



Guide

On

10 Terms Renters
Search For When
Looking For A New
Home

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Here are the top 10 search terms people used on Zoopla in the last 12 months!

These are great for landlords to be aware of because you could easily ensure your property includes all 10 to some degree, where possible to not only achieve a higher rental price, but to let your property quickly and find long term happy tenants!



GARDEN

It comes as no surprise after the COVID-19 pandemic that people want a private space at their home where they can enjoy the outdoors!

No matter how big or small your garden is on your property, make sure its beautiful, has space for people to sit and relax and looks neat, tidy and colourful!

Consider some basic landscaping, a seating area and evergreen plants!



PARKING

A dedicated parking space is a priority for renters as they want the convenience of having a dedicated space to park their car near, or directly with their new living space. If you have the luxury of a big garden, consider paving some of it to create a dedicated parking space at your property!



GARAGE

Related to the above, not only is a parking space important to tenants, but a safe one is even better which will protect what is probably their most valuable asset!

Keeping their vehicle safe from potential burglary and the elements is a bonus!

Do include this if you can, consider adding a roof structure to your existing parking if a garage is not possible!





BALCONY

People want to be able to enjoy some fresh air at home! Of course a balcony is not an option to everybody if your property physically doesn't allow for it, but if you're perhaps in the market for buying a new rental property, consider prioritising a property with a balcony!

If your property already has one, make sure it is in good condition and inviting for tenants to use!



PET FRIENDLY!

Approximately half all all Brits have a pet, its no surprise then that a lot of tenants look for properties specifically that are pet friendly!

Consider making your property pet friendly by writing rules and regulations pertaining to the pet into your lease agreement. Tenants with pets tend to rent for longer as well when compared to tenants without, so this will work in your favour long term!

FLOORING

Tiled homes are more popular than carpeted, for obviously hygiene reasons.

Hardwood floors are considered a luxury and appeal to tenants as an extra feature in their possible new home!

Make sure your flooring is in good condition and easy for tenants to keep clean. If you have hardwood floors under your carpeting, definitely consider exposing it!



BILLS INCLUDED

This is a convenience offered to the tenant, to provide all all inclusive fee. That way they can easily determine whether the property is in their price range or not, which will avoid nasty surprises for both you and them!



ENSUITE

Tenants enjoy an en suite and while it is a luxury, it could definitely help you achieve a better price for your rental property and secure long term happy tenants!

Consider how you can endeavour to add one into your property in the future if it is not an immediate possibility





RURAL

With the COVID-19 pandemic and the changes it has brought on, a lot of people are working remotely which means they are able to move out of the city and may prefer a quiet, remote place to live!

While it is of course not possible to move your property, if you are in the market to buy a rental property, don't discount buying a rural property as people are searching for it!

STUDENT

A lot of tenants will be younger and while that might raise some alarm bells for you, its important to work through your objections and find solutions and security measures to ensure that you don't turn away possible tenants based on fear!

Students could have rental-guarantors or someone like a parent or guardian to co-sign the tenant agreement to provide you with the security you need!



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