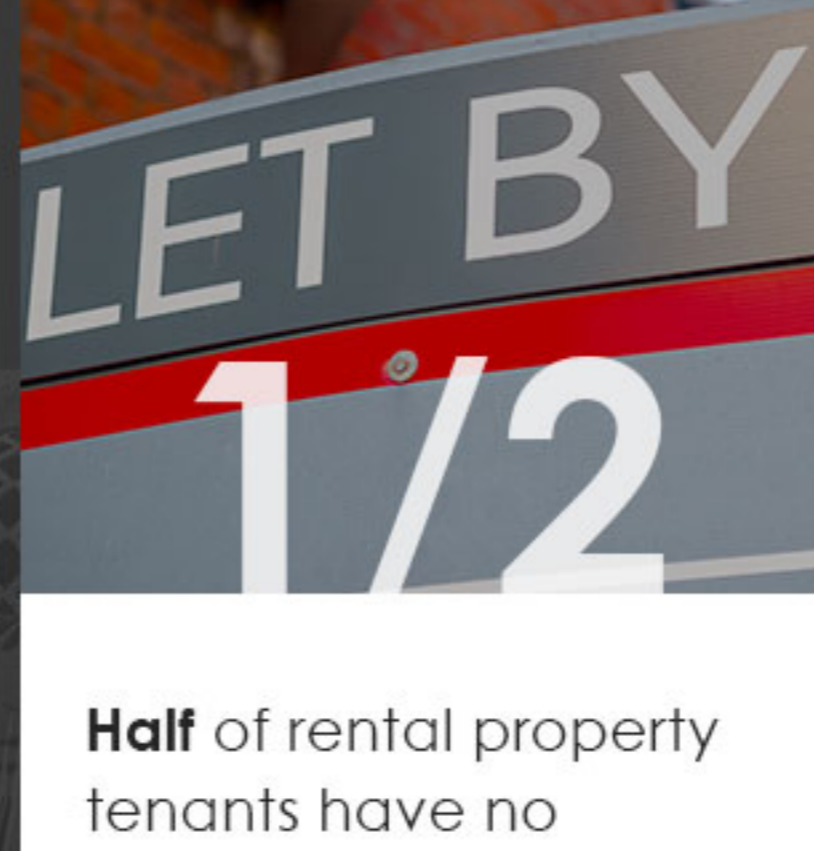


MAKING YOUR RENTAL HOUSE A HOME

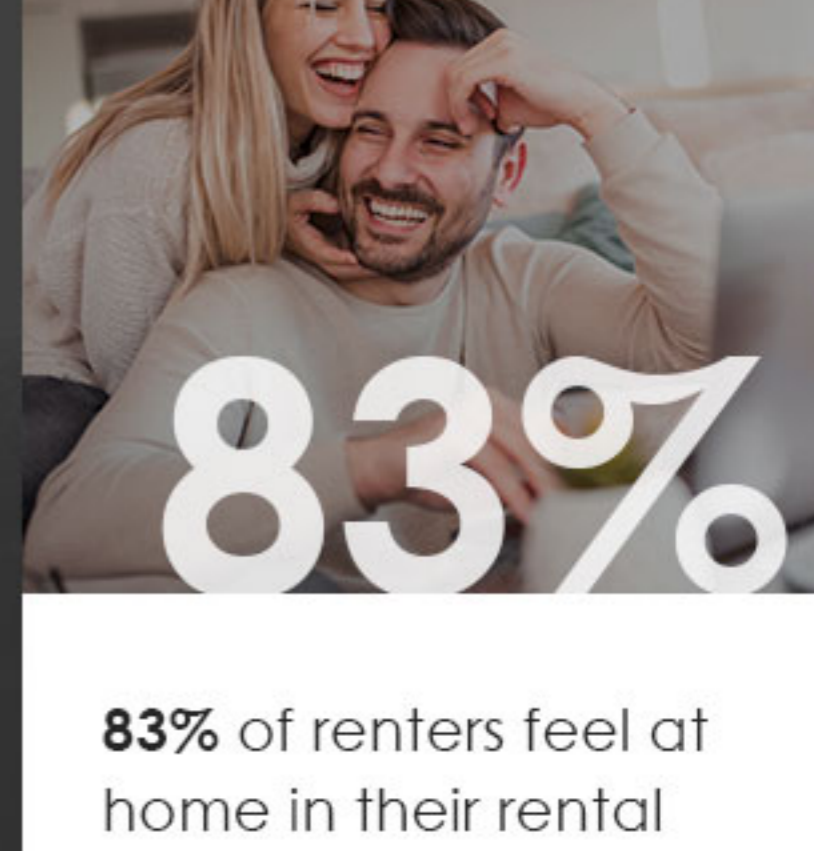
We carried out a study into the state of the rental market in the UK, and found more people in Britain than ever before - **4.5 million households** - are renting rather than buying the property they live in. Not only this but a third of those households are much happier doing so.



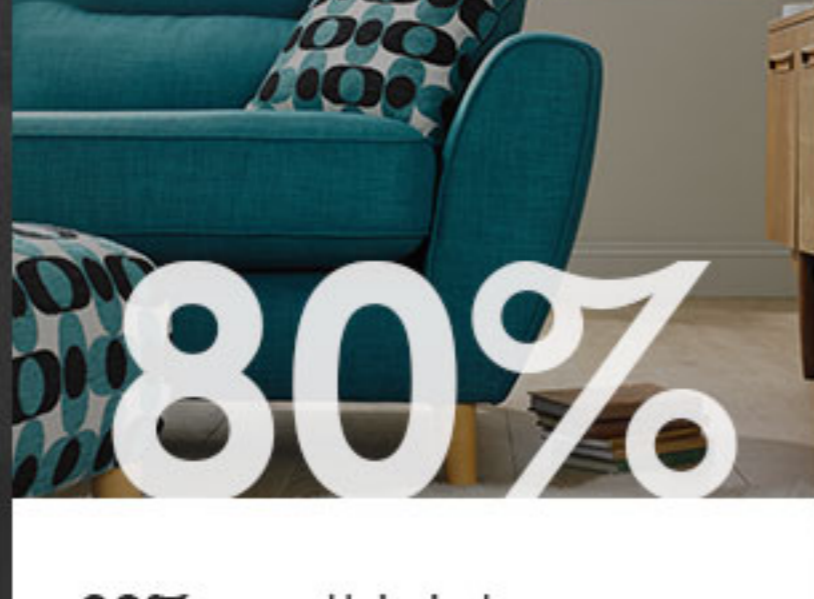
31% of people don't think getting on the property ladder is important



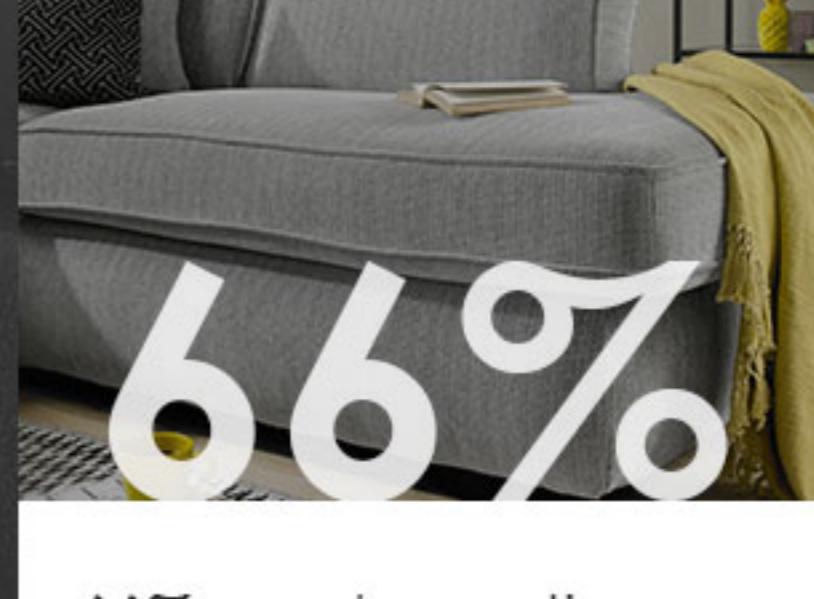
Half of rental property tenants have no intention of buying a home



83% of renters feel at home in their rental property



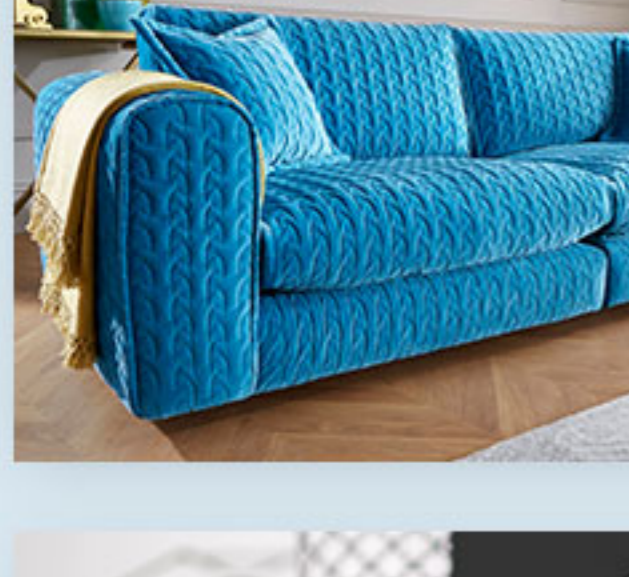
80% say this is because they brought in their own furniture, **67%** say it's down to soft furnishings



66% say decorating themselves helped them feel at home

How to create A FEELING OF 'HOME' in your rental property

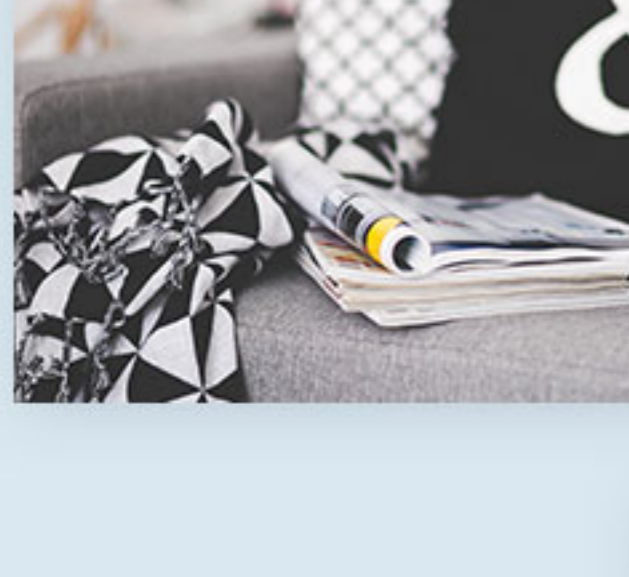
Feeling at home in a rental property is all about adding finishing touches to make it your own. According to our research, tenants are transforming their rental properties by making simple changes such as:



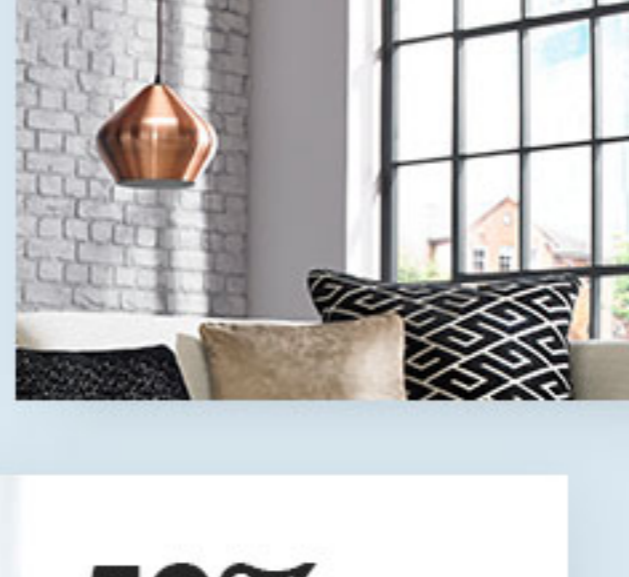
79%
Adding furniture



65%
Redecorating



66%
Introducing soft furnishings like rugs & cushions



66%
Adding finishing touches like light fittings and photographs



52%
Adding unique home accessories

LOCATION

Where the happiest renters reside:

The spread of tenants has grown across the UK in recent years, and in some towns and cities, more than a third say that renting makes them happy.

30% GLASGOW

32% BELFAST

44% WREXHAM

28% BIRMINGHAM

31% COVENTRY

35% YORK

26% LEICESTER

30% CAMBRIDGE

31% CHELMSFORD

27% BRIGHTON & HOVE

Those who think getting on the property ladder is unimportant:

From Aberystwyth to Bristol, there are a number of locations the length and breadth of the UK where high numbers of tenants don't believe getting on the property ladder is an important milestone.

1. Aberystwyth
100%

2. Chelmsford
50%

3. Coventry
46%

4. Newcastle
46%

5. Liverpool
43%

6. Belfast
42%

7. Brighton & Hove
38%

8. Cardiff
37%

9. Cambridge
35%

10. Bristol
33%

Tips for making a rental property YOUR FOREVER HOME

There's a whole range of things you can do to make a property you don't own feel like your forever home. If your tenancy agreement allows you to do so, all it can take is a few small changes that make it your own.

Buy your own furniture

There's nothing like relaxing after a hard day at work. And there's truly nothing like relaxing on a sofa you love. Bringing your own comfortable furniture can make you feel more at home every time you walk through the front door.



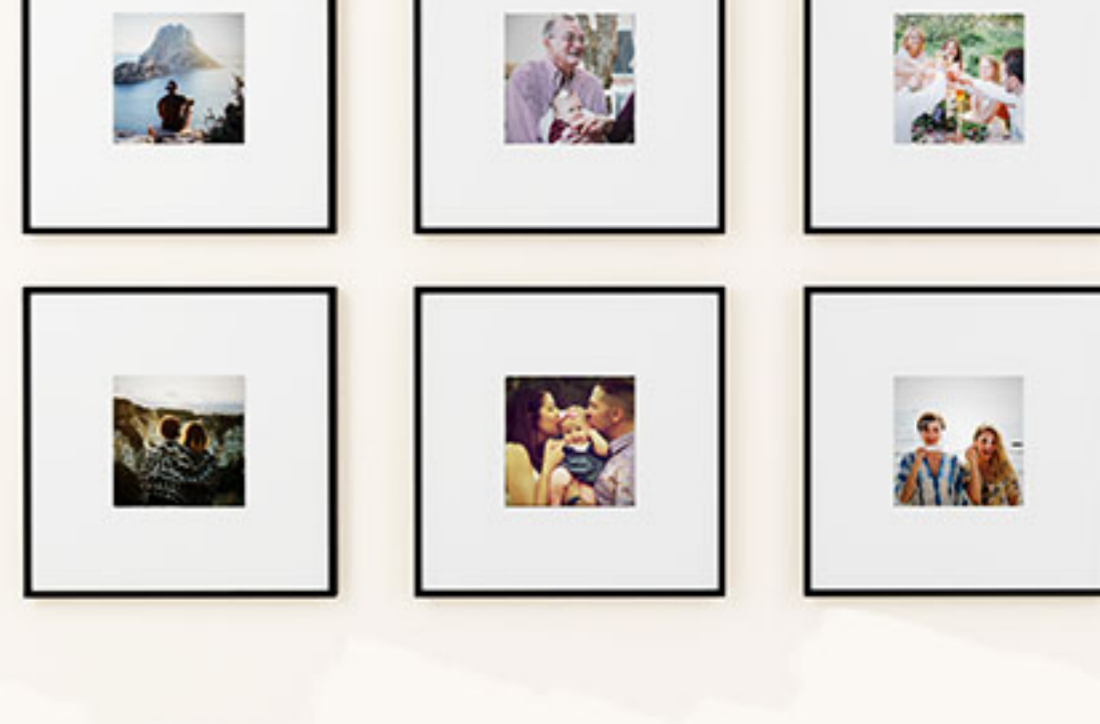
Restyle your living room

We spend the vast majority of time at home in the living room, so make it a reflection of yourself. Paint the walls, change the carpet, change the curtains; redecorate to make your property feel like it's really yours.



Add your own memories

We all like to be surrounded by good memories, and there's nothing that will make you feel at home quite like being surrounded by your loved ones. Add photos that make you smile to give your home that extra spark.



Breathe fresh air into your space

From adding colour palettes that really speak to you to bringing more light into your home with the use of minimalism, make your home feel more relaxed and bright.



Reimagine the garden

It's all too easy to forget about the outside of your home when you're putting your own spin on it, but giving your garden some TLC can really help. Picture coming home to an outdoor space sprinkled with your favourite flowers and furniture - it's another little sanctuary just outside your front door.

