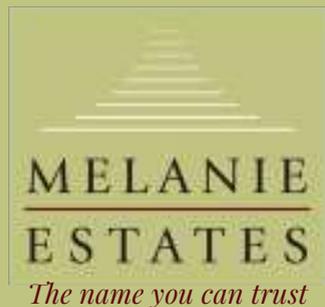
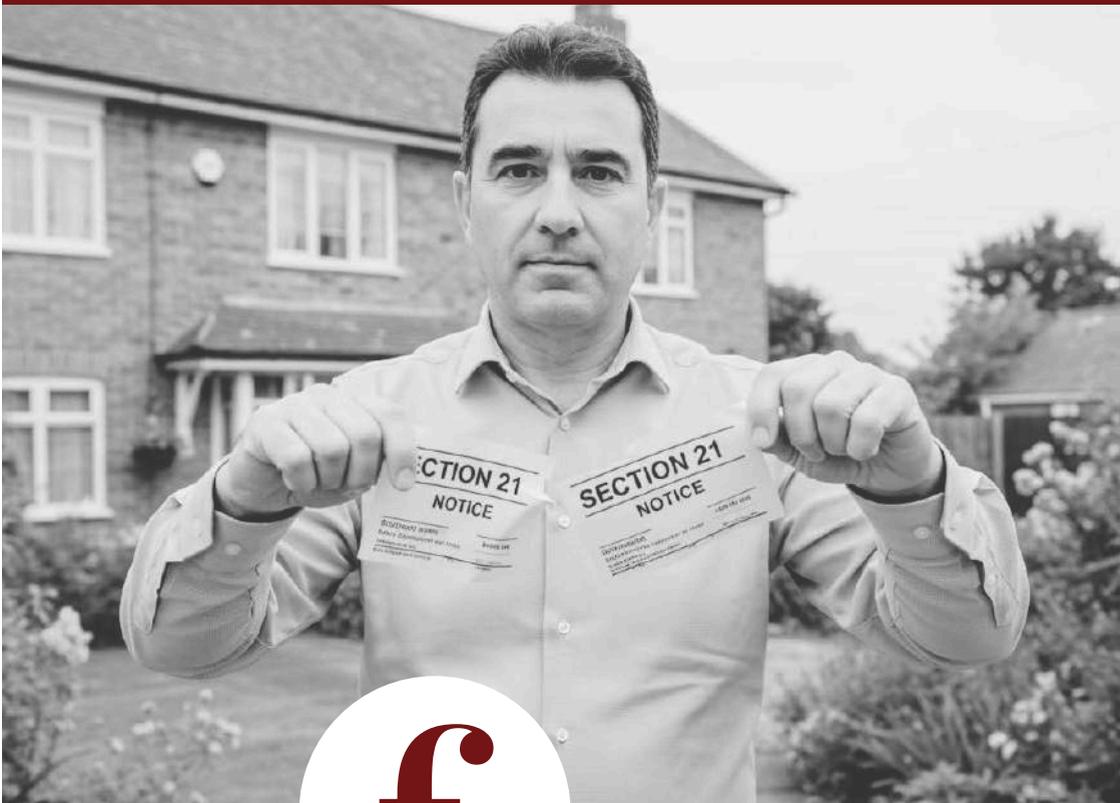


NAVIGATING THE RENTERS REFORM BILL

HOW MELANIE ESTATES SUPPORTS LANDLORDS
IN THE NORWICH & GREAT YARMOUTH LOCATIONS



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- ✓ No Commission – Keep 100% of your rent
- ✓ Zero Void Periods – Even if the property is empty, you still get paid
- ✓ No Court Costs – We handle legal disputes at no cost to you
- ✓ Minimal Compliance headache- We handle it all at no cost to you
- ✓ Guaranteed Rent – Fixed monthly income, up to 10 years

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your rental income:**

01603 444251

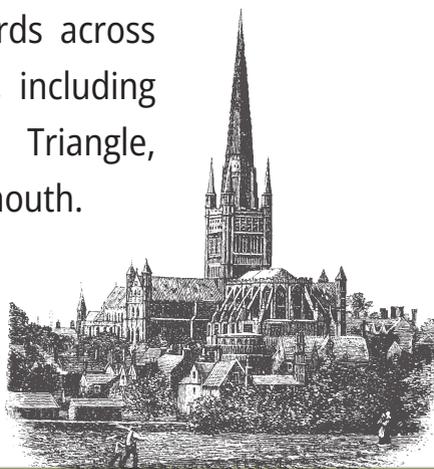
norwich@melaniestates.co.uk

1. Introduction to the Renters Rights Bill

The Renters Reform Bill introduces significant changes to the private rental sector in England. As a leading letting agency in Norwich & Great Yarmouth, Melanie Estates is committed to helping landlords understand and adapt to these reforms.

In this booklet, we outline the key changes and how our services can assist landlords in navigating this new landscape.

Our advice is tailored to landlords across Norwich and surrounding areas, including Norwich City Centre, Golden Triangle, Gorleston, Caister and Great Yarmouth.



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2. Abolition of Section 21 & Introduction of Periodic Tenancies

Overview:

The Renters Reform Bill proposes the abolition of 'no-fault' evictions under Section 21, meaning landlords will no longer be able to end a tenancy without providing a specific reason. All current assured shorthold tenancies will automatically convert into periodic assured tenancies, offering tenants greater security and flexibility.

However, landlords will still be able to regain possession of their property under legitimate grounds, such as:

- If they intend to sell the property
- If they or a close family member wish to move back in
- In cases of serious breach of tenancy, including rent arrears or anti-social behaviour

“I've been a tenant with Melanie Estates for a few years, maintenance response has always been spot on and the team are really helpful!”

Miguel Fati



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Melanie Estates' Approach:

We conduct thorough tenant referencing to select individuals likely to commit to longer tenancies, reducing turnover and associated costs. Our tenancy management system ensures all contracts and notices are compliant with the new regulations, and we provide landlords with tailored guidance on how and when they can regain possession legitimately.



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3. Rent Increase Restrictions

Overview:

Under the Renters Reform Bill, rent increases will be limited to once per year and must be implemented using a formal Section 13 notice, with at least two months' notice to the tenant. Landlords will need to provide clear justification for any increase, based on local market conditions.

Tenants who believe a proposed increase is unfair will have the right to challenge it through the First-tier Tribunal (previously the Rent Assessment Committee), which can assess whether the new rent is reasonable.



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Melanie Estates' Approach:

We carry out regular localised market analysis to ensure your property's rent is competitive and evidence-based. Our tenancy management platform automates the preparation and issue of compliant Section 13 notices, reducing errors and ensuring the correct process is followed.

In the rare event that a tenant challenges the increase, we can assist landlords in preparing evidence and navigating the tribunal process, giving you peace of mind that your case is well-presented and justified.



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4. Ban on Rental Bidding

Overview:

The Renters Reform Bill will make it illegal for letting agents or landlords to encourage or accept rental bids above the advertised price. This practice - where tenants are urged to offer more than the asking rent to secure a property- has been criticised for driving up rents artificially and disadvantaging lower-income applicants.

The new rules aim to bring greater fairness, transparency, and consistency to the rental process.



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Melanie Estates' Approach:

At Melanie Estates, we have never participated in rental bidding. We firmly believe that fair access to housing starts with transparent, competitive pricing.

We carry out comprehensive local market research to set a realistic rent at the outset, ensuring your property is well-positioned to let quickly without compromising on value. All applicants are assessed fairly through a structured, risk based and impartial offer process, with no pressure to compete financially.

This approach protects tenants, enhances your property's reputation, and ensures full compliance with the new regulations, all while maintaining strong returns for our landlords.



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5. Tenants' Right to Request a Pet



Overview:

The Renters Reform Bill introduces a new right for tenants to request permission to keep a pet in the rental property. Landlords will no longer be able to issue a blanket refusal; instead, they must consider each request fairly and respond in writing within a reasonable timeframe.

If the landlord refuses, it must be on reasonable grounds – such as the property being unsuitable (e.g. leasehold restrictions or lack of outdoor space).



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Melanie Estates' Approach:

We already include pet request clauses in our tenancy agreements and can advise landlords on creating robust terms for approving or refusing pets.

Where pets are accepted, we support landlords by:

- Adding specialist cleaning clauses and deposit provisions
- Recommending insurance policies to cover pet-related damage
- Educating tenants on their responsibilities for cleanliness and maintenance

This allows landlords to retain control while complying with the new obligations and maintaining positive landlord-tenant relationships.



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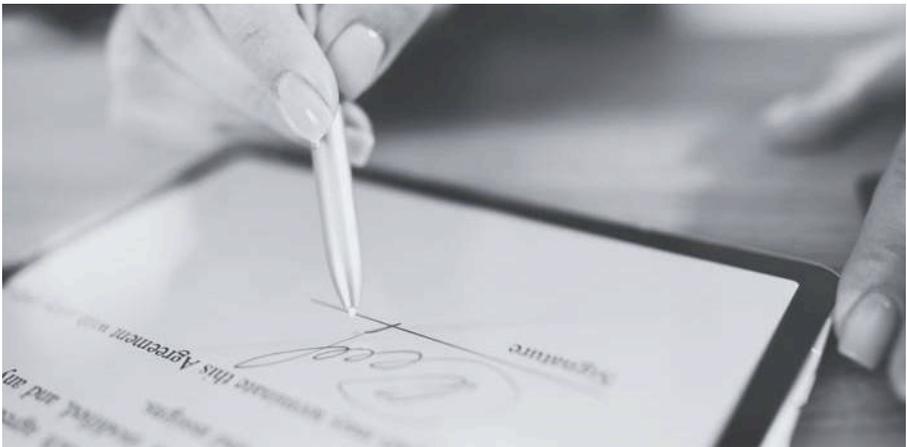
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6. Guarantor Support for Complex Cases

Overview:

The Bill doesn't introduce new guarantor laws, but it underscores the importance of fair access to tenancies, especially as affordability pressures grow and more tenants fall outside traditional referencing.

Landlords often request UK-based guarantors for students, self-employed renters, or those on variable incomes.



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Do You Want Better Tenants & Fewer Rent Headaches?

Give your tenants a reason to pay rent on time, every time.

With Frugals, tenants can report their rent to build their credit score, just like a mortgage. You'll reduce late payments, improve rent collection, and earn your tenants' trust from day one.



Why landlords add Frugals to the move-in process:

- ✓ **Reduce late rent:** Credit-linked rent gives tenants a reason to prioritise payments
- ✓ **Improve rent collection:** Automated reporting builds accountability
- ✓ **Increase tenant satisfaction:** Renters value landlords who help their financial future
- ✓ **Foster long-term loyalty:** Tenants who build credit are more likely to stay

Encourage your tenants to sign up and join the waitlist.
Let rent do more for both of you.

Contact us to get set up or ask questions



www.frugals.co.uk



people@frugals.co.uk

Melanie Estates' Approach:

We maintain clear and flexible guarantor procedures to accommodate a range of tenant circumstances, including:

- Accepting professional guarantor services
- Offering rent guarantee insurance [backed by our partnership with Goodlord]
- Ensuring all guarantees are legally binding and properly referenced

This helps landlords secure reliable tenants without increasing risk exposure or breaching discrimination laws.



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7. Implementation of the Decent Homes Standard

Overview:

The Decent Homes Standard is a long-established benchmark for housing quality in the social sector, and under the Renters Reform Bill, it will be applied to **private rented properties for the first time**.

To meet the standard, a rental property must:

- Be **free from serious hazards** such as damp, mould, or unsafe electrics (as defined by the Housing Health and Safety Rating System - HHSRS)
- Be in a **reasonable state of repair**
- Have **reasonably modern facilities**, including kitchen and bathroom installations
- Provide a **reasonable degree of thermal comfort**, i.e. effective heating and insulation

This move aims to ensure all tenants, regardless of sector, live in safe, warm, and well-maintained homes.



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Melanie Estates' Approach:

We conduct **detailed pre-letting inspections** to assess whether your property meets the Decent Homes Standard. If improvements are needed, we provide clear, practical recommendations focused on compliance, tenant appeal, and long-term value.

We also work with a trusted network of independent local-based contractors who deliver **cost-effective refurbishment solutions**. Whether it's tackling damp, upgrading insulation, or updating tired fixtures, we help landlords enhance their properties and protect their rental income.

By addressing these standards proactively, landlords not only avoid enforcement action, but also boost property value and improve tenant satisfaction - a win-win all round. We regularly help landlords in Norwich City Centre, Golden Triangle, Gorleston, Caister and Great Yarmouth to modernise older homes so that they meet the new standard without overcapitalising.



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8. Introduction of Awaab's Law

Overview:

Awaab's Law is named after Awaab Ishak, a two-year-old boy who died in 2020 from prolonged exposure to mould in his family's social housing flat in Rochdale. His death sparked national outrage and highlighted the urgent need for landlords to take tenant concerns - particularly about **damp and mould** - more seriously.



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The legislation, which was first introduced in the social housing sector and is now being extended to private rentals, mandates that landlords must:

- Investigate health and safety hazards within strict timeframes
- Rectify issues within a “reasonable period”
- Be held accountable if they fail to act on known problems

This is particularly important for damp, mould, leaks, and ventilation issues, which can affect tenant health and property condition.

“As a landlord, I’ve found Melanie Estates brilliant - no surprise charges, great knowledge of HMO regs, and everything ran smoothly. ”

Dominik Winiarski



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Melanie Estates' Approach:

We take a preventative and proactive stance. Our property managers carry out quarterly inspections to spot early signs of damp, condensation, leaks, or other hazards that could breach Awaab's Law obligations.

We also equip tenants with an essential starter pack, including items such as mould remover spray, radiator bleed keys, and limescale remover - along with user-friendly guidance on how to manage ventilation, boiler pressure, and everyday maintenance. This not only empowers tenants but also sets expectations from day one, building a sense of shared responsibility.

By catching minor issues before they escalate, we help landlords stay compliant, protect tenant health, and avoid costly enforcement action or reputational damage.



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9. Tackling Damp & Mould: A Norwich Success Story

Melanie Estates' Ongoing Commitment to Prevention of Damp and Mould:

While the Renters Reform Bill and Awaab's Law raise the bar for landlord responsibility, Melanie Estates has already been evolving its management processes to stay ahead.

Over the past year, we've been implementing significant changes; particularly in how we manage damp and mould risks, which are common in student and HMO properties across areas like Norwich City Centre, Golden Triangle, Gorleston, Caister and Great Yarmouth.

Recognising that tenant expectations are high, and choice is plentiful, we've introduced a comprehensive tenant education and prevention strategy to address damp and mould before it becomes a problem.



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Superhands Property Refurbishment

Services

*Get Your Property Ready for
the Renters' Rights Bill*

With the Renters' Rights Bill imminent, landlords need to ensure their properties meet the Decent Homes Standard. Superhands makes compliance simple.

Don't risk falling behind

Our Services

-  Full property redecoration, including professional painting
-  Bathroom, kitchen and toilet refurbishments
-  Property recarpeting and laying of tiles for a fresh and modern feel
-  Creation of additional bathroom/shower room and toilet
-  Plus many more refurbishment services tailored to your property

Contact Superhands Property Services today:

 Regus, Norwich Division Cavell House & Austin House,
Stannard Place, St. Crispins Road, Norwich, England, NR3 1YE



07789759207



superhandsproperty@gmail.com

Key Steps We've Taken:

1. Launched a Tenant Welcome Pack, provided before move-in and during every interim inspection. This includes products like Dettol mould remover, limescale cleaner, radiator keys, and boiler guidance.
2. Issued simple, illustrated guides to help tenants understand the causes of mould and how to prevent it (e.g. heating, airflow, early treatment).
3. Reinforced the message with follow-up reminders, digital checklists, and even video explainers to promote long-term habits.
4. Explored forward-thinking tech such as moisture sensors and energy-efficient ventilation systems to minimise risks and streamline maintenance.



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The Results Speak for Themselves:

- **52% reduction** in reported mould and damp cases
- **25% increase** in tenant compliance when reinforced 3+ times
- **£460 average savings** per landlord from reduced mould-related work
- **32% drop** in maintenance requests
- **69% rise** in overall tenant satisfaction

This proactive approach doesn't just ensure compliance - it gives landlords a distinct competitive edge in a crowded rental market, especially across our key areas: Cringleford, Threescore, West Earham, Eaton, Costessey, and Great Yarmouth.



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10. Expansion of Rent Repayment Orders (RROs)

Overview:

Rent Repayment Orders (RROs) are legal orders requiring landlords to repay rent to tenants or local authorities when serious housing offences are committed. Currently, landlords can be ordered to repay up to 12 months' rent for breaches such as:

- Letting an unlicensed HMO
- Unlawful eviction
- Failing to comply with improvement notices
- Breach of banning orders

Under the Renters Reform Bill, the scope of RROs is set to expand significantly, and the maximum penalty could rise to 24 months' rent for the most serious or repeated breaches. Local authorities will also be given stronger enforcement powers, making compliance more critical than ever.



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Melanie Estates' Approach:

We help landlords stay on the right side of the law through:

- Comprehensive **tenancy and property compliance audits**
- Use of our **HMO assessment checklist**
- Proactive monitoring of all **statutory obligations** (licensing, safety checks, legal notices)

By addressing compliance issues before properties go to market – or before tenants raise concerns – we dramatically reduce the risk of costly enforcement action and protect your income and reputation.



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11. Impact on Student Lettings

While purpose-built student accommodation (PBSA) - such as university halls or privately built student blocks - is likely to be exempt, private landlords renting to students in the PRS will not be. These landlords must adopt the new periodic tenancy model, which means fixed end dates aligned with the academic year can no longer be guaranteed.

Typically, student tenancies run from September to June/July, allowing landlords time for cleaning, maintenance, and re-letting in the summer. The Bill's introduction of indefinite rolling tenancies creates uncertainty for landlords needing to re-let to the next cohort.

During the Bill's committee stage, an amendment was proposed to exempt all student rentals from periodic tenancies, but this was rejected; meaning the PRS student market must now adapt.



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Melanie Estates' Approach:

With years of experience letting to students across Norwich, we help landlords adjust their tenancies to balance legal compliance with academic-year occupancy. Our strategies include:

- Clear communication with tenants about expected move-out timelines
- Smart marketing and advanced notice periods
- Ongoing monitoring of legal changes to student housing rules

We specialise in managing student lets across Norwich, particularly in high-demand student areas like West Earlham, Eaton, Cringleford, the Golden Triangle, and the City Centre.



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12. Mandatory Landlord Registration

Overview:

The Renters Reform Bill will introduce two new registration requirements to increase transparency and enforcement in the private rented sector:

- **Property Portal (PRS Database):** All landlords must register before advertising a property to let. This includes uploading key documents like EPCs and gas safety certificates.
- **Landlord Redress Scheme:** All private landlords must join a government-approved redress scheme, allowing tenants to escalate unresolved complaints independently. This is separate from the letting agent redress scheme [such as The Property Redress Scheme]: now individual landlords must register in their own right, even if they use a managing agent.

Failure to register could lead to fines and enforcement action, including being barred from marketing properties.



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Melanie Estates' Approach:

We ensure that every landlord we work with is:

- Properly registered on the **PRS Database**
- Signed up to an approved **redress scheme**
- Fully compliant with the documentation and audit trail requirements

We monitor changes in legislation closely and will notify all landlords as soon as final registration dates and portal links go live, ensuring a seamless transition into this new era of landlord accountability.



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Protect Your Investment

Non-compliance with the Renters Reform Bill can result in significant penalties, including fines up to **£40,000**. By partnering with Melanie Estates, you gain peace of mind knowing your properties are managed in line with the latest regulations.



Our **full management service** is available for a **flat fee of 12% inc VAT (10% ex VAT)** of your monthly rent.

Whether you own a single buy-to-let or manage a growing portfolio, our experienced Norwich & Great Yarmouth lettings team is here to help you stay compliant, protect your income, and support your tenants with confidence.



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Our Exclusive Offer for Landlords in Norwich & Great Yarmouth



For the first 100 LANDLORDS only!

This is the most comprehensive **Renters Reform preparation package** available in the region. Designed for landlords with either existing tenancies or properties coming to market, this service offers unbeatable value and expert support.

What's Included:

- **Tenancy Agreement Health Check:** We'll ensure your agreements are up to date and legally sound. Our contracts are written by housing sector solicitors to comply with the latest legislation.
- **Compliance Review:** Are your certificates and documents protecting you? We'll check your compliance obligations and flag any gaps.



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- **Property Condition Advice:** Will your property meet the new Decent Homes Standard? We'll guide you through required works and highlight cost-effective improvements.
- **Rent & Tenant Strategy:** Is your current setup working for you? We'll review your rent level, tenant fit and long-term plans to help you optimise your returns.
- **Free Rent Guarantee & Legal Cover:** For landlords transferring properties with existing tenants. Subject to terms: last 12 months' rent must be fully up to date.
- **Tenant Welcome Pack:** Set the tone for a great tenancy; each new tenant receives a starter kit, promoting care, cleanliness and long-term satisfaction.

👉 **Book your free landlord consultation today - limited to the first 100 landlords across Norwich & Great Yarmouth.**

*“Abbie is an absolute star; very helpful and friendly.
I highly recommended!”*

Andy Murphy



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“

I am beyond satisfied with the new house I rented and couldn't have asked for a better lettings agency. If you are looking for top-notch service and a seamless experience, I highly recommend the team at Melanie Estates Norwich. Five stars all the way!

”

Mary Cynthia



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Melanie Estates is dedicated to supporting landlords through these legislative changes.

During our **free consultation** we will discuss how these reforms are going to affect your rental properties and how we can assist in ensuring compliance and maximising your returns.

Whether you own property in the heart of Norwich or Great Yarmouth, we're here to help you succeed under the new regulations.



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**To book your free consultation, contact our
Property Manager, Abbie Mathews, CELAP:**

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