

Merthyr and Cynon Valley: how letting agents show landlord fees and take valuations

Prepared for H&R Lettings. Public websites checked 24 Oct 2026. Example only, not a live report.

What we saw on each agent's own website

Agent	Fully managed fee on site	Other fees shown	How a landlord asks for a valuation
H&R Lettings, Merthyr (you)	Yes, on the home page: 10% + VAT (12% inc VAT) of monthly rent	£420 inc VAT start-up fee	No valuation form or button seen on the pages we read
Neighbourhood Properties, Merthyr	Yes, on a landlord fees page: from 12% incl. VAT of monthly rent	Let Only and other services listed, with a Client Money Protection and Redress section	"Book my rental valuation" on the home page, with instant, virtual and in-person options
Ramsay & White, Aberdare and Mountain Ash	Yes, on a landlord fees page: 13.20% of monthly rent (inc. VAT)	Let Only / Tenant Find fees in a published schedule. Property Ombudsman member	Valuation page in the main menu

What this means for you

- Your fully managed fee (12% inc VAT) is the same as Neighbourhood's "from" price and lower than Ramsay & White's 13.20%. That is a strength. Say it plainly next to the fee.
- You show the fee on the home page, so landlords see it first. The other two put it on a separate fees page.
- Both other agents give a landlord a clear "get a valuation" step. On the pages we read, you do not. A landlord who is ready to act may go to the agent who makes that step easy.

Three small things to try

- Add a "Free rental valuation" button to the home page, next to your fee.
- Send an instant reply to every valuation request with two or three times you can visit, so a landlord does not sign with someone else while they wait.
- Put your start-up fee and what it covers in one short line, so it reads as good value, not a surprise.

In the full Vantage service

Watch £195/month: monthly round-up and alerts. Compare £395/month (recommended): weekly round-up of fee, valuation and review changes, and a monthly 15-minute call. Fix £595/month: Compare plus one agent per area, and Craig fixes one or two issues a month. Monthly, no minimum term, no VAT.

Sources: hr-lettings.co.uk (home page), neighbourhood.properties (home, landlord-fees-and-services, valuation, landlords pages), ramsayandwhite.com (home, landlord-fees, valuation pages). Facts are as shown on those pages on 24 Oct 2026. Public data only. We do not send fake enquiries.