



Fair Trading and Consumer Protection Policy

1. Policy Statement

At **Propertyline (includes Propertyline Letting Ltd and its subsidiaries)**, we are committed to conducting our business with honesty, integrity, and transparency. We aim to uphold the highest standards of fair trading and consumer protection in all interactions with tenants, landlords, buyers, sellers, and other stakeholders.

We comply with all relevant legislation, including the **Consumer Protection from Unfair Trading Regulations 2008 (CPRs)**, and strive to ensure that all marketing, communication, and service delivery is accurate, non-misleading, and fair.

2. Purpose

This policy aims to:

- Ensure compliance with consumer protection and fair trading laws
- Promote honesty, accuracy, and professionalism in advertising and sales practices
- Protect clients and consumers from unfair or deceptive practices
- Encourage transparency in all aspects of our business

3. Scope

This policy applies to:

- All employees, contractors, and representatives of **Propertyline**
- All marketing and communication materials
- All services provided in relation to sales, lettings, property management, and valuations

4. Legal and Regulatory Framework

We operate in accordance with the following key legislation and guidance:

- **Consumer Protection from Unfair Trading Regulations 2008**
- **Business Protection from Misleading Marketing Regulations 2008**



- **The Property Ombudsman (TPO) Code of Practice**
 - **National Trading Standards Estate and Letting Agency Team (NTSELAT) guidance**
 - **Tenant Fees Act 2019**
 - **Consumer Rights Act 2015**
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5. Key Principles of Fair Trading

a. Honesty and Accuracy

We will ensure that all statements, descriptions, and representations made—whether verbal, written, or visual—are truthful, accurate, and not misleading.

This applies to:

- Property listings (including features, pricing, and availability)
- Marketing materials and advertisements
- Verbal representations during viewings or negotiations
- Fees and charges (clearly disclosed in line with legal requirements)

b. Material Information

We commit to disclosing all relevant **material information** about a property that could affect a consumer's decision-making. This includes (but is not limited to):

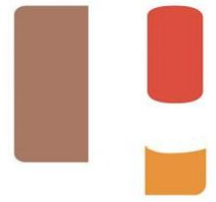
- Leasehold or freehold status
- Length of lease and ground rent (where applicable)
- Known defects or restrictions
- Planning permissions or limitations
- Council tax bands, service charges, and utilities
- Letting or tenancy fees (as permitted under the Tenant Fees Act 2019)

Failure to disclose material information could result in a breach of consumer protection laws.

c. No Pressure Selling

We will not use aggressive or high-pressure tactics to influence consumer decisions, including:

- Pressuring clients to instruct our services
- Encouraging consumers to proceed without sufficient time to consider offers or contracts
- Misrepresenting demand or urgency



6. Transparency in Fees and Services

- A full list of landlord and tenant fees will be displayed clearly in our office and on our website, as required by law
- Any changes to fees or terms of service will be communicated clearly and in writing
- Commission structures, terms of business, and contractual obligations will be transparent and accessible

7. Training and Compliance

All staff will:

- Receive regular training on consumer protection laws and fair trading practices
- Understand how to identify and avoid unfair, deceptive, or misleading practices
- Be aware of the consequences of non-compliance, including disciplinary action and legal penalties

8. Complaints and Reporting

Any breach of fair trading or consumer protection obligations will be investigated swiftly. Consumers have the right to escalate complaints to:

The Property Ombudsman (TPO)

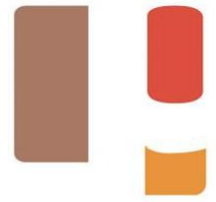
Website: <https://www.tpos.co.uk>

Phone: 01722 333306

Complaints will be handled in accordance with our **Complaints and Dispute Resolution Policy**.

9. Policy Review

This policy will be reviewed **annually** or sooner if there are changes to relevant legislation or regulatory guidance. Updates will be communicated to all staff and made publicly available where appropriate.



10. Contact

For more information or to report a concern related to fair trading or consumer protection, please contact:

Compliance Manager / Office Manager

Name: **Sherri Wadiuk and Chris Weston**

Email: info@epropertyline.com

Phone: **01733 777788**

Propertyline is committed to acting with fairness and integrity, ensuring that all customers receive honest, professional, and legally compliant service at every stage of their journey with us.
