



## Overview

Tenant satisfaction is the lifeblood of any professional letting agency. Happy tenants mean longer lets, positive reviews, and willingness to work effectively with agents across the board.

Milards has been using River to streamline their letting process since their inception in 2017. From day one, River was saving Milards time and money, cutting out much of the time-consuming back and forth that has traditionally been part of the letting process. River has been able to accelerate Milards' letting journey from first listing to final signature - but we knew we could do better.

In July of 2021, largely thanks to feedback from agents like Milards, River added a new feature: "Tenant Confirmation", and through it, access to "MyRentalCV Concierge". Milards was eager to embrace the new feature, with the desire to improve tenant satisfaction in the days surrounding a move - and to reduce time spent on calls with new tenants.



**Milards Property & Letting Agents**



**Edinburgh**



**Founded in 2017**



**300+ lets per year**



**Customer since 2017**

## Approach

River helped Milards by enabling them to easily support tenants before, during, and after moving day with our Tenancy Confirmation system and the MyRentalCV Concierge service.

### Save time for agents

MyRentalCV Concierge caters for the majority of things that tenants used to call Milards asking about. Now, rather than engaging in 2-3 phone calls per let about where to find the best providers, Milards sets expectations with tenants prior to signing - and lets us handle the rest.

### Make your tenants happy

Happy tenants don't have to mean overworked agents! When a tenancy is confirmed in River, and MyRentalCV Concierge is explained preceding the let, you're giving tenants easy access to the best of the best pre- and post-move services in less time than you'd spend on a single call.

### A wide range of services

MyRentalCV Concierge offers a host of services, connecting tenants with providers and offering guidance in areas including:

Broadband • TV packages • Insurance • Council Tax • Removals • Cleaning • Rent a van

### Get rewarded

Confirm a tenancy and receive £5. It's that simple, and you can do it every time you let a property.

## Results



**86%**  
MyRentalCV  
Concierge  
**uptake rate**



**100%**  
**decrease** in  
tenant service  
calls



**£5 per  
confirmed  
tenant**

## Conclusion

To date, we have helped over 2,000 tenants through their moves with the MyRentalCV Concierge service.

Milards has received wonderful feedback from tenants praising MyRentalCV Concierge. This feedback is supported by Milards' amazing uptake rate - 86% of the tenants they confirm in River decide to make use of MyRentalCV Concierge.

***"Excellent and the fastest service in Edinburgh. Just arrived to Edinburgh and luckily met them. We rented our new home without having any single trouble within 2 days. Milards' must be "the Best Practice" as superior to any alternatives in addition to Amir's sincere and professional approach. Strongly recommended."***

Milards is using River to improve every step of the letting journey, for both agents and tenants. Thanks to MyRentalCV Concierge, they're now able to support tenants throughout the moving process, at the click of a button. The way we see it, if you can save your agents time while making your tenants happy, that's a win-win!

***"River and their services have been instrumental in streamlining our client-facing processes. We base our success on client satisfaction and River's services help us take that up a notch while saving the team time, for us it's a no brainer"***

## Results



★★★★★  
**reviews from tenants**



**"Instrumental in streamlining our client-facing processes"**



**"It's a no brainer"**

## Already using River?

If you're using River, you already have access to the tenancy confirmation feature. This [tutorial](#) takes you through the specific steps, and if you have any questions, our support team is always here to help!

## Not yet using River?

If you're not using River, and you think this case study sounds interesting... well, just wait until you hear about everything else we can do! You can read about all of River's other features [here](#), or if you'd rather just see what we can do, you can book a demo [here](#)!



river | LETTING PROCESS  
MANAGEMENT

Book a product demo  
at [riverlpm.com](https://riverlpm.com)

 LET TECH  
SOLUTIONS

River and MyRentalCV are products  
by Let Tech Solutions