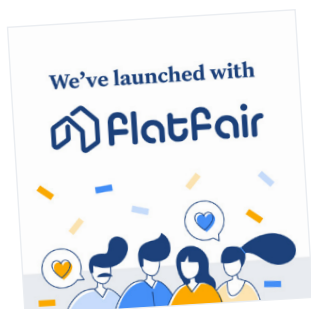




# Social media copy



**We have put together some copy for the social media images, to post on your channels and promote your partnership with flatfair.**



### ***We've launched with flatfair***

#### **Post copy:**

We are thrilled to announce our partnership with flatfair to offer our tenants and landlords, No Deposit.

Want to secure your next home with a one-off fee, instead of the traditional 5 week deposit? Or are you a landlord that wants to double your protection? Then get in touch today to find out more about flatfair No Deposit, on \_\_\_\_\_



### ***Who are flatfair?***

#### **Post copy:**

With flatfair's deposit alternative, tenants pay a one-off check-in fee equal to one week's rent (+VAT) instead of a traditional 5 week deposit, lowering their move-in fees.

Plus landlords receive market leading protection of up to 10 weeks' and don't pay a penny. Want to find out more, then get in touch today.



### ***Why flatfair?***

#### **Post copy:**

Whether you're a landlord looking to increase your protection, or a tenant looking for your next home, flatfair's No Deposit solution means you and your rental can rest easy.

Swipe to find out why you should use flatfair's No Deposit

If you're interested in renting with flatfair No Deposit, then get in touch today at



### ***How does flatfair No Deposit work for tenants?***

#### **Post copy:**

flatfair's No Deposit makes renting nice and easy for tenants, from moving in, to moving out, these 4 easy to follow steps will guide you through the journey.

To find out more and if you want to secure your next home with flatfair No Deposit, get in touch today at



## How does flatfair No Deposit work for landlords

### Post copy:

Did you know we offer a deposit alternative that doesn't just reduce the costs for tenants, but also means landlords get double the protection and faster charge recovery? Here we explain how flatfair No Deposit works.

To find out more about flatfair No Deposit, get in touch today:



## Landlord benefits

### Post copy:

Are you a landlord wanting to increase your protection? Do you like the sound of faster lets and fewer voids?

Swipe to see the benefits of using flatfair No Deposit

To find out more about flatfair No Deposit, get in touch today:



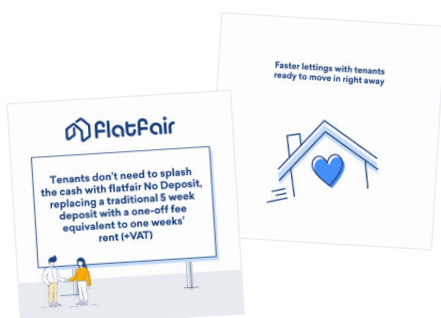
## How could you spend the money saved with flatfair No Deposit?

### Post copy:

flatfair 's No Deposit means tenants can save heaps in upfront costs by replacing a traditional deposit with a one-off fee equal to just one weeks' rent (+VAT).

What would you do with your savings?

To find out more about flatfair No Deposit, get in touch today:



## Marketing benefits

### Post copy:

Did you know that we offer a deposit alternative? flatfair No Deposit, offers tenants the chance to move into their new property with much lower moving costs while providing landlords up to 10 weeks' protection?

To find out more about flatfair No Deposit, get in touch today: flatfair and deposit alternative myth busting

## Post copy for each myth:



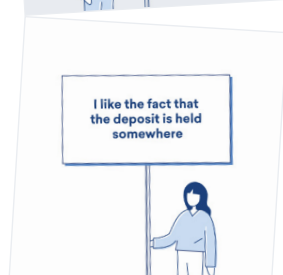
**Myth 1:** Despite the misconception that using a deposit alternative will attract a poorer quality of tenant, the reality is quite the opposite. flatfair have strict eligibility criteria including full referencing, income verification, as well as needing the right to rent in the UK, which is why 83.8% of their move-outs have closed without any charges or the charge was paid right away by the tenant.



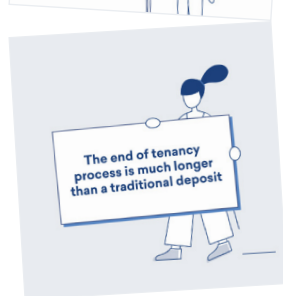
**Myth 2:** Many landlords come to us with the same question about deposit alternatives, which is if they don't hold the money, then how will they know that tenants won't damage the property? But like with a traditional deposit, tenants are just as liable to pay for any damages or rent arrears, but with flatfair No Deposit, landlords can get up to 10 weeks' protection instead of the usual 5 weeks. They also offer discounts to tenants who have looked after the property well and for having no rent arrears.



**Myth 3:** We understand that deposit alternatives like flatfair No Deposit sound too good to be true but they are simply a choice for tenants and landlords. Tenants are still liable for any damages or missing rent, just like they would be with a traditional deposit. Plus, flatfair creates fast repayments to landlords for the amount of cover stated in their plan.



**Myth 4:** Despite the traditional view that landlords like the deposit to be held somewhere, with flatfair No Deposit, tenants are just as liable to pay for any damages or rent arrears as they would be with a traditional deposit. However, No Deposit offers landlords double the protection against rent arrears and damages, of up to 10 weeks', double that of the usual 5 weeks.



**Myth 5:** There is a myth about deposit alternatives that the end of tenancy process is much longer than with a traditional deposit. However, flatfair's end of tenancy process is just as speedy, and it is all facilitated through their online technology. With their open banking, landlords can be back in pocket within a day of the charges being agreed with the tenant.

**Myth 6:** A myth about deposit alternatives is that they cost landlords money compared to a traditional deposit. flatfair No Deposit, however, is completely free for landlords and agents, plus it offers up to 10 weeks' protection in the event of accidental damage and/or rent arrears. Tenants only pay a one off non-refundable cost of 1 weeks' rent + VAT, with no renewal or ongoing administration fees.

**Myth 7:** Some people's opinion on deposit alternatives is that they can delay move-ins. At flatfair, just like a traditional deposit, if tenants meet the eligibility criteria and all the paperwork is in order, you could potentially be moving into your new home the same day you pay!

**Myth 8:** Are deposit alternatives like flatfair No Deposit only for particular tenants? The quick answer to that is no. We work with flatfair to be as inclusive as possible, and whilst there can be many different circumstances, such as overseas tenants, students or guarantors, we work together to overcome any potential issues.

**Myth 9:** A myth which sometimes makes landlords consider choosing a traditional deposit over a deposit alternative is that they like "cash in the bank". But even with a traditional deposit, the money shouldn't be going into landlords pockets. By using flatfair No Deposit, landlords can be protected for up to 10 weeks' in case of any mishaps.



## How does flatfair's end of tenancy work?

### Post copy:

flatfair's end of tenancy process is straightforward for landlords and tenants.

Their simple process can all be done on their easy to use portal, so moving out is made as straightforward as possible!

To find out more about flatfair No Deposit, get in touch today:



[flatfair.co.uk](https://flatfair.co.uk)