

The NLA Recognised Supplier Scheme

Unlock the Landlord Market

www.landlords.org.uk



PROMOTE
your products



BUILD
relationships



INCREASE
sales

Get the results you need with the Recognised Supplier Scheme

The NLA's Recognised Supplier Scheme allows you to market your products and services to over 35,000 members. Membership of the scheme helps you stand out from the competition, reach the contacts you need and raise your profile with this significant group of consumers.

We represent a wide variety of landlords, many with large property portfolios. The average member has 9 tenancies and as such requires a diverse range of products and services. Our suppliers' services include business banking, legal advice, tenant finding, specialist cleaning, utilities management and much more.

The NLA is a highly respected organisation with close links to the government, regional bodies and local authorities in the UK. We seek a fair legislative and regulatory environment for the private-rented sector whilst aiming to ensure that landlords are aware of their statutory rights and responsibilities. We run a free landlord accreditation scheme for members, encouraging best practice in the sector. By becoming a recognised supplier with the NLA you are associated with a brand that is known and trusted by private residential landlords.



For details visit: www.landlords.org.uk

**Over 75,000
Members &
Associates**

Allows you to market
your products to over
75,000 landlords

9 tenancies

The average
member has 9
tenancies

- Direct contact with landlords
- Promote your products & services
- Enhance response rates
- Online & Offline opportunities
- Free profile and discounted advertising

Benefits of joining the Recognised Supplier Scheme

As a member of the Recognised Supplier Scheme you can enjoy the following benefits:

The NLA Recognised Supplier Logo

You are entitled to use the Recognised Supplier Scheme logos in your marketing materials. We will promote the logo as a 'symbol of excellence' and encourage landlords to look for the symbol when commissioning services.



Promotion on the NLA website

You will have your own page on our website www.landlords.org.uk visited by over 50,000 users every month. You can also submit a guest blog to the website (offer exclusive to Recognised Suppliers).

In addition to that we will rotate different Recognised Supplier logos on the NLA homepage, offering everyone even more exposure.



Promotion in UK Landlord

On joining the Scheme you will get a full page profile in our membership magazine, UK Landlord. This is mailed to over 30,000 NLA members every issue.

Your company will be listed in the Recognised Supplier directory in every edition of the magazine and you may also be invited to provide editorial.



Regular emails to NLA members

You can submit articles for our e-newsletter, Focus, mailed to over 60,000 landlords every other week. Choose to be featured in our monthly Recognised Supplier Email and tell our members more about your product or service, or give them a special discounted offer.



Engage with NLA Members

NLA will send a business referral email to your nominated email address from both our Inbound Advice Line Team and our Outbound Membership Support Team. Once a member enquires about your service, NLA operators will send you a referral email, allowing you to follow-up with the member directly, potentially converting an enquiry into a sale.



Speak to our members at events

We hold around 300 local events across the UK every year where you can come along and speak directly to landlords. This is an ideal way to build closer relationships with your target audience.



Free artwork service and discounts on advertising in UK Landlord magazine

We can offer you free artwork for a co-branded leaflet advertising your services and significant discounts when including an insert in *UK Landlord* magazine.



Offer NLA members exclusive benefits to boost response rates

You may also wish to consider offering NLA members exclusive benefits such as a discount or free trial. This can be a very effective way of increasing the uptake of your services.



What our Recognised Suppliers think...

“We have been delighted to work closely with the National Landlords Association and its *UK Landlord* magazine for over 4 years as a Recognised Supplier.

As a scheme member our law firm’s profile has increased amongst the landlord community. We have gained many new instructions from landlords over this period of time – not only in landlord and tenant law but enfranchisement and lease extensions as well as conveyancing and wills. This must be a measure of the scheme’s success.”

John Midgley, Partner, Seddons Solicitors

“Being a recognised supplier for the NLA provides us with a level of legitimacy and trust within the landlord market that is priceless. Furthermore, many of my customers have joined the NLA in response to seeing our affiliation and thanked me for making them aware due to the value they see in the services provided. Having a route to such a sector specific demographic is immensely useful for raising awareness of offers and new product ranges. The NLA is a great source of business for us.”

Ian Gilson, Store Manager, Whirlpool.

How we assess our Recognised Suppliers

The NLA brand is trusted and respected by our members which is why we work to ensure the Recognised Supplier Scheme offers our members high quality products and services that they can trust. Before approving your application we carry out a series of checks.



Once we have received your completed application form we will:

- Check the form to make sure it is completed correctly and payment is enclosed
- Undergo online research to check for any relevant customer feedback or complaints
- Check with Companies House or any other appropriate regulatory bodies
- Check your customer service policies and terms and conditions, and that they are present on your website
- Check the customer references supplied as part of the application form
- Review your website to make sure it is clear and easy to use

Upon approval by the NLA you will be added to the Recognised Supplier Scheme.

Join now

To apply to become a Recognised Supplier simply fill in the application form, sign the terms and conditions of membership and return (along with payment) to:

Marketing Department
Recognised Supplier Scheme
National Landlords Association
Skyline House-2nd Floor
200 Union Street
London SE1 0LX

Or email your application to
recognisedsupplier@landlords.org.uk

**Membership
only £2,500***
(+VAT) per year

Price

Membership of the Recognised Supplier Scheme costs just £2,500 (+ VAT) per year plus a one off admin fee of £150 (+VAT) when you first join*.

*The payment is to be made by two cheques: one for £150 + VAT non-refundable admin fee to cover the approval process and another for annual membership fee of £2,500 + VAT. If the application is unsuccessful applicants will be returned the cheque for the membership fee.

For more information

Call Chris on 020 7840 8921 or email: recognisedsupplier@landlords.org.uk