



PROPERTY INTEL

CLIENT — GENERAL

# Rent Review & Optimisation — Client Brochure

Your Property. The Right Rent. Backed  
by Evidence.

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DOCUMENT ID

PI-STS-015

VERSION

1.0

CLASSIFICATION

Client — General

OWNER

Managing Director

REVIEW CYCLE

Bi-annual

LAST UPDATED

March 2026

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# Executive Summary

London's rental market moves continuously. Property values shift, demand fluctuates by season and area, and the gap between what a landlord charges and what the market supports can widen significantly within a single year.

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Property Intel's Rent Review & Optimisation service provides a rigorous, data-led assessment of your current rental income. We analyse comparable evidence, local market conditions, and property-specific factors to determine whether your rent is aligned with the market — and if not, how to adjust it with minimal risk.

This is not guesswork. Every recommendation is supported by verifiable evidence and delivered in a structured professional report.

SECTION 03

2.0

# Who This Is For

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| CLIENT TYPE                          | TYPICAL NEED   |
|--------------------------------------|--|
| Self-managing landlords              | Professional rent assessment they cannot do themselves |
| Portfolio landlords                  | Systematic review across multiple properties           |
| Overseas investors                   | No access to local market knowledge                    |
| Landlords with long-standing tenants | Rent has not been reviewed for 2+ years                |
| Landlords pre-renewal                | Understanding market position before negotiation       |
| Investors pre-acquisition            | Confirming rental yield before purchasing              |

SECTION 04

3.0

# What We Handle

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| COMPONENT                     | DETAIL   |
|-------------------------------|--|
| Comparable evidence gathering | Minimum 6 comparable properties within 0.5 miles         |
| Market trend analysis         | Local demand, supply, and average rent data              |
| Formal rental valuation       | Evidence-based recommended rent figure                   |
| Implementation strategy       | Negotiation approach or statutory notice route           |
| Section 13 notice preparation | Statutory rent increase for periodic tenancies           |
| Tenant negotiation            | Professional handling of tenant response                 |
| Tribunal preparation          | Evidence pack and representation if tenant refers to FTT |
| Optimisation beyond price     | Property improvements, timing, targeting strategies      |

SECTION 05

4.0

# The Property Intel Process

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**Step 1 — Instruction & Scope** We confirm the property details, current tenancy terms, and your objectives. A clear engagement is agreed before any work begins.

**Step 2 — Market Research** We gather comparable rental evidence from multiple professional sources, including achieved rents where available. We analyse local market trends, demand indicators, and seasonal patterns.

**Step 3 — Valuation & Report** We deliver a formal Rent Review Report within 7 working days. The report includes full comparable evidence, our recommended rent figure, and a risk-assessed implementation strategy.

**Step 4 — Landlord Review** We present our findings and discuss the available options: informal negotiation, statutory notice, phased approach, or deferral. You approve the approach before any tenant contact.

**Step 5 — Implementation** We execute the agreed strategy — whether that is a tenant conversation, a formal Section 13 notice, or a broader optimisation plan. We handle the entire process through to confirmation of the new rent.

**Step 6 — Outcome & Follow-Up** We confirm the result in writing, update all records, and set a reminder for your next review date — typically 12 months.

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## Risk Protection

Every rent review carries risk — primarily the risk of tenant loss. Property Intel mitigates this through:

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| RISK FACTOR                  | OUR PROTECTION                                       |
|------------------------------|--|
| Overpricing leading to void  | Void cost analysis included in every report          |
| Tenant disputes the increase | Full comparable evidence prepared for any challenge  |
| FTT referral                 | Evidence pack and tribunal preparation included      |
| Invalid Section 13 notice    | Compliance review before every notice is served      |
| Damaged tenant relationship  | Professional, respectful communication at all stages |

SECTION 07

6.0

# Compliance Assurance

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| COMPLIANCE AREA                | OUR APPROACH   |
|--------------------------------|--|
| Housing Act 1988 (s.13)        | Correct form, correct notice period, correct service       |
| Tenant Fees Act 2019           | No cost passed to the tenant                               |
| Data protection (UK GDPR)      | All tenant data handled in strict accordance               |
| Consumer Rights Act 2015       | Fair terms, transparent process                            |
| First-tier Tribunal procedures | Full compliance with tribunal rules and evidence standards |

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7.0

# Why Property Intel

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| DIFFERENTIATOR              | DETAIL   |
|-----------------------------|--|
| Evidence-based methodology  | Every recommendation backed by verifiable data         |
| London market specialism    | Deep knowledge of Tower Hamlets and wider London       |
| Full implementation support | We do not just advise — we execute                     |
| Tribunal-ready evidence     | Reports prepared to FTT evidential standards           |
| Risk-balanced approach      | We never recommend an increase without a void analysis |
| Ongoing relationship        | 12-month review reminders, portfolio-level oversight   |

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## Pricing Positioning

Property Intel's rent review service is priced as a fixed-fee engagement, agreed before any work begins. The fee reflects the depth of research, quality of reporting, and level of professional support provided.

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For most London landlords, the annual return from a correctly priced property exceeds the cost of this service many times over. A single underpriced month typically costs more than the entire review fee.

Portfolio landlords benefit from scaled pricing that reflects the efficiencies of reviewing multiple properties simultaneously.

## Call to Action

To arrange a rent review for your property — or a portfolio-wide assessment — contact Property Intel.

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**Phone:** +44 (0) XXXX XXX XXX

**\*\*Email:** [contact@property-intel.co.uk](mailto:contact@property-intel.co.uk) **Web:** [property-intel.co.uk](http://property-intel.co.uk)

We will confirm the scope, timeline, and fee before any work begins. There is no obligation and no cost until you instruct us to proceed.

*End of Document — PI-STS-015 v1.0*

NEXT ACTION

## Discuss this service

For scope, fees, onboarding timelines, or portfolio-fit questions, route the next conversation through Managing Director or the relevant Property Intel service lead.

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DOCUMENT OWNER

Managing Director

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LAST UPDATED

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PAGE COUNT

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