

Business case toolkit guide

What's in the kit, who each document is for, and how to use it.



Why you need this guide

Not every document will be right for every situation, so use the guide below to pick the right tool at the right moment. Each one is built to help you build the case for change inside your own agency, and the earlier you start, the easier the decision tends to be.

DOCUMENT	BEST FOR	WHEN IT HELPS	HOW TO USE IT
<u>Agency readiness checklist</u>	Anyone wanting a quick, honest read on where their agency stands.	Early on, to gauge how much there is to gain.	Work through it as a team. The areas you score highest are where Goodlord would make the biggest difference.
<u>Business case builder</u>	Anyone preparing to put the case to an owner, finance lead, or board.	At the start, before your first internal conversation about investing.	Map out who needs convincing and frame the investment in the terms each decision-maker cares about.
<u>ROI calculator</u>	You, alongside whoever owns the budget.	Once you have a rough idea of your tenancy volume and team size.	Enter your own numbers to generate a one-page financial summary built on your agency's reality.
<u>Cost of inaction</u>	Finance leads, owners, and budget holders weighing up whether to act now.	When a decision is being deferred, or the honest answer is "not yet".	A risk exercise; the admin, compliance, and hidden costs are there to help you weigh what standing still actually costs.
<u>Cost of one missed step</u>	Owners and operations leads who need to see what a single compliance slip could actually cost.	Owners and operations leads who need to see what a single compliance slip could actually cost.	When compliance or risk is the real hesitation, or the worry is "what happens if we get one step wrong".

DOCUMENT	BEST FOR	WHEN IT HELPS	HOW TO USE IT
<u>Stakeholder FAQs</u>	Any colleague with questions, from admin staff to directors.	Once questions start coming in from around the business.	It answers the most common technical, commercial, and operational questions so your team can reach a decision without delay.
<u>What to expect: your first 90 days</u>	Operations and admin teams, and anyone worried about disruption.	When the concern is how much upheaval the change will cause.	Get a clear, realistic timeline is often what settles nerves and moves things forward.
<u>Platform comparison</u>	Anyone actively comparing tenancy management platforms.	When you are weighing Goodlord against other options.	Use it to compare on depth and integration, not price alone. A connected, end-to-end platform behaves very differently day to day from a collection of separate tools.

A suggested order

There is no single right way through the kit, but this sequence works well for most agencies:

1. Run through the **[Agency readiness checklist](#)** to see where your agency stands and where the biggest gains are.
2. Work through the **[Business case builder](#)**, then use the **[ROI calculator](#)** to put your own numbers behind it.
3. If you're not sure it's the right time, the **[Cost of inaction](#)** and the **[Cost of one missed step](#)** will help you weigh up the cost of waiting.
4. For any concerns, the **[Stakeholder FAQs](#)** and **[First 90 days guide](#)** address questions about disruption and day-to-day use.
5. If you're comparing options, use the **[Platform comparison](#)** to weigh Goodlord against the alternatives.

Stakeholder FAQs

Be ready for every technical, financial, and operational questions.



Answers to every question your decision-makers will ask.

GROWTH, REPUTATION, AND LEGISLATIVE READINESS

1. What specifically does Goodlord do for us under the Renters' Rights Act?

Goodlord removes the manual-monitoring burden of the RRA. It applies the minimum notice period for rent increases automatically and gives you a built-in Section 13 workflow, the statutory route for increasing rent on the periodic tenancies the Act introduces. As the rules evolve, our in-house legal team updates the workflows and contracts ahead of time, so you're never tracking a change by hand.

2. Will this give our negotiators more time to win instructions, or just reduce headcount?

Goodlord typically reduces admin time per tenancy by 50%. For most agencies, this time is reinvested into revenue-generating tasks like winning new instructions, rather than reducing headcount.

3. What do our landlords see? Does it affect our relationship with them?

Landlords get a secure Landlord Hub to sign documents, track applications and view occupancy data 24/7. It doesn't remove the human touch, it makes you look more proactive and professional, with full transparency.

4. What is your customer retention rate, and why do agencies leave?

Goodlord maintains a high retention rate across 3,500+ agencies. The most common reason for leaving is usually agency acquisition or a shift in business model; however, the value found in operational efficiency typically keeps agencies on the platform long-term.

ROI, CONTRACT TERMS, AND DATA SECURITY

1. How quickly will we see a return on investment?

Your team will feel a clear time-saving benefit within the first month of use. The primary driver is a 50% reduction in admin time per tenancy. The wider financial impact, including reduced compliance risk and revenue from ancillary products, is typically felt within 3 to 6 months. For more detailed information use our [ROI calculator](#).

2. How much revenue can we actually earn per tenancy?

Agencies generate an average of £50–£200 per tenancy in additional revenue through integrated insurance, referencing upgrades, and ancillary services. For an agency doing 20 tenancies a month, this represents up to £48,000 per year in captured revenue.

3. Is there a minimum volume commitment, and what are the payment terms?

We offer flexible agreements tailored to agencies of all sizes. Pricing starts from ~£15 per tenancy, and payment terms can be structured monthly or annually to suit your cash flow. Volume discounts are available for larger agencies.

4. Who owns the tenant data, and what is the cost to export it if we leave?

You remain the data controller for your client information. Should you choose to leave, we provide standard data export options to ensure you can move your records to a new system without a "ransom" cost.

5. If the platform gets a compliance step wrong, where does liability sit?

Goodlord builds compliance into every workflow and keeps a full, timestamped audit trail, so you have clear evidence that each required step was completed and when. Responsibility is shared in the way you'd expect; Goodlord is responsible for the platform performing as described, and your team remains responsible for acting on the prompts and exercising professional judgement on each tenancy. Please read the Master Services Agreement for more information (available in the Goodlord platform). Limitations and exclusions apply.

IMPLEMENTATION, EXCEPTIONS, AND SUPPORT

1. What happens to our existing tenancies?

New tenancies go through Goodlord from day one. For your existing pipeline, we provide bulk upload options to migrate data at your own pace. Once uploaded, Goodlord can manage rent collection on those tenancies immediately until they reach renewal.

2. Which specific tasks are removed from my team's day?

Goodlord automates chasing references, generating jurisdiction-specific contracts, registering deposits, and serving all prescribed information. It also handles rent reminders and missed rent chasers automatically.

3. How do we handle exceptions; e.g. tenants who can't complete things digitally?

While the journey is digital-first, agents remain in control. You can manually override certain steps or provide support for tenants who require an offline format, ensuring compliance is still evidenced.

4. Who do we call when something goes wrong at 5pm on a Friday?

You have a named Account Manager and access to our support team. We also provide a [24/7 help centre](#) and in-platform walkthroughs for immediate troubleshooting.

1. What is the audit trail if we are investigated by the Property Ombudsman?

Goodlord provides a robust evidentiary trail. Every document sent, viewed, and signed is logged with a timestamp, IP address, and individual identity, providing a single source of truth for dispute resolution.

2. Are you GDPR-compliant? Where is the data stored?

Yes. All personal data is processed and stored in accordance with UK GDPR requirements. Data is encrypted both in transit and at rest using bank-grade security protocols.

1. Will this slow down my tenancy pipeline while I learn it?

No. The interface is highly intuitive, and most negotiators are comfortable with the platform within their first few tenancies. Training typically takes just 1 to 2 hours.

2. What is the referencing pass rate, and what happens if it fails?

We process over 1 million references annually with an average 1.2 days* turnaround. If a reference fails or returns as conditional, the platform guides you through the next steps, such as adding a guarantor or using our corporate guarantor service.



*Last 12 months, July 2026

One missed step is avoidable.

Questions answered. Now build the rest of your case with the Goodlord Business Case Toolkit:

- **Agency readiness checklist** - assess where you stand and pinpoint your starting point.
- **Business case builder** - build your internal case from first pitch to handling every objection.
- **ROI calculator** - enter your agency's numbers and generate a one-page financial summary to share.
- **Cost of inaction** - show your decision-maker what staying on manual processes costs you every year.
- **Cost of a missed step** - see how one compliance slip becomes a five-figure problem, and how to prevent it.
- **What to expect: your first 90 days** - know exactly what implementation looks like before anyone raises it.
- **Competitor comparison** - weigh Goodlord against the alternatives, side by side.

Speak to the team

