

Landlords and renters: another piece in the puzzle
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When landlord clients are weighing up their future in the market, the pressures they face are often at the heart of the conversation.

But what do renters themselves think?

Research from Yorkshire Building Society offers a different perspective. Many private renters described their landlords as reasonable, approachable and fair. And 60% agreed that private landlords are vital because they provide housing choice.

It doesn't take away from the challenges landlords face. But it does provide a more balanced view of the role responsible landlords continue to play and useful context to bring to conversations with your clients.

Angelika Christian, Strategic Partnership and Propositions Manager at Accord Mortgages, takes a closer look at what renters really think about landlords and why it matters for brokers.

Read the full article

For more resources and practical support to help with your client conversations, explore the Accord Growth Series.

Explore the Growth Series