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Ealing Property Lettings

Why tenants say 'no' to a property...

... and how to make sure they say 'YES!' to yours

WOULD you be happy to live in your rental property? Is it in the right location? Does it have the sort of amenities you need? These are the questions you should be asking yourself when preparing your property for rental. We let hundreds of properties each year across London and some attract a tenant more quickly than others.

So what are the secrets of the most appealing properties? We've put together our top tips, highlighting the features tenants tell us they look for in a rental property – what they find offputting – and what you can do to put it right!

1) Presentation. Presentation is a top priority. Clearly, well presented properties let more quickly than neglected ones – shabby, mismatched furnishings don't appeal to anyone! Invest in good quality, contemporary furniture and classic, neutral décor that does justice to your property.

2) Furnished v. unfurnished? Around nine out of 10 applicants request a furnished property. As a rule, young professionals renting an apartment will prefer it fully furnished, while families renting a house will probably bring their possessions with them so will request it unfurnished. Even in an unfurnished property, it is better to equip the kitchen with white goods as tenants prefer these to be supplied.

3) Wooden flooring. Most of our applicants prefer the contemporary look of wooden or good quality laminate flooring. It's also easier to keep clean than carpet. Replacing carpet with wooden flooring instantly transforms the look of a property.

4) Bathroom. A good quality, contemporary bathroom is a 'must'. But also make sure you have both a bath and a shower. Most of us take a daily shower, rather than a bath. But if your property doesn't have a bath, some tenants will find it offputting. If you only have space for one or the other, install a bath with a shower fitted over.

TENANT APPEAL: Contemporary wooden flooring and neutral decor, as in this apartment at Skyline House in Ealing's Longfield Avenue, are popular with tenants

5) Wi-fi. High speed broadband is essential. Most applicants ask about the broadband speed available at the property they are viewing and may even ask about the service provider and the availability of fibre optic broadband. Some apartment buildings only have a communal satellite system which may not have access to HD or Sky+ for example. Lack of fast internet access is a dealbreaker for many tenants.

6) Storage. While good storage may not be specifically requested by applicants, it is usually very much appreciated and gives an apartment the edge. If your apartment doesn't already have good storage, think about fitting space-saving storage units.

7) Professional management. While this doesn't relate strictly to the property itself, a professionally managed property is more appealing to tenants and tends to let more quickly than one that is managed by the landlord.

Most tenants prefer this option as they can be sure that administration, health and safety provision and any problems will be dealt with quickly and efficiently – which is not always the case with amateur landlords.

In a competitive rental market, there is plenty you can do to ensure your property stands out and appeals to tenants.

Some of these suggestions may require a little investment on your part, but they will quickly repay any expenditure by ensuring your property lets quickly, helping you to minimise void periods.

If you'd like advice on preparing your property for rental, please call Benham & Reeves Residential Lettings on 020 8280 0140 and we'd be delighted to help.