

propertymark

COUNCILLOR BRIEFING PACK

Housing and property agents

An introduction to Propertymark, our work, the role of property agents and the **standards our members adhere to within your local community.**

This briefing pack also contains useful questions and areas to consider within the housing sector to support residents.

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2024

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find out more about
Propertymark Protection.



Why Propertymark agents **stand out**

There is no mandatory regulation of estate agents across the UK. There is NO overarching statutory regulation of private sector lettings agents in England.

For agents in Scotland and Wales, there are only mandatory training, registration and qualification requirements. The advantages of landlords, tenants, home buyers and sellers using a Propertymark Protected agent are significant.



BACKED BY CMP

Propertymark Protected agencies hold client money in a separate account, which we inspect annually through our Client Money Protection (CMP) scheme. In simple terms consumers' money is safe should an agent misappropriate client funds offering a route to reimbursement.

INTEGRITY

Propertymark member agents are experienced, trained and qualified professionals who abide by a nationally recognised Code of Practice. This ensures that our members adhere to high standards of professionalism and ethical behaviour.

COMPLAINTS PROCEDURE

Propertymark member agents are subject to independent complaint rulings.

PEACE OF MIND

Propertymark Protected agencies hold the correct insurance and protection by being fully regulated and are subject to compliance checks by Propertymark.

COMPLIANT

Our member agents are up-to-date with all the legislative and safety changes including best practice guidance.

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Consumer awareness

Propertymark is the go-to membership organisation for answers to property-related questions.



Our members set the standard for the industry and our guides help consumers gain an insight into the expertise they'll receive from Propertymark Protected experts.

BUYING AND SELLING PROPERTY

Insight into the whole process, whether looking to get on the property ladder, choosing a solicitor or overcoming financial hurdles.

Most popular: How to make an offer on a house

TENANT GUIDES

Tips covering a wide range of topics tenants might uncover whilst renting in the UK.

Most popular: How to rent a home: the key things tenants should know

LANDLORD GUIDES

Practical advice and legal responsibilities to consider when letting property.

Most popular: Safety responsibilities for landlords

Signpost your residents to our website for advice and support



propertymark.co.uk/consumer-guides



Propertymark Protected

We partner with Phil Spencer, Founder of Move iQ and presenter of Channel 4's Location, Location, Location, **who endorses the benefits of Propertymark Protection.**

Phil Spencer helps the public identify local agents who are best in class to understand the importance of regulated agencies and qualified professionals.



Propertymark Protected agencies must hold client money in a separate client account which is independently inspected every year, giving you peace of mind.

Phil Spencer, Founder of Move iQ, endorses Propertymark Protection

move ^{iQ}



MOVE IQ'S PROPERTY PODCAST

Join Phil Spencer, founder of Move iQ and popular presenter of Channel 4's Location, Location, Location, and members of the Propertymark team as they talk about the common issues that buyers, sellers, landlords and tenants face responsibilities to consider when letting property.



propertymark.co.uk/move-iq-podcasts



Shaping the profession

Alongside supporting consumers and driving up standards for property agents we champion issues on behalf of our members to shape the profession.

Furthermore, Propertymark Academy provides specialist, regulated qualifications to ensure our members are skilled in property management, estate agency and lettings.

MEET THE TEAM



Timothy Douglas
Head of Policy
and Campaigns



Henry Griffith
Policy and
Campaigns
Officer



Rose Forman
Policy and
Campaigns
Officer



Tim Thomas
Policy and
Campaigns
Officer



Darshan Sungar
Government
and Political
Advisor

What we campaign for

THE REGULATION OF PROPERTY AGENTS

Regulation offers huge potential to professionalise the sector. All property agents should be qualified to at least Level 3, carry out regular training, undertake at least 12 hours of CPD per year, be a member of a professional body and follow a code of practice.

REFORM THE PRIVATE RENTED SECTOR

Overall policy development and the context for reform of the private rented sector should be looked at in six key areas to drive necessary improvements: Supply of private rented property, tenancy management, being a tenant, inspections and enforcement, access to justice, and future-proofing the sector.

MAKE ENERGY EFFICIENCY RULES WORK

Propertymark supports the move to improve a property's energy efficiency, but, ultimately, the targets must be realistic, avoid a one-size-fits-all approach and be complimented with grants, loans, and funding to incentivise landlords and homeowners to make the changes.

IMPROVE THE BUYING AND SELLING PROCESS

A fast-functioning property sector is vital for the economy. We campaign and want improvements to the home buying and selling process by increasing consistency and transparency, improving the speed and quality of the process and reducing fall-through rates.

BUILD MORE HOMES

The UK needs more social and affordable housing including increased housing options for people to rent and buy.

FILL EMPTY HOMES

More must be done to maintain the turnover of existing homes, such as incentivising rightsizing and reducing the number of empty homes.

REDUCE ECONOMIC CRIME

The property sector is vulnerable to economic crime and money laundering. We have campaigned for increased regulation and guidance to prevent money laundering and a safer property sector.

Working with Local Authorities

Propertymark attends and supports local authority landlord and letting agent forums across the UK. We provide information on legislative changes affecting the private rented sector, including licensing schemes, welfare reforms and energy efficiency regulations that impact agents, landlords, tenants, and homeowners.

LOCAL LICENCING SCHEMES

We respond to Local Authority Licencing Scheme consultations which consider the impact of the Schemes on residents and landlords and help Local Authorities shape how licencing schemes work in their local area.

Engaging with your Local Authority

To help you and your constituents, we've put together questions you could ask your Local Authority:

LOCAL LETTING AGENT AND LANDLORD FORUMS

Our research shows only 50% of Local Authorities in England had a landlord forum since 2021. Landlord forums are a vital way to engage with local agents and landlords and share best practices and opportunities to communicate new policies and proposals to landlords.

If your local authority has a landlord forum, consider other ways they engage with landlords and property agents. Do they have a specific area on their website, consult with landlords and agents and issue newsletters? We would be delighted to speak at any landlord forum your Local Authority runs.

TRAINING AND ACCREDITATION SCHEMES

The best way to improve standards is to ensure landlords use a regulated Propertymark agent or have sufficient competency and training.

Ask your Local Authority what training and accreditation schemes they offer landlords, so they know to help them understand their roles and responsibilities and have an up-to-date knowledge of current regulations.

IMPROVING STANDARDS IN THE PRS

Does your Local Authority have an additional or selective licensing scheme, if so, how effective has the scheme been to improve standards?

Does your Local Authority have sufficient Environmental Health Officers to check standards within the private rented sector? Do they have difficulties recruiting and retaining officers, and can they effectively check the standards across PRS properties in your local authority area?

A WELL-FUNCTIONING PRS

This is vital for local economies and the public's housing needs. Has your local authority produced a Private Rented Sector Housing Strategy, or have they embedded this into their wider Housing Strategy? Has your local authority maintained any research on private tenants' housing needs and is there sufficient supply for the demand?

GRANTS AND SUPPORT FOR ENERGY EFFICIENCY IMPROVEMENTS

Does your local authority offer support grants to property agents and landlords to decarbonise their properties? Do they provide practical advice and financial support to help landlords and agents improve the fuel efficiency of properties to support tenants warm their homes?

BRINGING EMPTY HOMES BACK INTO USE

Empty properties are a wasted resource. Does your local authority provide help or grants to support property owners in converting empty properties into homes?

Has your local authority implemented an empty homes database or have a dedicated empty homes officer?

IMPROVING HOUSING SECTOR ACCESS FOR EVERYONE

Our research through focus group analysis found, that landlords and agents are unaware of grant funding to support their tenants living in an accessible property through the Disabled Facility Grant (DFG).

We think local authorities can do more to promote DFGs to landlords. The take up of the DFG in the private rented sector is low. Ask your local authority how they promote the grant to private landlords and their agents.

The best housing for older and disabled people is generally the social sector. However, demand for social housing far outreaches supply. Has your local authority got a database of accessible housing across all tenures to signpost them to suitable housing where they want to live near family and support?

Furthermore, does your local authority have a plan for retirement housing, including identifying appropriate sites and design specifications across a mix of housing tenures for older people to rent and buy?

Contact our Policy and Campaigns Team at policy@propertymark.co.uk | 01926 496 800

Contact your local PropertyMark Regional Executive, representing the industry and our members across residential lettings and inventories, residential sales, auctions and valuations (property and chattels), and commercial property sales.

Find your local representative:
www.propertymark.co.uk/about-us/board-and-governance.html


Propertymark & our members


We are the UK's leading professional body for estate and letting agents, property inventory service providers, commercial agents, auctioneers and valuers, comprising over 18,000 members representing over 12,800 branches.

Propertymark is member-led with a Board made up of practicing agents. We work closely with our members to set professional standards through regulation, accredited and recognised qualifications, an industry-leading training programme and mandatory continuing professional development (CPD).

Housing decisions are an area of legislation mostly devolved to England, Scotland, Wales, and Northern Ireland whilst some legislation such as tax impacts property agents across the UK. We support and represent our members, who are located nationally, to keep them at the forefront of the profession.

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