



# HOW TO NAVIGATE THE CHALLENGES OF THE 2021 LETTINGS LANDSCAPE



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# Introduction

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**The COVID-19 pandemic has transformed our day-to-day lives and had a major impact on the property market. Social distancing and lockdown measures confined people and businesses to their homes and altered the way property management was conducted.**

Unsurprisingly, many property managers struggled to adapt, with fluctuating demands in rental housing providing an uncertain environment for efficient portfolio management.



Although restrictions are easing and the rental market is gaining momentum across the UK, the effects of the pandemic are likely to continue to be felt for some time to come.

Now is not a time to relax, it is time to make sure you're ready to adapt and thrive in 2021. Coronavirus has presented a number of opportunities that, if taken, can mean you can emerge from the crisis in a solid position.





# Create a flexible plan for the future

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**While it may seem that there is a light at the end of the tunnel, the question of how to plan for uncertainty will persist.**

Multiple scenarios in which the industry bounces back should be explored and plans should be created for each outcome. Having these plans will allow you to adapt quickly, which is vital in a climate that has been continuously changing and will continue to do so in the future.

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Short-, medium- and long-term outcomes need to be considered for multiple factors. This includes planning for different rates of economic recovery and long-term impacts of the pandemic. Consider areas where you are most at risk and where you can excel.

By planning for all scenarios you turn uncertainty into something your business is prepared for. Your plans should not just aim for survival but also for success. However, it is important to adjust your targets to be realistic so you aren't setting yourself up to fail.





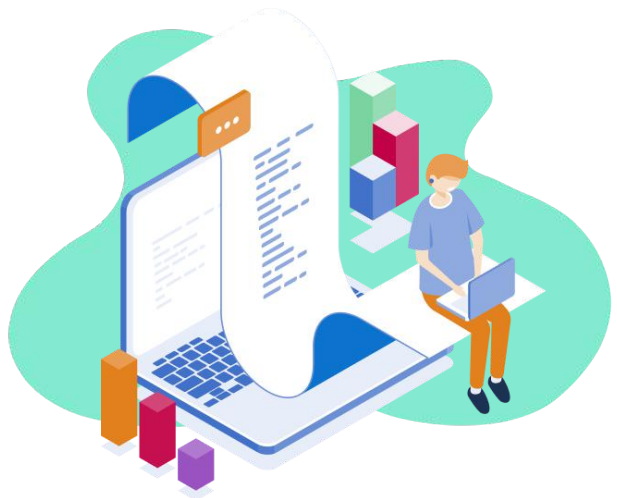


# Change how you communicate

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**There's not much point adapting your business to meet the needs of 2021 if no one knows about it. The pandemic has changed your customers' priorities and needs drastically, so you can't, therefore, continue to communicate how you were pre-outbreak.**

People won't respond to messaging that aims to show how great your company is at property management. Your messaging needs to be repositioned to demonstrate how your company can help your customers moving forward.



Take this time to reconnect with your audience, listen to their needs and interact with them. Build relationships with both your existing and potential customers. Amplify the positive changes you have made for both your staff and customers as this is what people will be looking for and will remember after the pandemic.

Additionally, your new services and messaging can open up your company to a new audience whose needs have now changed. This will be extremely beneficial when trying to regain momentum throughout 2021.





# Adopt tech solutions

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The coronavirus pandemic has meant that property managers have been forced to manage tenancy journeys remotely. As a result, many companies turned to technology to help them navigate both current and future environments.

While many adopted tech solutions out of the necessity of the outbreak, many also realised the benefits of digitising the lettings journey. These tech solutions allow your company to adapt to change quickly and efficiently so you don't get left behind.



The crisis altered people's daily routines and their priorities shifted to securing a sustainable, contact-free growth model.

Digitising your services will, therefore, allow you to grow your portfolio efficiently and thrive in a more remote world.

In the following section, we take a look at how tech solutions, like Arthur's cloud-based software can help property managers navigate 2021.



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# Advanced Automation



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## More agencies and property managers have found themselves forced to change and adapt as the pandemic developed

Any errors and delays caused by human error or inefficient processes have been shown to be particularly costly. As such, property managers have sought to streamline their processes and explore how advanced automation can cut out any errors.

By encouraging efficient and streamlined processes, automation enables managers to remove unnecessary admin time and minimise the chances of mistakes.

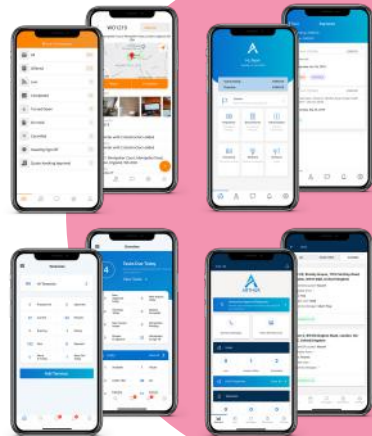




Many property managers have been forced to change the way they approach tenancy, stakeholder and property management as a result of COVID-19. Unnecessary and inefficient admin time has prevented managers from growing their portfolio. Centralising processes and operations, while streamlining communication with all parties, has proved to be vital in helping to achieve scalable growth.

With Arthur's centralised system and suite of bespoke apps for every stakeholder, managers can track tenancy journeys from the prospective/applicant stage right through till the end of the tenancies.

You can therefore keep everyone in the loop at every stage and improve operational efficiency through advanced automation.





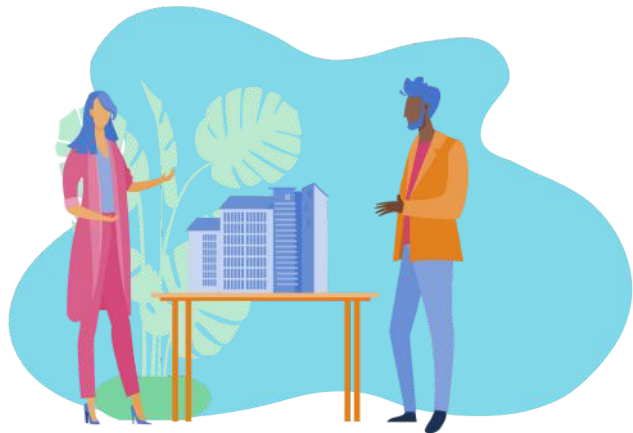
# Tenant Referencing

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**Choosing the right tenant is an extremely important part of the tenant journey. If the wrong tenant for your property is chosen it can lead to costly repairs and time-consuming evictions.**

With restrictions and social distancing guidelines, carrying out thorough tenant reference checks remotely has become essential.

Through its integration with Advanced Tenant Referencing, Arthur lets you carry out comprehensive applicant reference checks with just a few clicks. You can even track the progress, so you can see where the process is being held up and act accordingly.



# Digital Communication

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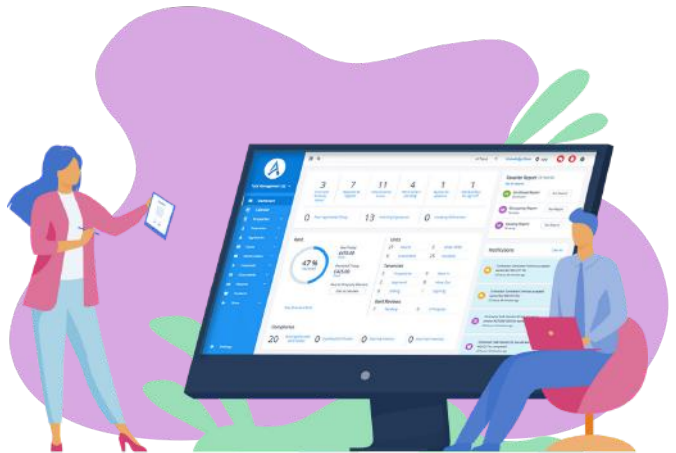
**Effectively communicating with tenants is key to running a successful rental business at the best of times, but it has become even more important during the past year.**

Keeping tenants up-to-date about upcoming rents and other related outgoings gives them time to plan, so there'll be no surprises for all parties.

Property management software can automate reminders and processes making communication simple and efficient. Arthur's comprehensive tenancy statement allows you to stay on top of rents with automated reminders. It also lets tenants see historic transactions and other charges they may have incurred.



Establishing a digital channel of communication is essential for your operations in 2021. Arthur is the only cloud-based management platform to have a suite of bespoke apps for each stakeholder type. By managing all stakeholders on one platform, communicating digitally between all parties is simple and efficient.





# Cloud-Based Software

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**Following government advice, many companies and managers have been compelled to operate from home.**

One of the main challenges of working from home is that it can make it harder to access and share all the documents and data you need with your team, resulting in slower response times and decreased tenant satisfaction.

As a cloud-based platform, Arthur allows you and your team to access the key data and documents needed from anywhere at any time and on any device.

Despite now lifting restrictions, the flexibility that a cloud-based platform provides is extremely beneficial post-outbreak and will allow you to adapt to future changes more easily and quickly.







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## Email

[sales@arthuronline.co.uk](mailto:sales@arthuronline.co.uk)

## Website

[www.arthuronline.co.uk](http://www.arthuronline.co.uk)

## Phone

+44(0)207 112 4860

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