Rural Retreats response to the CMA's consultation on the draft unfair commercial practices guidance

Q5. Do you have any other comments on topics not covered by the specific questions above? If so, the CMA requests that respondents structure their responses to separate out their views in relation to each of the Draft Guidance's chapters.

Having talked to other agencies we are very worried about the proposal that agencies should reveal the full contact details of property owners when properties are advertised by them.

Doing this means allowing guests to contact owners directly. Many owners let their properties through agencies in order to avoid having to communicate directly with guests themselves. For some owners there are concerns about security if guests are able to contact them if they are unhappy with their stay, letting a property through an agency means the agency delas with any disputes.

Some owners expect agencies to check that guests are suitable before letting to them, this avoids problems with group bookings particularly for hen and stag weekends. Giving guests direct access to owners removes this safety feature of the agency system.

Giving contact details for property owners means that guests can contact them to arrange stays without using the agency. Agencies invest a lot of money in advertising and office systems which would not be repaid if guests approach owners directly.

Having owner email addresses available will be risk for spam emails to owners and will also be a risk for scammers impersonating owners to scam guests by offering properties to let fraudulently.

If the address of the property has to be visible on the website this will mean that anyone can see where a property is and when it is empty. This increases the risk of break-ins and theft. Owners will be unwilling to let properties through agencies where this has to happen.