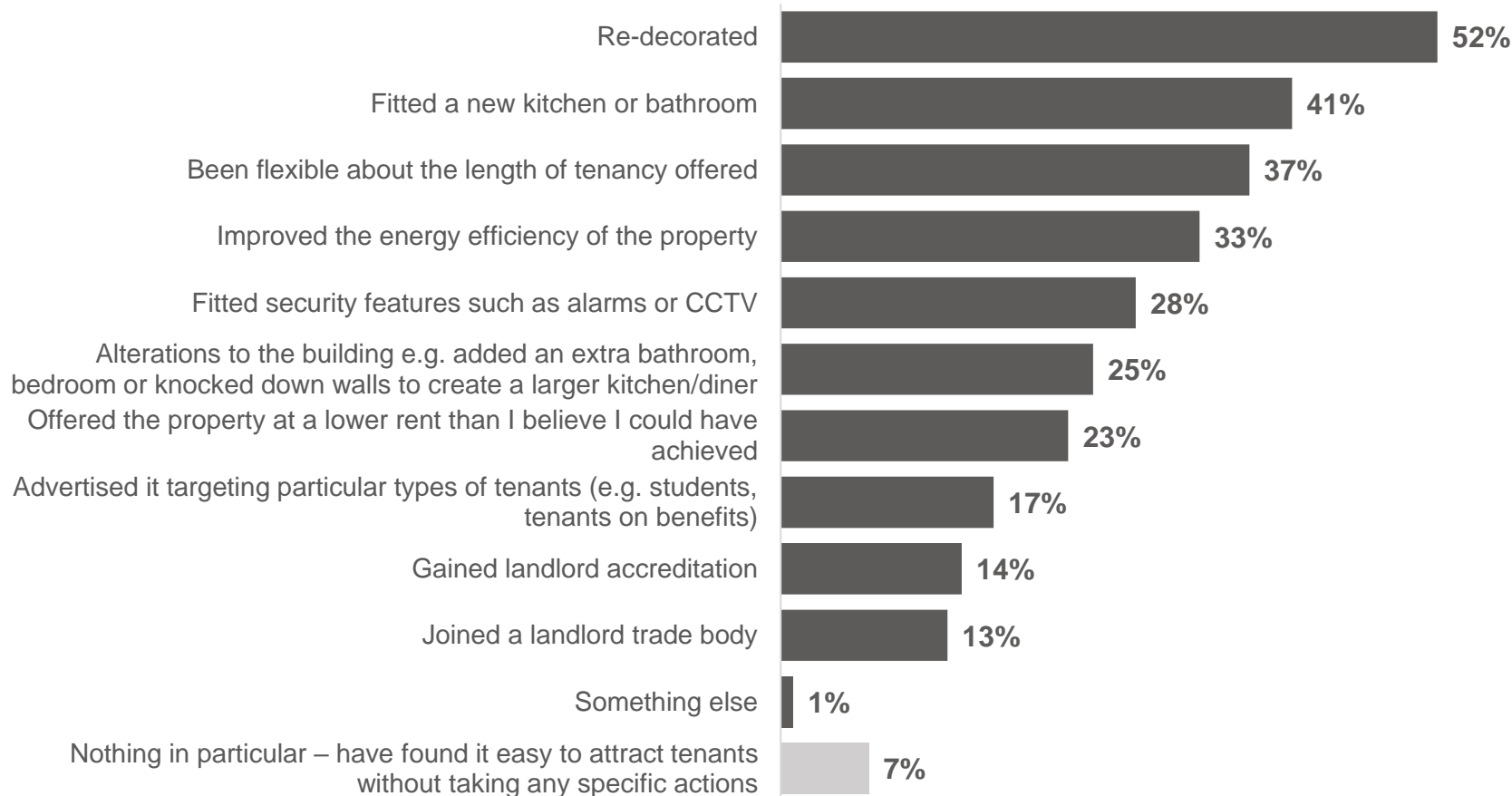
5-9 properties in total portfolio (22%)

Within the 'Local Authority placements' and 'Other public sector placements' categories (totalling 10%) it's particularly high among:

- With property in Tameside (34%) or Manchester (15%)
- 5-9 properties in total portfolio (20%)
- Own property not as an individual (20%)
- Frequently selling and buying property, generally stays around same size (18%)

# Actions taken to attract new tenants

Nine in ten (91%) landlords surveyed say they have taken action to help attract new tenants. Re-decorating is most common. 1 in 7 landlords say they have gained accreditation to help attract new tenants.



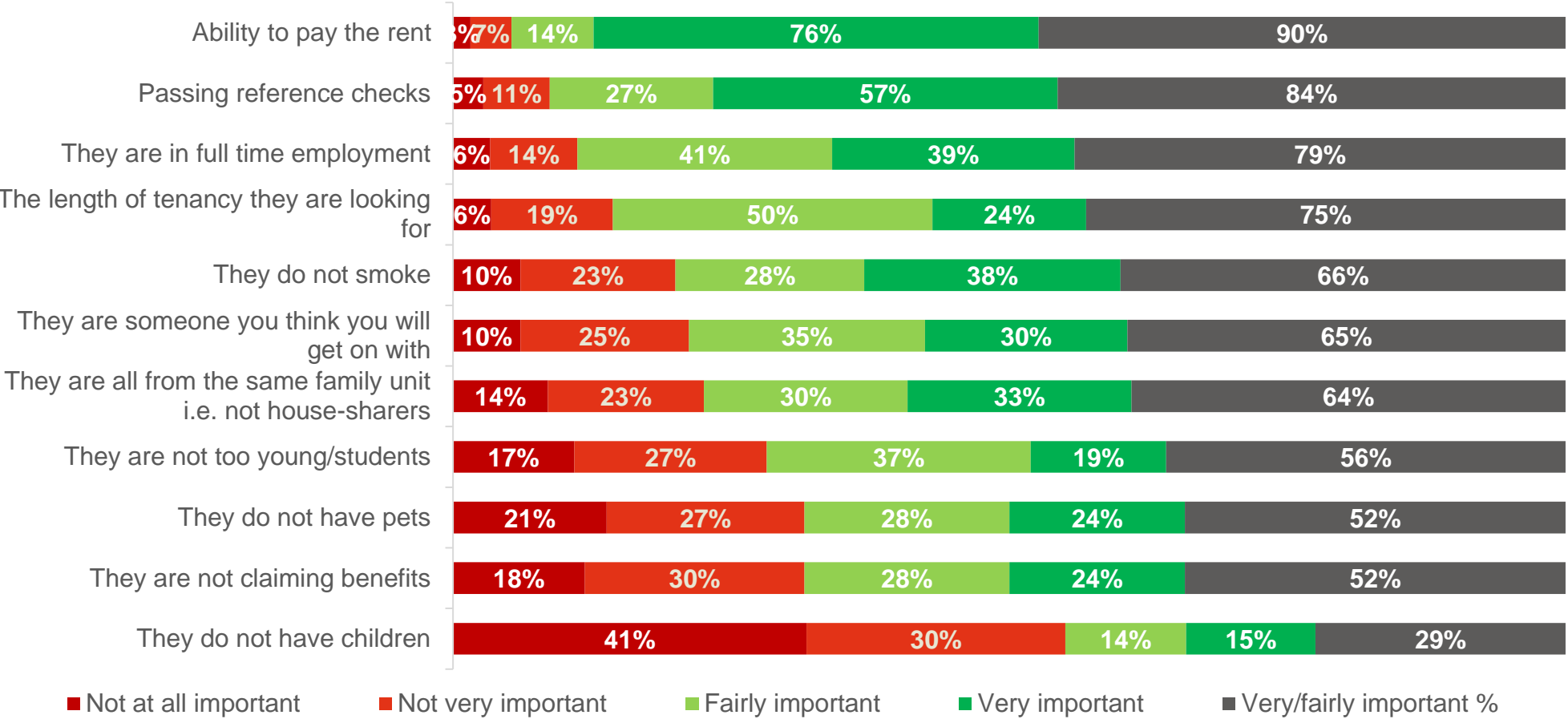
Within the 'Gained landlord accreditation' category it's particularly high among:

- 10+ properties in GM (35%) or 10+ properties in total (31%) Landlords with property in Wigan (27%)\*
- Became landlord as a full-time business (25%)
- Landlords with student tenants (29%)
- Frequently selling and buying property, generally stays the same size (25%)
- Believe landlords should go above and beyond legal requirement (31%)
- Already accredited but open to joining charter (26%)

Q11. Which of the following, if any, have you done to help attract new tenants? (All landlords: 355) \*Low base (under 50).

# Important factors when looking for a tenant

When asked to rate a range of factors, ability to pay rent is highlighted as the most important factor when landlords are looking for a new tenant, followed by passing reference checks.



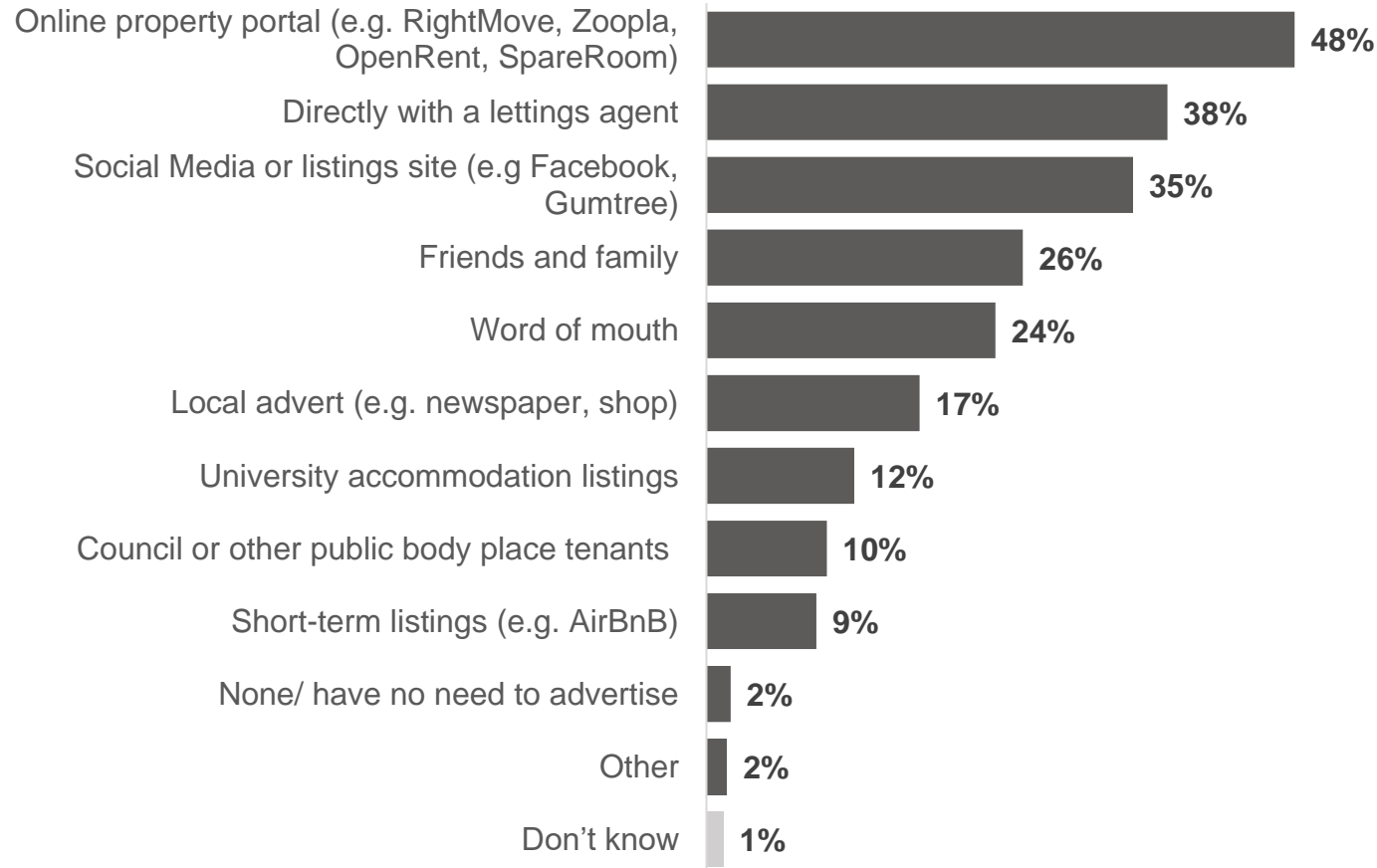
Within the 'They are not claiming benefits' category: NET important particularly high among:

- Longer serving private landlords (More than 10 years, 71%)
- Landlords who don't feel they should go above and beyond legal requirements (58%)

Q12. How important are the following factors when looking for a new tenant? (All landlords providing a response: bases vary.)

# Methods used to advertise

Almost half (48%) of landlords that participated in the survey advertise property on an online property portal, with 6 in 10 using some form of online method. Almost 4 in 10 (38%) say they use a lettings agent.

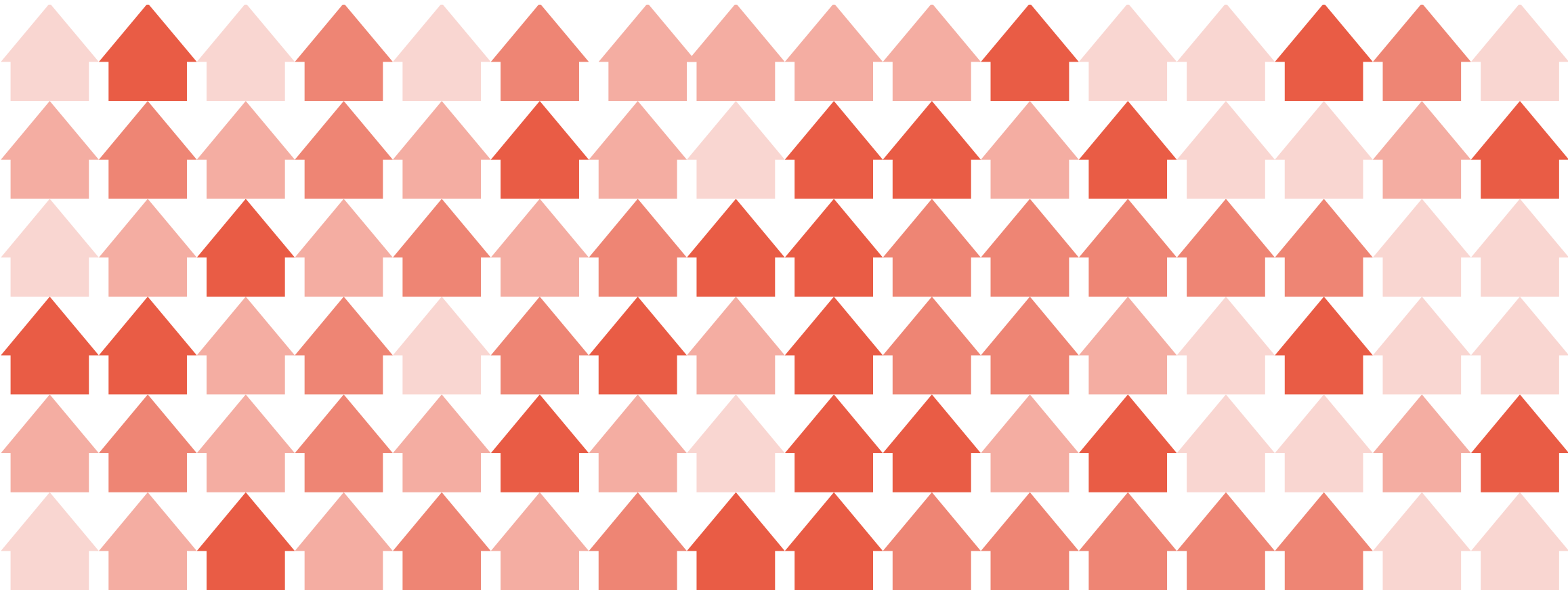


**62% of landlords advertise property online at all. This figure is lower among:**

- Aged 55+ (47%)
- Not in full or part time work (28%)
- Been a private landlord or 10+ years (43%)
- Became a landlord to provide a home for others (39%)
- Those not confident they fully understand responsibilities as a landlord (33%)
- Those downsizing their portfolio (38%)

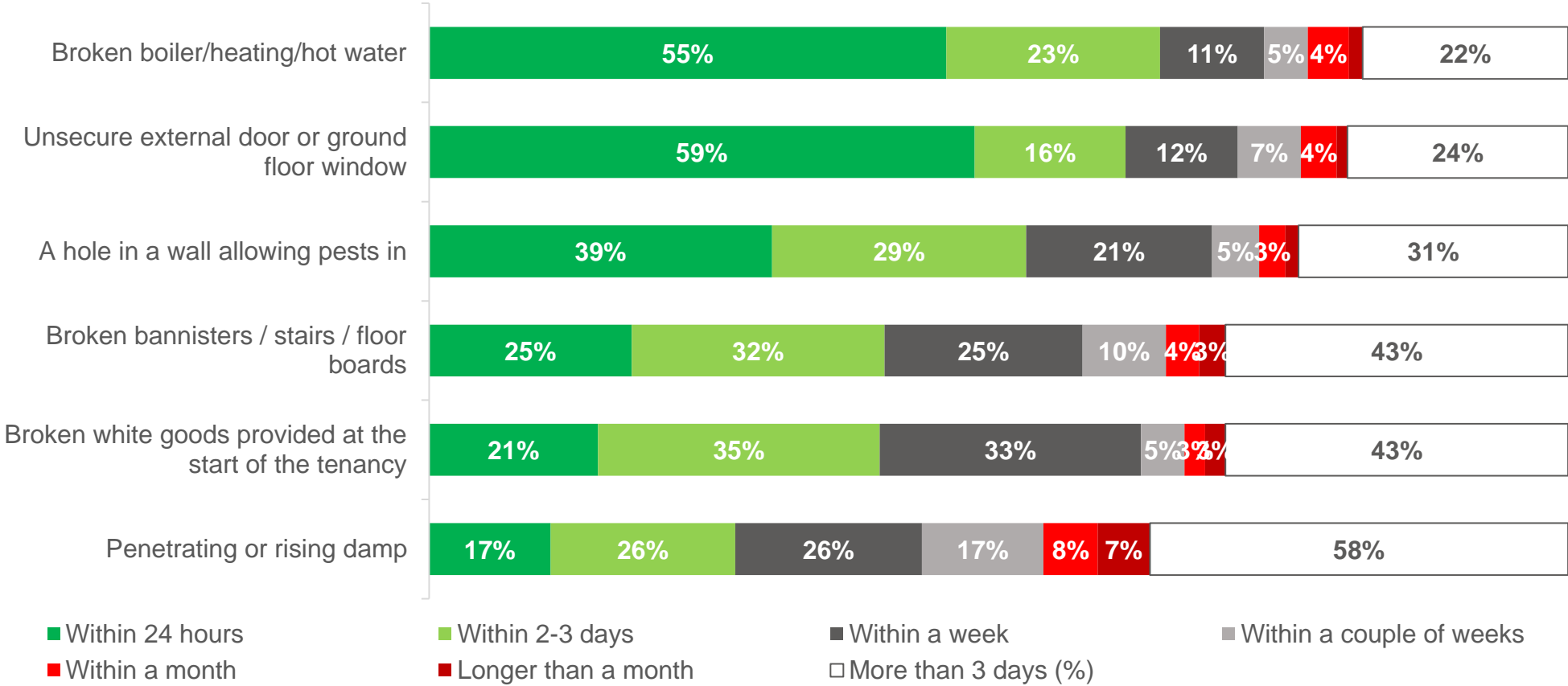
Landlords with property in Rochdale are notably **more** likely than the total to advertise via word of mouth (45%) or through friends and family (52%).

# Property management



# Speed of repairs

Almost 8 in 10 (78%) landlords claim they would seek to fix a boiler within 3 days, although this leaves 1 in 5 who are likely to leave tenants waiting more than 3 days without heating/hot water. 6 in 10 (58%) expect damp issues to take 3+ days resolve.



**Within the 'Penetrating or rising damp' category it's more likely among:**

- Aged 55+ years (76%)
- All properties were built before 1950's (70%)

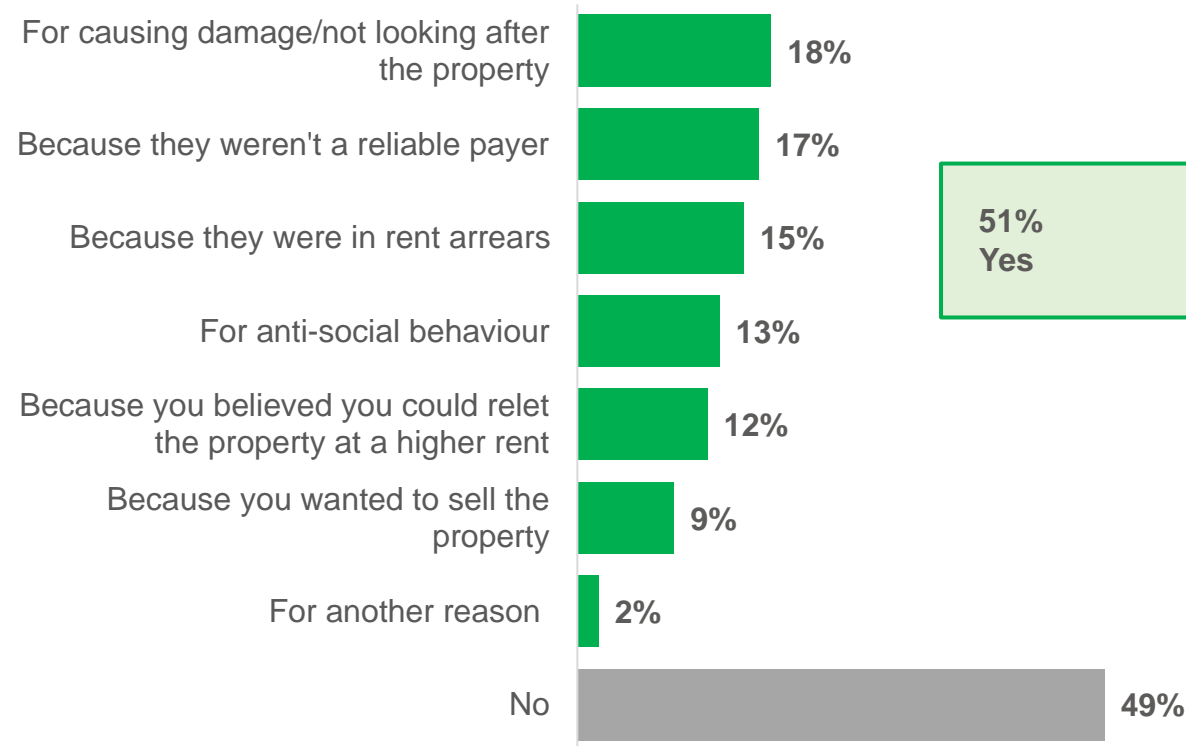
Q14. How quickly would you typically seek to resolve the following problems in your property, on receipt of a complaint from your tenant? (All landlords providing a response: bases vary).

# Evicting tenants

Around half (51%) of landlords from the survey say they have either evicted a tenant or asked them to leave in the last 5 years for at least one of the reasons indicated.

The most common reasons are for causing damage to the property (18%) or not being a reliable payer of rent (17%).

## Evicted or asked a tenant to leave in the last 5 years



51%  
Yes

### More likely among:

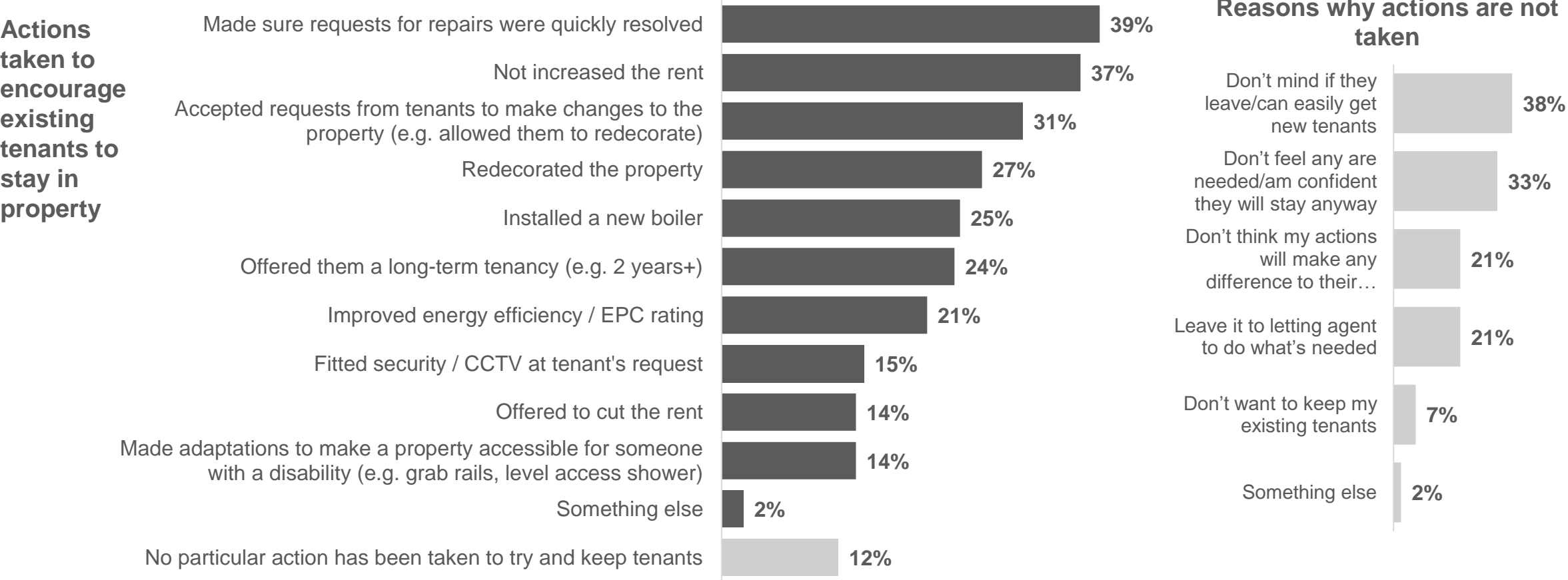
- Landlords not confident they fully understand responsibilities (96%)\*
- Landlords not confident they are legally compliant with property being free from hazards/fit for habitation (91%)\*
- Have a disability (71%)\*
- Property in Tameside (72%), Stockport (69%) or Manchester (61%)
- 10+ properties in total portfolio (81%)
- Own the property not as an individual (80%)
- Tenants are from Local Authority or other placements (79%)\*

Q15. In the last 5 years, have you evicted or asked a tenant to leave for any of the following reasons? (All landlords: 355) \*Low base (under 50).



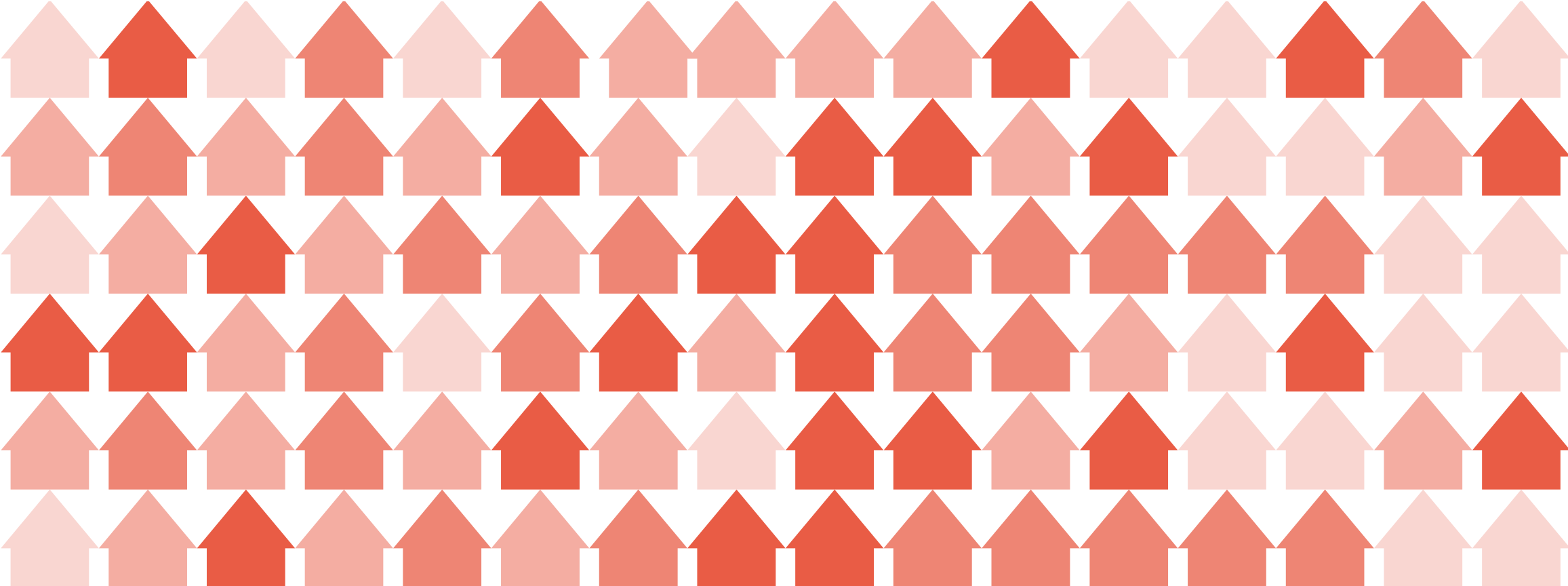
# Actions taken to keep tenants

Most (88%) landlords say they have taken some action to keep existing tenants. Quickly resolving repairs (39%) and not increasing the rent (37%) are most common. Among those who haven't taken any action, the most common reasons for this is that they can easily find new tenants (38%), or they don't feel any action is needed or they are confident tenants will stay (33%).



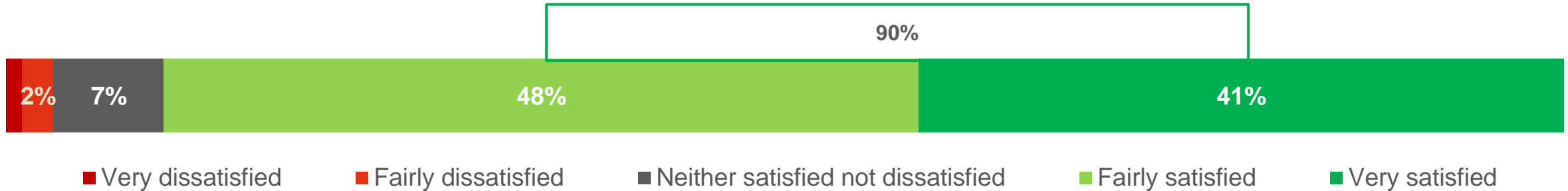
Q16. Have you taken any of the following actions to encourage or help your existing tenants stay in your property/properties? (All landlords: 355) Q17. Why do you not take any actions to try and encourage existing tenants to stay in your property/properties? (All landlords: 42).

# Satisfaction



# Overall satisfaction: landlords

9 in 10 (90%) landlords are satisfied with being a private landlord, just 3% are dissatisfied.



## Dissatisfaction is higher among:

- Asian/Asian British (9%)\*
- 10+ properties in portfolio (8%)\*
- Those downsizing their portfolio (17%)\*
- Not in full or part time work (13%)\*
- Landlords finding it difficult/very difficult to cover costs (25%)\*
- 76%+ average loan to value ratio (12%)\*

## Satisfaction is higher among:

- Aged 18-34 years (97%)
- Target families with children as tenants (95%)
- Find it very easy or easy to cover costs (98%, 97%)

# Reasons for dissatisfaction

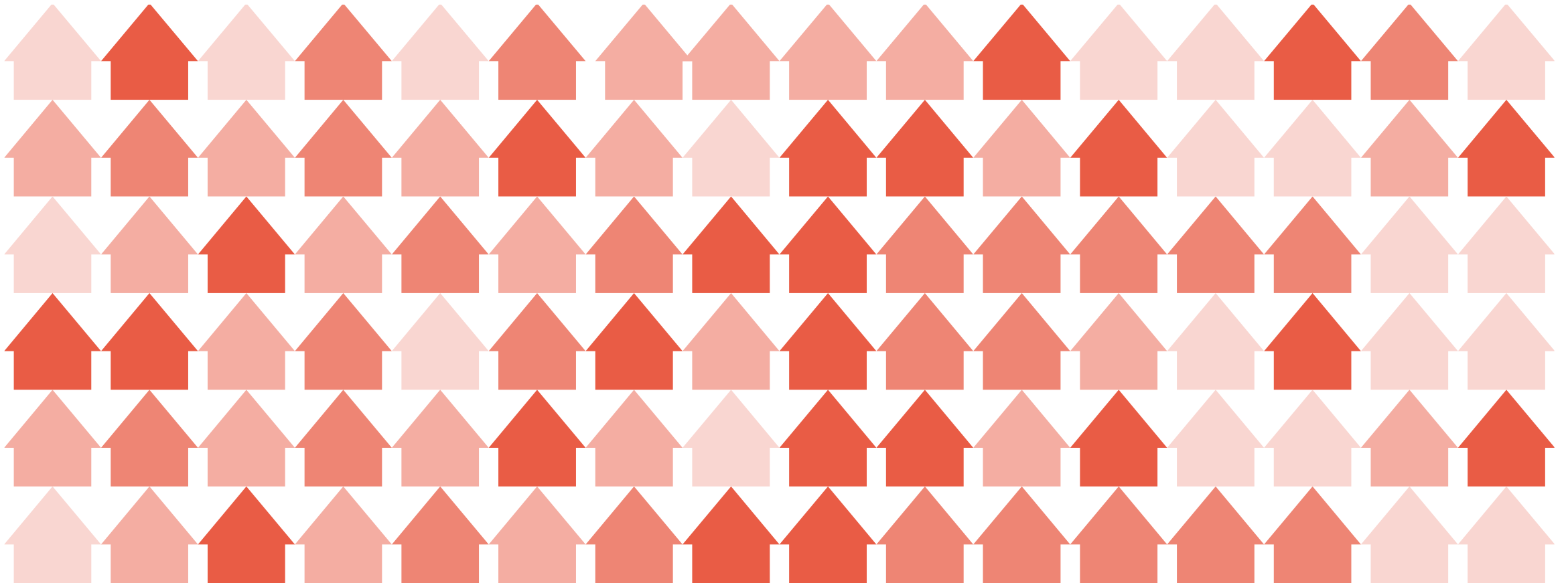
“My tenant was advised by the local authority that they should not leave the property when I served them a section 21 notice because I planned to sell my property. My **tenant has now stopped paying rent since September 2022** and is still living in the property to date. **I have sleepless nights** just because of this, had to start a court action so I’ll never rent any property again.”

**Landlord, 6-10 years, Female**

“I feel I provide decent homes for people at a competitive price. I am **available 24/7 for emergencies**. I try to support tenants with financial or emotional problems and **I feel totally unappreciated**. Regulations are piled on us and most of it is unnecessary if the current legislation was enforced. I have taken many financial risks and worked for over 30 years and I feel the current government and local authorities treat us with nothing but disdain. **I should be able to work with the local authority as a partner and get support from them**. I never contact them because I always feel they are looking for reasons to fine me.”

**Landlord, More than 10 years, Male**

# What makes a 'good landlord'



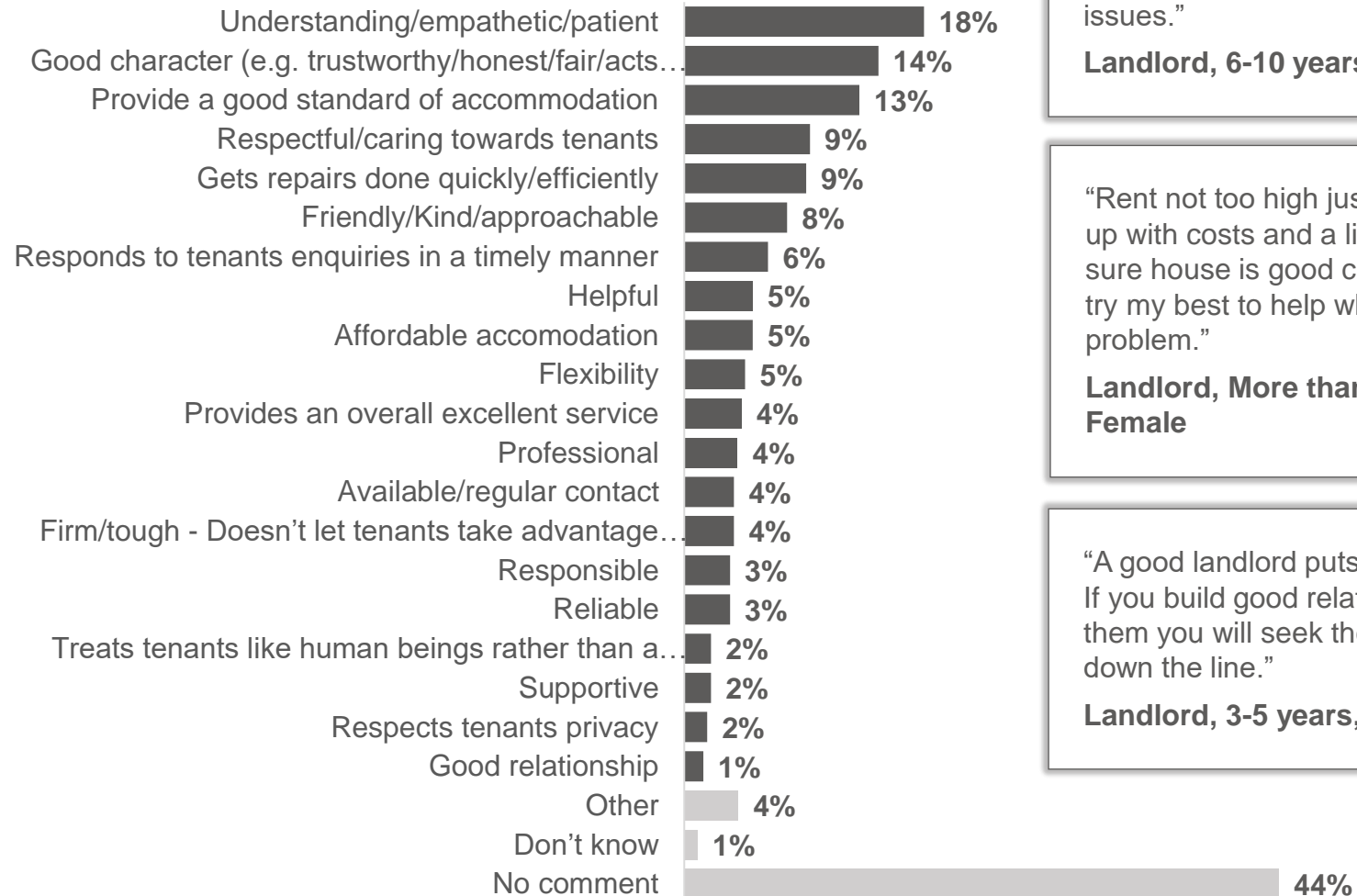
# A 'good landlord'

When landlords were asked what they think makes a good landlord they prioritise being understanding, having a good character and providing good standards.

Unlike tenants (who were asked the same question), landlords do not see 'good communication' as being high on the list of priorities.

A significant proportion (44%) chose not to comment.

## What makes a 'good landlord'



"To be flexible when people are struggling. Not be all about the money. Try to be fair to tenants and listen to issues."

**Landlord, 6-10 years, Female**

"Rent not too high just enough to keep up with costs and a little profit. Make sure house is good clean condition and try my best to help when tenant has a problem."

**Landlord, More than 10 years, Female**

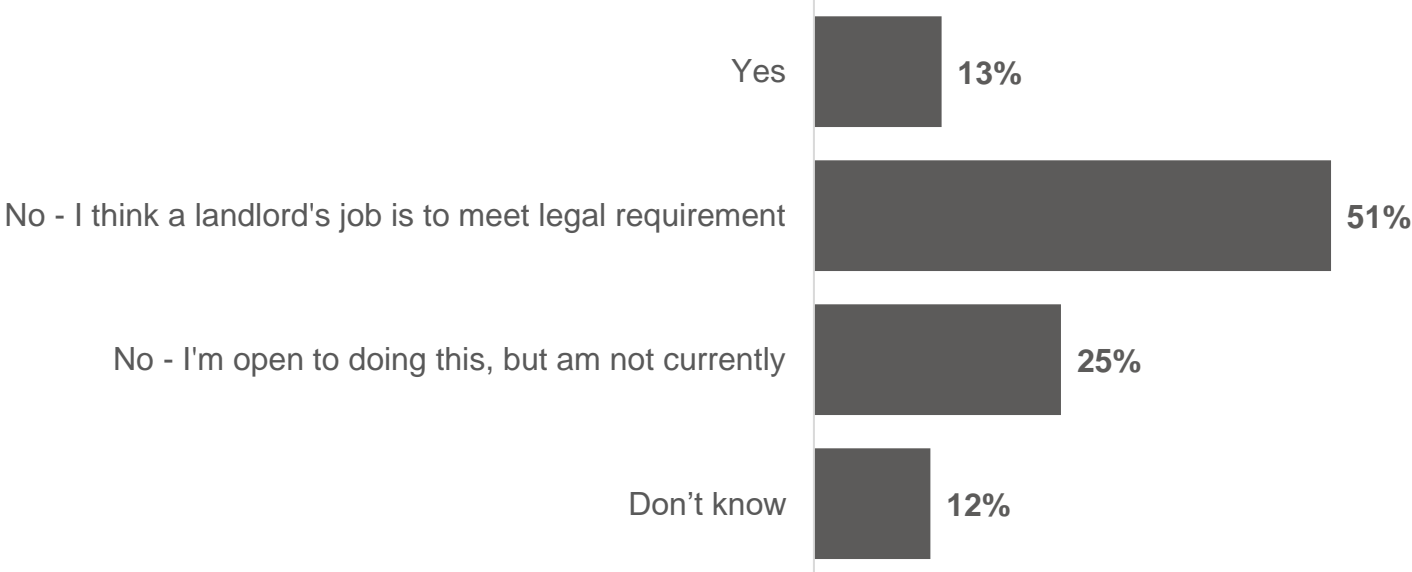
"A good landlord puts their tenants first. If you build good relationships with them you will seek the rewards further down the line."

**Landlord, 3-5 years, Male**

# Going above legal requirements

Half (51%) of landlords say they do not go beyond meeting legal requirements and do not think it is their job to do so. A quarter (25%) are open to doing this but are not currently. This leaves just over 1 in 10 (13%) landlords from the survey currently going beyond legal requirements.

## Anything done to go above and beyond legal minimum requirements



**Particularly high among:**

- Within the 'Yes' category:**
- Property in Salford (25%)
  - 10+ properties in portfolio (25%)
  - Property managed fully by letting agent (21%)
  - Plans to grow portfolio (28%)

- Within the 'No' category:**
- Aged 18-34 years (62%)
  - Property type is a short-term let (64%)
  - Property owned not by an individual (64%)
  - Properties managed partly by landlord, partly letting agent (65%)
  - Have evicted tenants in last 5 years (63%)
  - Frequently selling and buying property, generally stays same size (72%)

# Landlord commitments

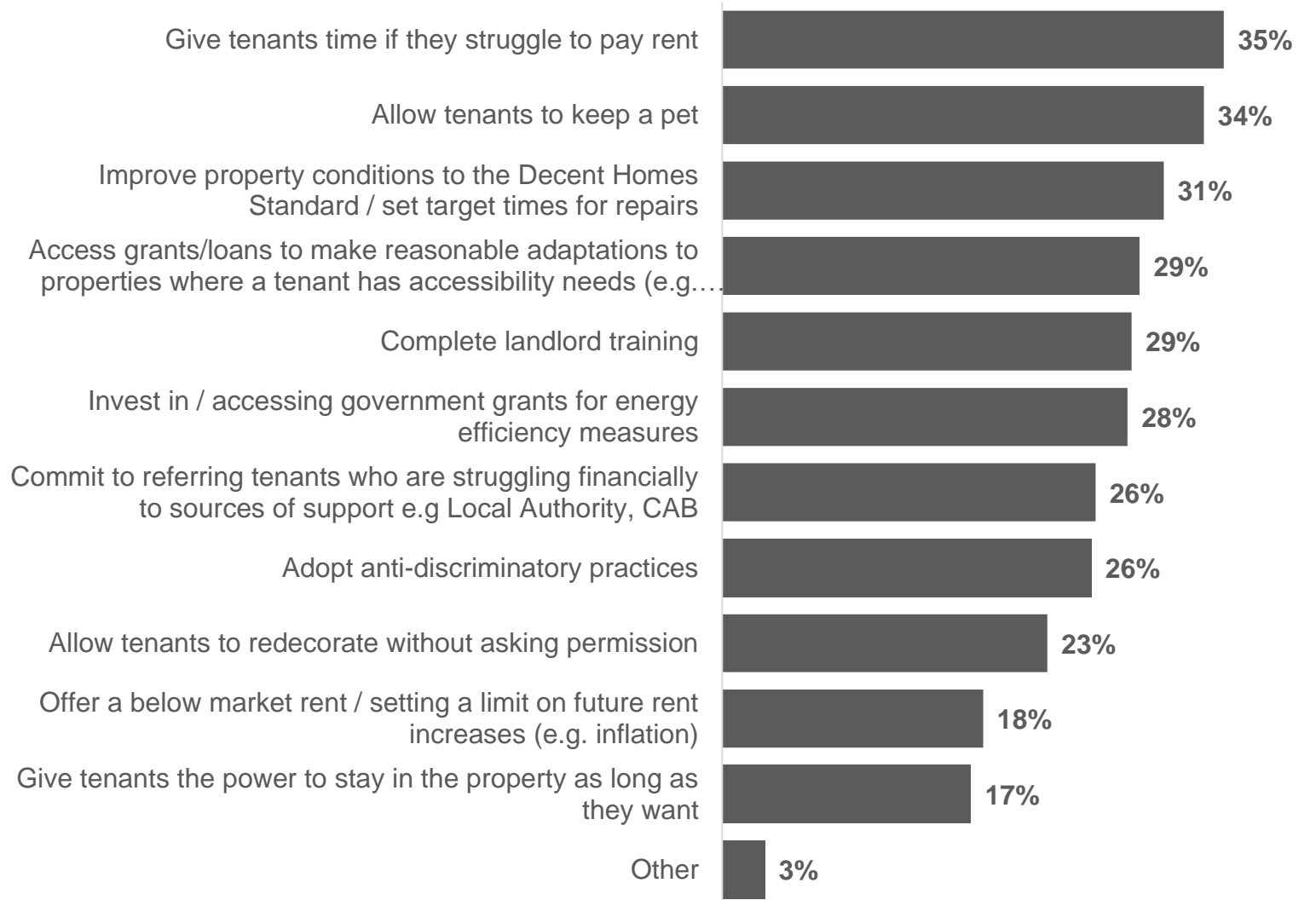
When asked which examples of best practice landlords would be willing to commit to doing the highest proportion (35%) would commit to giving tenants time if struggling to pay rent.

A similar proportion (34%) would allow tenants to keep a pet.

Landlords are least willing to give tenants the power to stay as long as they want (17%).

Giving tenants time if struggling to pay rent and improving property conditions are also both in the top three priorities chosen by tenants.

## Best practice examples landlords are willing to commit to



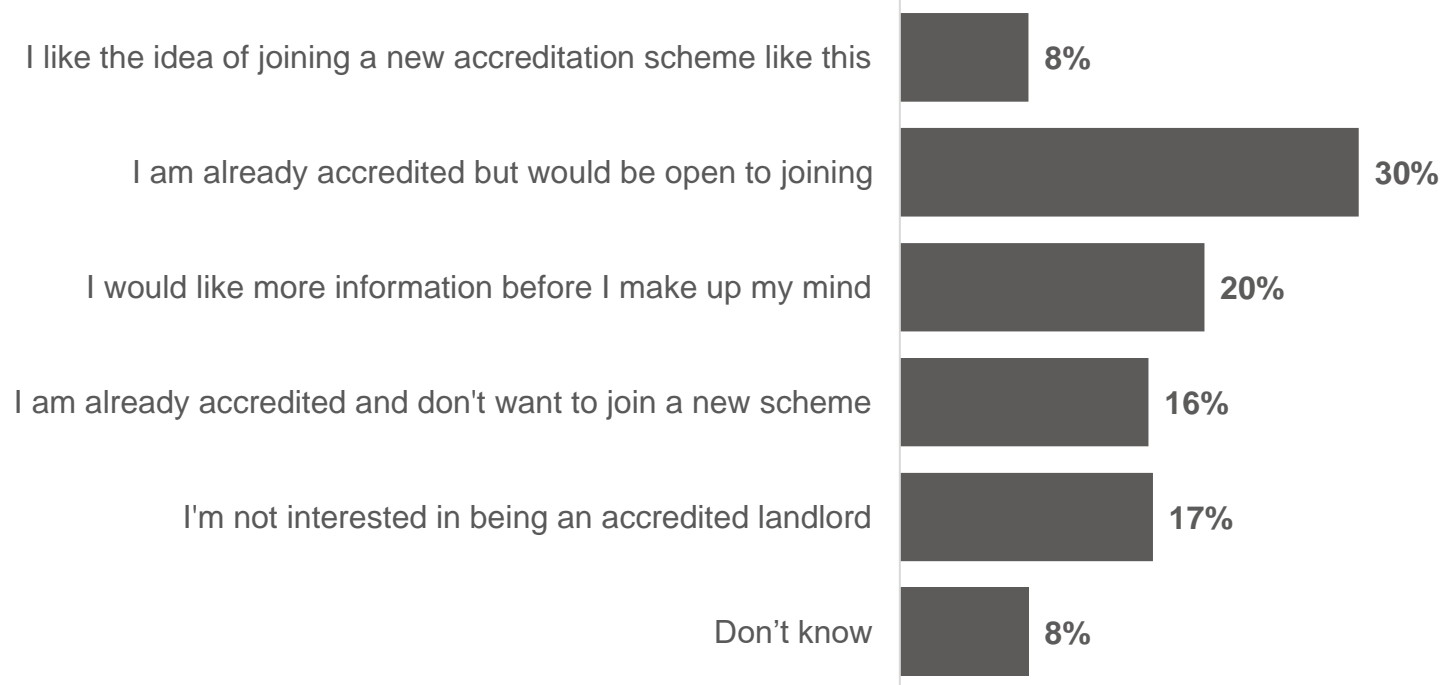
Q35. Which of the following examples of best practice would you be willing to commit to doing voluntarily as a landlord or as part of your lettings business? (All landlords: 355).



# Interest in joining charter

Based on the following description: *Andy Burnham, the Mayor of Greater Manchester, has committed to developing a Good Landlord Charter, which will be a new form of landlord accreditation, overall 2 in 5 (39%) landlords express interest in joining the charter. A third (33%) are not interested and 3 in 10 (28%) are not sure or need more information.*

## Interest in charter



**Positive response (39%) in the 'I like the idea of joining a new accreditation scheme like this' and 'I am already accredited but would be open to joining' categories**

- Frequently selling and buying property, generally stays same size (54%)

**Negative response (33%) in the 'I am already accredited and don't want to join a new scheme' and 'I'm not interested in being an accredited landlord categories**

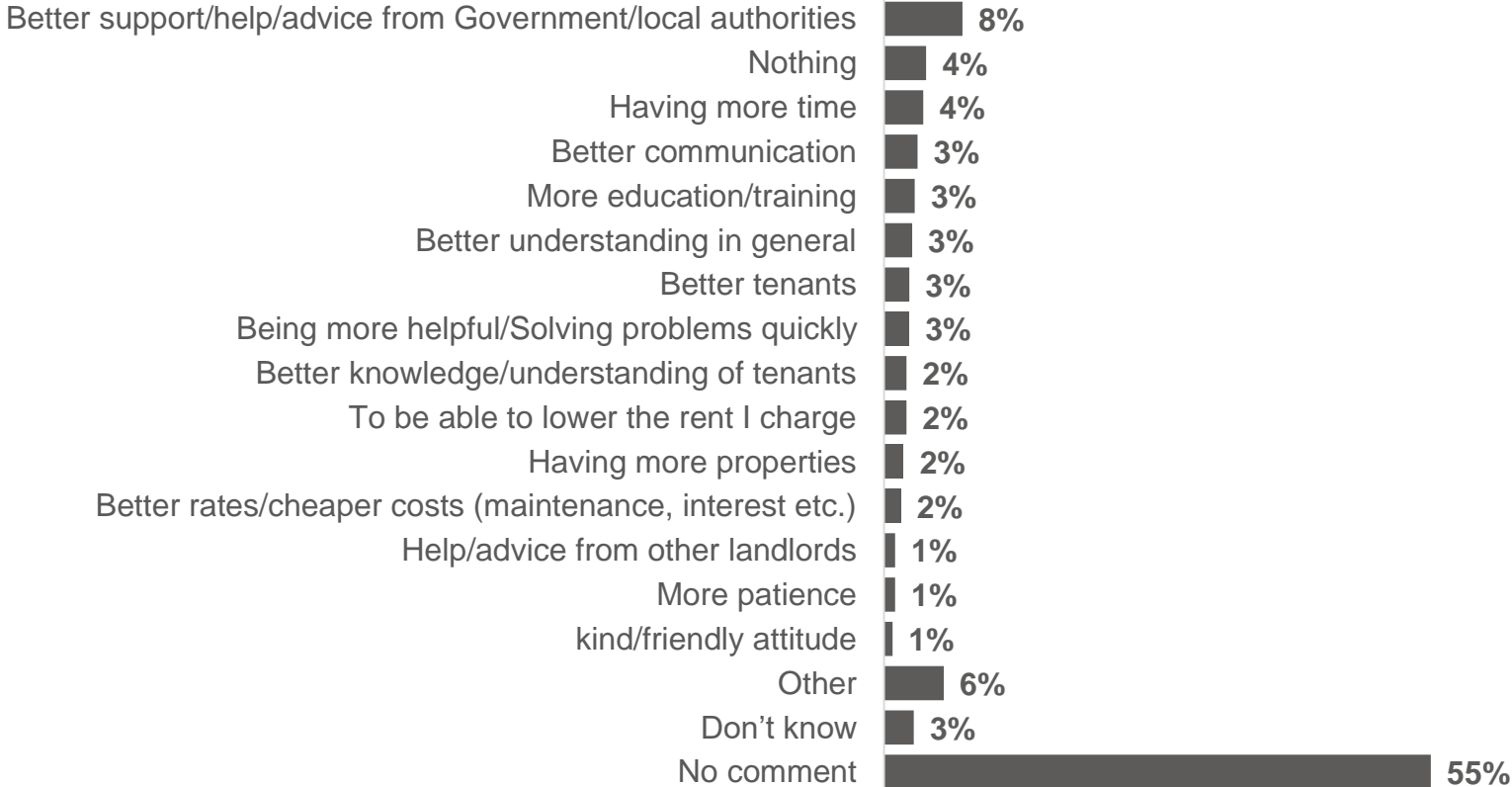
- Property in Stockport (49%)
- Downsizing their portfolio (54%)
- Do not believe landlords should go beyond legal requirement (42%)

Q33. Which of the following describes your interest in joining the charter (All landlords: 355).

# Being a better landlord

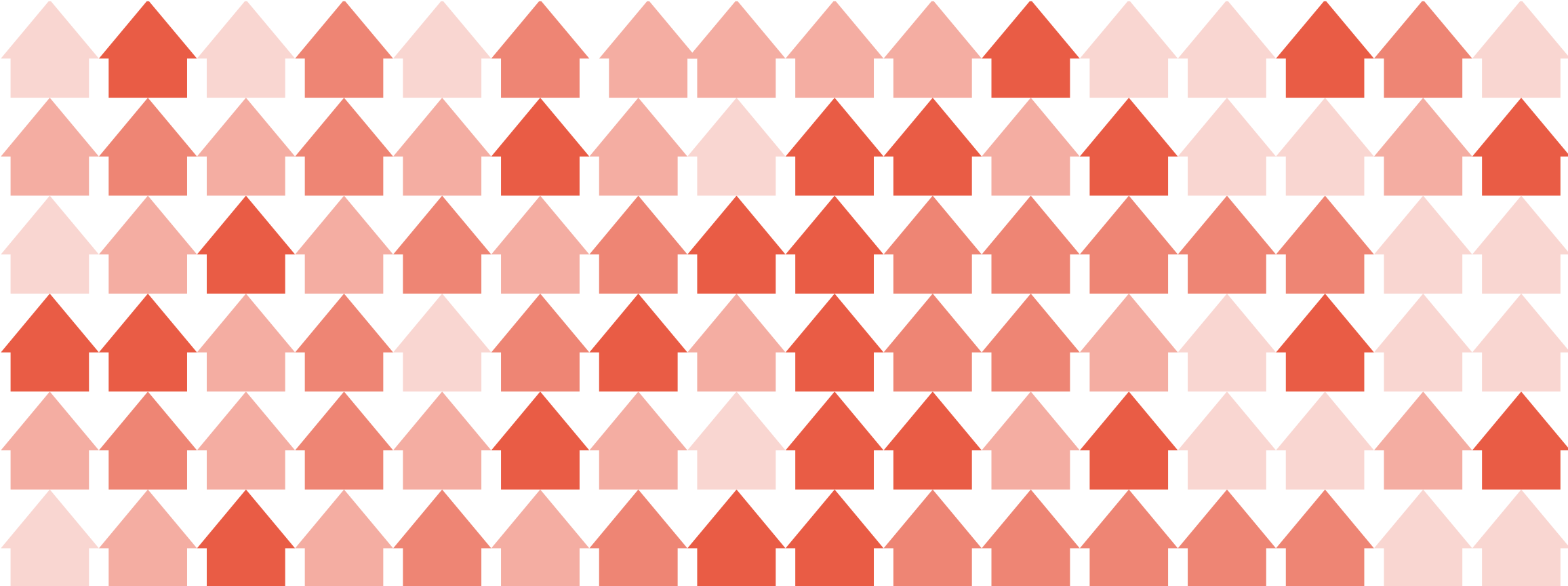
When asked what one thing would make them a better landlord the majority do not comment, however of those that do, better support and advice from Government and Local Authorities comes top.

## One thing to make you be a better landlord



Q34. What one thing would help you be a better landlord? (All landlords: 355).

# Appendix



# Survey contents

- **Characteristics** – age, gender, sexual orientation, ethnicity, employment status, disability.
  - **Experience as landlord/skills** – length of time as private landlord and how much longer they plan on being a landlord, main reason for becoming a landlord, understanding of responsibilities, extent to which they think they are compliant with issues such as tax & gas safety, whether they are accredited, have undertaken training, or become licensed, sources used for of advice & information.
  - **Property characteristics** – no. of properties in & outside GM, districts they have properties in, property type (e.g. flats, terraced, age), ownership and by how many people, whether looking to grow or downsize portfolio, how properties are managed, typical loan to value ratio.
  - **Looking for tenants** – typical tenant type (e.g. student, family), actions taken to attract new tenants, importance of various factors when looking for new tenants, methods used to advertise properties.
  - **Property management** – typical timescales for resolving various repairs, whether they have evicted any tenants, actions taken to keep tenants.
  - **Overall satisfaction with being a landlord**, main concerns as a landlord.
  - **Rent/property costs** – how often they increase rent, whether tenants have gone into arrears, how they respond to tenants going into arrears, how easy/difficult they find it to cover costs of letting properties.
  - **Good landlord** – what they think makes a good landlord, whether they currently go above and beyond legal minimum requirements, interest in good landlord charter, what would make them a better landlord, examples of best practice they would be willing to commit to voluntarily.
  - Willingness to take part in further research
-