



REFERRER PACK

Everything you need to bring us a landlord.

Who to look for, what to say, what to send, how to help us close - and the one-page landlord sheet you can forward as it is.

● **OCTOBER 2026 EDITION**

For Differrent referrers - October 2026 edition

From Differrent Property Services Ltd, HMO and portfolio management specialists

WHY BOTHER

Paid per room. Paid for life. Stay in as far as you like.

£100 per room, rising

5-room HMO = £500.
30 rooms = £3,000.
Bands rise to £120 and £140 as you pass 50 and 100 units.

For as long as they stay

Every property or room that landlord adds with us later pays you again, at your band at the time.

Nothing to invoice

A statement on the 1st of each month is your self-billed invoice; paid by bank transfer within 14 days.

Open the door, or walk them through it

Send the link and leave it with us, or use this pack to walk the landlord through what we do, book the call and join it - most deals close faster with the person who knows the landlord in the room. Either way the fee is the same. The only things we keep for ourselves are the price, the proposal and the contract.

What the landlord gets*

- Flat fees - £97 per property + £97 per let room a month, vacant rooms not charged
- Tenant find £597 per room
- Repairs under £1,000 arranged at cost, no mark-up
- Two inspections a year included
- Every certificate and licence date tracked and renewals arranged
- A monthly statement
- One system, the one we run our own houses on, that tracks every certificate, quote and viewing

Portfolios anywhere in England.

* Fees correct at October 2026 and may change; the list at different.property/fees applies on the day a landlord signs.

Protect your introduction: register the landlord by name on different.property/introduce before you start - first registration wins, protected for 90 days. Full terms in "Introduce a landlord: the terms".

THE RIGHT LANDLORD

Three houses or more. HMOs. Tired of their agent.

BRING THEM IF THEY...

- own 3 or more HMOs, or 15 or more rooms, anywhere in England
- pay a percentage of rent to an agent who treats an HMO like a flat
- have had a compliance scare: a licence condition, a missed gas or electrical date, a council letter
- are buying more, incorporating, or moving away from their houses (we run portfolios remotely)
- do it all themselves and want their evenings back

PROBABLY NOT IF THEY...

- own one or two single lets only (we will still send them the free guide)
- want a let-only service (we only manage)
- want someone to guarantee rent or occupancy (nobody honest can)

Five questions you can ask in a normal conversation

- 1 How many houses have you got now, and how many are HMOs?
- 2 Who looks after them day to day - you or an agent?
- 3 What are you paying them - a percentage?
- 4 When did a certificate or licence last catch you out?
- 5 If someone ran the whole lot for a flat fee per room and tracked every date for you, would it be worth fifteen minutes?

"Three or more" to question 1 is the signal. Register them, then send the link or book the call.

WHAT TO SEND

Copy, paste, add your link.

Written to introduce, not to pitch. Change the first line so it sounds like you.

EMAIL

Subject: An HMO manager worth fifteen minutes

Hi <name>,

You mentioned the hassle of running the HMOs. DiffeRENT manage HMO portfolios anywhere in England on a flat fee per property and per room, with their own system tracking every certificate, quote and viewing. Built by HMO landlords; they run their own houses on it.

If you want a look, book a free fifteen-minute call here: different.property/?ref=YOURCODE

<your name>

WHATSAPP

Hi <name> - remember the agent grief you mentioned? DiffeRENT run HMO portfolios on a flat fee per room, own system, anywhere in England. 15-min call, no pitch: different.property/?ref=YOURCODE

LINKEDIN

Hi <name>, saw you are growing the HMO side. DiffeRENT manage HMO portfolios across England on flat per-room fees with their own system behind it - worth a 15-minute call if you are comparing agents: different.property/?ref=YOURCODE

ON THE PHONE

"If you want the HMOs off your desk, book a quick call with DiffeRENT and mention my code YOURCODE - flat fee per room, anywhere in England. Want me to book it for you?"

HOW TO CLOSE

Three minutes, five objections, one next step.

The three-minute version (say it in your own words)

"They manage HMO portfolios - three houses and up - anywhere in England. Flat fee: £97 a property and £97 a let room a month, nothing on empty rooms, no percentage of rent. Lettings, compliance dates, repairs at cost, two inspections a year, a monthly statement - all on one system that they run their own houses on. Fifteen minutes on a call and you will know if it fits. Shall I book it?"

If the landlord says...

1 "A percentage would be cheaper."

For 5 houses and 30 rooms the flat fee is about £3,395 a month* - in the region of 8-12% of gross - and it never rises with rent. The call shows the exact sum for their numbers.

2 "You are not local to me."

Portfolios anywhere in England; vetted local people do the visits, every visit is logged with photos, same price everywhere.

3 "I will lose control."

They set the repair approval limit (default £500); nothing above it is spent without their yes; everything shows on the monthly statement.

4 "I would want to try one house first."

Fine: one HMO for three months, then the rest.

5 "I am tied to my agent."

Watch at £47 a property a month* sits alongside the existing agent and tracks every certificate date until the notice runs out.

The next step is always the same

Book the call at different.property/?ref=YOURCODE (or we book it - email seb@different.property with their name and number). Join the call if you want to. Anything on price, contract or timing is answered there, by us.

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FOR LANDLORDS WITH 3+ HMOs



Your HMO portfolio, run for you.

HMO and portfolio management specialists. Built by HMO landlords, run on our own system, flat fees per property and per room. Portfolios anywhere in England.

WHAT WE TAKE OFF YOUR PLATE

Lettings

Advert, viewings, referencing, right to rent, agreement, deposit protection, inventory and check-in.

Compliance

Every certificate and licence date tracked, renewals arranged, reminders before anything expires.

Money and maintenance

Rent collection or invoicing, arrears follow-up, repairs quoted and arranged at cost, two inspections a year, a monthly statement.

£97 per property + £97 per let room a month*

Vacant rooms not charged. 12-month minimum. Tenant find £597 per room. Repairs under £1,000 at cost, no mark-up. No VAT charged.

* Fees correct at October 2026 and may change; the list at different.property/fees applies on the day you sign.

Introduced by someone? We may pay them an introduction fee if you join. It never changes your price: the fee list above is the fee list.

**Book a free
15-minute call**

different.property
023 8181 2088
seb@different.property