

How PayProp helped Lime Property win at The ESTAS 2019

Lime Property won Gold for best Yorkshire lettings agency (as voted by landlords) and Silver for best lettings agency (according to tenants) on their first entry to The ESTAS. PayProp talked to Managing Director Sam Humphreys to find out how they did it.

Why is The ESTAS important to Lime Property?

It's a difficult time for the industry, with the fees ban and other legislation potentially affecting 20% or more of a typical agency's revenue when landlords are already under pressure because of tax changes. At this key time, being part of The ESTAS is a great way of getting our customers'

honest feedback and being able to show and justify our fees to potential landlords and tenants. Winning is even better, which is where a partner like PayProp can pay dividends for many years to come.



Getting ready for The ESTAS 2019 at the Grosvenor House Hotel, London

“A partner like PayProp can pay dividends for many years to come.”

Sam Humphreys

Why PayProp?

When all is said and done, landlords trust letting agents with thousands of pounds in rent and long-term property investments.

To give ours the necessary trust and assurance, we use PayProp to automate our rental payments. It gives landlords real confidence that the money is where we say it is. PayProp is totally transparent so landlords can see when the rent comes in, the commission we take and the amount they receive. It also allows us to send through professional statements and alerts when the rent has been

paid. We get lots of compliments about the system, and it's helped us attract new landlords through word of mouth.

Best of all, PayProp has enabled us to remain a people-focused business, by automating our rent collection and processing. As a result, our people are free to do what they do best, which is speaking to our customers. For our tenants it's about making the moving process as easy and stress-free as possible. Having staff who care about your wellbeing really makes a difference. When they're settled, using

PropTech like PayProp helps keep our tenants informed with rental invoices and payment notifications. We've actually had tenants come to us to rent a property because they've heard about the high level of service we offer!



What is the value of customer feedback?

It's a bit of a battle out there at the moment, not just in finding new landlords and tenants, but also with the raft of new laws and licences we're having to deal with. By getting customer feedback we learn where we can improve, we can show

prospective tenants and landlords what our current clients think of our service and also show government that, for the most part, the property industry is doing a good job of looking after the interests of renters and landlords.



Looking after tenants' and landlords' interests

“PayProp has enabled us to remain a people-focused business.”

Sam Humphreys

Tell us about The ESTAS on the day?

The ESTAS is a fantastic day for the industry. To have the opportunity to take the entire team out to celebrate their hard work looking after our tenants and landlords over the year was great.

What really made an impact was getting to speak to some of the hundreds of other agents at the awards. They are the best and brightest of the industry and you really got a sense of how much they, like us, care about their tenants and landlords.



Sam Humphreys with the two ESTAS awards



The awards taking pride of place in the Lime Property office

**“Our clients get their rent money
immediately, with no delays.”**

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