

# 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
<a href="#">Agency readiness checklist</a>	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.
<a href="#">Business case builder</a>	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.
<a href="#">ROI calculator</a>	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.
<a href="#">Cost of inaction</a>	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.
<a href="#">Cost of one missed step</a>	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
<a href="#">Stakeholder FAQs</a>	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.
<a href="#">What to expect: your first 90 days</a>	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.
<a href="#">Platform comparison</a>	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 one missed step

In tenancy progression, there is no margin for error. **One mistake is all it takes.**



Most compliance failures aren't reckless. They're a single step, missed on a busy Friday, a deposit protected a day too late, a Right to Rent check left half-done, or a notice served on the wrong form.

No one chose to get it wrong, the process just let it slip. In lettings, one slip can cost more than a whole year of Goodlord.



## NON-COMPLIANCE RISKS

### £40,000

Civil penalties under the Renters' Rights Act. Up to £7,000 for a first breach, rising to £40,000 for serious or repeated failures, such as getting written terms or notices wrong.

### £20,000

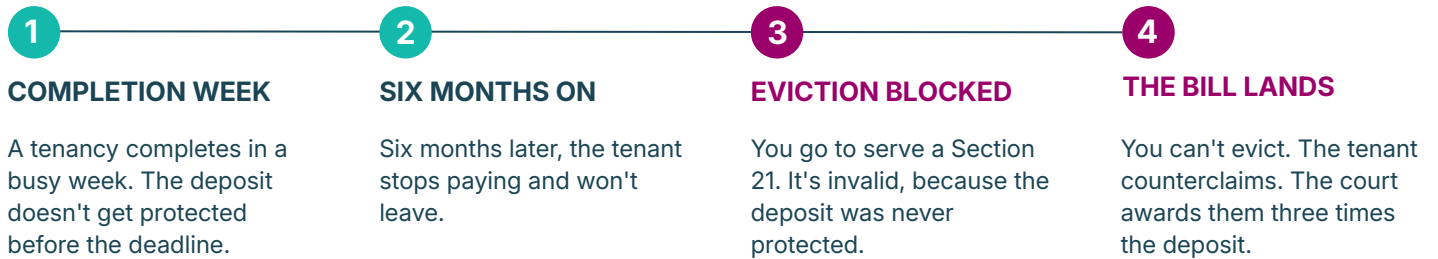
Per occupier, for a repeat Right to Rent breach. It stacks up fast across multiple tenancies.

### 1 to 3x deposit

Awarded to the tenant if a deposit isn't protected in time. The same slip invalidates your Section 21, so you can't end the tenancy.

**A single compliance incident can cost more than an entire year of Goodlord.**

## ONE STEP BECOMES A FIVE-FIGURE PROBLEM



One missed step, a five-figure bill, a tenancy you can't end, and a landlord asking why.

### THE GOODLORD ADVANTAGE

**12+** years

building and refining lettings compliance technology, through every major legislative change.

**£8.8** billion

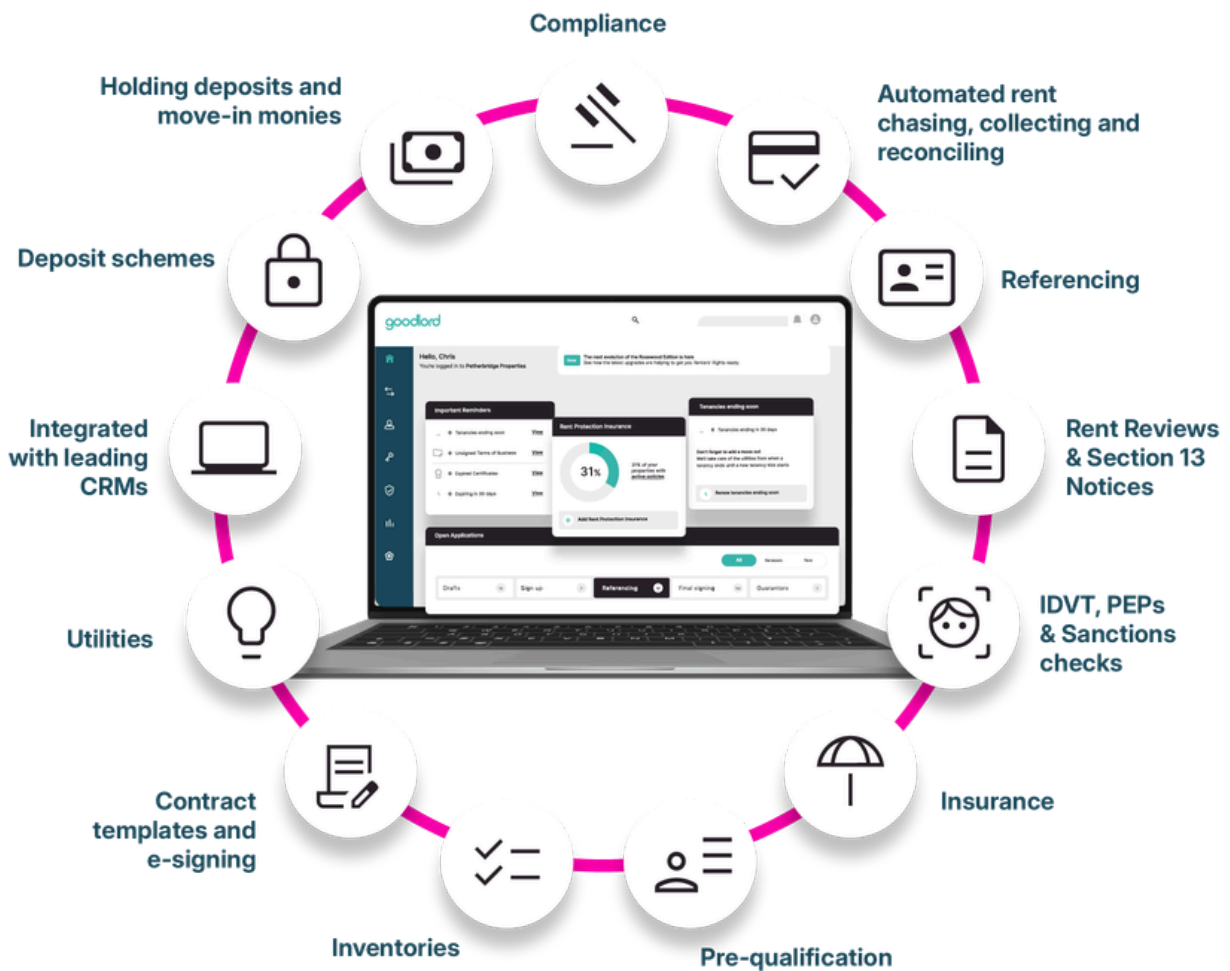
in annual rental value processed through our connected ecosystem.

**320+** employees

including a dedicated team of ARLA-qualified compliance experts.

### we've got you covered at every step.

From the first check to the final signature, Goodlord handles the full compliance journey: pre-qualification, referencing, Right to Rent and IDVT, PEPs and sanctions checks, holding deposits and move-in monies, deposit schemes, compliance documents, inventories, contract templates and e-signing, rent collection and reconciliation, rent reviews and Section 13 notices, insurance and utilities, all integrated with leading CRMs.



## Built for compliance, designed to remove risk.

Every compliance step is built into the workflow, so it can't be skipped or forgotten. Progression is blocked until each required step is done. No deposit protected, no moving on. Automated reminders chase the steps your team would otherwise hold in their heads. Every action is timestamped, so you always have a complete, defensible audit trail. Compliance by default, not by luck.

Goodlord has spent over a decade building what would take you years, and kept pace with every legislative change since. That's how your agency lets without limits.

**From £15** per tenancy, less than the cost of getting one step wrong.

## One missed step is avoidable.

The rest of the Goodlord Business Case Toolkit shows you how:

- **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.
- **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.

[Book a demo](#)