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## Internet dominant for prospective tenants

*Gill Montia*

Leaders is advising that the Internet is now by far the most popular means by which tenants search for a property, making the online presence of a letting agent a prime consideration for landlords.

The letting specialist's managing director, Paul Weller, explains: "Whilst newspapers still play their role, most people looking for a home to rent will now turn to the Internet to help with their search."



He adds: "A good online presence means appearing towards the top of search engine results for all relevant key words; listing properties on the major property portals such as FindAProperty, PropertyFinder, Rightmove, Primelocation, Globrix, Zoopla, etc; and having an easy to find and use website that lists up to date available properties with full details, maps and photos."

Landlords should also check that websites are updated in real time, as finding an ideal property only to discover that it is already let is a common frustration for prospective tenants.

In other rental market news, research from Young Group has found that the proportion of private residential property investors intent on retaining their properties for the next 20 years or more rose to 27% in the three months to the end of September (up from 25% in the previous quarter).

The survey also revealed that 53% of property investors were considering purchasing additional residential property assets within London during the next 12 months, compared to 26% who are looking at opportunities outside of the Capital.