

# HELPING TENANTS CREATE HOMES IN OUR CHANGING RENTAL SECTOR



## THE RISE OF THE RENTAL HOME

A lot has changed in housing over the last 20 years. The total number of households in Scotland has increased by 15% but the private rented sector grew by a staggering 150% over the same period. Attitudes towards rental homes are changing and tenants are looking to make their rental properties into their long-term homes rather than just a convenient stop gap.

- According to the ONS, over a third of 35-44 year olds now make their home in a private rented property compared to fewer than one in ten in 1997.
- The average age of first time buyers in the UK has increased by 6 years (21%) since 2007 to 34 years of age. This trend is likely to continue, especially considering countries like Spain and Japan where average first time buyers are 41 years old.
- Scotland's rising population and annual deficit in building enough new homes to match housing demand means that homes are going to become scarcer driving rents and house prices upwards and forcing more people to rent for longer.
- Most people's relationship with their home has changed over the last 2 years due to the Coronavirus pandemic. Office workers have become remote workers and the future of work looks likely to involve much more home working than before C-19. With people spending more time in their homes and seeing them as more of a flexible working/living space, requirements have changed and people want more from the space in which they live.

## HOMES NOT PROPERTY

With tenants spending more years renting than they would have done in previous decades and tenant requirements changing due to the pandemic, the role of long-term rental property has changed. Rental properties are homes where people live, and potentially work, some of the most important years of their lives. More young families than ever make their home in the rental sector and with things like school catchment areas to consider, renting a suitable property is no longer a stop-gap option but a longer term choice.





## HOW LANDLORDS CAN HELP

- 1 There are a few key things landlords, or their managing agent, can do in response to the transformation of the rental sector, to provide a secure, attractive, long-term option to prospective tenants; a rental property where tenants can really feel at home.

Communicate well and be accessible - keeping tenants updated with everything relating to their home and ensuring they can reach you if they need to is an important part of helping tenants feel respected, valued, safe and secure. It makes them feel like you want them to stay.

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Safety - keep on top of safety certificates and share these with tenants to let them know that the safety of their home is taken care of. Also importantly be considerate with safety inspections.

- 3 Be responsive when repairs are needed. That doesn't necessarily mean getting things repaired at an hour's notice, however by keeping tenants up to date and timescales involved helps them feel valued and they can organise their lives around the needs of the property.

- 4 Reinvest - make reasonable upgrades to kitchens, bathrooms and carpets when the time comes. This will have the benefit of adding value to the property and create the conditions for the tenant to take pride and better care of the property during their time there.

- 5 Allow tenants to make personal, homely touches to the property. Part of making a house a home is adding personal touches. Small changes by the tenant to the property will be greatly appreciated and help support a positive and lasting relationship.



## CAN YOU HELP?

If you're a landlord thinking of renting your property to a long-term tenant, UMEGA is here to help. We take great care of our tenants and landlords. We deliver a high level of service, making tenants feel at home while renting with us. If you're looking for an agent who gets it; the importance of creating homes, not just supplying houses, understanding that this is better for both the tenant and the landlord, start your journey by carrying out a free instant online valuation [here](#).



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