



# HomeSwapper®

## Supporting Swappers for Success

Making special arrangements to help your swappers get registered with HomeSwapper can really pay off in the long run! The more they know about how to use their accounts from the start, the less you'll need to support them throughout their HomeSwapper journey.

We speak with our landlords every day and many of them give us their best practice tips for helping swappers get started. From supporting them in person to get online, set up their advert and begin their search to pointing them in the right direction for support direct from HomeSwapper, there's lots of simple ways you can give them a running start.

Here we share some of our landlords' top tips with you...

### Getting online

Getting online can be a really daunting prospect for some tenants, so workshops and one-to-one meetings to get them started are a great idea!

*"The biggest barrier that Wellingborough Homes faces is the fact that many tenants lack familiarity with operating online. Therefore, helping our tenants to gain the confidence to manage HomeSwapper is key and we have found that working with them one-to-one to register and get them started makes a huge difference – especially if we can do this at the tenant's property."*

James Waterton, Housing Services Manager at Wellingborough Homes



## Setting up optimal adverts

It's vital that adverts are set up properly to include accurate information and really showcase a tenant's home to give them the best possible chance of a swap!

*"The most vital advice for tenants is to use pictures, especially ones that show the property at its best. We advise them to put in as much information as they can about both their home and the one that they're looking for."*

Anne Forshaw, Housing Service Promotion Officer at Crawley Borough Council



## Setting up match filters

Advise your tenants to act with courtesy, flexibility and patience.

*"We know that HomeSwapper works best when tenants are open to other areas and property types. It's important that we remind them to log in regularly and respond to questions promptly."*

Anne Forshaw, Housing Service Promotion Officer at Crawley Borough Council



## Supporting the search

At HomeSwapper, we work to provide you with all the resources you might need to support your tenants, so make sure you're passing on all our materials to your swappers!

*"We believe in a pro-active approach to encourage use of HomeSwapper. We assist in the identification of exchanges as best practice in assisting customer moves - which has benefits for our customers and for us as a housing provider in reducing both void costs and the number of void properties."*

David Brown, Occupancy Team at WHG

