

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". |

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|---|--|--|--|
| <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.

The business case builder

How to build an internal business case for investment in tenancy management technology.



Why you need this guide

You've seen the demo. You know Goodlord could transform how your agency handles tenancies. Now you need to convince the person who holds the budget.

This guide gives you everything: a framework for building the case, the numbers to back it up, and ready-made talking points for each decision-maker.

UNDERSTAND YOUR AUDIENCE

Different decision-makers care about different things. Work out who you need to convince, then frame your case around what matters to them.

| ROLE | WHAT THEY CARE ABOUT | YOUR HOOK |
|------------------------|---|--|
| CFO / Finance Director | Cost savings, ROI timeline, risk reduction | Admin time saved, compliance fine avoidance, payback period |
| Agency Owner / MD | Competitive advantage, staff retention, growth capacity | Scale without headcount, win more landlords, retain good staff |
| Operations Director | Efficiency, compliance, team capacity | Single workflow, automated chasing, audit trail |

Tip: frame every number around the person in the room, not the agency in general

THE COST OF DOING NOTHING

Before you make the case for Goodlord, it helps to quantify what your agency is currently spending on the problem. Use these prompts to gather real numbers.

Admin time

- How many hours does each tenancy take from offer acceptance to move-in?
- Multiply by your average hourly staff cost. That's your admin cost per tenancy.
- Agencies using Goodlord typically reduce admin time per tenancy by 50%. What would that be worth annually?

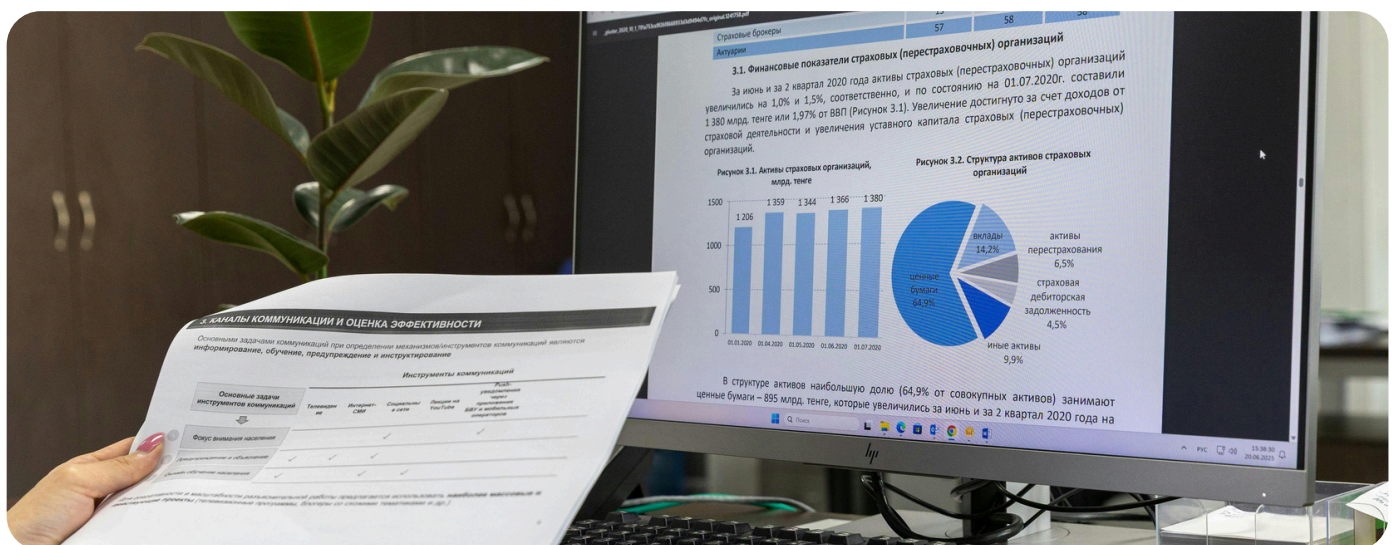
Don't know your numbers? Read about industry averages in [our report](#).

Compliance risk

- Right to Rent: civil penalties of up to £10,000 per occupier for a first breach, rising to £20,000 per occupier for a repeat breach.
- Deposit protection failures: courts can award tenants 1 to 3x the deposit.
- Renters' Rights Act: new obligations around tenancy agreements and notices, with civil penalties from £7,000 for a first breach, rising to £40,000 for serious or repeated failures.
- How many tenancies does your agency process per year? What's your exposure?

Revenue opportunity

- Top-performing agencies on Goodlord generate £50–£200+ per tenancy in ancillary revenue (insurance products, referencing)
- What additional revenue are you currently leaving on the table?



BUILDING YOUR FINANCIAL CASE

Use the Goodlord ROI Calculator ([included in this toolkit](#)), to generate your specific numbers. Here's the framework:

| LINE ITEM | HOW TO CALCULATE IT |
|----------------------------------|--|
| Current annual admin cost | Staff hours per tenancy x tenancies per month x 12 x hourly staff cost |
| Projected saving (50% reduction) | Current annual admin cost x 0.5 |
| Annual platform cost | Tenancies per month x 12 x cost per tenancy |
| Net annual saving | Projected saving minus annual platform cost |
| ROI % | (Net annual saving / Annual platform cost) x 100 |
| Additional compliance value | Estimated incidents avoided x realistic average fine amount |

Note: for the compliance line, use conservative, expected values, not the maximum fines. A number a CFO can believe beats a big number they'll disregard.

Most agencies see a positive ROI within the first 3-6 months. The ROI Calculator will produce a one-page executive summary you can share directly with your decision-maker.

MAKING THE PRESENTATION

Structure your pitch in three parts

- 1. The problem:** Quantify what your agency currently spends on tenancy admin and your compliance exposure
- 2. The solution:** Explain what Goodlord does and how it addresses each pain point
- 3. The return:** Present your ROI numbers and payback period



Anticipate the objections

Budget holders will push back. Here are the most common objections and how to handle them:

Fill in the bracketed figures, like [X hours] and [£X], with your own numbers from the ROI calculator before you use these.

| THE OBJECTION | YOUR RESPONSE |
|--|--|
| We can't afford it right now | The question isn't whether we can afford Goodlord - it's whether we can afford not to. Every month we wait costs us [X hours] in admin and leaves us exposed to compliance fines. |
| We're too busy to implement something new | Implementation takes less than 15 days. Goodlord provides a dedicated onboarding manager and team training. Within 90 days, your team will be saving time, not spending it. |
| What we do now works fine | It works - but it's costing us [£X] per year in staff time we could redirect to revenue-generating tasks. Crucially, as the agency grows, our current manual processes cannot scale with it. Our competitors are already using this technology to move faster. |
| We tried software before and it didn't stick | Goodlord is designed specifically for letting agents. The average negotiator is proficient within their first few tenancies. And our account manager stays with us beyond go-live to ensure adoption. |



READY TO PRESENT?

You now have everything you need to make a compelling case. The rest of the Business Case Toolkit includes:

- **Agency readiness checklist** - assess where you stand and pinpoint your starting point.
- **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.
- **Stakeholder FAQs** - get ready-made answers to the questions your decision-makers will ask.
- **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.

**Ready to put real numbers behind your case?
Generate your ROI summary, or book a demo.**