



13 March 2009

Client satisfaction 'best marketing tool for letting agents'

TV property presenter Phil Spencer has said customer satisfaction is key for letting agents looking to achieve success in the residential lettings market.

Spencer, from Channel 4's *Location, Location, Location*, was commenting ahead of the Estate Agent and Letting Agent Awards, which takes place in Mayfair, London on April 8th.

The event will commemorate the efforts of letting agents to raise standards in terms of their service to private landlords - which might have been enhanced by an investment in property management software.

Some 30,000 questionnaires have been filled out by the customers of letting agents across the UK ahead of the event.

Young Group has been shortlisted as one of the best letting agents in London and Neil Young, the company's chief executive, said he was "immensely proud".

The event comes as many private landlords could more increasingly rely on letting agents' abilities to source good quality tenants for them.

Landlords were recently encouraged by buy-to-let specialist Paragon Mortgages to ensure credit and reference checks are carried on tenants to limit the likelihood of problems caused by rental arrears.