

BEALS

How flatfair helped generate much greater uptake than insurance backed schemes.

Award-winning Beals is one of the largest independent Estate Agencies in Hampshire, consisting of 12 branches.

With over 24 years in the market and combined with their team's extensive experience in this industry, they pride themselves on offering excellence and accountability.

Beals joined flatfair after trialling a competitor that sells insurance policies. They now offer flatfair as a stand-alone product, alongside their Rent & Legal Protection policies, and have doubled their uptake rates as a result.

Beals are familiar with FCA regulation, given they have a financial services department. They chose flatfair because of our product offering and structure, which is more transparent, accessible, user-friendly and provides better protection.

AVERAGE RENTAL VALUES

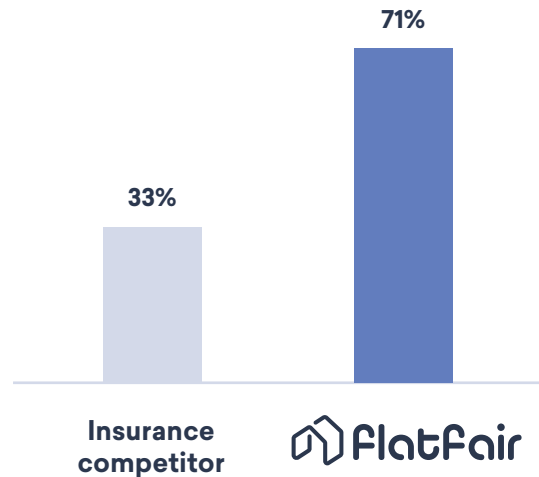
£169 p/w, £731 p/m

PORTFOLIO SIZE

2000+ units

FLATFAIR ADOPTION

71% within 6 weeks



Uptake with insurance competitor vs flatfair

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We were keen on the idea of offering a deposit alternative to our tenants and to assist our landlords find tenants quickly by lowering the initial upfront cost to them. We were trading with a competitor that sells insurance policies for approximately a year. We found that uptake (number of completions going through with this scheme) was decent but sat around 33%. We moved to flatfair and have been amazed to find that this has improved uptake to around 71%.

Their support, training and assistance has been great but we believe this to be the case because it's better protection for landlords, more transparent for tenants and there's no hidden fees.

I'd highly recommend flatfair over any other scheme from my experience.

Darren Tait, Operations Director, Beals

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