

BRIEFING PACK

Housing and property agents

**SEPT
2025**

A concise introduction to Propertymark — who we are, the vital role professional agents play, and the high standards our members uphold within local communities. This briefing pack also includes key considerations and practical questions to support residents across the housing sector.



Scan the QR code to find out how Propertymark help the public find the very best property agents

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THE PROFESSIONAL BODY FOR THE PROPERTY SECTOR

Propertymark & our members



We are the UK's leading professional body for estate and letting agents, property inventory service providers, commercial agents, auctioneers and valuers, comprising over 19,000 members representing over 12,800 branches.

We are member-led with a Board which is made up of practicing agents, and we work closely with our members to set professional standards through regulation, accredited and recognised qualifications, an industry-leading training programme and mandatory Continuing Professional Development (CPD).

Housing decisions are an area of legislation mostly devolved to England, Scotland, Wales and Northern Ireland whilst some legislation such as tax impacts property agents across the UK. We support and represent our members across the four nations to keep them at the forefront of their professions.

Why Propertymark agents stand out

There is no mandatory regulation of estate agents across the UK. There is no overarching statutory regulation of private sector lettings agents in England.

For agents in Scotland and Wales, there are only mandatory training, registration and qualification requirements. The advantages for landlords, tenants, home buyers, and home sellers are significant.



#LOOKFORTHELOGO

BACKED BY CMP

Propertymark Protected agencies hold client money in a separate account which we inspect annually through our Client Money Protection (CMP) scheme. This provides recourse and protection for landlords and tenants.

INTEGRITY

Propertymark member agents are experienced, trained, and qualified professionals who abide by a nationally recognised Code of Practice. This ensures that our members adhere to high standards of professionalism and ethical behaviour.

COMPLAINTS PROCEDURE

Propertymark member agents are subject to independent complaint rulings.

PEACE OF MIND

Propertymark members hold the correct insurance and protection by being fully regulated and subject to our compliance checks.

COMPLIANT

Our member agents are up to date with all the legislative and safety changes, and best practice guidance.

Consumer awareness

Our members set the standard for the industry and our guides help consumers gain an insight into the expertise they'll receive from Certified and Accredited Propertymark experts.

Signpost your residents to our website for advice and support



propertymark.co.uk/consumer-guides

BUYING AND SELLING PROPERTY

Insight into the whole process, from looking to get on the property ladder to choosing a solicitor and overcoming financial hurdles.

Most popular: How to make an offer on a house

TENANT GUIDES

Tips covering a wide range of issues tenants might encounter whilst renting in the UK.

Most popular: How to rent a home: the key things tenants should know

LANDLORD GUIDES

Practical advice and legal responsibilities to consider when letting properties.

Most popular: Safety responsibilities for landlords



Propertymark is the go-to membership organisation for answers to property-related questions.

Helping the public find the very best property agents

Our partnership with Move iQ Founder and UK property expert Phil Spencer is focused on a shared desire to help consumers identify the agents in their local area who are best in class.

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Choosing a Certified and Accredited Propertymark member remains essential. As the professional body for estate agents and letting agents, Propertymark ensures members are trained, audited, and bound by a strict code of conduct. This means fewer risks and greater confidence for you. Look for the Propertymark logo—the mark of professionalism and trust.

PHIL SPENCER
UK Property Expert
& Move iQ Founder



MOVE iQ'S PROPERTY PODCAST

Join Phil Spencer, founder of Move iQ and popular presenter of Channel 4's Location, Location, Location, and members of the Propertymark team as they talk about the common sector issues that buyers, sellers, landlords and tenants encounter.



propertymark.co.uk/move-iq-podcasts



Shaping the profession

Alongside supporting consumers and driving up standards for property agents, we champion issues on behalf of our members to shape the profession.

Propertymark Learning provides specialist, regulated qualifications to skill up and educate our members in property management, estate agency and lettings.

MEET THE TEAM



Timothy Douglas
Head of Policy
and Campaigns



Henry Griffith
Policy and
Campaigns
Officer



Rose Forman
Policy and
Campaigns
Officer



Tim Thomas
Policy and
Campaigns
Officer



Darshan Sunger
Government
and Political
Advisor

What Propertymark campaign for

THE REGULATION OF PROPERTY AGENTS

Regulation offers huge potential to professionalise the sector. All property agents should be qualified to at least Level 3, carry out regular training, undertake at least 12 hours of CPD per year, be a member of a professional body and follow a code of practice.

REFORM THE PRIVATE RENTED SECTOR

Overall policy development and the context for reform of the private rented sector should be looked at in six key areas to drive necessary improvements: supply of private rented property, tenancy management, being a tenant, inspections and enforcement, access to justice, and future-proofing the sector.

MAKE ENERGY EFFICIENCY RULES WORK

Propertymark supports the move to improve a property's energy efficiency, but, ultimately, the targets must be realistic, avoid a one-size-fits-all approach and be complimented with grants, loans, and funding to incentivise landlords and homeowners to make the changes.

IMPROVE THE BUYING AND SELLING PROCESS

A fast-functioning property sector is vital for the economy. We campaign and want improvements to the home buying and selling process by increasing consistency and transparency, improving the speed and quality of the process and reducing fall-through rates.

BUILD MORE HOMES

The UK needs more social and affordable housing including increased housing options for people to rent and buy.

FILL EMPTY HOMES

More must be done to maintain the turnover of existing homes, such as incentivising rightsizing and reducing the number of empty homes.

REDUCE ECONOMIC CRIME

The property sector is vulnerable to economic crime and money laundering. We have campaigned for increased regulation and guidance to prevent money laundering and create a safer property sector.

Working with Local Authorities

Propertymark attends and supports local authority landlord and letting agent forums across the UK. We provide information on legislative changes affecting the private rented sector, including licensing schemes, welfare reforms and energy efficiency regulations that impact agents, landlords, tenants, and homeowners.

Engaging with your Local Authority

To help you and your constituents, we've put together questions you could ask your Local Authority:

LOCAL LETTING AGENT AND LANDLORD FORUMS

Our research shows that only 50% of Local Authorities in England had held a landlord forum since 2021. Landlord forums are a vital method to engage with local agents and landlords, share best practice, and discuss new policies and proposals with landlords.

If your Local Authority has a landlord forum, consider other ways they engage with landlords and property agents. Do they have a specific area on their website, consult with landlords and agents and issue newsletters? We would be delighted to speak at any landlord forum your Local Authority runs.

LOCAL LICENCING SCHEMES

We respond to Local Authority Licensing Scheme consultations which consider the impact of the proposed schemes on residents and landlords, and help Local Authorities shape how licensing schemes work in their area.

TRAINING AND ACCREDITATION SCHEMES

The best way to improve standards is to ensure that landlords use a regulated Propertymark agent and have sufficient competency and training.

Ask your Local Authority what training and accreditation schemes they offer to landlords to help them understand their roles and responsibilities and current regulations.

IMPROVING STANDARDS IN THE PRS

Does your Local Authority have an additional or selective licensing scheme? Has the scheme improved standards?

Does your Local Authority have sufficient Environmental Health Officers to check standards within the private rented sector? Do they have difficulties recruiting and retaining officers, and can they effectively check the standards across PRS properties in your Local Authority area?

A WELL-FUNCTIONING PRS

A well-functioning Private Rented Sector is vital for local economies and the public's housing needs. Has your local authority produced a Private Rented Sector Housing Strategy, or have they embedded this into their wider Housing Strategy? Has your local authority conducted research on private tenants' housing needs, and is there sufficient supply to meet demand?

GRANTS AND SUPPORT FOR ENERGY EFFICIENCY IMPROVEMENTS

Does your Local Authority offer grants to support property agents and landlords to decarbonise their properties? Do they offer practical advice and financial support to help landlords and agents improve the fuel efficiency of properties to support tenants to warm their homes?

BRINGING EMPTY HOMES BACK INTO USE

Empty properties are a wasted resource. Does your Local Authority provide help or grants to support property owners to convert empty properties into homes? Has your Local Authority created an empty homes database? Do they have a dedicated empty homes officer?

IMPROVING HOUSING SECTOR ACCESS FOR EVERYONE

Our analysis of member focus groups found that landlords and agents are not aware of Disabled Facilities Grants (DFGs), which support tenants to make their property more accessible. Local Authorities can do more to promote DFGs. The take up of the DFG in the private rented sector is low. Ask your Local Authority how they promote the grant to tenants, landlords and agents.

Take up of the DFG in the private rented sector is very low. You could consider asking your local authority how they promote the grant to private landlords and their agents.?

Often, the most appropriate housing for older and disabled people is found in the social sector. However, demand for social housing far outreaches supply. Does your Local Authority have a database of accessible housing across all tenures?

Does your Local Authority have a plan for retirement housing for older people to rent and buy? Does the plan identify appropriate sites and design specifications across a mix of housing tenures?

**Contact our Policy and Campaigns Team at
policy@propertymark.co.uk | 01926 496 800**

Contact your local Propertymark Regional Executive who represent the industry and our members across residential lettings and inventories, residential sales, auctions and valuations (property and chattels), and commercial property sales.

**Find your local representative:
www.propertymark.co.uk/about-us/board-and-governance.html**



Propertymark ensure the voices of UK property agents are heard. We work with our members to interpret key policy developments and lobby for changes that represent members' views. We also work with MPs and Parliamentarians across the devolved nations.

Propertymark is the leading professional body for the property sector with over 19,000 members who work to the highest standards.



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