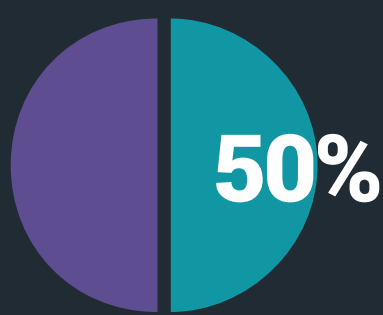


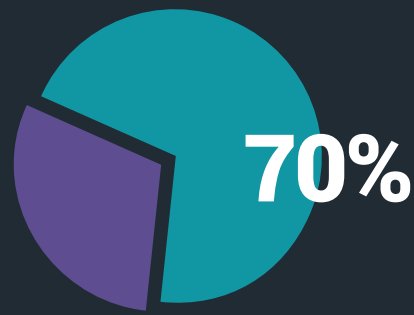
GENERATION RENT

LANDLORDS vs MILLENNIALS

Open Property Group investigates public opinion on rental landlords by a millennial generation that is forced to rent due to rising property prices, making them most likely to fall victim to "Landlord Scams". Here is what they had to say:



of people admit to living in unsatisfactory living conditions in rented properties

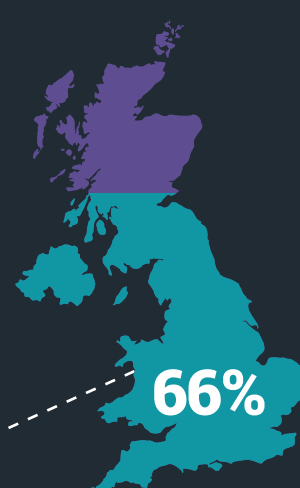


feel it is necessary to research landlords before signing for a property

THIS COULD BE EXPLAINED BY THE FACT THAT



Young couples have to spend more than **30%** of one full time person's wage on rent in **66%** of places in the UK

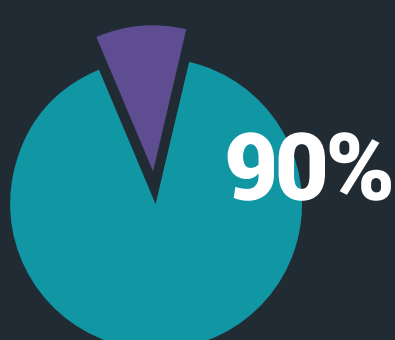


Millennials are often referred to as

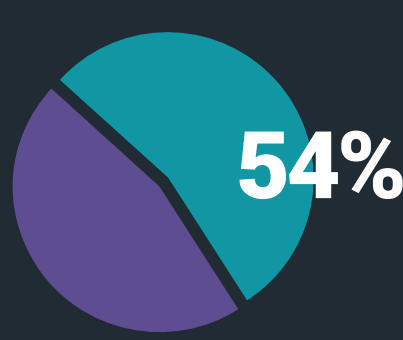
GENERATION RENT

60% have suffered from hidden rental fees

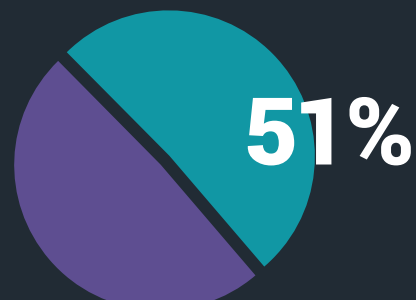
WHEN SURVEYED, MILLENNIALS INDICATE THAT



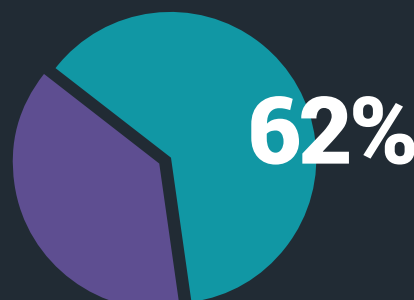
felt conned by misleading photos of properties



have been unfairly evicted



have had to take legal action against a landlord



have had issues receiving their deposit back

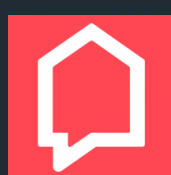


DATA FROM RBS, THE GUARDIAN & GENERATION RENT "MILLENNIALS HOME BUYING SURVEY"

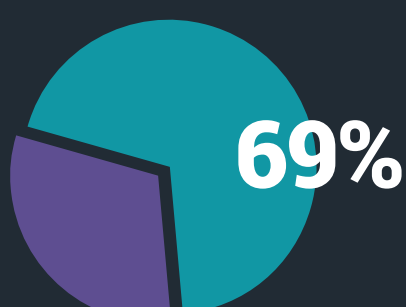
In November 2015, The Guardian* suggested millennials should ignore advice and stick to renting. Many have no choice as:



Millennials feel that they are in 'Generation Rent'



DATA FROM HOUSE NETWORK



of 'Generation Rent' feel they will never be in a position to apply for a mortgage



DATA FROM HOUSE NETWORK

First-time buyers in 2016 will have forked out an average of

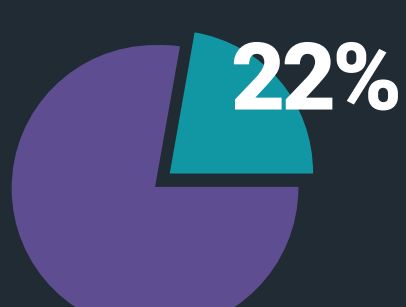
£52,900

on rent after years spent as tenants

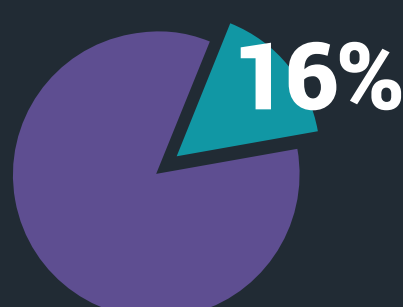
- data compiled by ARLA with the Centre for Economics and Business



DATA FROM ZOOPLA



of a typical tenant wage was spent on rent alone in 2015



of an entire lifetime earnings are spent on rent by the average buyer

SOURCES

- Statistics from a report by the Association of Residential Letting Agents (ARLA), compiled with the Centre for Economics and Business Research: www.arla.co.uk/media/1044306/cost-of-renting-report.pdf
- Statistics from survey 'Perceptions of the first-time buyer housing market 2015' by Halifax: <http://static.halifax.co.uk/assets/pdf/mortgages/pdf/Generation-Rent-2015-Dont-stop-believing-full-report-7th-April-2015-Housing-Release.pdf>
- Additional data from RBS Millennials Home Buying Survey: <http://personal.rbs.co.uk/personal/life-moments/first-time-buyer-guide/millennials-home-buying-survey.html>
- Statistics from research conducted by The Guardian and Generation Rent *: <http://www.theguardian.com/world/2016/mar/14/young-families-priced-out-rental-markets-in-two-thirds-uk>

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