



Subject line: Find out what tenants REALLY think about the private rented sector

With one in five people* in the UK now renting a property from a private landlord, it's never been more important for landlords to understand the private rented sector from the tenant perspective.

The [Landlord Leaders playbook](#) takes a deep-dive into how the ever-changing landscape is affecting the foundations of the industry and how the sector can best serve tenants today and in the future.

The playbook is brought to you using research from OSB Group and the Landlord Leaders community. Convened by OSB Group, the community is made up of group industry individuals and organisations focused on creating a fairer and more sustainable private rented sector, whilst spreading a more positive message about its future.

In the playbook, you'll find out more about:

- The tenant experience
- Why location is key
- The lure of homeownership
- The financial balancing act

[View the findings here →](#)

* [English Housing Survey, private rented sector](#)