

The Accessible Letting Scheme

Standardising accessibility & inclusion
for the lettings sector



“ The work Guy does aligns with our group values and having had all of our teams now trained by Guy, everyone is excited to be able to be a part of this incredible partnership. ”

Beverley Kennard, Head of Lettings Operations, Knight Frank.

The Accessible Letting Scheme

Overview

We make it simple for Letting Agents to bring accessibility and inclusion to your business. We've standardised what we're asking you to do to, got Zoopla, OnTheMarket and Rightmove on board, and worked with both corporate and independent agents to lead the way! This triple participation of Letting Agents, CRM platforms and property portals / agents website, means that everyone is stepping up and making changes together.

The housing sector never geared itself towards people with accessible housing needs, neither the *supply* of suitable homes, nor the *processes* for them to find those homes. Excluding people is a problem. But here's the good news. As a letting agent, you can choose to be a significant part of the solution – one that's designed by a former agent, with over twenty five years in the property sector, twenty of which as a wheelchair user following a spinal injury.

What's Required for Letting Agencies?

- Some simple organisational and I.T. based updates.
- Training your staff.

We guide you through both. Training is undertaken on a live, one-hour video session. We're already working with some leading organisations.

CHESTERTONS

Knights
Frank

OnTheMarket

savills

ZOOPLA

mri
REAL ESTATE SOFTWARE

Charters

Estate Apps

HomeLets
BATH

rightmove

Reapit

Training for Professionals
Supporting Residential Property

The Accessible Letting Scheme

What you gain as a business:

- ✓ Understand the relevance and benefits of access and inclusion for as a business and property consultants.
- ✓ Understand the context and the growing, unmet demand.
- ✓ Insight into barriers to accessing the PRS and applicant experience.
- ✓ Learn to identify accessibility features in properties.
- ✓ Ability to provide clear information in property listings that is filterable and pass “the 3am test.”
- ✓ Maximise your influence and knowledge to influence positive change.

The 3am Test:

Can a property searcher with accessible housing needs make an informed decision on whether to proceed with a property based on the information they can find in the middle of the night, without the need to contact a letting agent for further details?

Learn more & register your details:

www.accessibleprs.co.uk/accessible-letting-scheme

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“ Through our partnership with AccessiblePRS, our teams are ready to support both tenants with accessible housing needs, as well as landlords with advice on how to make their property more accessible for older and disabled renters. ”

Jane Cronwright-Brown, Head of Lettings, Savills.

The Accessible Letting Scheme

1.8m

households in England contain at least one person with a disability

700k

of these 1.8m households are in top half of income demographics

 91%

wheelchair users looking to rent privately struggle to access PRS

£274bn

Annual purple pound spending power in the UK (2023)



“ Guy’s Accessible Lettings training was illuminating. His insight and clarity provided Chestertons with practical and relatable structure. Our staff fed back positively on the content and delivery. ”

Richard Davies, Chief Operating Officer, Chestertons.

Knight Frank leads on Accessible Lettings. **Gary Hall**, Partner Head of Lettings, says “Our partnership with AccessiblePRS has enabled us to make positive changes, which have opened up the viewing process for those with accessibility needs.”

Knight Frank appointed engaged, and personally motivated, **Accessibility Champions**, who deliver updates, communicate their work across the business, identify new opportunities and gather data to evidence growing the strategy.

A **key success factor** has been including accessibility features in their marketing material and ensuring that during their daily meetings they discuss searches and properties not only on, but coming to, the market.

Recently, **Angharad Lonnon** from Knight Frank’s Esher office, visited a potential landlord, mid-refurbishment of a suitable, inherited property. During the following day’s team meeting, a negotiator identified an applicant with a disabled child, whom they thought the property could suit. The applicant was introduced to the property, where they made an immediate and strong offer, on a long term agreement. Works to rip out existing accessible property features were halted and more features were built in.

Landlord: “Angharad’s intervention was hugely appreciated, and accepting this particular offer was an absolute no-brainer. It’s fabulous to know that our asset is a positive part of this wonderful family’s lives.”

Tenant: “We had been looking for some time and were thrilled by Knight Frank’s proactive approach to our situation. Can’t thank you enough.”

Beverley Kennard, Head of Lettings Operations, and the Accessible PRS lead says, “The team’s insight in identifying this applicant contributed to winning the instruction and securing an excellent agreement that works for both the landlord and the tenant, adding social value to a commercial transaction.”

Knight Frank data validates commercial benefits to inclusion:

- ✓ Up to 4x increased engagement on related social media posts, and
- ✓ Enhanced organic search engine results on related searches.

Further information: knightfrank.co.uk/letting-agents/accessible-prs