



R2R GUIDE

TIPS

4 MOST COMMON OBJECTIONS FACED BY COMPANY LETS

EXCLUSIVE

1. We don't do company let

Most common objection we hear from letting agents is that they don't do company let. There could be many potential reasons behind this objection. But it's hard to understand the reason without asking the right questions. It's worth asking a question about why they don't do company let.

Most likely answer is:

"We just don't do it (as if they never tried it before)"

It's a bit like a programmed answer, the agent was told to say this over the phone to everyone who offers company let. But that is not a reason why this wouldn't work for this letting agent or landlord.

We can use the opportunity to explain how we work and why it's worth cooperating with us, or asking for a contact of the branch manager.

EXCLUSIVE

2. We had a bad experience

I heard it many times and unfortunately there is not much we can do about it. Clearly we can't change the past, but certainly we can change the future. However if you had a bad experience with something, you are less likely to try the same concept again, correct?

In that case I would say something like:

"I'm sorry you had a bad experience, unfortunately there are many companies that are not very well trained or ethical. But what I want to say is that my company is different, our mission is to change how company let is perceived by letting agents / landlords. If there was one thing I could assure you of, it would be the fact that if we signed a property with you, we would look after it like it was our own property."

Depending on the response, you can attempt to set a meeting with the agent, or leave it and ring / visit another agent.

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3. *It's subletting*

Probably my favorite one. Those are the agents / landlords who live in the '90s. The fact is that the world is different and we should be open to new and creative strategies, but if you're locked in traditional solutions, there will be an ongoing perception that people tend to repeat.

Company let is not a subletting, it's completely legal if the right contract is used between the landlord and the company.

By explaining the agent / landlord that you are a trained company let (only if you are!) and you have the right type of agreement available to successfully and legally operate as a company let.

Even then, some of the agents will stick to their traditional approach. But don't worry, some of them might continue to talk to you.

EXCLUSIVE

4. We don't want to loose this property/landlord

I have heard this one quite a few times. When we ring the letting agent and we talk about taking the property over, all of a sudden the agent thinks that we try to steal the work of them. This is not right, in fact we want to help them.

If the letting agent is responsible for management of the company, they will remain liable for their obligations, whereas our company will populate the property with our tenants. So finding tenants, managing them and looking after them will be on our side, but inspections or maintenance will stay on their side.

The agreement can be made to specify who's responsible for which parts of management, but essentially we will act as a corporate tenant, so the landlord or the agent only deals with one party instead of multiple parties.

EXCLUSIVE

You're not ALONE!

Although this might seem a bit overwhelming, with the correct knowledge, training and mentorship you can master those skills very quickly. And the best possible way to comprehend those skills is simply by getting and running your HMO properties on a regular basis.

Whether you're considering to start your Rent to Rent business or you're already running it and you're looking to scale it up, we can definitely review your situation and discuss how we can help to achieve your next milestone. This program will change your life!

Book your FREE call – <https://calendly.com/freedommastery/freedom-mastery-join>

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