

## Dual Agency?

Occasionally we receive requests from landlords who wish to market their property with us and another agent at the same time. This is known as 'dual agency; marketing. This is usually because there is an assumption that more agents means reaching a wider group of people. However there are some implications to this which should be considered.

Firstly, unless a property is particularly unusual then there is normally little advantage to be gained from using more than one agent - the vast majority of tenants look via the internet portals and therefore the property will appear listed twice which is normally an immediate giveaway to a tenant



that something is "wrong" with the property. If the property is a slow moving property and not letting well, then try and address the problem first, e.g. it's priced too high or badly photographed or might be in a poor state of repair.

Other problems are that competing agents often "race" to find a tenant but at the expense of ensuring the tenant is correct and suitable. For a landlord it is quite irritating to be told that a tenant is found, only to be advised again a few days later that the property needs to go back on the market because the tenant failed a referencing check with the other agent - the other agent should have done some preliminary checks before informing the competing agent that a tenant had secured the property!

Often a landlord will use the other agent to play each agent off and negotiate a lower fee. Our fee is already competitive

and carefully calculated. Sorry if this sounds inflexible but, the service we provide is to a high standard and we are not going to partake in a race to the bottom and compromise our time and standards.

For all these reasons, and in the genuine interest of the landlord and property, Proudhouse will not usually partake in dual agency arrangements. We are of course happy for the landlord to select and choose the agent which they think is most acceptable for their requirements. We are a dedicated and specialist firm providing property rental and management services in South Somerset and Dorset. We can offer you total flexibility. Call us to discuss the service you require be it Management, Letting/Tenant-Find or Bespoke Services to suit your specific requirements.

We are not a chain or a franchise and we own our business outright. We want to do the very best for our clients and tenants.

We do not undertake property sales which means your rental investment is our core business and is what we are passionate about.



*This document was authored by Chris Chambers of Proudhouse Property Management.*

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