

Local Lettings Plan: Swan Street House, Manchester

This Local Lettings Plan for Swan Street House outlines the specific strategies and objectives for tenant acquisition, management, and community engagement tailored to the local market conditions in Manchester. The goal is to optimise occupancy rates and tenant satisfaction while contributing positively to the local community.

1. Market Research and Analysis:

Local Market Trends: Continuously monitor the local rental market to understand demand, rental rates, and competition.

Target Demographics: Identify the primary target demographic for Swan Street House, such as working professionals and families.

Competitor Analysis: Analyse competing properties in the vicinity and adapt our marketing and pricing strategies accordingly.

2. Marketing and Advertising:

Lettings Platforms: Advertise vacancies on online platforms, such as Rightmove and Zoopla and on our own website, www.swanstreethouse.co.uk.

Local Partnerships: Collaborate with local real estate agents to increase property visibility when needed.

Local Institutions: Develop relationships with local employers to attract potential tenants.

Social Media: Maintain an active presence on social media platforms with content relevant to the local community.

3. Tenant Screening:

References: All applications to undergo Right to Rent, Affordability and Referencing checks

4. Rent Pricing and Incentives:

Competitive Rates: Set rental rates that are competitive with similar properties in Manchester. 19 units will be offered to Key Workers at 80% of the market rent.

Tenant Incentives: Offer move-in incentives, such as discounted broadband if needed.

5. Community Engagement:

Local Events: Promote community engagement by hosting, participating in or sponsoring local events, festivals, or local initiatives.

Local Support: Establish partnerships with local businesses to offer tenant discounts and support the local economy.

6. Tenant Retention:

Tenant Feedback: Actively seek tenant feedback and use it to make improvements that enhance their quality of life in the local area.

Renewals: Renewal offers will be made to residents from 120 days prior to the expiry of their tenancy in accordance with the market rent.

7. Sustainability Initiatives:

Local Sustainability: Participate in local sustainability programs or initiatives to reduce the property's environmental footprint and engage with eco-conscious tenants.

8. Local Compliance:

Local Regulations: Stay informed about and adhere to Manchester's specific property management and rental regulations.

Community Standards: Ensure that the property and tenants adhere to local community standards and guidelines.

This Local Lettings Plan is designed to address the unique characteristics of the Manchester rental market and the local community surrounding Swan Street House. It will be regularly reviewed and adjusted to adapt to changing local conditions and to maximise the property's success within the Manchester area.