



Rental Deposits

**PARTNER**  
**ADVERTISING-**  
**OVERVIEW, RATES**  
**AND TERMS**

Rent **ANY** property  
**WITHOUT**  
paying **A DEPOSIT**

- Professionals
- Students
- DSS

**Rental Deposits Pays  
Your Deposit for You**

**[www.rental-deposits.com](http://www.rental-deposits.com)**



## OVERVIEW

Rental Deposits offers a completely unique service to tenants, landlords and estate agents in the UK. Rental Deposits was formed at the start of 2009 with the aim of changing the UK *private lettings market*, by offering Assisted Deposits to all *professional tenants*. Due to the success, in January 2011 through private equity investment we secured further financial support enabling us to offer the service through all *UK letting agents*, for all *professional*, *student* and *DSS* tenants thus increasing our awareness and site traffic by over 340% within the first month.

### How does this work?

Tenants register with us, and then search the markets independently through private landlords and estate agents for a suitable property, the agent or landlord will then agree the tenancy, check references, prepare the contract etc and invoice the tenants for the first months rent and deposit as with any letting. We arrange the payment of the deposit to the landlord on the tenants' behalf; they pay the rent direct to the landlord or agent. The tenant pays us a fee in exchange for us supplying the deposit.

### How does this benefit Tenants?

This is simple, as it allows all tenants to move into their next property without having to pay such a large amount of money- Our service therefore attracts an enormous amount of tenant interest through our website.

### How does this benefit Estate Agents?

Again this is simple, it costs agents nothing to use and enables agents to let more properties and hence earn more letting revenues as less funds are required by tenants upon tenancy.

Before the service was opened to Agents, our advertising was aimed directly at tenants, who then would agree tenancies in the private sector which amounted to around 15% of the market. By allowing Agents to offer the service we can now cover almost 100% of the market. It also means that the agents are marketing our services for us by informing tenants of Assisted Deposits, as it is in their interest to do so! Hence increasing visitors to our site.

### How does this benefit Landlords?

Again this is simple, it's free for Landlords to use, but allows them to rent their properties faster, as funds can be made available to tenants immediately. Also it should not matter to a landlord where the tenants deposit funds come from, so long as he receives them prior to tenancy.

As more and more agents and tenants secure properties using Assisted Deposits, each and every landlord must visit our site to download our agreement form.

### How does this benefit My Company?

As you can see Rental Deposits is a unique innovative company that is changing the face of UK lettings and growing at unprecedented rate. Our service is unique in that it is of benefit and free (tenants pay a premium but saves them money on expensive deposits) to all that use, and that no other company does or can offer this.

We are currently continuing with a national advertising campaign with all letting agents and aim to have over 80% of ALL UK AGENTS aware and offering our service before 2013. With all of their tenants having to visit our website to understand how to proceed and apply should they wish to use as Assisted Deposit. Current figures identify that over 15 million tenants rent at present, with tenant enquiries for new properties at 40,000 a day in the UK.

**With the introduction of more and more agents offering our service, and tenant awareness it is expected our unique visitors will amount to over 10,000 a day before 2013. All of these visitors will be in need of immediate services related to the property market, and will be influenced to use companies working in partnership with Rental Deposits.**



# Rental Deposits

We are able to offer advertising slots on the 3 main pages (and emails-see below) of interest to our users:

- 1) Tenants Page
  - Cleaning Services
  - Removal Services
  - Furniture Suppliers Offered
  - Building/Decorating Suppliers Offered

All tenants visit this page for information about Assisted Deposits, to register, and to apply for a loan to be issued. This page receives the most visitors. They arrive here through their own awareness of Rental Deposits, our extensive marketing campaigns, or through agents directing them.

- 2) Landlords Page
  - Cleaning Services Offered
  - Furniture Suppliers Offered
  - Inventory Services Offered
  - Building/Decorating Services Offer

All landlords predominantly visit this page for information about Assisted Deposits, to download acceptance terms and to upload agreement for us to issue the deposit on the tenants' behalf.

- 3) Agents Page
  - Cleaning Services Offered
  - Furniture Suppliers Offered
  - Inventory Services Offered
  - Building/Decorating Services Offered

All agents predominantly visit this page for information about Assisted Deposits, and to apply to be an affiliated Rental Deposits Agent offering Assisted Deposits.

Advertising areas have been broken down into counties. Your advert will consist of your logo and a short description of your services and link through to your website, all of which we organise for you.

All correspondence between Rental Deposits and our customers will also have reminders and links to use our affiliated service providers clearly identified in the email. The following standard correspondence applies to all Rental Deposits users.

- 1) Tenants
  - Email is sent out upon initial registration on the site
  - Weekly email issued to enquire how their property search is going
  - Email sent upon tenant applying for deposit
  - Email sent confirming acceptance of deposit terms
  - Email sent confirming the issue of the deposit on their behalf to the landlord.
  - Email sent 6 weeks prior to termination of tenancy to identify their next move
  - Email sent 1 week prior to termination to confirm move out policy
  - Email sent 1 week after termination of tenancy detailing their account etc.
- 2) Landlords
  - Email sent confirming tenant intends to take tenancy requiring landlord to visit our site to complete the acceptance terms (copy sent to agent if organised through agency)
  - Email sent confirming tenant is accepted and deposit has been issued
  - Email sent 1 week prior to termination of tenancy
  - Email sent 1 week after termination detailing their account etc.
- 2) Agents
  - Email sent requesting agent visits our site to complete the acceptance terms.
  - Email sent when a agent registers with us.
  - Email sent confirming tenant is accepted and deposit has been issued.



# Rental Deposits

## Rental Deposits Assisted Deposit Facts

- [www.rental-deposits.com](http://www.rental-deposits.com) received 1,765,416 unique hits
- Rental Deposits registered 114,588 potential tenants
- Rental Deposits provided deposits for 2652 tenants
- In a recent survey 94% of all tenants asked, indicated they would use our service when they rented next, of which 99% said they would be influenced to use a an associated Rental Deposits service supplier.  
*(figures based on data captured Jan 2011-Dec 2011)*

**As you will now appreciate by advertising your company in a particular area you are guaranteeing exclusive qualified leads to positive tenants, landlords and agents who specifically require your service immediately and hence a constant stream of customers. In effect we are advertising for you and sourcing ready made clients. As they have been issued an Assisted Deposit through Rental Deposits, it is estimated that over 90% of users who require the service you offer will use you as an affiliated Rental Deposits advertiser over your competitors.**

We will look at your site and may make enquiries about your company to ensure that your business practices and prices are suitable to affiliate to Rental Deposits. If we feel your company is beneficial to our clients you will be offered an official listing after application.

We will ask all enquiries to mention Rental Deposits when they contact you, however to ensure this we suggest you allow us to offer a 5% discount on your services. This is however optional. We will of course send you monthly reports capturing click through rates.

Please take the time to have look though our website, or feel free to contact the office for more information. Rental Deposits looks forward to a beneficial partnership in the future.

Bernard Sachs  
For and on behalf of  
Rental Deposits



# Rental Deposits

## RATE CARD

The following categories are available for suppliers of:

- a) Cleaning Services
- b) Furniture Suppliers
- c) Inventory Services
- d) Decorating/Building Services
- e) Removal Services/Van Hire

AREA	TENANT PAGE	LANDLORD PAGE	AGENT PAGE	<u>ALL 3 PAGES</u>
London	£70	£70	£60	<b>£100</b>
Home Counties	£50	£50	£40	<b>£75</b>
Other UK Counties	£35	£35	£30	<b>£50</b>

Additional Counties you may cover, charged as follows:

Home Counties: £35 per county for all 3 pages. (single pages unavailable)  
Other Counties: £20 per county for all 3 pages. (single pages unavailable)  
Plus vat

## Terms of Business

### 1) **General Overview**

- a) You hereby apply to advertise your company as a Rental Deposits Affiliated Company on our site at [www.rental-deposits.com](http://www.rental-deposits.com)
- b) All applications will be reviewed by Rental Deposits. You will be notified within 48 hours.
- c) You hereby agree to Rental Deposits replicating your company logo and details in the required listing on [www.rental-deposits.com](http://www.rental-deposits.com). We will take this information directly from your website, unless you wish to provide us with this separately. Your advert can be updated and altered as often as you like by informing us by email.
- d) We have the right to remove your listings at any time without notification to you, should we feel that your services are no longer beneficial to users of Rental Deposits. A refund of any fees will apply for future unused months.
- e) We will ask all enquiries to mention Rental Deposits when they contact you, however to ensure this we suggest you allow us to offer a 5% discount on your services. This will be mentioned above your page listing. This is however optional. (please advise in table above). We will send you monthly reports capturing click through rates by the 15th of the following month.

### 2) **Listing Fees**

- a) This advertising agreement is on a rolling 3 month basis. Advertising contracts can be cancelled at any time during this period and adverts will be removed at the termination of the 3 month period. The advertising fees will be billed every 3 months until cancellation by either party.
- b) All prices displayed on our rate card below are per 3 month period.
- c) All prices exclude VAT.
- d) Initial invoices are to be settled within **30 days** after the date of invoice for the full 3 months.
- e) Payment must be made by BACS transfer, or card payments.
- f) Failure to pay your account may result in your listings being removed, interest applied and further legal collection fees applicable.



## APPLICATION TO ADVERTISE

I hereby confirm that I wish to list my company as an affiliated Rental Deposits service provider in the areas listed below, commencing 3 days from the date of this agreement on rolling 3 month basis, on the terms stated above on page 1. I understand I have the right to cancel this agreement at any point during the advertising period.

Company Name.....

Contact Name.....Position.....

Contact Tel.....Contact Email .....

Company Address.....

.....

Website Address.....

Company Tel.....Company Email .....

***Please circle which category your company wishes to advertise under:***

**Cleaning      Furniture      Inventory      Decorating/Building      Removal/Van Hire**

***Please circle which pages you wish the listing to appear on:***

AREA	TENANT PAGE	LANDLORD PAGE	AGENT PAGE	ALL 3 PAGES
<b>London</b>	£70	£70	£60	<b>£100</b>
<b>Home Counties</b>	£50	£50	£40	<b>£75</b>
<b>Other UK Counties</b>	£35	£35	£30	<b>£50</b>

Additional Counties you may cover, charged as follows:

Home Counties: £35 per county for all 3 pages. (single pages unavailable)

Other Counties: £20 per county for all 3 pages. (single pages unavailable)

Plus vat

Please indicate which (if any extra counties are required-put a line through if non required)

.....

**5% Discount Offered on your services offered: YES NO (please circle)**

### **Signatures**

.....Print Name.....Date.....

Service Supplier

..... Print Name.....Date.....

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