

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
Stakeholder FAQs	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.
What to expect: your first 90 days	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.
Platform comparison	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.

What to expect in your first 90 days with Goodlord



From sign-off to steady state - faster than you think.

Implementation doesn't have to be painful

One of the biggest barriers to adopting new technology is the fear of disruption. How long will it take? How much of my team's time will it consume? What if it doesn't work?

This guide sets clear expectations for what your first 90 days with Goodlord actually looks like; from sign-off to being fully up-and-running. The short version: it's faster and easier than you think.

Who needs to be involved?

Getting Goodlord up and running doesn't require an all-hands project. Here's who needs to be involved and how much time to expect.

ROLE	INVOLVEMENT	TIME COMMITMENT
Your Goodlord Champion	Main point of contact with Goodlord's onboarding team. <i>Owens the setup process.</i>	2-3 hours/week during setup. Minimal ongoing.
Branch Manager(s)	Input on workflow configuration. <i>Attends training.</i>	1-2 hours total

ROLE	INVOLVEMENT	TIME COMMITMENT
Negotiators / Lettings Staff	Begin using platform immediately after. <i>Attend training.</i>	1-2 hours training. Proficient within first week.
IT / Systems	Required only for PMS integration (Alto, Reapit, Street.co.uk).	One-time 2-3 hours during integration setup.
Finance Director / Owner	Sign-off only. May review first month's reporting.	Minimal.

The 90-day timeline

Here's exactly what your first 90 days look like, and what you'll have to show for it at each stage.

Days 1-14: Setup

We get everything ready so you don't have to. We'll configure your account, add your agency branding, connect your PMS if you use one, and load in your compliance documents and tenancy agreement templates.

By day **14** your platform is set up and ready for your first tenancy.

Days 15-30: Launch

Now your team gets hands-on. We'll run your training (1-2 hours, that's it), and you'll start putting real tenancies through the platform with our onboarding team on hand whenever you've got a question.

By day **30**: your team is comfortable running the core workflow.

Days 31-90: Optimise

This is where it starts paying off. We'll look at your first month's data together, fine-tune your workflows around how your team actually works, and show you the extras worth exploring, like rent collection, insurance and referencing. Your account manager stays with you throughout.

By day 90: saving 4 hours of admin time per tenancy

What Goodlord provides

We're a partner, not just a platform. Our success depends on yours.

- 🌀 A clear handover from your sales contact to your dedicated onboarding manager and account manager.
- 🌀 A dedicated onboarding manager assigned to your agency
- 🌀 Customised training for your team (not a generic webinar)
- 🌀 Help configuring your tenancy agreement templates
- 🌀 PMS integration support from our technical team
- 🌀 Ongoing account management - not just during setup
- 🌀 Access to Goodlord's support team throughout

The agencies that see the fastest ROI are the ones that commit to the 90-day plan. A negotiator processing 10 move-ins a month saves around 40 hours in the first month alone.



Common implementation concerns

Will it disrupt our current tenancies?

No. New tenancies go through Goodlord from day one. Existing tenancies can be migrated at your own pace or managed alongside until they renew.

What if my team doesn't adopt it?

Goodlord is designed for letting agents, not IT teams. Training takes 1-2 hours and most negotiators are comfortable within their first few tenancies. The platform makes their jobs easier - that drives natural adoption.

Do we need to change our processes?

Goodlord adapts to your workflows, not the other way around. Your tenancy progression steps are fully configurable.

What about our existing tenancy agreements?

Goodlord works with your existing agreements. Your templates are loaded into the platform during setup.

What if something goes wrong?

You'll have a named account manager and access to Goodlord's support team throughout. We don't disappear after go-live.



Ready to start your 90 days?

The rest of the Goodlord Business Case Toolkit includes:

- **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.
- **Stakeholder FAQs** - get ready-made answers to the questions your decision-makers will ask.
- **Competitor comparison** - weigh Goodlord against the alternatives, side by side.

[Book a demo](#)