

## If tenants could choose a landlord

by Ian Wright CEO, DIN

### Measures, measures, measures, who doesn't love a good measure?

And judging by the reaction to last weeks piece around satisfaction methodology, clearly a lot of you do as well.

It got me thinking though, that we are unlikely any time soon to stop trying to find one killer measure to summarise lots of complex interactions. So, is it possible to come up with the ultimate measure that can in one go answer what is really important to customers?

For example in the airline industry I've always felt 'the number of take offs = number of landings' (thanks Richard

Beevers) was pretty much all I'm really interested in as a measure.

But is it possible to come up with the same sort of singular measure for social housing that will help us understand where we stand in the world with tenants and residents?

Possibly not, but if I was going to choose one it would probably be this.

'If your tenants could choose a landlord, would they choose you?'

I'm aware this is hypothetical as tenants don't have a choice but if landlords are about raising aspirations and helping those living in their homes achieve their ambitions then wouldn't this be a good 'north star' to aim for?

Anyhow, it's the start of the week so I didn't want to throw anything too heavy into the mix but as usual happy to be challenged, re-educated or agreed with on this topical theme.

