



End of Rental Bidding

/1

A landlord or letting agent must include a specific price when advertising a property

A written advert or offer that must include a specific rent and includes:

- online adverts
- a printed advert for example put in a shop window
- any social media post
- any emails, texts and direct messaging advertising a property

But quoting the rent does not apply to 'to let' signs outside a property

Once a rent is advertised a landlord or agent must not as a result of the RRA then - "invite, encourage or accept offers of rent payments higher than this amount"

End of Rental Bidding

/2

A landlord or agent must not:

- Publish another advert with a higher advertised price for the same letting
- Publish a price range for the property
- Invite, encourage, or accept a higher offer
- Tell someone they have received other bids to encourage them to bid more than the advertised price
- Act in any way that leads a person to believe they need to bid above the advertised price
- accept an offer from an applicant to pay higher than the stated rent

What a landlord can still do

A landlord will still:

- Be able to ask for a 'best and final offer' up to the advertised rent
- Does not have to research the lettings market to try and decide on what an open market rent should be before advertising their rent
- Will still be able to advertise 2 rents if they advertise a property as options for both unfurnished and furnished, but cannot accept the higher furnished rent figure if they then let it as unfurnished

Civil penalties and enforcement

There are 2 types of rental bidding breaches that the local housing authority can issue a penalty of up to £7,000 for. These are:

- Failing to include a published price in a written advert
- Inviting, encouraging, or accepting a higher offer

Councils will be looking at advertisements, emails, texts from the landlord and could ask for tenancy agreements to check the contracted rent with the advertised one.

The likely impact of the rental bidding rules may not be what the Government is expecting

Landlords may end up advertising a rent that is higher than they realistically think they can get and then ask tenants to bid against this 'higher' advertised figure