

National Landlords Association



National HMO Network Conference 2013

WELCOME
Carolyn Uphill
 Chairman
 National Landlords Association

www.landlords.org.uk

KNOW
your rights


MEET
fellow landlords

GAIN
a competitive edge

SAVE
on services

STRENGTHEN
our voice

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HMOs

- Essential
 - Students, Young Professional, LHA Recipients
- Rewarding
 - Good return for Landlords / Students mature
- A Challenge
 - Sharers, Youngsters, First Timers
- A Higher Risk
 - Fire, Security, Fall Outs

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For Landlords, the rogue minority get the sector a bad press

At its worst with HMOs

- The media pick up on the worst cases
 - **Rogue Operators / Environmental Health / Illegal HMOs**
- Homelessness / Illegal immigration provide vulnerable clients for the opportunist
 - **Beds in Sheds / Overcrowding A Benefit**

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In reality - much of the PRS is willingly providing good homes for the majority of tenants

- 82% Tenants happy with their Landlord (NLA Tenants Index Qtr 3)
- **So what are the 82% doing to get it right?**

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Providing Properties which are

- Safe
- Legal
- Of a good standard

and

- Working in a balanced partnership with their tenants

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My House Your Home




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■ **Landlord**

- Acts professionally
- High standards of accommodation and back up

■ **Tenant**

- Treats the house as their home – takes care of it
- Pays all the bills / rent promptly

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Good Landlords Adopt a Professional Approach

Recognising that IT PAYS DIVIDENDS TO

- Understand & operate within the rules & regulations which apply to the PRS - (50 Acts & 70 Regulations)
- Keep standards high
- Get trained / knowledgeable / keep up to date
- Gets back-up by **joining their TRADE ASSOCIATION**

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■ **If we can agree that engendering a professional approach is critical to delivering excellence in the PRS**

■ **HOW DO WE ACHIEVE THIS?**

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Not By Over-Regulating

- **But by Partnership, Respect and Recognition**
- We need good partnerships with Government and Local Authorities which **recognise the value** of the PRS and **supports the good landlord**
- **And which apply the FULL FORCE OF THE LAW TO THE ROGUE OPERATORS**

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Problems will not be solved by -

- **Excessive regulation**
- **Control**
- **Licensing**
- **Fees and**
- **Penalties**

Which put a cost and administrative burden on the responsible landlord

- BUT have little or no effect on the **rogue operators who operate below the radar**

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However Landlords Can Not Be Complacent

If we accept that -

- ✓ True rogues are in the minority
- ✓ 82% of Tenants are happy with their Landlord
- **Still have to acknowledge some have valid concerns**


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Why Aren't All Non-Rogue Landlords Getting it Right?

- Ignorant of their responsibilities
- Lack the knowledge to get it right first time
- Failure to understand the business benefits of being professional


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And where is the proof that good landlords do know what they are doing?

- We can't expect either tenants or local authority officers to take our professionalism at face value.
- We can and must demonstrate this which is why the NLA has set our -
- **2020 Vision for Accreditation**

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NLA ACCREDITATION

- Landlord development
- Providing the knowledge to run their lettings business professionally
 - incl. HMO Regs.
- Landlords Can Apply Across their Portfolios
- Via Classroom Training Courses or On-line
 - Vital for Nationwide Accessibility to Landlords Whatever Their Circumstances
- + CPD – so kept up to date

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NLA ACCREDITATION

- We have set an **AMBITIOUS TARGET**
- That All Members not only sign up to our Code of Practice – as now
- But are All Accredited By 2020 –
 - **Developed and Keeping up CPD**

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Playing Our Part to Improve Standards

- Our objective is to extend professionalism throughout the sector by drawing all responsible landlords into the loop through NLA Accreditation
- Whilst encouraging our partners in Government and LAs to concentrate their powers on eradicating the irresponsible who get the sector a bad name

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