



The Property Buyers

"Theory into Reality"

Results Based Training

The Secrets of Finding Motivated Property Sellers

'The Disgruntled Landlord'



Introduction

Accidental landlords 'have less than a year to sell up before facing new tax bills'

More than half a million 'accidental landlords' will need to sell their properties before next April 2020 or be hit with new taxes.

An accidental landlord is someone who didn't buy a house or flat intending to rent it out but due to their personal circumstances has ended up doing so.

For example, they could have inherited the property from a family member or moved in with a partner and decided to keep their own property in the short term. Or struggled to sell their home before buying their new home.

It is not only the accidental landlord that is looking is frustrated – but seasoned professionals as well. The increasing legislations and cost implications to implement these are having a drastic effect on the mindset of many seasoned professionals.

A study of 2,500 landlords by the Residential Landlords Association has found that a quarter of private landlords are looking to sell at least one property over the next year. This is mainly due to the commercial and legislative pressure on landlords.

So beckons the opportunity for those property entrepreneurs who see property as a future. The adage that 'dive into markets when the markets are going down' – a Warren Buffet comment – may seem apt in times when markets seem to dire. It also means rich pickings for those that see the opportunities.

As landlords sell-up the market place then the more demand outweighs supply, the more expensive it will be for tenants, with experts forecasting a three per cent rise in rental costs every year for the next five years.

So, a great 'headspace' for the would-be investor.

All property deals are about 'Condition – Location – And Price' of a property. However, it is about sourcing those properties and targeting 'Accidental and Disgruntled Landlords' is one such strategy.

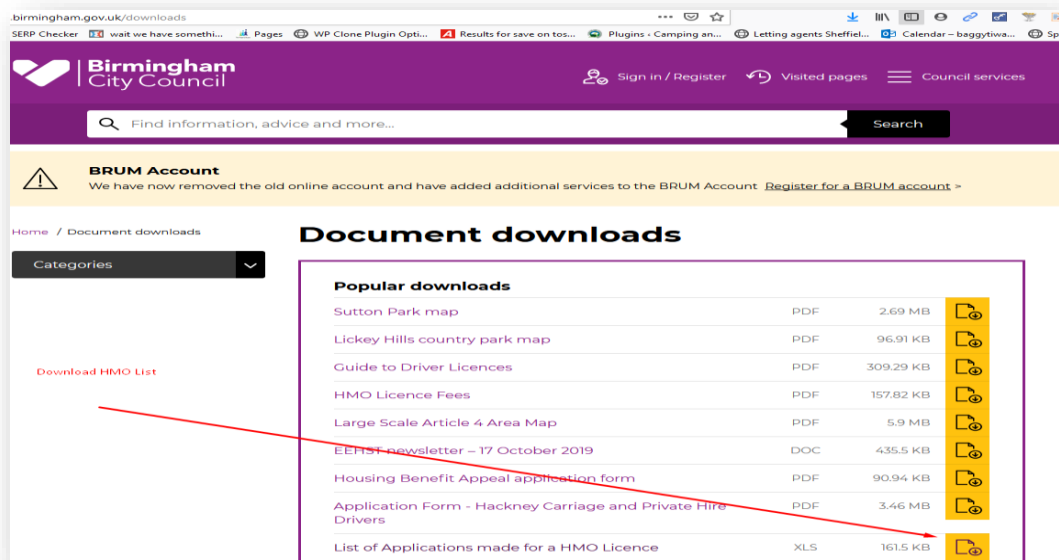
Contacting HMO Landlord's via a letter

One of the most effective ways of generating properties from 'disgruntled' landlords or those that just want to sell, is sending letters.

Steps

1. Obtain list of landlords that have HMO's in your chosen area. (Go to your chosen's council's website to see if the list is available online).

For example



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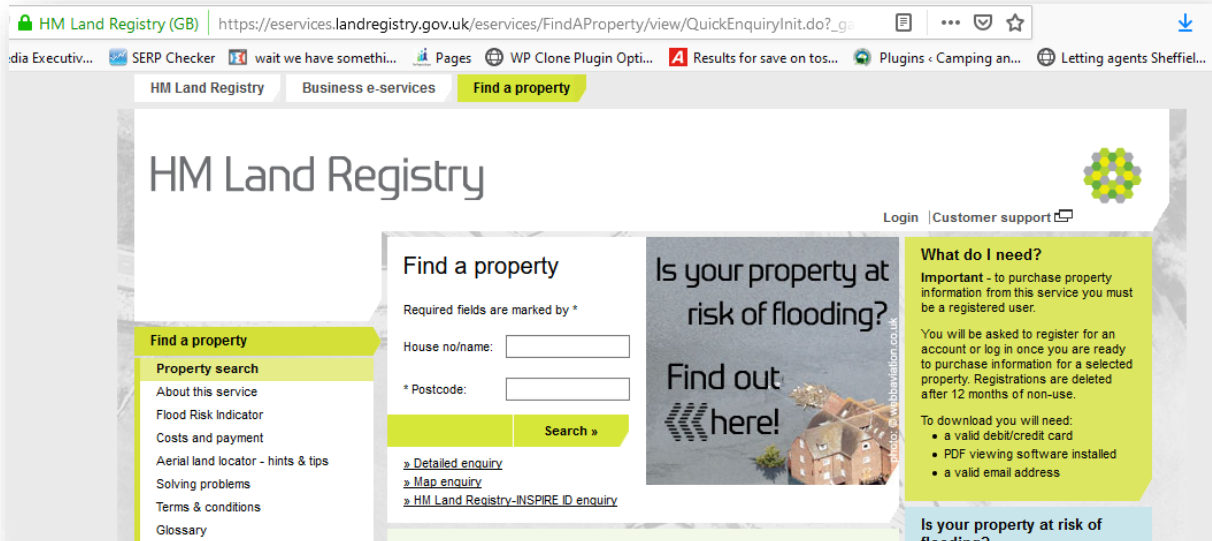
2. Download document.

Address of HMO			
A	B	C	D
1 Address of HMO	Post Code	Application Date	Reference
2 1 Brynside Close, Birmingham, West Midlands, B14 5XB.	B14 5XB	15/08/2019	WK/000089312
3 1 Coronation Road, Selly Oak, Birmingham, West Midlands, B29 7DE.	B29 7DE	03/10/2018	WK/000086253
4 1 Dale Road, Selly Oak, Birmingham, West Midlands, B29 6AQ.	B29 6AQ	05/12/2018	WK/000086840
5 1 Hilldrop Grove, Birmingham, West Midlands, B17 0NX.	B17 0NX	04/10/2018	WK/000086359
6 1 Leabon Grove, Birmingham, West Midlands, B17 0LE.	B17 0LE	01/02/2019	WK/000087651
7 1 Manilla Road, Selly Oak, Birmingham, West Midlands, B29 7PZ.	B29 7PZ	12/03/2019	WK/000087626
8 1 Selly Hill Road, Birmingham, West Midlands, B29 7DL.	B29 7DL	02/10/2018	WK/000085912
9 1 Sir Harrys Road, Birmingham, West Midlands, B5 7QH.	B5 7QH	01/04/2019	WK/000087843
10 1 St Edwards Road, Birmingham, West Midlands, B29 7DH.	B29 7DH	14/02/2019	WK/000087304
11 1 Watt Street, Birmingham, West Midlands, B21 0NP.	B21 0NP	05/04/2019	WK/000087967
12 1 Westfield Road, Acocks Green, Birmingham, West Midlands, B27 7TN.	B27 7TN	28/01/2019	WK/000087128
13 10 Dale Road, Selly Oak, Birmingham, West Midlands, B29 6AG.	B29 6AG	03/01/2019	WK/000086912
14 10 Dawlish Road, Selly Oak, Birmingham, West Midlands, B29 7AN.	B29 7AN	28/06/2019	WK/000088790
15 10 Dolman Road, Birmingham, West Midlands, B6 6DT.	B6 6DT	15/08/2019	WK/000089269
16 10 Gordon Road, Harborne, Birmingham, West Midlands, B17 9HB.	B17 9HB	05/05/2019	WK/000088220
17 10 Keneggy Mews, Birmingham, West Midlands, B29 7AQ.	B29 7AQ	19/10/2018	WK/000086616
18 10 Luton Road, Selly Oak, Birmingham, West Midlands, B29 7BN.	B29 7BN	15/08/2019	WK/000089283
19 10 Rennie Grove, Birmingham, West Midlands, B32 2SE.	B32 2SE	01/10/2018	WK/000086031
20 100 Teignmouth Road, Selly Oak, Birmingham, West Midlands, B29 7AY.	B29 7AY	12/09/2018	WK/000087600
21 100 Villa Road, Birmingham, West Midlands, B19 1NN.	B19 1NN	09/10/2017	WK/000081068

(If not available online you will need to send an email or write to the council asking them to send you the latest HMO landlord list)

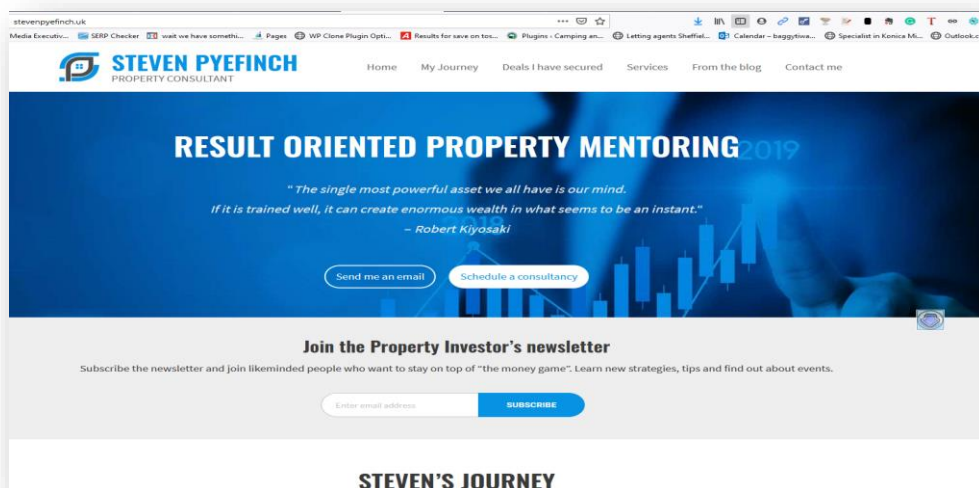
Sort the landlord list so that there are no duplicates.

3. Then where there are no direct landlord addresses – some HMO lists do have the home address of landlords – use Land Registry to search for the home address. Try [Land Registry](#)



4. Using MS Word write a letter that attracts the attention of the landlord. Remember to include your contact details.
5. Ideally use a professional letterhead with Logo, address, ICO Registration Number and a well-designed website – where you can tell potential sellers about yourself.

Example:



We have found that positioning yourself as a 'Property Consultant' can really have an increase in leads generated for a range of services. If you would like to enquire more [book in for a Free Consultation](#).

When targeting landlords with direct mail – use third party services that specialise in Direct Mail and have established some really good mailing rates, just get in contact with us!

However, some people prefer to handwrite each envelope and add a stamp, this can cost a lot more than some third-party services.

In most cases you will need to resend the letter up to 7 times to get a response.

We contacted over 560 councils and requested the HMO and Selective Landlords Licensing list. Some councils request an administration fee, or they require you to go into the councils and request the information – but, in many cases you are not allowed to photocopy or take pictures of the lists, only hand write the information down. However, we did find away around this. If you require a list book yourself in for a quick chat with us at – [Get My HMO List](#).

We'll also send you a copy of a killer letter we use to get landlord properties!

If you want to know more about these and other lead generation strategies, then why not call us for a chat and we can go into any questions you may have about any of the strategies we use.

Why not join us on our webinar - [Guide on property strategy](#)

Or just get in touch with us and we can have a quick chat about a strategy that will work for you – [The Best Property Strategy for Me!](#)