



**Oli Sherlock**

Head of Insurance  
at Goodlord

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## HOW TO WIN NEW LANDLORDS IN 2021 WITH CHRISTOPHER WATKIN

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**Christopher Watkin**

Helping letting agents attract new  
landlords



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## How to win new landlords in 2021 with Christopher Watkin



- 1 Attracting new landlords without a hard sell
- 2 How to establish yourself as the local lettings authority
- 3 How to use social media to advertise without spending a penny
- 4 Q&A

Goodlord's comprehensive lettings solution, including built-in services such as referencing, insurance, utility switching and change of occupancy, helps agents reduce admin and compliance worries in the pre-tenancy process - while increasing their revenue.



**REDUCE  
ADMIN**



**INCREASE  
REVENUE**



**IMPROVE  
CUSTOMER  
EXPERIENCE**



**ENSURE  
COMPLIANCE**

- ✓ Online access - whenever, wherever
- ✓ All documents generated and shared digitally
- ✓ A digital-first approach, from contract signing and referencing to utility switching, and everything in between



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# HOW TO WIN NEW LANDLORDS IN 2021



**Christopher Watkin**

Helping letting agents attract new Landlords



## Christopher Watkin

Helping letting agents attract new  
landlords



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## Q&A

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# Protect your landlords *and* your income with rent protection that pays out for up to 12 months - for less

It's an uncertain time, so helping your landlords protect their rent is key. We pay out for up to 12 months' rent with our **Rent Protection and Legal Expenses Insurance** - does your current provider?

Use our calculator to find out how out of pocket your landlords could be with only six months' cover.



## How does your current Rent Protection Insurance policy stack up?

Find out how out of pocket your landlords could be without comprehensive cover, in one simple step.

What was your average monthly rent last year (to the nearest £100)?

Select the option that applies to you

We don't offer a Rent Protection policy



Enter your email to get your results


We are committed to protecting and respecting your privacy. Our privacy policy can be found [here](#).

CALCULATE

<https://info.goodlord.co/win-more-landlords-in-2021>

# BOOK A CALL





Meet with Hana Upton

< January >

MON	TUE	WED	THU	FRI	SAT	SUN
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Meeting Duration

15 mins

What time works best?

UTC +00:00 Dublin, London, and Lisbon ▾

10:15

10:30

10:45

11:00

11:15

11:30


11:45

[goodlord.co/book-a-call](https://www.goodlord.co/book-a-call)

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**Thank you for your time!**



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## Resources:

### Exclusive access to guides, templates and free training from Christopher Watkin.

- The farming technique to attract landlords (and vendors) - 18 videos - 2. 5hrs of free video training [www.bit.ly/landlordfarming](http://www.bit.ly/landlordfarming)
- The 20 free templates for writing articles on your own town that are required for the farming technique to attract landlords & vendors <http://bit.ly/20freearticles>
- 25+ Examples of Local Property Market Newsletters mentioned in the 18 part videos to attract landlords & vendors <http://bit.ly/20bestnewsletters>
- The use of the video in the farming technique to attract landlords (and vendors) -34 videos in all total of 5 hours of free training which shows you the kit and the types of videos with training how to do them) - [www.bit.ly/VIDEOGREG](http://www.bit.ly/VIDEOGREG)
- The hunting technique to attract vendors <https://youtu.be/slupozNI9YM>



**How to win new landlords in 2021 tool kit, can be found [here](#).**

**Fancy a chat with Chris Watkin? Book a time slot [here](#).**



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