

## Bidding: No Rent Bidding

### Tenant FAQ

**Q:** Can I be asked to offer more than the advertised rent to secure a property?

**A:** No. Once a property is advertised, the landlord or agent must state an exact rent figure, and they're not allowed to invite or encourage anyone to offer more than that - including through informal pressure like a "best and final offers" situation.

**Q:** Is the advertised rent the maximum I could be asked to pay?

**A:** Yes. Landlords and agents are required to give a specific figure when they advertise, rather than a vague guide price, so what you see listed should genuinely be the ceiling - with no pressure to outbid other applicants.

**Q:** What if I want to offer more anyway because I really want the property?

**A:** You cannot be invited to do so, and even if you offer more without being asked, your landlord or agent still isn't allowed to accept it - the rule applies regardless of who raises it first. This is designed to keep the process fair and transparent for everyone applying. You're welcome to offer less if that's what you'd rather pay, though - there's nothing stopping a lower offer being made or accepted.

**Q:** What should I do if I feel pressured into a bidding situation?

**A:** Speak to your local Winkworth office - all our offices market properties at a fixed advertised rent in line with the rules. Rental bidding is also something your local council can take action on directly: they can issue a civil penalty of up to £7,000 against a landlord or agent found to have broken these rules.