



The private rented housing sector in Scotland comprises of more than 325,000 homes, which, based on average Scottish household data, could be almost 700,000 people.

A healthy private rented sector (PRS) helps create better lives. It's good for our communities and for the people in them who depend on it for a roof over their heads, not to mention for the national economy (the sector is worth an estimated £46 billion) which pays for the public services we all enjoy.

The PRS is a force for good in Scotland. Yet there is growing frustration among landlords that it is underappreciated, undervalued and - increasingly - under attack. This is not healthy.

Private rented housing has become a victim of sweeping misconceptions which we fear are having an increasingly negative influence on Scottish Government policy. The outcome of this is quite simple - it will risk driving landlords out of the business, reducing the supply of much-needed affordable homes, and therefore pushing up the price.

Far too often landlords are wrongly perceived as rich, fat cat business people who care little about their tenants. The reality is that the overwhelming majority are anything but - they are normal people, committed to providing quality, affordable homes.

The truth is that there's no typical landlord. The market is largely made up of people whose day jobs lie in other professions, from hairdressers to firefighters, call centre workers to teachers. These are people whose rental property is primarily there to help their families for the future.

As Scotland's only estate agency for landlords, we understand this - and we want others to realise it too before much-needed homes are removed from the rented market.

We have surveyed almost 200 landlords to help debug some of those myths. A summary of our findings can be read on the next page. We hope they will begin to open eyes as to the reality of life in the PRS.

Landlords have a positive part to play in Scotland's future, offering good, affordable and safe homes, fulfilling a critical national need. They are keen to engage and educate about the positive difference they make. We are eager to help that in any way we can.

Chris Wood & Ross MacDonald
Co-founders
Portolio

THERE'S **NO SUCH THING** AS A TYPICAL LANDLORD



Nearly
7 in 10
never increase the rent
of a sitting tenant

60%

have a **mortgage** on
their personal home



Nearly
6 in 10

have a total household
income which is **less**
than the **salary** of an MP

*"All too often there
is the misperception that
landlords are rich and use their
rental income as added or bonus
income to their main salary. This
is not the case. My rental
income is my salary"*

2/3

are either
Generation X or
Millennials - **aged**
35 to 54

*"I look after my
tenants, gave rent-free
periods during Covid and
have been flexible with rent
arrangements whenever
required"*

For landlords with
just **ONE property**,
the average
property value is

£148,226

60%

questioned said their
tenants had been in place
for **two years or more**

*"It feels like the
Scottish Government is
actively working against
landlords"*

Only
0.5%

- that's one in 200 -
have **never carried out**
maintenance or repairs
to their property



7 in 10
are parents

The **average**
landlord has had
their tenant for

2.5
years

*"The Government's
aim to drive out small
investors is evident. This
is my pension fund"*



More than
4 in 5

have a **mortgage** on
their rental property

*"I am currently
considering selling some of
the properties due to having no
control or rights as a landlord. My
tenants will be devastated as they're
always telling me they love living in
their properties and having me
as their landlord"*



9 in 10

say that rental property
is part of their **pension**
plan; three in 10 say it is
their only pension plan

More than
1/3
are female

The annual BTL profit
for landlords with
ONE property is

£4,265

*"I reduced
rents by 25% for
6 months in 2020
during Covid"*

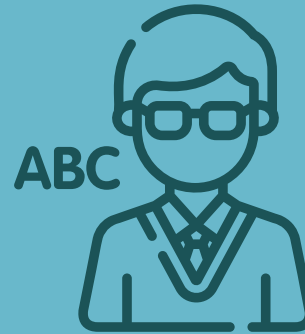
Only
1 in 10
send their children to
private school

LANDLORDS: ORDINARY PEOPLE MAKING A POSITIVE DIFFERENCE

Portolio
the estate agent for landlords

To talk further, please email
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Our survey included landlords who are teachers, firefighters, hairdressers and call centre workers.

