



Marketing and setting up a tenancy

From launch and viewings to the agreement, deposit and move-in file.

AT A GLANCE

A calm tenancy starts with clear decisions.

Use this guide as a working file. Confirm the final scope, responsibilities and charges in writing for your property.

01

Marketing

Agree the listing content, channels, launch timing and the record of enquiries.

02

Viewings

Confirm access arrangements, attendance, feedback and how offers are recorded.

03

Applicant checks

Understand which checks are carried out and keep the final applicant decision clear.

04

Tenancy setup

Review the agreement, deposit route, inventory and the information issued before move-in.

PUT IT IN WRITING

The decisions worth recording

These questions keep responsibility visible before a task, cost or deadline becomes urgent.

01 Which advertising channels will be used, and who approves the final listing?

Decision / owner / date

02 Who attends viewings and how will feedback and offers be shared?

Decision / owner / date

03 Which applicant checks are carried out, and who makes the final decision?

Decision / owner / date

04 Who prepares the agreement, protects the deposit and serves the required information?

Decision / owner / date

PROPERTY FILE CHECKLIST

Keep these items together

A complete property file makes decisions easier to explain, review and hand over.

- ☐ Listing description, photography and availability approved
- ☐ Viewing access and feedback route agreed
- ☐ Applicant information and decision criteria recorded
- ☐ Rent, deposit and proposed tenancy terms confirmed
- ☐ Agreement reviewed before signature
- ☐ Inventory or condition record ready
- ☐ Deposit protection and required information route confirmed
- ☐ Move-in documents and key handover organised

OFFICIAL GUIDANCE

gov.uk/renting-out-a-property/landlord-responsibilities
gov.uk/tenancy-deposit-protection
gov.uk/check-tenant-right-to-rent-documents

General information only. This is not legal advice. Recheck current guidance before acting.