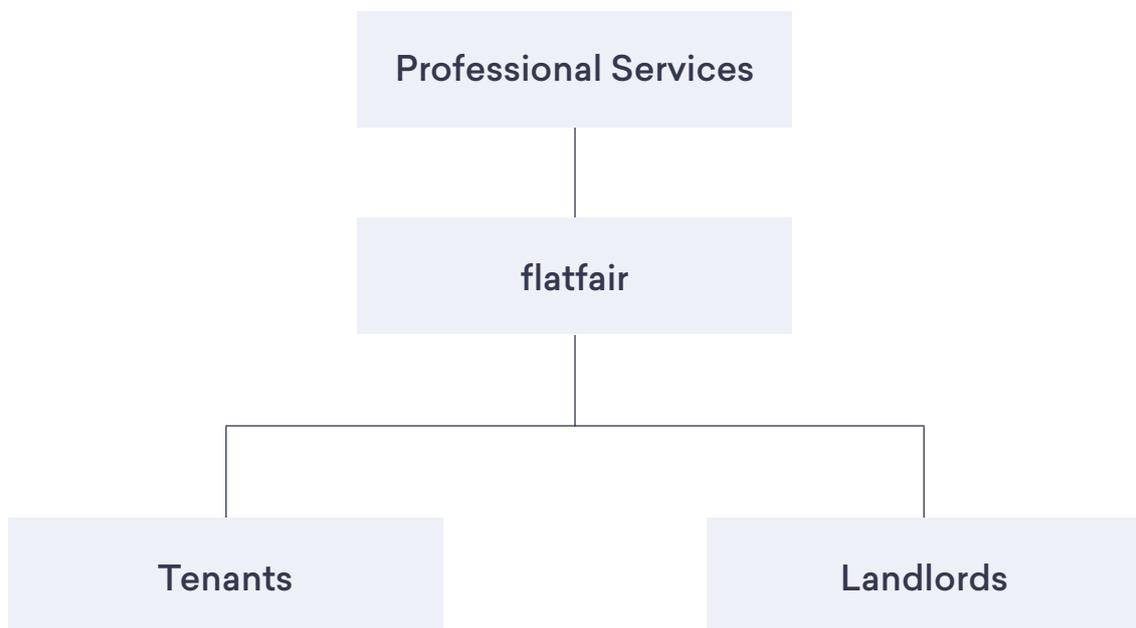




Instructional pages

In this pack you'll find everything you need to know about adding a flatfair section to your website. Creating a page for landlords and a page for tenants will boost your website's SEO ranking and help you sell more flatfair tenancies.

This is where we recommend you place your flatfair pages in your company website:



Landlord Page

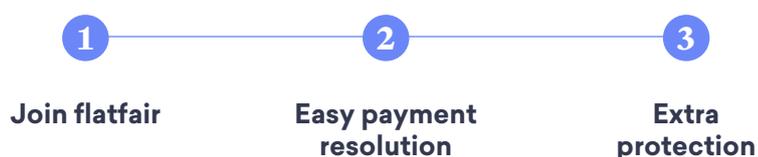
Here's what the URL should be for your very own flatfair page aimed at landlords:

[yourcompanysite].com/nodepositrenting/flatfair/landlords

And here's the content you should add to the page:

Headline:

12 weeks of protection – as easy as one, two, three



With so many benefits to a deposit-free tenancy, landlords love flatfair. A flatfair tenancy offers everything from faster lets and happier tenants to 12 weeks of protection. With a super simple end of tenancy process, landlords can keep track of any claims they submit on our platform.

- **Extra security**

Get up to 12 weeks of protection with free recovery for any additional costs.

- **Let deposit-free**

Instead of paying a deposit, tenants join flatfair and pay for any charges or rent arrears at the end of their tenancy.

- **Fewer void periods**

Lower upfront costs for tenants, and faster payouts for established charges, help you re-let properties faster.

- **More tenants**

Have your property stand out online and appeal to a wider range of tenants.

- **Control on-the-go**

Stay up to speed with your property's activity 24/7, on any device through flatfair's simple online platform.

- **Safety and security**

flatfair is insured by an A-rated financial institution and works with government-authorised adjudicators.

Subheader:

Head to the flatfair website to find out more

CTA:

[Go to flatfair](#)

Subheader:

FAQs

- **What is flatfair?**

Instead of an expensive upfront deposit, flatfair offers a deposit-free alternative allowing tenants to pay a small one-off membership fee per tenancy costing one week's rent (+VAT), which can be split evenly across the household.

flatfair helps tenants and landlords can settle end of tenancy charges quickly, fairly and securely, whilst protecting everyone through Independent Dispute Resolution. This results in faster lettings, a reduction in disputes, and greater recovery of residual losses.

- **What are the benefits of a flatfair deposit alternative compared to a traditional deposit?**

By removing the need for tenants to pay an expensive upfront deposit, flatfair gives landlords a competitive advantage: properties become more affordable and attractive to more tenants – reducing voids.

Tenancy deposits are now capped at five weeks' rent, however flatfair offers up to 12 weeks' protection (with up to six weeks for rent arrears). With a flatfair membership, we will recover any end of tenancy charges with no extra cost to your landlords – so they're in pocket faster, with more protection.

- **How much protection does flatfair offer?**

Tenants still need to pay for any lawful debts, and if they don't, flatfair is able to offer up to 12 weeks' protection for landlords. For any rent arrears or damages to the property, we will offer to purchase the debts owed to the landlord of up to 12 weeks' rent (with up to six weeks for rent arrears).

- **How much does it cost?**

Great news for agents and landlords, flatfair's deposit-free alternative is completely free. See our Help Centre for more information about our simple signup process.

Tenant Page

Here's what the URL should be for your very own flatfair page aimed at tenants:

[yourcompanysite].com/nodepositrenting/flatfair/tenants

And here's the content you should add to the page:

Headline:

Make your next move a breeze



1
Join flatfair

2
Pay a one-off fee

3
Stay protected

- **No deposit**

Instead of an expensive deposit, pay a one-off membership fee split between the household.

- **Healthier finances**

Put your money to better use and avoid the cost of double deposits between tenancies.

- **Pay when you leave**

Accidents happen. Simply pay for any damages at the end of your tenancy.

- **Keeping it fair**

Negotiate and pay for end of tenancy charges transparently and stay safe with access to Independent Dispute Resolution.

- **Control on-the-go**

Manage your membership through the simple platform from any device, 24/7.

- **Build your flatfair score**

Get rewarded for paying your rent on time and taking care of your rented home.

Subheader:

Head to the flatfair website to find out more

CTA:

Go to flatfair

Subheader:

FAQs

- **What is flatfair?**

A flatfair membership is the simple, safe and affordable alternative to a traditional tenancy deposit. Instead of an expensive upfront cost, tenants simply pay a small one-off membership fee per flatfair tenancy, which costs one week's rent (+ VAT) split evenly between each tenant moving in.

The end of tenancy process works a bit like a hotel – you simply pay any damages or rent arrears when you move out of the property, which are easily negotiated using our fair and impartial technology platform.

- **How does flatfair work?**

Your one-off membership fee at the start of your tenancy means you won't have to pay a security deposit, freeing up your finances to spend on the things you want. At the end of your tenancy, your letting agent or landlord will submit any evidence-backed charges which you'll be able to review with flatfair. You'll then be able to counter any charges with alternative evidence until an agreement is reached.

If you can't reach an agreement, you'll be able to have your case reviewed by an impartial government approved Dispute Resolution provider. Any dispute will be reviewed in the same way as a traditional deposit scheme.

- **How much does it cost?**

A membership with flatfair costs the equivalent of one week's rent (+VAT) split evenly between the household. This lasts for the duration of your tenancy, and unlike insurance based products, flatfair won't charge you any admin or renewal fees, so you've got more money to spend on that tasty looking pizza place down the road.

Check out the flatfair Help Centre for details around tenant charges.

- **Am I eligible?**

We try to be as inclusive as possible here at flatfair (and that includes pets too). Right now we support company lets, common law tenancies and let only tenancies in England, Scotland and Wales. To check if you're eligible for a flatfair tenancy, check out the Help Centre and make sure you speak with your letting agent, as they might have additional criteria.

- **What if I've already paid a deposit?**

If you've already paid a deposit, but have at least six months left on your tenancy, just ask your landlord or letting agent to convert your existing deposit into a flatfair membership. This will free up your deposit (minus the flatfair membership charge) so you can take that holiday you've had your eye on.

If you've got a deposit and your landlord or agent isn't an existing flatfair partner, head to our website here and click 'Get started' to get 50% off your membership charge.