

Maximise your letting potential

One of the most common enquiries we receive from landlords at this time of year is asking for advice on improving adverts where they still have vacancies.

Here are some of our top tips.

Updating Photos

If your property is still available why not use this time to update your photographs. In the digital age, many decisions are made using information available on a smartphone or PC and the right photos are more important than ever. Visit your dashboard on the Unipol website and you will find our handy '[Updating Your Photographs](#)' article in our **Marketing Information and Products** section. Adverts with quality photos are more appealing to students and lead to more viewings and lettings. If you are not sure if your photographs are right call the hub and let us take a look through and suggest changes where necessary.

Individual lets

Individual lets are increasingly popular with students as they move from this type of tenure in their 1st year. There are also many individuals, postgraduates, international students, and returning placement students looking for accommodation across the summer and beyond looking for individual lets and/or rooms in properties where some rooms may already be occupied. Now is the time to consider advertising your property to individuals as well as to a group. Unipol let a proportion of our properties each year on individual lets and see no additional problems with inter-tenant disputes or other issues where all the rooms are let to students.

Extra information section

Each advert has an extra information section that gives you the chance to further market your property and tell the students about the best aspects such as room size, location, distance from university, garden, storage space, etc. Use this space to sell the best parts of your property.

Going all-Inclusive

As students move out of halls into houses they will often be looking for an easy transition and this can mean looking for an all-inclusive option. Most students will budget around £15 a week to have their utilities and internet included. Unipol now offer a range of all-inclusive packages on our own properties so this might be something worth considering in your offer. Call the hub for advice on how best to do this.

Advertise short term lets

At this time of year, we are getting lots of enquiries from students who are looking for short term lets. These students are predominantly postgraduate students who are looking for a place to stay until Christmas as they are finishing dissertations and graduating in December or will be on exchange programmes. This can work as an option if you find yourself with rooms still available at the end of the summer. Leeds sees a good proportion of incoming students in January each year that struggle to find rooms in the private rented sector so a

short term let from September to December could then be partnered with another short term let from January to June. You can advertise this free of charge with Unipol if you are also advertising the property for the next academic year.

Get in touch

These are just some of the things you can do to maximise your letting potential and let your property as early as possible.

For more help and advice, contact your local housing hub team at info@unipol.org.uk or 0113 243 0169 (1)