



HMO Discovery solution

Enabling Local Authorities to accurately identify and target potentially unlicensed HMOs for priority investigation.

The Problem

Local Authorities UK-wide are facing huge challenges with the management and enforcement of HMO licensing, due to unscrupulous landlords evading the licensing process, avoiding paying fees and failing to observe their regulatory obligations.

Estimates vary wildly, but it is widely acknowledged that a significant proportion of HMOs are unlicensed, with Housing teams struggling to identify and target the right properties for investigation and licensing enforcement, often due to limited resources, systems and information.

This leads to potentially very significant **lost HMO licensing revenues** and leaves **tenants at risk** of unfair treatment, while living in potentially unsafe and/or unhealthy conditions in non-compliant properties.

The Solution

To meet this challenge, **WhenFresh** firstly identifies the **Private Rental Sector (PRS)** properties within any Local Authority's jurisdiction. **HMO Discovery** then uses a scorecard developed using a wide range of proprietary WhenFresh property assets – supported with inputs from data partners such as **Equifax, Zoopla, Royal Mail & Land Registry** – to rank each rental property for its likelihood to be HMO.

This process delivers a highly predictive candidate list of properties that are likely to be HMO, for cross-referencing against the Local Authority's existing licensing records. The net candidate file of properties can then be targeted for priority investigation by Housing teams to uncover rogue landlords, levy fines, recover lost revenues and secure future licensing and regulatory compliance.

How the WhenFresh HMO Discovery solution works...

Step 1

PRS - Private Rental Sector Other



WhenFresh identifies all the Private Rental properties in any Local Authority jurisdiction

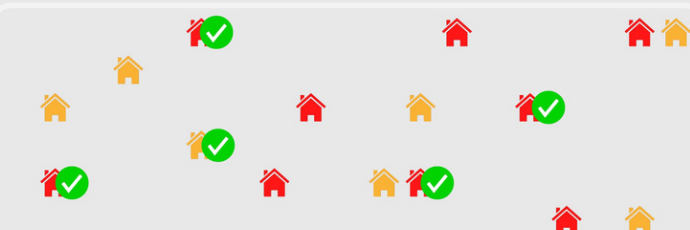
Step 2



These Private Rental properties are then ranked on a complex scorecard including factors such as property size/type, rental transaction history, insurance, EPC surveys & more....

Step 3

✔ Licensed HMO



The HMO candidate list is then cross-referenced with the Local Authority's existing licensing data.

Step 4



The net list of ranked HMO candidates are prioritised for investigation to expose unlicensed HMOs, recover lost revenues and secure forward licensing revenues & compliance.

Property Data Insights Delivered

Comprehensive Property Insights for Local Authorities

As part of the HMO Discovery process, in addition to identifying potential HMOs for priority investigation, WhenFresh also delivers comprehensive insights into each of the properties within any Local Authority jurisdiction, including:

Housing Occupancy Type

The data delivery includes the occupancy type for each property in the Local Authority's jurisdiction, i.e.:

- > Private Rental
- > Social Rental
- > Owner-Occupied

Property Types & Attributes

For each property, details of the property type (i.e. terraced house, detached house, flat, maisonette, bungalow, etc...) and key attributes (i.e. number of bedrooms, bathrooms, reception rooms, etc...) is also supplied.

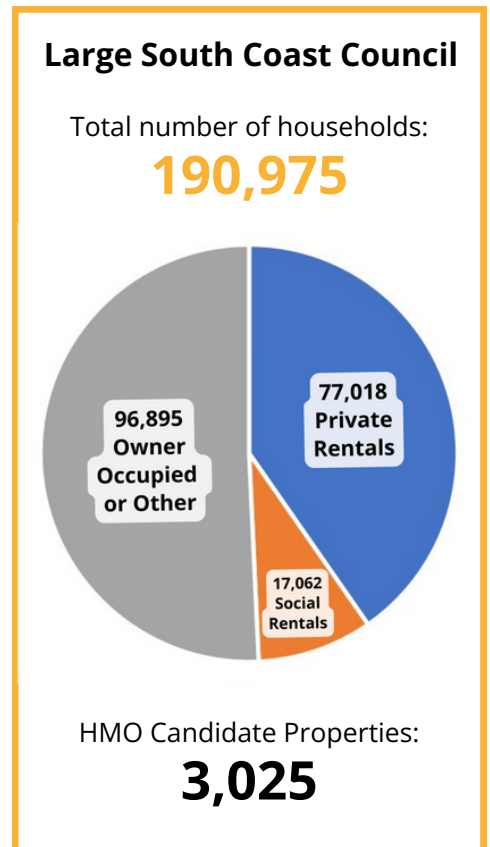
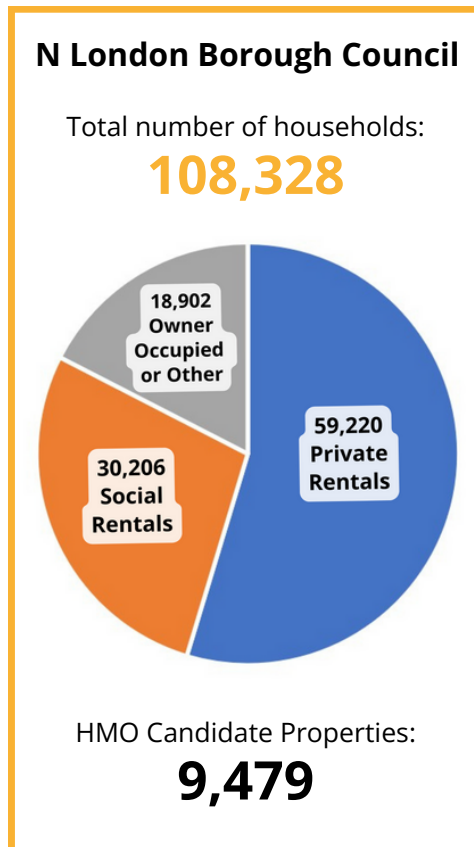
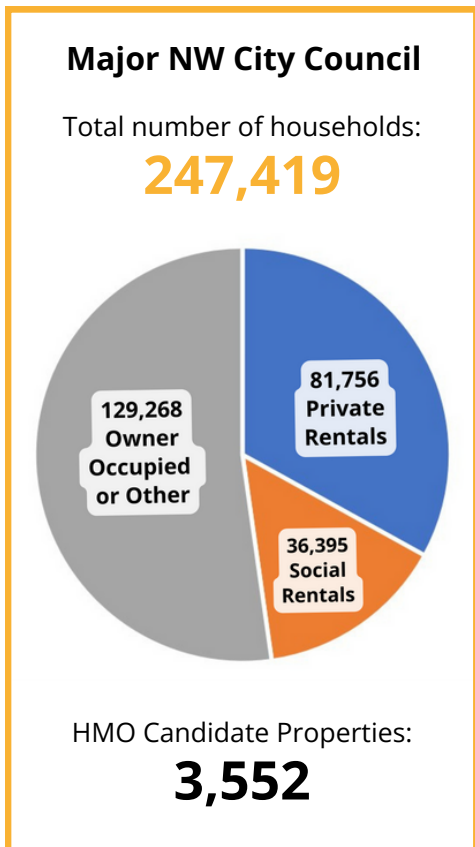
EPC Ratings

The Energy Performance Certificate (EPC) rating is also supplied for each property, with certification dates, current & potential ratings - all of which is key to current and future HMO licensing and management of the wider rental market.

Local Authority Rental Housing & HMO Candidate Examples

Examples of breakdowns of Rental Stock & HMO candidate volumes

WhenFresh has already analysed the properties within each UK Local Authority's jurisdiction to breakdown the occupancy types, then used the HMO Discovery scorecard to identify the ranked HMO candidates for each. Below are 3 examples:



Results...

Initial pilot projects with existing Local Authority clients have shown accuracy as high as 90% in uncovering unlicensed HMOs, based on the high priority net candidates.

Talk to us...

To find out more about the WhenFresh HMO Discovery solution, please call WhenFresh on **020 7993 5818** or visit www.whenfresh.com/hmo-discovery