Rent Guarantor

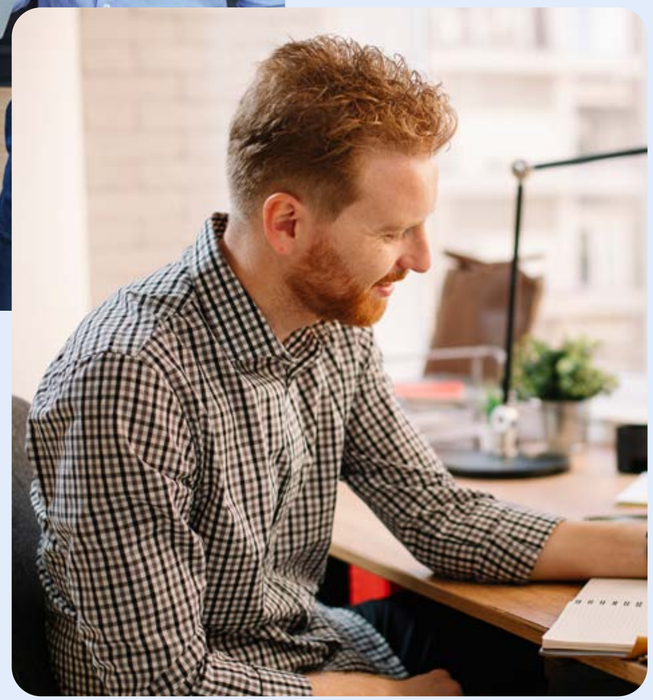
Welcome Pack.

Equipping your team for our new partnership.



Introducing your partnership with RentGuarantor





Thank you for choosing to work with RentGuarantor!

By partnering with us, you're helping more people access secure housing by supporting tenants who may not have a suitable guarantor, while giving landlords confidence through a professional, reliable guarantor solution.

We're really pleased to be working together and look forward to building a strong and successful partnership.

This welcome pack includes everything you need to get started, from how to use our brand to guidance on how to talk about RentGuarantor clearly and consistently.

How to use this guide – your next steps:

Get familiar with us

Use our helpful messaging dos and don'ts, tone of voice guide, and company boilerplate to understand our brand and how best to communicate who we are.
(Pages 4 – 7)

Discover our asset bank

Check out our handy asset bank that has everything you need to make this as simple as possible to communicate the RentGuarantor brand. **(Page 8)**

Share the news with your staff

Make sure your team is aware of the partnership and understand who we are, so they can understand our benefits and communicate clearly with your customers.
(Page 9)

Update your website and social channels

You can update your website and social media with our partnership information and our branding where appropriate. **(Pages 10 – 13)**

Tell the world

We've included a template press release which is easy for you to adapt and send out to the media announcing the partnership news.
(Page 14)

Why RentGuarantor

Renting today isn't always straightforward. Many tenants are unable to provide a suitable UK-based guarantor, even when they can afford the rent. This can delay or prevent tenancies, create uncertainty for landlords, and add pressure to the lettings process. RentGuarantor helps remove these barriers.

By acting as a professional guarantor, we support tenants in meeting referencing requirements and accessing homes they might otherwise miss out on. At the same time, we provide landlords and agents with added confidence and reassurance, helping to reduce risk and keep tenancies moving.

For our partners, this means:

- Improved access to housing for individuals who may struggle to meet standard requirements
- Greater confidence for landlords, with a reliable guarantor in place
- Fewer delays and fall-throughs in the lettings process
- A more inclusive and flexible approach to tenant applications

We work closely with agents, landlords, build-to-rent operators, councils and charities to support a wide range of tenants, from working professionals and students to those supported through housing schemes and relocation services.

Together, we're helping more people access safe, secure housing, while making the rental process simpler and more effective for everyone involved.

Boilerplate – About us

Now we've introduced ourselves and how we work with you, you may want to give others a clear and concise explanation of who we are. Below is a simple overview that you can use to introduce RentGuarantor.

RentGuarantor supports tenants in securing a rental home by acting as a professional guarantor when a personal guarantor isn't available.

By acting as a reliable guarantor, RentGuarantor gives landlords and letting agents confidence that rent will be covered, reducing risk and streamlining the rental process.



Messaging do’s and don’ts

It’s important to communicate clearly when talking about RentGuarantor, ensuring it isn’t confused with other services or financial products in the rental market. To help with this, we’ve put together a handy list to keep messaging consistent, clear, and free from confusion.

Do’s:

- Use the term “professional guarantor service” to describe RentGuarantor
- Emphasise that RentGuarantor helps tenants meet referencing requirements
- Highlight that the service gives landlords and agents added confidence and reassurance

Don’ts:

- Refer to RentGuarantor as insurance or an insurance policy
- Say that rent is guaranteed
- Refer to our service as a guarantee
- Suggest the service is a bank, lender, or financial product

Our tone of voice

Rent Guarantor's tone of voice and messaging is supportive and reassuring. It's important that we keep our communication clear and straightforward, while maintaining a positive and proactive approach for everyone from tenants to landlords.

We are collaborative and inclusive, and we aim to inspire confidence and trust. Our tone always remains friendly and approachable, with a focus on being helpful and promoting positive outcomes. We avoid jargon, technical terms, and overly formal or insurance-style language, and we take care not to overpromise or make guarantees.

Please use our tone of voice as a guide when you are communicating about our partnership, this will help support you to achieve the best results in your messaging.

Asset bank

We've made it easy for you to communicate about RentGuarantor with confidence.

Our asset bank includes:

- Logos
- Primary brand colours
- Photography style with approved pictures

Download Assets

Brand Colours

Navy
HEX #232D5D
C98 M91 Y35 K27
R35 G45 B93

Light Blue
HEX #C5D9F8
C20 M9 Y0 K0
R197 G217 B248

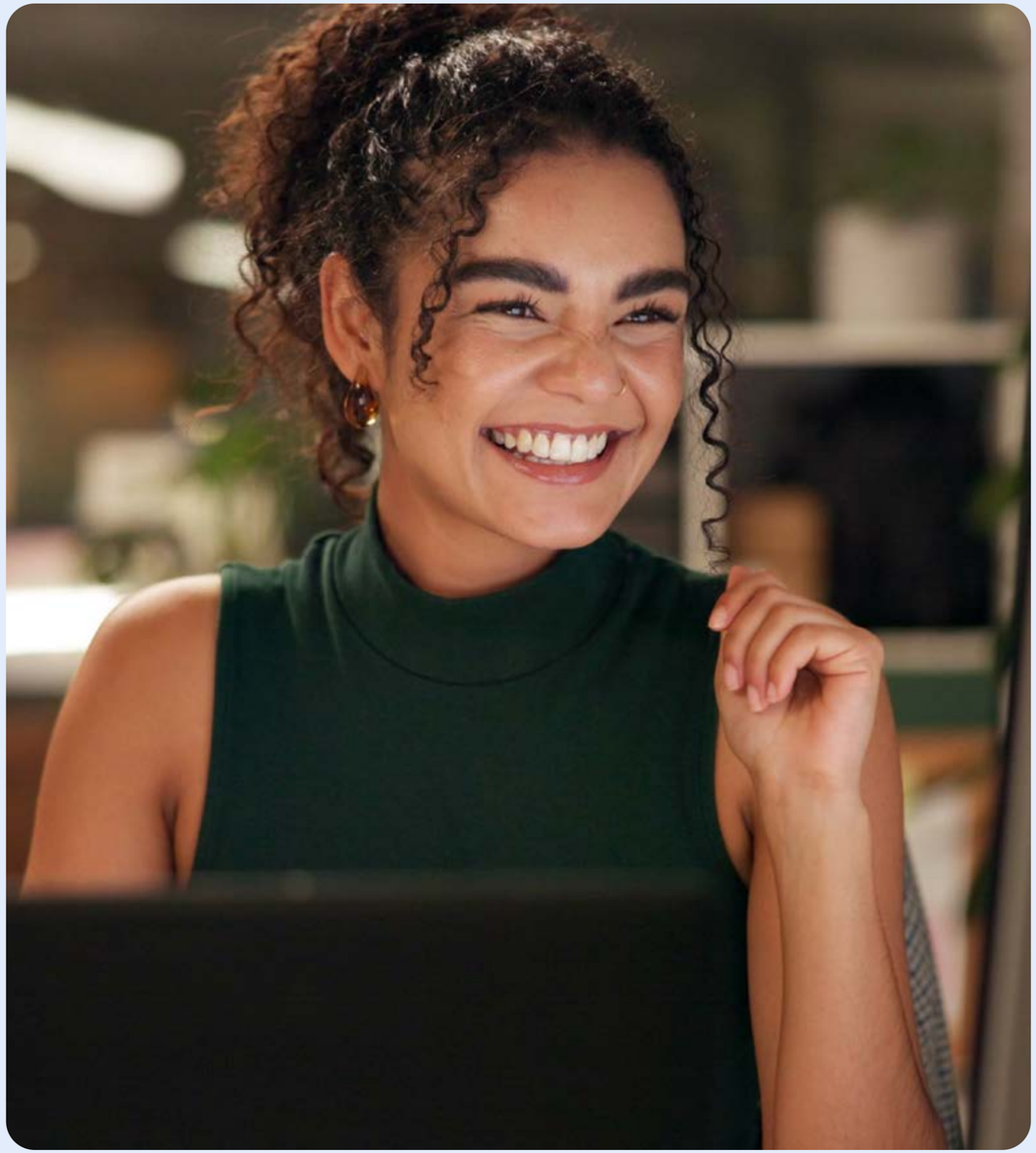
Green
HEX #00BF93
C74 M0 Y58 K0
R0 G191 B147

Staff email template

To help you introduce RentGuarantor to your team, we've included templates below that you can use to communicate the partnership across your organisation.

- Agents
- Councils
- Charities
- Landlords
- BTR

Download Templates



Website copy

Here is an introductory explanation for you to use on your website:

We partner with RentGuarantor to support individuals who may not have access to a suitable UK based guarantor.

Their service helps people access rented housing by supporting tenants in meeting referencing criteria and putting a trusted, professional solution in place—while giving landlords added confidence and reassurance.

This can be particularly helpful for those facing barriers to renting, including individuals relocating, in new employment, or without a UK-based guarantor.



Social media

Kick things off on social media with some of our helpful example posts. We've tailored a selection of options to suit different types of businesses, simply choose the one that best aligns with yours. You can also use any of the images provided in our asset bank to accompany your post.

Agents: We're excited to be working with RentGuarantor to help tenants access rental properties more easily. This partnership supports tenants who may not have a suitable guarantor while giving landlords confidence and reassurance.

Landlords: We've partnered with RentGuarantor to make renting smoother for everyone. Their professional guarantor service helps tenants progress with their applications while providing landlords with added confidence that rent will be covered.

BTR: We're excited to be working with RentGuarantor, a professional guarantor service for tenants who may not have a suitable UK-based guarantor, helping them secure their rental property with confidence. They support a wide range of tenants, including those receiving benefits, students, international applicants, self-employed individuals and anyone who is unable to provide a traditional guarantor.

Councils: We've partnered with RentGuarantor to help individuals access private rented housing, particularly those who may not have a suitable guarantor. This service supports residents while giving landlords the confidence to proceed with applications.

Charities: We work with RentGuarantor to support people facing barriers to renting, including those relocating or starting new employment. Their service helps tenants secure housing while giving landlords reassurance throughout the lettings process.

Social media

Even more inspiration! You can dip in and use these whenever you need.

“Our ongoing partnership with RentGuarantor strengthens the support available to our tenants throughout their renting journey. Tenants who don’t have a UK based guarantor can apply for a professional guarantor service such as RentGuarantor. Together, we’re making renting accessible to everyone!”

“Through our ongoing partnership with RentGuarantor, we’re able to provide consistent, proactive support to both tenants and landlords. While tenants have the key to access more rental properties with their professional guarantor service, landlords have the reassurance of rent guaranteed up to £120,000 or 12 months’ rent (whichever comes first)”

“Through our partnership with RentGuarantor, we’re able to progress applications efficiently and with greater confidence.”

“Our partnership with RentGuarantor ensures that affordability challenges don’t prevent people from finding a home. Their professional guarantor service allows tenants who would have otherwise struggled to rent, find a home”

“The purpose of RentGuarantor is to make renting more accessible and sustainable by providing ongoing support that helps tenancies succeed from start to finish. Their streamlined process ensures all tenants receive a response to their application within 24 hours, helping to avoid delays in the renting process.”

“We work with RentGuarantor to provide a fairer environment for all tenants. By offering professional rent guarantor services, they remove barriers that might otherwise prevent people from accessing a home.”

Our social media channels

Come and join us on social media! Follow our channels and don't forget to tag us in your posts.

We love seeing what our partners are sharing and we'll always engage with a like or share where we can.

Follow us on:

Instagram

LinkedIn

TikTok

Media Release

Click the link below to access our new partnership press release. This template is easy to adapt with your own company details. This outlines who RentGuarantor is and includes a quote from our CEO, Paul.

You can use this to share the partnership announcement with the media.

Media Release



Thank you for partnering with RentGuarantor.

By working together, we're helping more people access homes while giving landlords and agents confidence and reassurance.

We're excited to build this partnership with you.

Contact Us:

marketing@rentguarantor.com