

# AMERICAN CHRONICLE

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## ANALYSIS: Ensure Landlords Get the Best Deals

It may be stating the obvious but the media influence our perceptions, and with this in mind it's interesting to see how television is coping with the economic downturn.

For example, EastEnders entrepreneur Ian Beale has had to sell one of his many businesses to do up the cafe - so my wife tells me.

Meanwhile, Property Ladder has evolved into Property Snakes & Ladders. As seen in the new format, consumers now have the potential to lose money in property by choosing the wrong fireplace or taking out the wrong wall.

In times gone by property shows stimulated thousands of amateur developers to become buy-to-let landlords as it seemed a splash of paint and a new kitchen unit could add thousands to a letting value.

Of course, the amateur landlord bubble has been burst by the housing downturn but this doesn't mean the buy-to-let market is a lost cause for brokers.

Recent figures from the Young Group show the number of investors tracking new buy-to-let deals has fallen 56% since last year.

This is mainly due to the decline in the number of buy-to-let products on the market but for brokers with a client bank of landlords it presents an opportunity to revisit them to ensure they are getting the best deals.

Despite falling demand from the amateur sector experienced landlords will see the current market as an opportunity. Fortunately, brokers remain in prime position to help them.