



EXPECT MORE EARN MORE BE MORE

Providing specialist services supporting
letting agents in the private rental sector



LET ALLIANCE **IN NUMBERS**

The purchasing power of
Barbon Insurance group



★★★★★
4.8 out of
5 stars

Our average rating as reviewed
by our customers
(source: Google February 2020)



Vision platform is available

 **24/7
& 365**
days a year

Our office is open

6

days a week.



900,000

Tenancies completed in 2018

82,000



Tenant applications rejected through
the intelligent referencing process

£500million

Annual rent guaranteed



£3million

Invested in developing our
Vision platform to date



Trusted by
2,000-5,000

Letting agents
across the UK



£25 million

Incremental income earned
by letting agents from the
Let Alliance proposition



£3.2million

Paid to customers from
Rent Guarantee claims



WELCOME



“I’m Andy, the founder and CEO of Let Alliance and I’d like to welcome you to a partnership that opens up a world of new business opportunities.”

Your one stop solution to adapting your business to market changes and creating new revenue opportunities.



Let Alliance provide specialist services to support the private rental sector. Offering market-leading referencing and insurance services as well as bespoke products for letting agents and your landlords and tenants.

Letting agents can:



EXPECT MORE by growing your business and generating additional income with our proposition



EARN MORE for your business. Stand out from the crowd and beat the competition



BE MORE for your tenant and landlord customers and stand out from the competition with the ultimate proposition



OUR COMMITMENTS TO YOU

We're committed to doing what we say we will. When choosing Let Alliance as a partner, you need to know what you can expect. Our commitments are developed with you in mind, providing you with the best service, every time.

OUR **10** CUSTOMER COMMITMENTS

01

SIMPLICITY

Working with us will be easy and straightforward

06

GUARANTEES

We'll immediately fix it if anything goes wrong

02

HONESTY

We'll operate with total openness and integrity

07

STANDARDS

You'll always receive the highest standards of service

03

SUPPORT

We'll offer help when you need it most

08

PERFORMANCE

We'll make your experience with us memorable for all the right reasons

04

LISTENING

We'll focus on your exact requirements

09

GROWTH

Both for your business, and ours

05

TRUTH

We'll make promises only when we can deliver them

10

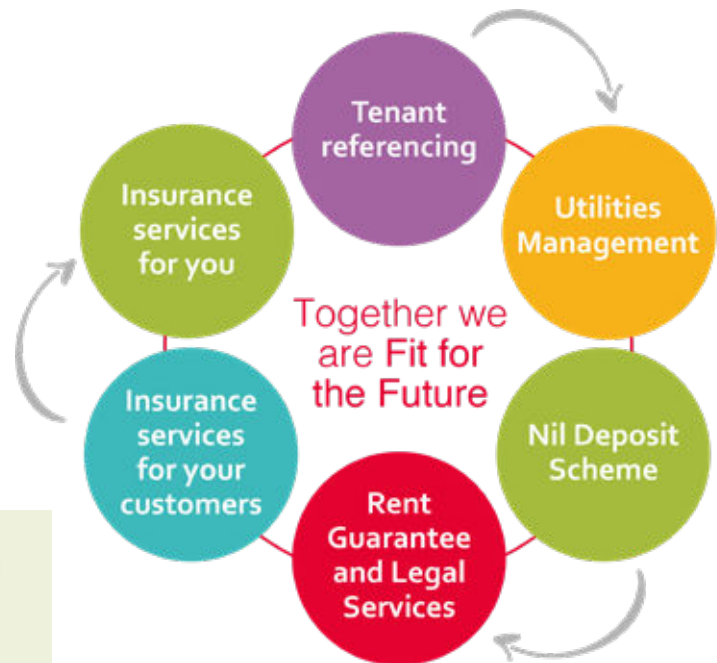
DIVERSITY

In all areas of recruitment, employment, training and promotion



FIT FOR THE FUTURE

The Let Alliance Fit for the Future proposition is here to maximise your business potential beyond the tenant fee ban. Fit for the Future delivers an alternative revenue stream and includes a full suite of products designed to combat the pressures of the changing market and ensure you are well equipped for what's to come.



Intelligent Referencing

Everything starts with a tenant reference. Choose from a range of referencing options to suit your business and protect both your reputation and your landlord's investment.

GUARANTEE

Rent Guarantee and Legal Services

When a let goes wrong, a tenant may refuse to pay rent, leaving the landlord with typically a year's rent loss and a year's loss of fees for the letting agent. Almost always resulting in a customer loss for the letting agent. Rent Guarantee from Let Alliance provides comprehensive cover should the worst happen, a tenant defaults on rent and/or breaches the tenancy agreement. Our Nil Excess policy ensures rent is payable until vacant possession, with all claims handled in-house. Total peace of mind for you and your landlords.



Nil Deposit Scheme

The ultimate deposit replacement scheme and the perfect alternative to taking a standard deposit from the tenant. Nil Deposit means fewer void periods for landlords as properties become more attractive. A guarantee to you, for your landlord, up to a maximum of 6 weeks' rent PLUS £5,000 minimum accidental damage.



Utilities Management

Making household management easier, smarter and more convenient. Removing all administration and notification management with an innovative new platform.



Rent on Time

Remove the risk from renting with rent paid on the due date, regardless of whether the tenant pays on time. Safeguard your landlord's investment.



Strategic Partnerships

Stand out from the crowd in an increasingly competitive marketplace. Using the latest technologies to enhance your product portfolio and introduce streamlined in-house processes.



Tenant Media services

Offering tenants unmissable offers on TV and Broadband with Sky and Virgin deals they can't get directly from the supplier. Market-leading commission for you.



Landlords' Buildings and Contents Insurance

Tailored and comprehensive cover designed to meet your landlords' requirements without any administration from you. We make the sale, you earn valuable commission.



Tenants' Liability and Contents Insurance

Protecting tenant deposits and damages to landlords' fixtures and fittings with our Nil Excess liability insurance. Comprehensive upgrades available for tenants to protect their own possessions from as little as £5.



Tenant Evict

A pre-paid eviction service for use in the event of rental default or failure to vacate at the end of the agreed term. Includes legal costs to obtain possession of the property within the first 12 months.



Professional Indemnity Insurance

Protecting your business and safeguarding your reputation. Full support for your business covering employees, directors and partners.



To discover how your business can be #Fitforthefuture, contact our Customer Development Team today on 01244 564 986 or email customerdevelopment@letalliance.co.uk

TOTAL LOSS CLIENT MONEY PROTECTION

Let Alliance offer Total Loss Client Money Protection through our partnership with UKALA. Meaning that your customers can now access total loss CMP cover through you, the letting agent for the first time, with existing policies available in the sector only providing cover up to a set limit of losses.



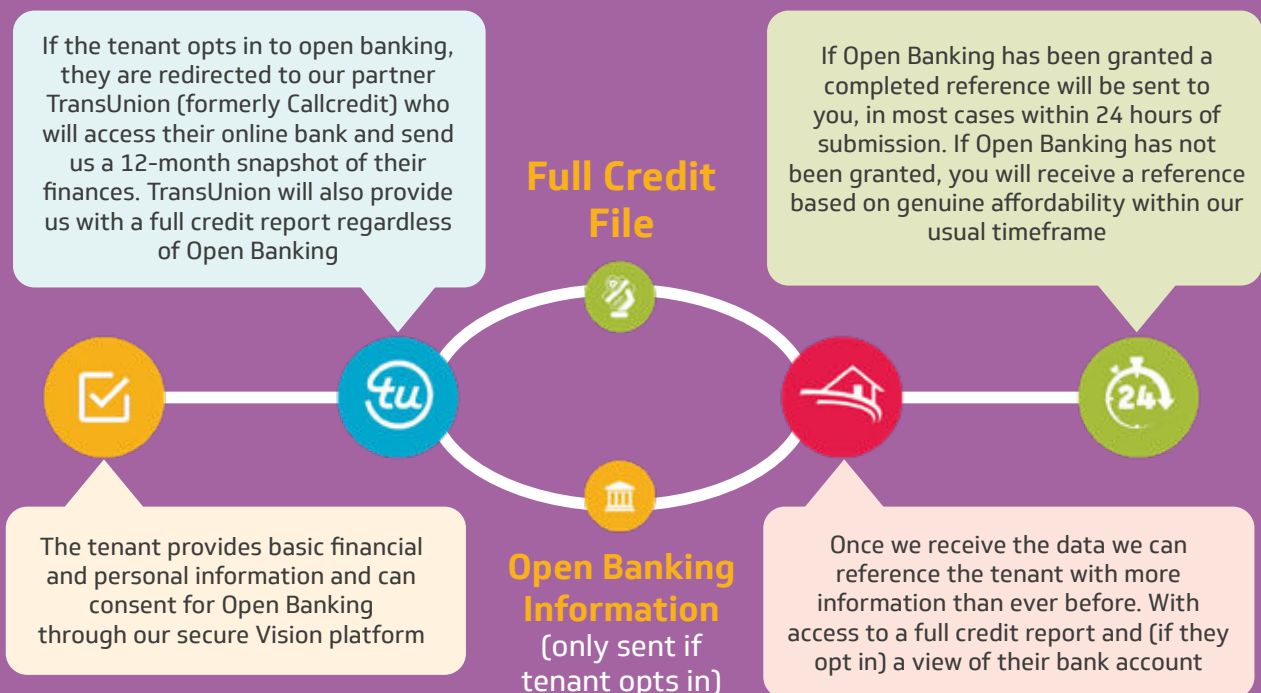
SAME DAY REFERENCING

Let Alliance have changed the game as we know it.

Let Alliance have changed the way tenant referencing is transacted. Same day tenant referencing from Let Alliance is making waves in our market. For the first time ever in the UK, tenants will be assessed based on genuine affordability, their personal credit score in real time and supported by access to Open Banking for verification of income, employment and rental payments.

Until recently, tenant referencing companies had to rely on publicly available credit information, accessed by tenants supplying address history. Manual processes include checking bank statements, talking to employers, talking to previous landlords and checking tenancy agreements.

We understand the need to ensure you place appropriate tenants in your landlords' properties while de-risking your business. With tenants opting into Open Banking as a safe and secure way to verify the information they provide, our comprehensive referencing service delivers quickly. Let Alliance is the only tenant referencing business to assess affordability through the combination of assessing the applicant's full credit file and Open Banking.



70%

of all references where open banking is selected are completed on an automated basis and returned to letting agents on the same day

Benefits for Letting Agents:



References are processed faster with the ability to access more information, taking intelligent referencing to the next level

No more waiting for employer references with slow turnaround, so no need to return holding deposits once the 14 day referencing deadline is due



More reliable references supported by new data provided with the tenant's permission, through a secure Open Banking process

Industry first, using the latest technology and supported by our partner TransUnion (formerly Callcredit)



Your business risk is managed and your reputation is safe

Benefits for Tenants:



No need to provide endless documents – with permission for Open Banking we can complete references at the click of a button

Information you provide is safe and secure, and managed by you



No more waiting for employer and landlord references as the decision is based on the information we can see

With the majority of references completed within 24 hours, the move in process becomes much faster



FOR LETTING AGENTS



It all starts with quality referencing...



NIL DEPOSIT SCHEME

Providing choice for your landlords and tenants, our Nil Deposit scheme also provides a guarantee to you, for your landlord, up to a maximum of 6 weeks' rent when a claim is made against the tenant, with an additional £5,000 minimum accidental damage cover.

INSURANCE

Ensure you and your customers are fully protected with market leading cover options and commission structures, enhancing your revenue and customer service.



UTILITIES MANAGEMENT

A simple solution to household management. All administration and notifications are taken care of including the local council, water authority and energy providers. Tenants are also offered the opportunity to set up energy and broadband in their new home, generating commission for you.

SAME DAY INTELLIGENT TENANT REFERENCING

Reliable tenants provide a better return and enhance the reputation of your business. Flexible, tailored options from an Express credit-check, to an Ultimate reference with Global right to rent.



RENT GUARANTEE & LEGAL SERVICES

Providing cover if the worst happens; a tenant defaults on the rent and/or breaches the tenancy agreement. Nil Excess policy with a total claims limit of £50,000 including the option for a per-property monthly payable policy.

...it doesn't end with referencing

OUR SERVICE DOESN'T STOP WITH OUR PRODUCTS...

We work with our customers from the start, providing a dedicated team available whenever you need them. As part of this, we also take care of:



Training: We offer full training for you and your colleagues on all our products and how best to present these to your customers, ensuring that you are providing more choice and a diverse product offering.



Your agent portal: Our exclusive agent portal allows you to log in at anytime and check the progress of your references, or to make any changes you need to – all at the click of a button.



Branded marketing material: We will provide you with your own branded material for all of our products, to allow you to best promote each service to your customers and enhance your commission-earning opportunities.



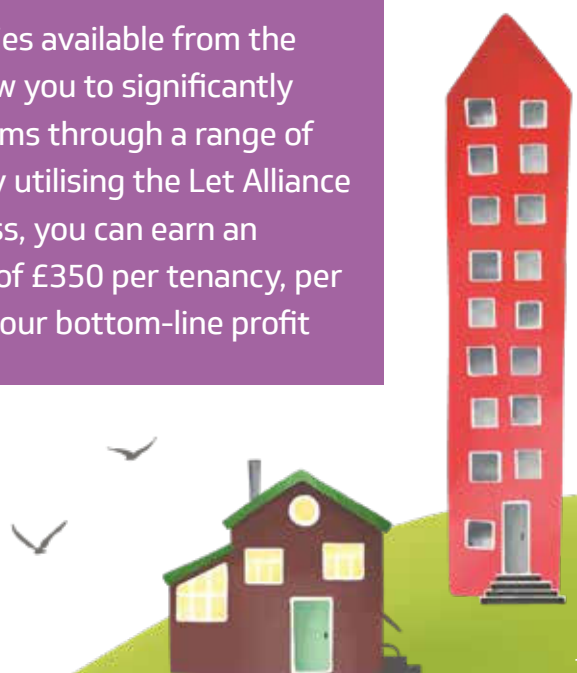
Dedicated Customer Development Manager: Once you are signed up, your dedicated Customer Development Manager will be assigned and will guide you through the process with a personal approach.



Progress reports: Our dedicated in-house MI team enables us to provide you with detailed management reports at the click of a button. Providing you with all of the latest information you need, at anytime.

COMMISSION EARNINGS

The commission opportunities available from the Let Alliance proposition allow you to significantly enhance your revenue streams through a range of fully integrated products. By utilising the Let Alliance proposition for your business, you can earn an additional income in excess of £350 per tenancy, per year – falling straight onto your bottom-line profit



FOR YOUR LANDLORDS



RENT GUARANTEE

- ✓ Providing cover when the worst happens; a tenant defaults on the rent and/or breaches the tenancy agreement
- ✓ Nil Excess policy
- ✓ Total claims limit of £50,000
- ✓ Options available for per-property, monthly paid service

LANDLORDS' BUILDINGS & CONTENTS INSURANCE

- ✓ Specialist insurance policies tailored to your landlords' requirements
- ✓ 5* rated insurance products
- ✓ Nil Excess (£250 & £500 excess also available)
- ✓ Up to £500,000 buildings sum insured as standard (up to £2 million on request)
- ✓ Up to 90 days Un-occupancy
- ✓ Multiple Property Portfolio quotes (including discounts) available on request
- ✓ Employed, retired, student, self-employed, local authority and asylum seeker tenants all covered



NIL DEPOSIT SCHEME

- ✓ 6 weeks cover
- ✓ £5,000 minimum accidental damage cover
- ✓ Reduce void periods as properties become more attractive to tenants

RENT ON TIME

- ✓ Remove the risk from renting
- ✓ Guaranteed cashflow by paying the landlord's rent on the due date, regardless of whether the tenant has paid
- ✓ Safeguarding your landlord's investment, providing total peace of mind
- ✓ Tenancy and deposit administration service available
- ✓ Rent paid up until vacant possession is achieved
- ✓ Legal and eviction expenses covered in the event of court action
- ✓ All arrears chasing is handled by the Rent on Time team



FOR YOUR TENANTS



NIL DEPOSIT

To date, over 5,000 Nil Deposits have been sold with almost £255,000 paid in commission earnings to letting agents nationally. With Nil Deposit, not only will your business be at the forefront in a challenging market, you can benefit from: enhanced security for your business, faster lettings, landlord protection, no administration of cash deposits, no time spent dealing with disputes, and much more.

TENANTS' LIABILITY INSURANCE

Protection against paying for any damage to the landlord's property, fixtures, fittings and furniture. With our liability insurance, the tenant will also be covered against time consuming deposit disputes.



TENANTS' CONTENTS INSURANCE

Accidents happen and burglary or other unforeseen problems are a constant risk and could mean the tenant losing their deposit. Let Alliance specialist tenants' contents insurance gives peace of mind by protecting their valued possessions and protecting tenants against any accidental damage to the landlord's property.

UTILITIES

The easiest way to set up and manage household bills such as energy, internet, council tax and water bills at the click of a button. Providing a bespoke tenant dashboard to manage everything from one place at market-leading rates.



MEDIA

We have partnered with Sky and Virgin media to bring tenants unmissable offers on TV and broadband packages at rates they can't get from going directly to the supplier. If the tenant opts in during the referencing process, they will receive a sales call – no extra work for the letting agent, just extra commission.

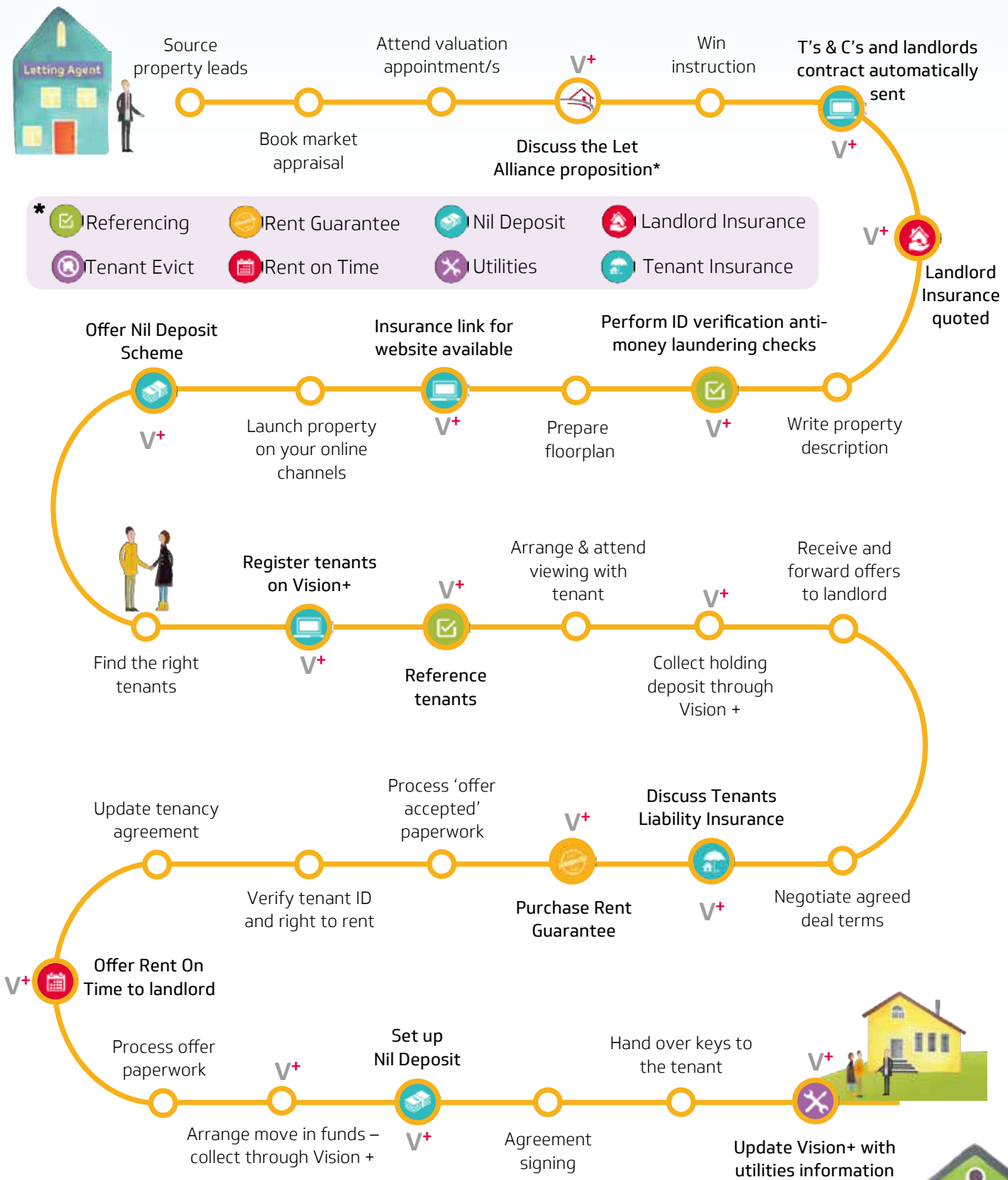


SAME DAY REFERENCING

Our Same Day References utilise Open Banking to move tenants in faster whilst offering a reference to the letting agent based on genuine affordability. Tenants no longer need to provide endless documents to complete a reference, with the tenants permission we can see all the information we need in a safe and secure way.



HOW LET ALLIANCE CUSTOMERS MOVE PEOPLE



Vision+ launching in Q1 2020. Our market is changing and we're changing with it. We are constantly developing our online portal Vision to better serve letting agents, and only integrate with the very best technology platforms to ensure you have access to a system you can rely on.

WHO WE WORK WITH

Trusted partner of over 2,000+ Letting Agents throughout the UK.



Chestertons

We have been using Let Alliance as a partner and in my honest opinion they have been absolutely fantastic to work with. The team always turn around the applications within a few days and are always accessible over the phone should you need to discuss a file at any time.



Thorgills

Let Alliance provide us with an efficient, accurate and balanced referencing system. Regular updates are always uploaded to their user friendly website, but we also have the option to speak with a helpful, dedicated team as often as needed. Let Alliance also offer an abundance of additional services that protect clients, tenants and agents in order to keep up with the ever-changing market.



Professional Properties

The Let Alliance service is second to none and I would highly recommend them to any agent. The flexibility of the contents insurance is very appealing for tenants and is excellent value for money. The Nil Excess Landlord Building and Contents insurance is fantastic value for money along with excellent benefits and a product that earns our business a very healthy income stream.





www.letalliance.co.uk

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