



**Your rental, secured**



**Your quickstart guide  
to selling flatfair**

[flatfair.co.uk](https://flatfair.co.uk)

# Hi there agents...

We are flatfair – and we're for pain-free and secure renting for all. Whether you have tenants trying to secure their next home with no deposit, or landlords looking to increase their protection, flatfair's No Deposit solution means you and your rentals can rest easy.

Here's where you come in. As a flatfair agent, you'll be selling our rental solution to your tenants and landlords, with the chance to offer market-leading protection, up to double a standard cash deposit, all backed up by our great customer support and end of tenancy platform.

**We're already working with thousands of agents across the UK.**



# Why agents love us

*“Our landlords now say that they strongly recommend flatfair as it offers them the best protection, the properties fill quicker and they have happier tenants.”*

**Neal, Spicerhaart**

*“The ability to offer an affordable alternative that helps to reduce void periods has to be good thing for residents and landlords. Our experience with flatfair has been a good one delivering a high percentage flatfair tenancies our tenants.”*

**Tim Holden - Managing Director / Head of Residential UK  
EDMOND DE ROTHSCHILD REIM**

*“The scheme is a brilliant concept for both tenants and landlords alike and all of ours so far LOVE it!”*

**Andrea, Black Cat Properties**



# Meet our secure rental solution

## flatfair No Deposit

### Market-leading protection, secured

**Tenants can secure their new home with a small check-in fee** and pay for any slip-ups when it's time to move out. **Landlords love it because they get up to 10 weeks' protection** along with **fast charge recovery** – it's win/win for everyone.





# FlatFair

## No Deposit



# Selling to tenants

## What is No Deposit?

No Deposit lets tenants move into their new home with a **small check-in fee instead of a traditional deposit**, and when it's time to move out, they'll only pay for charges they're responsible for (a bit like when checking out of a hotel).



## 88% of tenants preferred to rent with No Deposit over a traditional deposit\*

\* based on data from offices who register both No Deposits and Deposits through flatfair

### Why do tenants love No Deposit?



#### Lower upfront move-in costs

No deposit means much lower moving costs.



#### Fast and fair

They'll only pay if there's a problem they're responsible for.



#### Fast and easy check-out

Checking out is fair and easy, with government-backed adjudicators on hand in case there's a charge dispute.



#### No sneaky fees

There's no recurring charges if they decide to renew their tenancy and stay in their home.

## Here's how you can talk about No Deposit to your tenants...

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**Agent**



**Tenant**

**A:** Move-in costs are usually one month's rent upfront and a five week deposit – we can massively reduce this cost for you, would you be interested?

**T:** Yes...

**A:** We work with a company called flatfair, choosing a flatfair No Deposit solution means you won't have to pay the five week deposit.

**T:** How does that work?

**A:** Instead of a traditional deposit you pay a small , one-off check-in fee instead:

- It's the equivalent of 28% of a month's rent (+VAT) of your rent split between all tenants (a minimum of £120 +VAT)
- It lasts for the whole tenancy including renewals and extensions

**T:** Only 28% of a month's rent (+VAT), is that it?

**A:** Yep, this way there's:

- No recurring charges
- No admin fees

If you move into another property you'll have to pay another fee, but it can be reduced by up to 20% if you've looked after your previous home.



**T:** What happens at the end of the tenancy?

**A:** End of tenancy works a bit like it does a hotel, you only pay for damages or missed rent when you leave. But with flatfair, you'll get:

- Access to an easy-to-use online platform where you can see any charges
- An easy way to negotiate and dispute the charges, if there are any
- A secure way to pay if there are any damages

You can even choose to have any charges submitted by the landlord adjudicated by an independent body. It's a totally transparent process, you'll feel you're being treated very fairly, which is really important to flatfair.

**T:** Am I eligible?

**A:** As long as you have a debit card in your name and pass flatfair's affordability criteria, which is similar to industry-standard referencing, you're eligible.

**T:** What's the catch?

**A:** If you only want to stay in the property for a few months, it might not be right for you as the check-in fee is non-refundable. If you plan on being there for the duration of your tenancy and you look after the place properly, you'll just be saving four weeks of rent in upfront costs.

**T:** Can I have some more information?

**A:** Yes, I can email you or send you a link to the No Deposit page on the flatfair website...

# Selling to landlords

## What is No Deposit?

Tenants can wave goodbye to costly deposits and secure their new home with a small check-in fee and pay for any slip-ups when it's time to move out. Landlords can rest easy knowing they're getting **up to 10 weeks' protection** along with **fast charge recovery** – it's win/win for everyone.



## Why do landlords choose to let with No Deposit?

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### Market-leading protection

Landlords enjoy faster payouts within 10 working days and up to 10 weeks' protection\* for free.



### Speedy charge recovery

If there's any damages or unpaid rent, they're put back in pocket within 10 days of charges being agreed.



### Quicker lets, fewer voids

Properties let faster and attract up to 70% more applicants, avoiding price reductions and delayed move ins.



### Top notch support

Our customer success team are on hand for any questions and are there to support you whenever you need them.

\*Unpaid established charges up to a total value of 10 weeks' rent (though never more than 5 weeks' rent arrears)

## Here's how you can talk about No Deposit to your landlords...

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**Agent**

**Landlord**

**A:** We're always looking to improve our service and security for landlords. We're now able to offer you up to 10 weeks' protection and fast charge recovery if you need it at the end of the tenancy. Would that be something that would interest you?

**L:** Yes, I'd like to hear more...

**A:** We offer landlords a rental solution that's completely free for you. No Deposit is a service that means that you'll get up to 10 weeks worth of protection compared to a five week traditional deposit – you'll also save any prospective tenants upfront move-in costs because they won't need to pay a deposit.

Instead, tenants pay a one-off check-in fee and any damages or missing rent is paid when it's time to move out, a bit like when checking out of a hotel.

**L:** What if tenants don't pay?

**A:** flatfair uses open banking tech to register the tenant's debit card when they move in. So if a tenant refuses to pay, they can be immediately charged for up to ten weeks of damages or missing rent.

They're still liable for any damages, and the tech used means they know there's a straightforward way of collecting these damages at the end of the tenancy. It creates better tenant behaviour across the lifespan of the tenancy, and after any charges are agreed, you will get any costs paid into your bank account within 10 working days.

**L:** That sounds interesting... Can I have some more information?

**A:** Yes, I'll send you a link to the landlord page on the flatfair website...





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For more information, contact us  
by email: **[sales@flatfair.co.uk](mailto:sales@flatfair.co.uk)** or call **0207 078 7073**

**flatfair.co.uk**