



Landlords Panel 2017



Unique insight into the dynamics of the UK's expanding Buy To Let market and Private Rental Sector

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BDRC's unique Landlords Panel offers critical insight into the market dynamics of one of the UK's most important sectors. Conducted quarterly utilising a sample of approximately 1,000 residential property investors, it provides an in-depth investigation of key issues across the market.

Benefit from:

- Long-run trend data – since 2006
- Extremely robust sample sizes
- Flexible survey design for hot topic coverage
- Comparative analysis of your own BTL customers' responses (sample size permitting)
- The expertise of the UK's leading BTL mortgage market insight specialists
- Option to use findings to drive PR/media content

Detailed coverage of core study:

- Landlord confidence and attitudes
- Balance sheet, portfolio value, profitability, income and expenditure. Includes analysis of arrears and void periods
- Tenant demand and regional variation
- Property purchase / divestment intent
- Portfolio profiling, number, location and type of properties within the portfolio
- Tenant profiling and typical tenancy durations
- Assessment of the Buy To Let market, including analysis of mortgage distribution, product type, lender share of stock and new business, LTVs, mortgage interest repayments, value of borrowing outstanding etc.
- Messages to key market stakeholders – Government, lenders etc.

Annual subscription options:

- Core Landlords Panel subscription: £13,000 (no VAT)
- Core Landlords Panel bi-annual subscription – two consecutive waves: £7,500 (no VAT)
- Includes:
 - Quarterly report pack & syndicate presentation
 - Face-to-face or webinar presentations
 - Regional snapshots each quarter
 - Tenants Panel infographic each quarter
 - Annual subscriber workshop to set programme direction

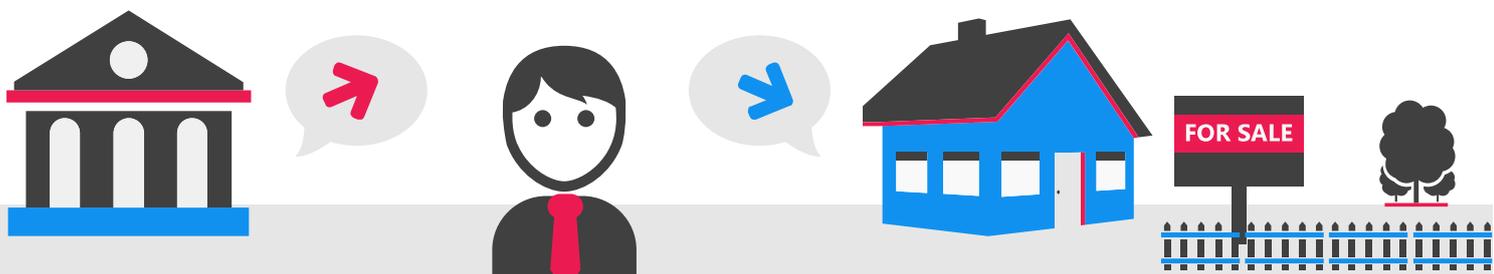
Tailor your subscription:

- Supply a sample of your own BTL customers for inclusion in any wave of the survey (Price on request)
- Confidential questions £400+VAT

BDRC Continental's Small Landlords Panel:

- Established in 2016, BDRC's complementary programme of research focuses on the more 'amateur' landlords operating in the private rental sector.
- This quarterly study of 250 residential property investors runs in parallel with the Core Landlords Panel survey, offering direct comparisons with the more experienced professional landlords.
- Annual subscription (for Core Landlords Panel subscribers): £6,000 (no VAT)

Each quarter, fieldwork for the Core programme is conducted online among members of the National Landlords Association. Sample for the Small Landlords Panel is free-found using Research Now's online consumer panel. Subscriptions include all fieldwork, design, data tables, analysis, interpretive report and syndicate presentations.



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