



**PARAGON MORTGAGES PRESS RELEASE  
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**TENANT SATISFACTION HIGH AS LANDLORDS CONSIDER ROLE OF THE PRS**

- Tenant demand continues to rise
- 78% of landlords agree Private Rented Sector compensates for social housing decline
- 85% of tenants consider their rental property to be their home

Surveys of more than 1,800 Private Rented Sector (PRS) landlords and tenants undertaken by BDRC Continental on behalf of Paragon Mortgages has revealed a high degree of tenant satisfaction, and the role landlords see the PRS playing in the provision of housing in the UK.

Despite attempts by the government to dampen the buy-to-let market in 2015 and stimulate home buying, Q1 2016 saw demand for properties to rent continue to rise. The number of landlords reporting tenant demand as either increasing slightly or significantly stood at 39%, up from 34% in Q4 2015. A further 36% of landlords described tenant demand as being 'stable'.

The sector is also witnessing high levels of tenant satisfaction. Nearly eight in ten (79%) tenants surveyed said they are satisfied with their current landlord. Further, 85% of tenants consider their current rental property to be their 'home' and 69% believe the level of rent they pay to be 'good' or 'very good' value for money.

Reflecting the changing balance in housing tenure, the average length of time tenants are spending in their current properties now stands at nearly seven years. The average length of time spent in the PRS in total was reported to be nearly 13 years.

Landlords also agree that the PRS plays an increasingly important role in housing the UK. With the social housing sector having lost around one million homes since 1991, more than three quarters of landlords polled (78%) agreed the PRS compensates to some extent for the decline of the social housing sector.

An overwhelming majority (89%) of landlords also stated the PRS has an important role to play in accommodating those who are priced out of home ownership, while nearly three quarters (74%) agreed the PRS plays a role in accommodating those excluded from social housing by dwindling supply.

John Heron, Director of Mortgages at Paragon, said: “The rise of the PRS and the decline of the social housing sector have been the predominant trends in the UK’s changing housing tenure over the last 20 years. This data gives an interesting insight into how both tenants and landlords perceive these trends.

“It’s good to see tenant satisfaction at such high levels. The sector often suffers from negative PR and the good work done by the vast majority of landlords to provide homes for those who cannot or do not want to buy goes unremarked. This survey clearly demonstrates that the PRS is increasingly providing longer term solutions in housing and that responsible and professional landlords are supporting the provision of housing to those that rely on the PRS for their home.”

#### **ENDS**

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#### **NOTES TO EDITORS**

Paragon Mortgages is a leading provider of buy-to-let mortgages delivering lending solutions designed for professional landlords with more complex requirements. These include lending to limited companies as well as private individuals, lending on more complex property including HMO's and multi-unit blocks, higher aggregate lending limits and the ability to accommodate more complex letting arrangements including local authority leases and corporate leases along with standard ASTs.

Paragon Mortgages introduced its first product aimed at the professional property investor in 1995 and is a member of the Council of Mortgage Lenders (CML), the Intermediary Mortgage Lenders Association (IMLA), National Landlords Association (NLA) and the Association of Residential Letting Agents (ARLA).

Paragon Mortgages is part of The Paragon Group of Companies, a FTSE 250 company and a specialist provider of finance.

In February 2014 Paragon Group launched its banking subsidiary, Paragon Bank PLC. It is a retail-funded lending bank with a direct-to-consumer Internet platform for savings. Its loan products are distributed via intermediaries. The Bank is authorised and regulated by the Prudential Regulation Authority and the Financial Conduct Authority.