

LANDLORD SERIES

The Landlord Playbook

The First Four Editions

watsons®

LETTINGS



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for Letting

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Management Includes

A practical starting point for landlords

Letting property involves more than finding a tenant. It requires planning, accurate information, clear records and a realistic understanding of the work involved before, during and after a tenancy.

The first four editions of The Landlord Playbook bring those early decisions together in one practical guide. They are designed to help landlords prepare properly, choose the right level of support and make more confident decisions about their property.



Understand the responsibilities involved



Prepare the property and documentation properly



Decide how the tenancy will be managed over time



Letting a Property - Where to Start

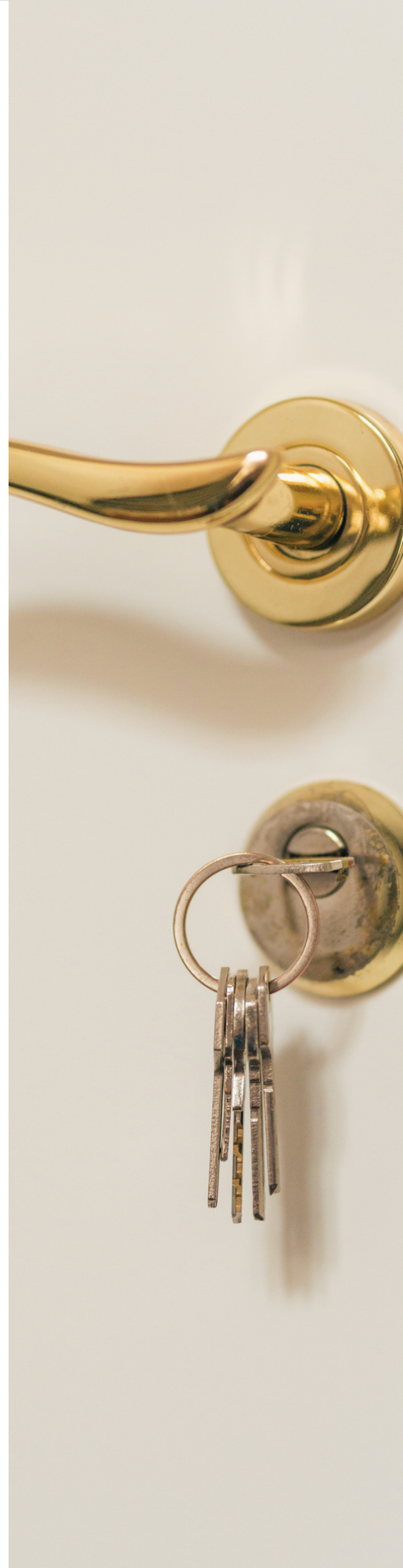
THE DECISIONS THAT SHAPE A SUCCESSFUL LET

Letting a property begins long before the advert goes live. Landlords need a clear understanding of the property's condition, their responsibilities and how involved they want to be once a tenant moves in.

This edition explains the practical starting points: preparing the property, understanding current requirements, organising documentation, setting realistic financial expectations and deciding whether self-management or professional support is the better fit.



Read the full article online



PART 2

Preparing a Property for Letting

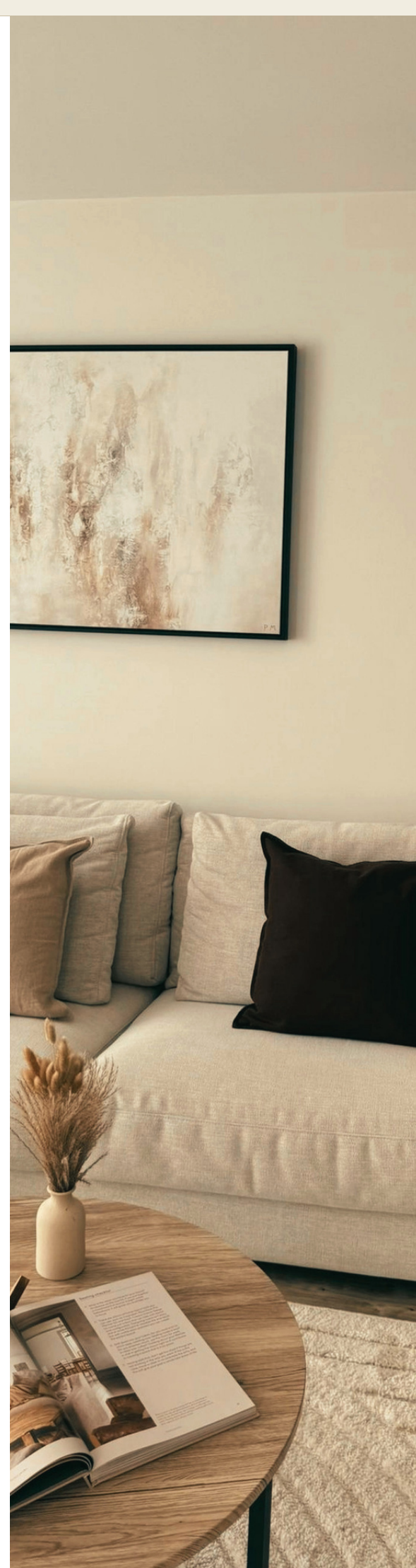
PREPARE THE PROPERTY, NOT JUST THE LISTING

A property does not need to be perfect, but it should be safe, clean, well presented and genuinely ready for everyday use.

This edition covers the details that can shape tenant interest and the beginning of a tenancy: completing repairs, checking safety and compliance, reviewing how the home works in practice, preparing accurate marketing information and deciding how the tenancy will be managed once the property is occupied.



Read the full article online



PART 3

Finding the Right Tenant

ATTRACT, ASSESS AND SET EXPECTATIONS CLEARLY

Finding the right tenant is not simply about accepting the first application. It depends on clear marketing, realistic pricing, useful viewings, consistent assessment and appropriate referencing.

This edition looks at how landlords can attract suitable interest, handle enquiries fairly, understand applicant suitability and establish clear expectations before move-in, helping the tenancy begin on stronger ground.



Read the full article online



PART 4

What Good Property Management Includes

STRUCTURE BEHIND THE DAY-TO-DAY WORK

Once a tenant is in place, the focus shifts to communication, maintenance, inspections, records, rent monitoring and ongoing responsibilities.

This edition explains what landlords should expect from good property management: issues being logged and followed up, contractors coordinated where needed, key dates kept visible, decisions recorded and both landlord and tenant kept informed as the tenancy progresses.



Read the full article online



What landlords should do next

Use this checklist as a practical guide to help you prepare well, stay compliant and manage your rental property with confidence.



Review the property with fresh eyes and address any repairs or maintenance



Check that safety, compliance and key documents are current



Set realistic rent expectations and prepare clear marketing



Use a fair and consistent process for enquiries, viewings, applications and referencing



Decide how repairs, inspections, records and tenant communication will be handled



Review whether tenant-finding or fully managed support is right for you



Here to help

Every landlord's circumstances are different. You may want support finding a suitable tenant, setting up the tenancy or managing the property once it is occupied.

Watsons supports landlords across Norwich, Norfolk and the surrounding area with tenant finding and fully managed lettings.



The Landlord Playbook

Practical guidance and expert insights to help you let, manage and protect your investment with confidence

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- Property professionals since 1890 -



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