

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 cost of inaction

What staying on manual processes is really costing your agency every single month.



Most agencies only see the Goodlord subscription line, they don't see the rest. The staff time leaking out of every tenancy, the compliance penalty waiting to land, the ancillary revenue that never reaches the P&L.

Here is what the status quo is actually costing you.

For a mid-sized agency handling 25 tenancies a month, staying on manual processes costs an estimated £22,500 to £34,000 a year in admin time alone, and that is before you count compliance exposure, staff churn, landlord attrition or lost business value.

THE COSTS YOU CAN QUANTIFY

ADMIN TIME

up to **£67,500**

annual admin cost, large agency (50/month)

The average tenancy takes 4 hours of staff time from offer to move-in. At volume, manual progression ties up the equivalent of multiple full-time people.

£9,000 to £13,500/yr
10 tenancies/month

£22,500 to £34,000/yr
25 tenancies/month

£45,000 to £67,500/yr
50 tenancies/month

With Goodlord: admin time per tenancy cut by 80% from day one.



COMPLIANCE RISK

£40,000

maximum fine — serious or repeat Renters' Rights Act breach

One missed compliance step can trigger significant financial penalties.

up to **£20,000**
Right to Rent, per occupier (repeat breach)

1-3x deposit

Deposit non-compliance, to tenant

£7,000
Renters' Rights Act first breach

up to **£30,000**
EPC / electrical safety

With Goodlord: compliance built into every workflow, so the step can't be skipped, and a timestamped audit trail behind every tenancy.

REVENUE GAP

£12,000 to £48,000

in missed ancillary revenue at 20 tenancies/month (£50-£200 per tenancy)

Manual processes routinely miss ancillary revenue that integrated workflows capture automatically.

Rent protection built into every workflow

Referencing upgrades offered at the right moment

No manual chase, it all happens automatically

With Goodlord: rent protection built into every workflow, referencing upgrades offered at the right moment, no manual chase.

THOSE ARE THE COSTS YOU CAN SEE, NOW THE ONES THAT NEVER REACH YOUR P&L.

STAFF CHURN

£10,000+

to recruit and onboard one replacement negotiator

Admin-heavy roles drive burnout, turnover and recruitment costs. The lost pipeline during a vacancy is rarely counted. Teams freed from admin can handle more volume instead.

Higher voluntary staff turnover.

Lost pipeline during the vacancy gap is rarely counted.

Teams freed from admin can handle more volume.

LANDLORD ATTRITION

£27,000

the estimated 5-year value of a single 3-property landlord

One poor experience, slow referencing, a missed payment, a compliance error, can trigger a switch that costs years of recurring revenue. Process failures are a leading cause of switches, and one lost landlord can mean lost referrals too.

Process failures are the leading cause of switches.

Landlords increasingly expect digital, agent-branded workflows.

One lost landlord can mean lost referrals and portfolio growth.

BUSINESS VALUE

25 to 30%

lower sale multiple for operationally dependent agencies

Operational dependency reduces buyer confidence and exit value.

Systematised agencies are easier to due-diligence.

Lower operational risk = higher buyer confidence.

The best time to build for exit is years before the exit.

THESE COSTS DON'T STAY STILL, THEY COMPOUND OVER TIME.

THE GROWTH CEILING

2x

the staff cost increase needed to double your business manually

Manual processing ties growth to headcount. Double your volume and you roughly double your admin and your people costs. Goodlord breaks that equation: the same team handles significantly more tenancies, with negotiators freed to chase landlord growth, not paperwork.

Same team, significantly more tenancies.

Admin time per tenancy cut by 80% from day one.

Negotiators are freed to focus on landlord growth, not paperwork.

THE SPEED GAP

0.9 days

faster referencing on Goodlord vs manual (~1.2 days vs ~2.4 days)*

*Last 12 months, July 2026

If competitors complete tenancies sooner and reduce risk, standing still compounds against you. Faster referencing means fewer tenancies lost to rivals, landlords notice who operates most professionally, and lower risk means lower insurance and legal costs over time.

Faster referencing means fewer tenancies lost to rivals.

Landlords notice which agents operate most professionally.

Lower risk = lower insurance and legal costs over time.

THE MOST SERIOUS COST IS THE ONE YOU CAN'T SEE AT ALL.

PERSONAL LIABILITY

Under the Renters' Rights Act, enforcement action can name directors personally, not just the business entity. A £40,000 fine issued to your company is painful. The same action naming you personally is a different conversation entirely.

Manual processes with no audit trail leave you exposed in a way that a compliant, documented platform does not.

THE BLIND SPOTS YOU DON'T KNOW YOU HAVE

Many agencies have run the same process for years without knowing which compliance steps they are consistently missing.

Goodlord automates 40 compliance steps across every tenancy because these gaps are universal. **The question is not whether your agency has blind spots, it is how long they have been there and what they have already cost you.**

REPUTATION IN A LOCAL MARKET

One slow tenancy, missed document, or payment issue can shape how landlords and tenants perceive your agency.

In local markets, reputation compounds. The agencies that protect it best are the ones with the most reliable, consistent processes behind every tenancy.

PUT A NUMBER ON YOUR OWN INACTION

These are the costs across the industry. Yours will be specific to your volume, your team, and your exposure. The [ROI calculator](#) turns them into a single figure for your business case.

Most agencies see positive ROI within 3 to 6 months.

See your agency's real numbers.

See exactly what manual processes are costing you, and what Goodlord could save you with our interactive calculator.

[Use ROI calculator](#)

Now you've seen the cost of standing still. The rest of the Goodlord Business Case Toolkit helps you act on it:

- [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 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.

Want to talk it through? Speak to your Goodlord contact or book demo [here](#).