Leading Agencies Are Preparing for the Summer Lettings Period Under the Renters' Rights Act. Is Your Agency Ready?



Student season is one of the busiest periods in the lettings calendar.

With thousands of students searching for accommodation ahead of the new academic year, letting agents have a once a year opportunity to secure instructions, fill properties quickly and deliver a better customer experience than their competitors.

But the rules have changed. The Renters' Rights Act means agents need to think carefully about everything from property access and viewings to affordability and tenancy compliance.

The agencies that stand out this year won't simply be the ones with the most properties. They'll be the ones that make moving easier.

Start Early

The best student letting agents don't wait until properties become vacant.

They are already engaging with existing tenants, planning marketing activity and preparing properties well before the peak of the season arrives.

Ask yourself:

- Do you know which properties are likely to be re-let?
- Have renewal conversations already taken place?
- Have you discussed viewing arrangements with existing tenants?
- Are any maintenance issues being resolved before marketing begins?

A well-presented property with cooperative tenants is far easier to let than one where viewings are a challenge.

Student Affordability Checks Are Changing



Historically, many student tenancies relied heavily on large rent-in-advance payments, particularly for overseas students who don't have a UK-based guarantor.

However, the Renters' Rights Act has limited rent in advance for existing tenancies only, meaning agents need alternative solutions when students cannot meet affordability requirements.

This creates a challenge.

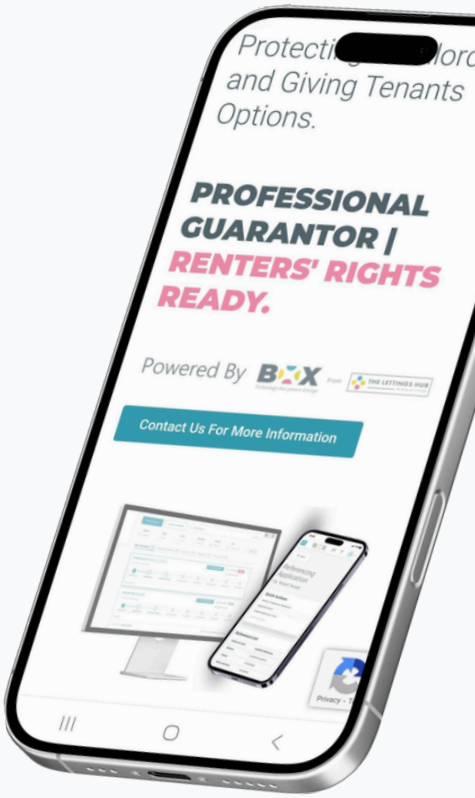
Many students have limited income histories, part-time employment or rely on their parents for guarantor support.

IF RENT IN ADVANCE IS NO LONGER AVAILABLE, DO YOU HAVE AN ALTERNATIVE?

If your competitors are turning to Professional Guarantor solutions to support applicants who may otherwise struggle to secure accommodation, what are you doing?

Professional Guarantors can:

- Help international students
- Support students whose families cannot act as guarantors
- Provide a compliant alternative where affordability is a concern



Plus, it comes at no cost to you, or your landlords.

If your competitors are already offering these solutions and you're not, then students may simply choose an alternative property, through a different letting agent that can help them complete their application.

ORGANISE YOUR SOLUTION WITH THE LETTINGS HUB

Have You Updated Your Student Lets Process?

Peak student season places huge demands on letting agents. Properties need to be marketed, viewings arranged, applications processed, references completed and move-ins coordinated, across many tenancies, over a relatively short period.

But while many letting agents are focused on securing tenants for the next academic year, the most organised agents are also reviewing their processes to ensure they're aligned with the Renters' Rights Act.

One area that deserves particular attention is Ground 4A, the new possession ground designed specifically for student accommodation; making this one of the most important student-specific process changes introduced by the Act.

Ground 4A recognises the nature of the student market, and allows landlords of student properties to regain possession so homes can be re-let to the next cohort of students. However, there's an important catch.

To rely on Ground 4A at the end of the 2026/2027 academic year, tenants must be served this notice before the tenancy begins.

For letting agents handling large volumes of student lets, this is not simply another document to add to the pile. It is a process that needs to be embedded into tenancy workflows, staff training and compliance checks; because missing this critical step during a busy summer could have serious implications further down the line.



Questions Every Student Lettings Team Should Be Asking

1 | Have our tenancy agreements and onboarding processes been reviewed for the Renters' Rights Act?

2 | Is the Ground 4A notice built into our tenancy workflow?

3 | Can we evidence that required notices have been served?

4 | Do all team members understand when and how Ground 4A applies?

5 | Are we working proactively with existing tenants to support viewings and re-letting activity?

6 | Have we identified any properties that may present challenges for next year's re-let?

The letting agents that take the time to answer these questions now are likely to find themselves in a much stronger position when the student rush begins.

After all, student season isn't just about filling properties. It's about putting the right processes in place to protect your business, support your landlords and deliver a smoother experience for tenants.

Utilities Matter More Than You Think

Students expect a seamless move-in experience - they don't want to spend their first week:

- Setting up energy accounts
- Arranging broadband
- Comparing suppliers
- Working out who is responsible for what



They simply want everything to work.

Forward-thinking letting agents are increasingly helping students arrange:

- Energy services
- Broadband
- Water
- Media packages

This creates a smoother move-in experience and reduces the number of enquiries your team receives after move-in day.

IF YOUR COMPETITORS ARE HELPING STUDENTS GET CONNECTED BEFORE MOVE-IN DAY, WHAT EXPERIENCE ARE YOU PROVIDING?

Insurance Isn't An Afterthought

Students can underestimate the value of their possessions. Laptops, tablets, phones, bikes and games consoles can quickly add up to thousands of pounds worth of belongings.

And when students arrive in their new digs without any form of contents insurance, they're immediately at risk. However, the moving process provides the perfect opportunity to educate tenants about:

- Tenant's contents insurance
- Accidental damage protection
- Deposit liability which can impact their deposit

Savvy agents aren't simply offering insurance products; they're helping students understand why they matter.

Make The Moving Experience Your Unique Selling Proposition

Our student checklist highlights how many moving parts students need to manage:

- Referencing
- Guarantors
- Packing
- Utilities
- Insurance
- Council notifications
- Student exemptions
- Move-in checks

For students moving away from halls for the first time, the process could feel overwhelming.

However, simple actions such as sending a moving checklist, providing move-in guides, sharing local area information, offering utility setup support and having practical help with guarantor solutions can all improve the tenant experience.

Scroll for our free checklist to share with your student tenants and help them ease into student life.



YOUR MOVING CHECKLIST

THE LETTINGS HUB
the home for lettings

YOUR MOVING CHECKLIST

Moving into a private rented house is a big moment. No more halls, no more Resident Assistants, and no more queueing for the shared kitchen at 11pm. Here's your step-by-step guide to getting settled, staying organised, and avoiding those "I thought someone else was sorting that" moments.

ONCE YOU'VE FOUND THE HOUSE

- [ ] Complete your Referencing application
- [ ] Apply for a Professional Guarantor if you do not have a personal one
- [ ] Check the tenancy contract properly (don't rush it)
- [ ] Confirm your move-in date and ensure you have all the correct documents
- [ ] Book your moving van and start packing the non-essentials
- [ ] Create the new group chat with your housemates
- [ ] Agree on who is bringing the air fryer, and who has a bottle opener!
- [ ] Start the argument of who gets which room

Get a discount by logging into BOX and using our link to book with ANYVAN

TWO WEEKS BEFORE MOVING

- [ ] Compare and set up your energy, broadband and media services so you have everything live when you arrive
- [ ] Ensure you have the important documents from your landlord
- [ ] Check whether you have been served a Section 4A notice (where applicable)
- [ ] Organise your Tenants Home Insurance, keeping your deposit protected and your belongings safe
- [ ] Start packing and labelling - trust us you will thank yourself later!

If you haven't spoken to us about your Tenants Home Insurance, Energy, Broadband and Media services - we can sort it all in just a few minutes!

BOX From THE LETTINGS HUB

ONE WEEK BEFORE MOVING

- [ ] Figure out where you are going from your new home including; supermarkets, your route to campus, coffee shops, the closest pub and the second closest pub (for obvious reasons)
- [ ] Organise a shopping trip for any last minute bits, including new bedding, pots and pans and everything else you need for your first week living away from home

THE DAY OF YOUR MOVE

- [ ] Collect your keys from your new letting agent
- [ ] Take photos of every room before you unpack and make note of any damage or concerns
- [ ] Test smoke alarms, locks and the heating
- [ ] Note down the electric, gas and water meter numbers
- [ ] Set up your direct debit to your landlord or letting agent for your rental payments
- [ ] Notify the council you have moved in, and apply for student tax exemption
- [ ] Take a celebratory "we've got a house!" photo
- [ ] Decorate - be careful not to damage the landlords' property (Adhesive hooks or Glu Dots are a great choice to hang your favourite tapestries without leaving residue!)
- [ ] Find out the bin schedule (boring but essential)
- [ ] Notify your university of your new address
- [ ] Update your Amazon Prime address, so everything you missed gets delivered to your door

BOX FROM THE LETTINGS HUB

the home for lettings

At The Lettings Hub, we're always here to support you through the ever-changing lettings landscape. With the Renters' Rights Act introducing new regulations, staying updated is crucial. That's why we offer a variety of resources to help you navigate these changes smoothly. From webinars and blogs to tailored guides, our platform is packed with expert insights. Be sure to follow us on LinkedIn and bookmark our Renters' Rights Hub for the latest updates, tips, and advice.

