THE LETTINGS HUB
the home for lettings

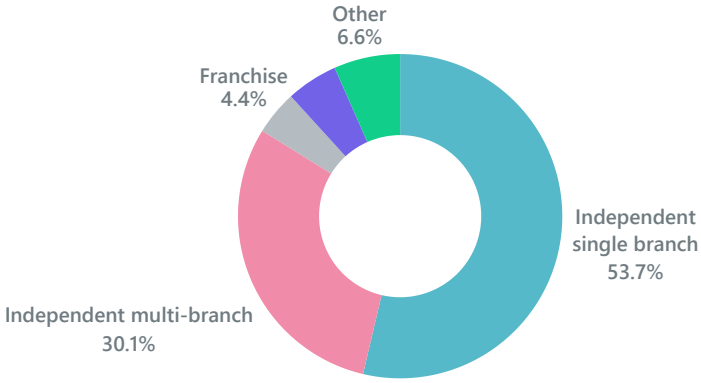
July 2025

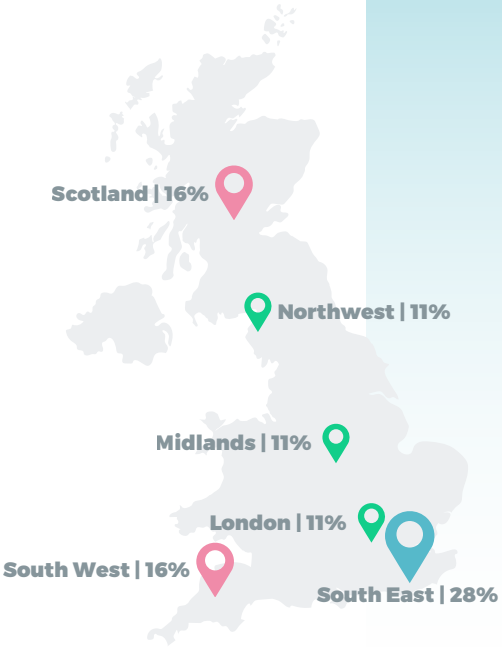
Pets In Lets Survey |

Letting Agent Results

Survey Participation Summary

In June 2025, letting agents from across the UK took part in our Pets In Lets survey. Respondents represented a diverse mix of lettings business types and locations across the UK.



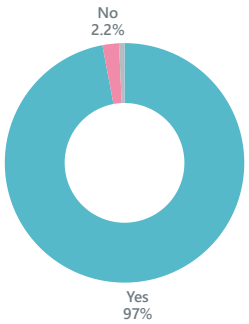


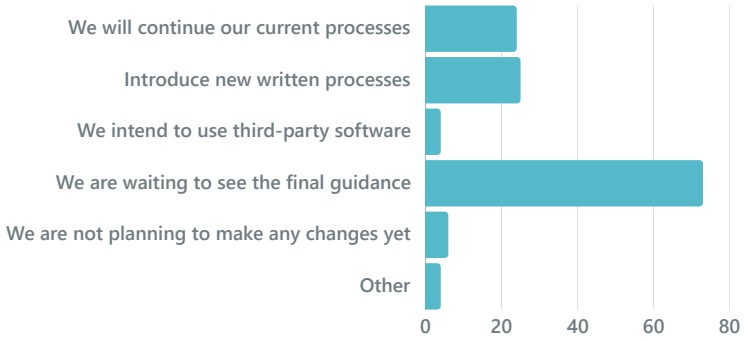
Key Headlines

1 | STRONG DEMAND FOR CLARITY

97% of agents want clear guidance on what is considered reasonable regarding pets in rental properties. This reflects a genuine desire to comply with the rules, avoid tenant discrimination, and protect their landlords properties.

Q | Would you support the publication of official guidance clearly listing detailed examples of reasonable and unreasonable grounds for refusing a pet?





2 | WAITING ON GUIDANCE

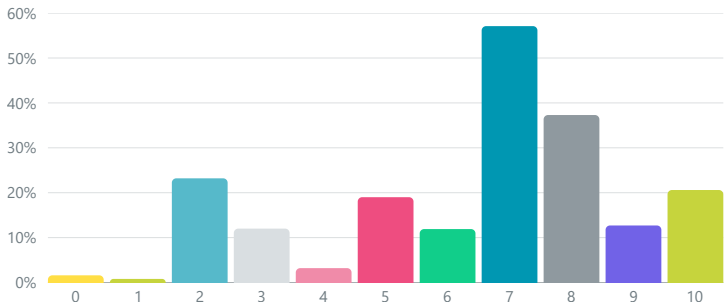
54% of agents are holding off on making any changes until the final government guidance is released. Meanwhile, 18% plan to stick with their current processes, and another 18% are exploring outsourcing as a solution.

Q | How is your letting agency intending to handle an expected increase in tenant pet requests?

3 | KNOWLEDGE LEVELS VARY

Almost 60% of agents rate their understanding of the upcoming changes around pets as 7 out of 10. This suggests a generally confident but not yet complete grasp of the topic.

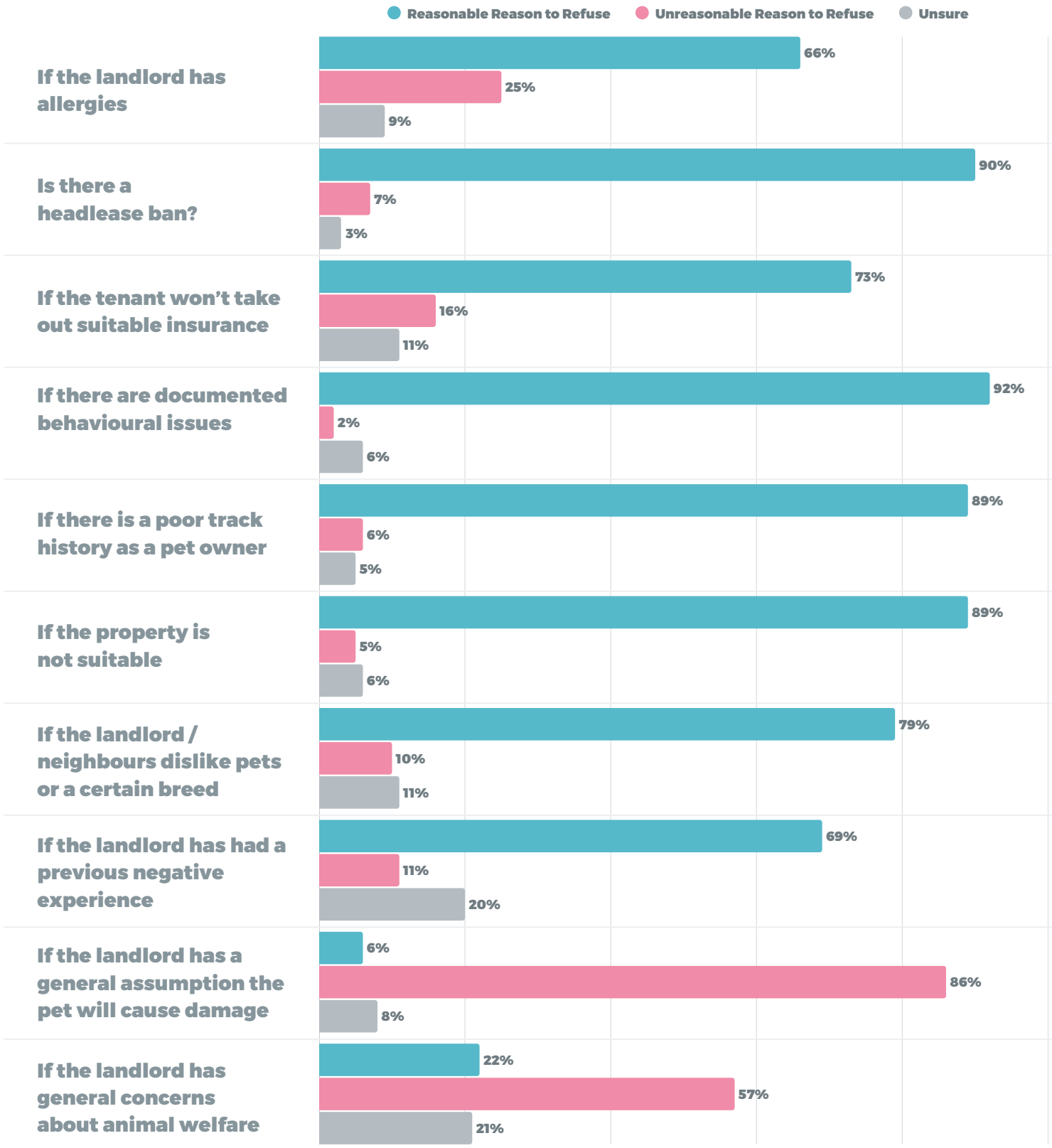
Q | On a scale of 1 to 10, how confident are you in your knowledge and understanding of the legislative changes Renters' Rights will bring for 'Pets in Lets'?



What Is a Reasonable Refusal to keep a Pet in a rental property?

According to Zero Deposit data, only 8% of rental properties are advertised as pet friendly in the UK, but almost 1 out of 3 tenants indicated that they would consider pet ownership following Renters' Rights legislation. This indicates letting agents and landlords will receive significantly more requests for pets in the future, and they will need to make decisions on whether those requests are reasonable. The Government have said they will issue guidance but that it is impossible to provide information for every scenario, meaning the onus will be on the landlord or letting agent to make these decisions, with the tenant having the right to challenge unreasonable refusal. We asked letting agents about their views on what constitutes a reasonable or unreasonable refusal to home a pet in a rental property, and below we detail their responses.





July 2025

Pets In Lets Survey | Tenant Results

Survey Participation Summary

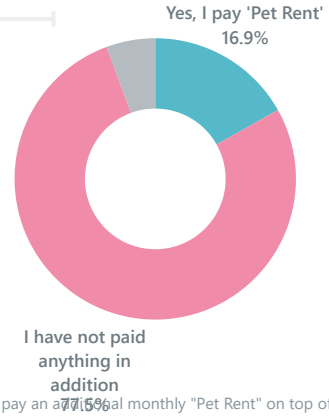
In June 2025, 532 tenants that completed their referencing journey with The Lettings Hub took part in our survey. Respondents represented a diverse mix of tenant types and locations across the UK. 17% of those tenants have pets currently living with them in their rental property.

"Pet Rent"

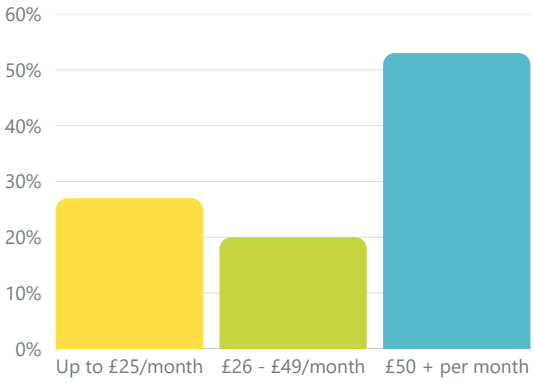
Among tenants who confirmed they currently have a pet in their rental property, we explored how financial responsibilities are managed when it comes to covering potential damage caused by pets. Interestingly, only 17% of these tenants are paying a formal pet rent, while 77% say they pay nothing additional on top of their usual monthly rent.

However, where pet rent is in place, it's often a higher payment with 53% of those paying contribute £50 or more per month. This suggests that when tenants are asked to make a financial contribution, many are willing to pay a meaningful amount to keep their pets in the property and ensure any associated risks are covered.

While pet rent is not yet widespread, the results indicate that tenants are already open to reasonable financial solutions, whether through ongoing monthly payments, a one-off insurance premium, or even a higher deposit where allowed. This reinforces the view that tenants recognise their responsibilities and are generally willing to share the risk with landlords, provided the arrangements are fair, transparent, and proportionate.

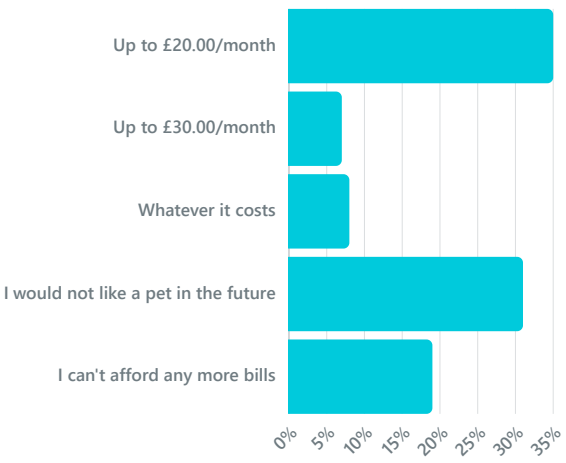


Q | Do you currently pay an additional monthly "Pet Rent" on top of your usual rent? Or have you paid any additional costs in order to keep a pet?



Q | How much do you pay in "Pet Rent" per month?

What Is a Tenant Willing To Pay?



We asked all tenants—whether or not they currently have a pet—what they'd be willing to pay to keep one in a rented home. While 30% said they wouldn't want a pet in the future, among those who would, nearly 1 in 5 (19%) said they couldn't afford any additional cost. However, 30% were happy to pay £20 per month, and 8% said they'd pay whatever it takes. These insights highlight that while many tenants are open to reasonable pet-related charges, affordability remains a significant barrier. If cost is already a concern for some tenants when considering an insurance-style policy, it raises questions about how realistic it would be for them to afford a proposed additional pet deposit. Based on average monthly rents, this could mean an extra £800 upfront at the start of the tenancy.

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Pets In Lets Survey | Conclusion

Tenants and Letting Agents Share Common Ground

Both surveys highlight a shared willingness from tenants and letting agents to find fair, workable solutions around pet ownership in the private rented sector. Letting agents overwhelmingly want clear guidance (97%), not to avoid responsibility, but to ensure fairness and consistency. Meanwhile, tenants are largely open to contributing financially, whether through pet rent, insurance, or other means, to secure pet-friendly homes. This mutual desire to "get it right" creates a strong foundation for the conversations that will be needed between tenants and landlords.

Tenants Affordability is Low

According to ONS rents are rising 9% year-on-year while wage growth lags behind at around 5.7%, meaning affordability for tenants is increasingly strained. If cost is already a concern for some tenants when considering an insurance-style policy, it raises questions about how realistic it would be for them to afford a proposed additional pet deposit. Based on average monthly rents, this could mean an extra £800 upfront at the start of the tenancy, a significant barrier for many renters. From a market perspective, this solution risks being both more expensive than pet damage insurance and less effective in protecting both tenants and landlords as it doesn't guarantee cover for all pet-related damage. Without a balanced, accessible option that works for both sides, the current proposal could unintentionally reduce access to pet-friendly rentals, rather than increase it.

The Renters' Reform Bill Must Offer Clarity, Not Complexity

The upcoming Renters' Rights Bill presents a vital opportunity to support responsible pet ownership without putting undue pressure on landlords. With 54% of agents waiting for final guidance before adapting their processes, the risk is stagnation unless the government provides clear, practical criteria for what is considered a reasonable refusal. The data shows that vague rules could create confusion, while clear standards would empower both landlords and tenants to engage in fair, consistent decision-making.

There are also several outstanding questions from the sector that highlight the need for clarity. For example:
1 | If a tenant requests to keep a pet, the landlord refuses, the tenant appeals and the decision is overturned, can the landlord still request the additional three weeks' deposit, even though the tenant is already in situ?

2 | What happens if the tenant is using a deposit replacement product and cannot afford the additional upfront cost, even though their pet request has been deemed reasonable?

3 | If the proposed amendment allowing the extra pet deposit is not passed by Parliament, will landlords be required to accept the additional risk with no option for added financial protection?

As well as many more! These kinds of unresolved details are causing uncertainty, and further guidance will be essential for smooth implementation. We have recently released an E-Guide with updates looking at the bills journey through the House of Lords. You can download today, and follow us on LinkedIn for live updates!



Pets In Lets Survey | Conclusion

The Sector Needs Tech-Driven Solutions | Pet Damage Insurance is one.

The complexity of managing pet approvals, financial agreements, and compliance with evolving legislation requires streamlined, scalable solutions. PropTech will play a vital role in helping letting agents navigate this shift efficiently. Our brand-new Pet Damage Cover is an additional feature of our Tenants Home Insurance which is taken by many tenants. The add-on feature will be flexible and seamless:

1 | AUTO-QUOTED WHEN PET IS DECLARED

If a tenant declares a pet during the referencing journey, we will automatically include pet damage cover in their home insurance quote. No manual updates or extra admin for you or the tenant.

2 | FLEXIBLE LEVELS OF COVER

Tenants can choose from £3,000, £5,000, or £10,000 worth of pet damage cover to suit their needs. The policy covers accidental damage caused by domestic pets, including dogs, cats, rabbits, gerbils and even snakes!

3 | COVERS UP TO EIGHT PETS

Whether it's a single pampered pup or a household full of furry (or scaly!) friends, tenants can include up to eight pets on their policy.

4 | READY FOR YOUR TENANTS

We have updated all marketing materials to showcase Pet Damage Cover as part of Tenants Home Insurance. We are also reaching out to existing policyholders, giving them the chance to add cover if they already have a pet at home.



We're making it easy for everyone to get ready for pets in lets, quickly and seamlessly.

Pets In Lets Survey | Meet The Team

While our human team works hard to support letting agents, landlords, and tenants across the UK, it's the four-legged members of the Lettings Hub family who really keep things running behind the scenes. From keyboard-sitting cats to dogs who never miss a call! Meet some of the four-legged friends behind The Lettings Hub team!


WOODY


ARLO


PINOCCHIO


BRUNO


MONTY


TALLULAH


WELLINGTON


PADDY


GUS