



HMO MANAGEMENT

TIPS

**HOW TO
CONDUCT A
VIEWING WITH A
PROSPECT TENANT**

EXCLUSIVE

1. *PRE-QUALIFY YOUR APPLICANT BEFORE BOOKING A VIEWING*

- Connect with the applicant via message or telephone
- Ask them if they are a working professional or a student (they should match your profile)
- Ensure if they checked the location and they like it
- Determine if their contract duration matches your policy
- Ask them about their ideal move-in date (it should match your room availability)
- Ask them if they are ready to proceed with the reservation if they like the house (I charge the applicant a deposit or a holding fee to reserve the room for them)

If the applicant meets your requirements, book a viewing with them!

EXCLUSIVE

2. Arrange a group viewing

Regardless of how many rooms you have available, attempt to arrange a group viewing. Another words, arrange as many viewings as possible for the same time slot. It's almost like creating an open house event, when people can come in and view the house.

This will not only save you a lot of time, but will also create impression that there is a high demand and create urgency. People are more prone to book a room at the viewing instead of asking you for some time to make a decision.

And ask people to arrive on time or cancel if they can't come.

EXCLUSIVE

3. *At the viewing*

- If possible, meet and greet people at the front. Don't be afraid to shake hands with people, unless you sense this type of person is not a big fan of that
- Begin the viewing by showing people the most attractive part of the house. Usually this would be the living room or the kitchen
- Be completely natural and positive, there is no need to pretend someone who you're not
- Provide details regarding the house, e.g. internet, cooking facilities, cleaning, bills etc.
- DO NOT show more than 2 rooms to the same person. Even if you have more rooms available, don't show them. This will only confuse the prospect tenant and they will end up not booking any room
- Let them ask questions, but also ask questions yourself. You must understand what matters to them the most
- If they can't make a decision during the viewing, arrange a follow up chat with them

EXCLUSIVE

4. After the viewing

- Set expectations during the viewing. Tell the applicant by when you expect their decision
- Explain the process of reserving the room and onboarding
- Agree a potential move-in date
- If you charge a deposit, arrange for the payment to be submitted
- Carry out referencing, I strongly suggest using external company to do this for you
- If the applicant cannot pass the affordability check or their situation is not very stable (e.g. they are looking for another job) then ask for a guarantor (or get your referencing company to do this for you)
- Don't forget to send them all required documents before they move in (a valid Gas Certificate, EPC, EICR, How to Rent)

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-recognition-call-clone>

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