



How to... Market Your Rental Property

DURING COVID-19





It is key to follow all Government guidelines during the pandemic.

Please check the Government website for the latest advice.

The most important thing is to keep yourself and others safe!

**Step
1**

Market Appraisal

- Please contact your local branch.
- They will take the details of your property and discuss the marketing price.
- If you are happy to proceed, we will email you a contract to sign electronically (we will need all owners to sign) which details our fees, service levels and terms & conditions.
- Where safe to do so, we will arrange to visit the property and advise you of any precautions that may be required.





Step 2

Prepare your property

- Tidy away clutter.
- Close kitchen cupboards.
- Hide dishes from the draining board.
- Close toilet seats.
- Straighten the bed sheets.
- Open all internal doors (unless they are fire doors) so you can move easily from room to room without having to touch the door handles.
- Turn on lights to help brighten your home.





**Step
3**

If We Are Not Visiting To Take Marketing Details, Please Video & Photograph Your Property

- Take an external picture of your property.
- Take landscape photos of each room – standing in the corner to get as much in as possible. The more photos the merrier, so we can choose the best ones.
- When you're ready to record your video walkthrough hold your phone or tablet landscape.
- Move steadily and slowly.
- Do one continuous video of the property and be sure to point out and focus on the key selling points of your property.



Step
4



Review & Submit

Photos...

- Please email your photos to the branch (we will give you the best email address).

Videos...

- Watch your video back to make sure you're happy with it before submitting.
- Rename the files with your **full property address** so we can associate which property they relate to.
- Upload the files to **www.wetransfer.com** and email it to **videos@pattinson.co.uk**





Marketing

Once it is ready to go live we will launch the property on Rightmove, Zoopla and OnTheMarket.

It will also be sent to our database of tenants.

We can set up video calls to tenants should they wish to ask any further details.

Physical viewings will be arranged on a case by case basis, ensuring all the relevant precautions are followed.

Referencing

Where an applicant wishes to proceed, we will email them our referencing forms and criteria.

All referencing will be carried out remotely (this will normally take several days).

We will feed back the results to you and check you are happy to proceed.

Move Ins

All lease paperwork will be completed electronically and initial monies paid into our client account.

Key handover will be arranged on a case by case basis, ensuring social distancing measures and other precautions are adhered to.

To find out more please contact your local branch or visit:

pattinson.co.uk/rent

