



ARO

THE ADVANCED RENT OPTION (ARO) MEMBERSHIP



What is the Advanced Rent Option (ARO)?

Unique in the market, Licensed ARO member agents can advertise and deliver a year's rent up front to their landlords, enabling them to attract and retain more landlords, which in turn helps them to build a larger, long-term fully managed portfolio.



A premier service

The ARO attracts the right kind of landlords who are more interested in peace of mind and convenience than a cheap fee, these landlords often already use an agent and choose ARO for its simplicity, usefulness and practicality as a simple way of accessing a lump sum that can be used for any purpose without borrowing or affecting their credit score.

The ultimate lead generator

The ARO has proven to be the holy grail of landlord prospecting and lead generation, bringing to life member agents databases with a unique and attractive proposition as well as attracting more landlord enquiries at a lower cost than any other form of marketing.

USP

The ARO is truly unique in the market and fully funded for our partner agents by us. It's a competitive market out there and the ARO gives member agents the edge over their competition.

Who qualifies for ARO?

The ARO isn't available to every agent, membership is by application only, we are aiming at the top 1% of the industry with the focus on small - medium established high street market leaders. In order to be considered for membership, you will need to demonstrate high levels of professionalism, have a quality lettings book and comply with all industry regulations.

What's included in the ARO subscription?

- Support and expert advice
- A license to market the ARO
- Access to funds for ARO deals
- White label marketing assets (ready for branding)
- An ARO calculator tool for your website
- Help with promoting the ARO to your market via multi-channels, social media, email and print.

How can agents promote the ARO?

Put very simply, it allows you to promote a very compelling message to new landlords: "If I could show you a way of receiving all your rent upfront for a year how useful would that be to you?" Approached correctly the ARO tool will not only attract new Landlords, it will put you in the driving seat because the ARO is not available elsewhere.





Methods of marketing:

You are free to get creative yourself, something we encourage and would like to think partner agents will share their successful approaches with other members. However, during our pilot we have developed marketing approaches that are already proven to work and include ready-to-go templates for email newsletters, social media adverts, branch posters, leaflets and canvassing letters.

The ARO calculator

This uniquely developed tool, when used in conjunction with Facebook adverts, has proven to be a powerful lead generator of quality landlords.

If you aren't up to speed with Social Media advertising don't worry, fully managed Facebook Ad campaigns can be purchased additionally through The ValPal Network and Angels Media.

Pricing

ARO membership options

- Non exclusive, 12 month local licence: £200 pm + vat
- Semi exclusive, 12 Month local license (sharing with one other local agent): £300 pm + vat
- Exclusive, 12 Month local licence (Exclude up to 15 local competitors): £500 pm + vat

Cost of funds

We charge 7.5% of the years rent to fund the ARO.

The ARO in the right hands has proven to be the ultimate prospecting and lead generation tool and has been empowering landlords and agents alike, but don't take our word for it! Here are some testimonials of what landlords and agents have been saying about the ARO.

What agents are saying

Sanjay Gandhi, Director of Moss Property in Doncaster:

'My team has embraced the ARO and it has been a great way to generate new Landlords, as it's been a great conversation starter. Since launching the ARO a few months ago we've grown our portfolio by around 3/4%.

Landlords are always interested in getting paid their rent upfront. One of the biggest concerns for Landlords and agents is being paid, whether that's the rent or the management fee from the rent. So if I can have a product that looks after my landlords and looks after me then it's a win win situation.

It's not for everyone, I've had many landlords who've said I like the idea but are happy to have the rent monthly and go on our standard service. But we would not have been able to speak to that landlord if we'd not had the ARO flag in the first place. It's helped to bring more landlords onto our standard service as they know with us they can switch over to an ARO should they decide they want it at a later date.'

Spencer Fortag Director of Dockside Property Services in Kent and Landmark Estates in Canary Wharf:

'In my 28 years in agency ARO is the simplest, most exciting and most dynamic idea I have seen. I'm delighted to have been

selected for an exclusive local ARO Licence and can't wait to start using it to continue the growth and success of my agency'

Daren Cope, Director at Professional Properties Ltd:

"I think the ARO is a great asset for landlords, especially in this current climate.

Being able to take the rent upfront with the option of a rent guarantee when perhaps tenants are struggling a little bit right now, gives the landlord complete peace of mind.

From our point of view it's obviously a great tool to be able to offer landlords and another string to our bow in terms of the services we offer. The ARO is new and unique and limited to just 1% of the agent market, so is an added advantage to any landlord that uses us, that they can benefit from it in the long run."

What Landlords are saying:

Richard K, Multi landlord with over 300 Properties across the UK

"From a landlord's perspective right now, we're being faced with more taxes and more rules and the ARO is a real breath of fresh air, as you have a tool that actually is useful.

You can take the cash quickly, apply it to your assets, increase capital and earn the money from the increased rent this month as opposed to waiting another 1 or 2 years. And if I want to buy in cash and I'm £20k/30k/40k short, this is a great way to top up really quickly.

Mohammed, Multi landlord with a property portfolio in Croydon

A few months ago my properties were

coming available and had been empty for a few months due to some issues we'd had, so when the Advanced Rent Option was explained it suited me because I wanted to get everything back on track in one fell swoop. So to get 8 properties rented out, with the 8 lots of rent in advance really helped to get me back on my feet. I would recommend the ARO as the money's there and the properties have been rented out, so to have the money upfront helps with cash flow and to make sure everything is in its place."

Shahid Siddique - London portfolio landlord of 23 years duration.

As a Landlord, ARO is a unique option that allows me to take the entire years rent upfront, at the commencement of a tenancy. Access to liquid cash is critical for the financial survival of businesses and individuals. Getting the rent in your pocket, that the tenant will pay over the course of the year, gives you a critical advantage. Planning your finances for the year becomes easier and more predictable. You could even consider investing your money in property etc. which is not possible if you receive the rent on a monthly basis.

With added rent guarantee, you don't have to worry about tenants refusing to pay or breaking the lease, the agency will take care of all of that.

The cost of the ARO is no more than many landlords pay for a normal full management service, it's true you can negotiate and you could theoretically save money by getting your rent from an agency on a monthly basis. However, with my experience of being a portfolio landlord for 23 years, I know that that is not true, any perceived financial advantage (of discounted management fees) turns out to be a mirage! I strongly recommend the Advance Rent Option.



ARO Membership Application Form

Thank you for your interest in the ARO. Due to limited availability, we would ask that you go through our short application process to be considered for an ARO licence.

ARO

An angelsmedia product

Company Name:

Company

Address:

Contact name
and position:

1. How long has your business been established?

6. What is your percentage growth target for next year?

2. How many Lettings offices do you have and what areas do you cover?

7. Name up to 15 local competitors you would want to exclude if your application is successful (For local exclusive option)

3. How many properties do you currently have under management and if known, what is your percentage local market share?

8. Approximately how many properties do you currently let per month?

4. What percentage has your portfolio grown or contracted since last year?

9. Are you are fully compliant with all the current rules and regulations for lettings agents?

5. If your application is successful, how would you envisage using the ARO to help grow your business?

10. Anything else you would like to add in support of your application. Please feel free to enclose any additional information in support of your application.

Please rank the following options in order of preference:

Non exclusive local licence:
£200+vat pm

Semi exclusive licence with one other
local competitor: £300+vat pm

Exclusive local licence:
£500+vat pm



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