

.....London's premier property services company

Carlton Property Services



Landlords Information

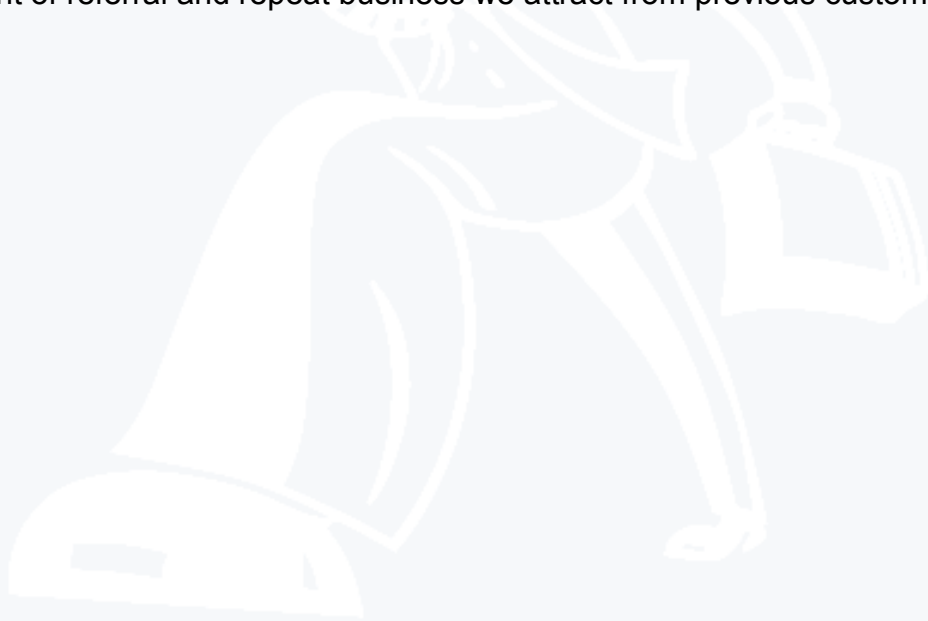
www.carltonpropertyservices.co.uk

.....a time for change

Welcome

At Carlton Property Services we pride ourselves on being one of the most innovative estate agents in London. We consider ourselves a boutique style estate agency who satisfy our clients by offering exceptional marketing and outstanding customer service. Quite simply, we get results!

As specialists in this field and with considerable expertise, you will not regret choosing Carlton Property Services as your professional property partner to find you professional tenants. Carlton Property Services have been serving landlords since 1985 and as such we have a very high satisfaction rate from landlords and tenants alike. A testament to this fact is the large amount of referral and repeat business we attract from previous customers.



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Marketing

Many estate agents overlook the paramount importance of top quality marketing which we consider an injustice for our landlords. Our experience proves that the agents who market properties to an exceptional standard WILL achieve a higher rental price for their landlords. Marketing varies between two extremes. Some estate agents simply take a photo of the property they are renting and place it in their shop window (which may be on a back road or secondary high street away from the public), and then passively wait for the passing trade to notice and hope this property catches their eye. The better extreme is where you instruct a property professional who has offices close to amenities, such as railway stations and the high street, which instantly attract the attentions of potential tenants. This professional will use their skills to tailor a marketing plan specifically to enhance the attributes of your individual property. This is how we effectively market property and the next number of pages shows you how we earn our fee and get our landlords the best price for their property by making it stand out from the crowd.

Photography

As property professionals we are very aware that potential tenants will be carefully comparing your property against other rental properties on the market. The primary method for this is via internet websites. On average they spend a few seconds looking at the initial photograph of each property, deciding whether to view full details or move onto the next property.

Websites

The majority of all tenants see their property on a website and then subsequently call or email the estate agent. Therefore your property needs to be on as many major websites as possible. We take pride in the fact that we market our landlord's properties on far more websites than the majority of our competitors, thus gaining more interest in our properties.

Social media

The continued exponential growth of social media websites is astounding, and they can be a very strong marketing tool if managed correctly. Consequently, Carlton Property Services use Facebook & Twitter to actively promote all of our properties through these market leading sites.

Office presence

Our office is positioned to gain maximum effect. Our brand is noticeable and carefully positioned in areas which attract the passing trade close to railway stations and high streets. It is no coincidence that we attract very high foot fall to Carlton Property Services offices.

Database

Carlton Property Services always keep up to date with our internal state of the art systems. When your property is put on the market with Carlton Property Services the very first action we take is to match your property against many awaiting pre-registered applicants on our database. We email details including many photographs to the applicants which is proactively followed up with a telephone call from one of our negotiators in order to attract high viewing numbers.

The Lettings process

Once you choose Carlton Property Services as your professional property partner we market your property immediately and normally find tenants quickly. Once we find tenants and you are (in principle) happy to proceed we confirm moving in dates and then we undertake the following due diligence to ensure they are suitable;

- Identify tenant(s) for security and anti-money laundering checks.
- Affordability check to ensure tenant(s) have the means to pay the rent and request proof (i.e. salaried income, accountant's reference, pension, trust funds).
- Credit score each applicant and their guarantor (if applicable) to check on past financial conduct via Equifax.
- Electoral roll check.
- Previous landlord references to ensure they have a good tenancy history.
- Employment or accountant's reference to ensure their earnings are true along with bank statements to reflect disclosed income.
- Perform an optional inventory or check-in for your protection.
- Execute legal agreement (Assured Shorthold Tenancy Agreement which is a legal requirement under the Housing Act 1988)

Services

Carlton Property Services can offer you one of two services.

1) Letting only service.

This is where you instruct us to find you a suitable tenant(s). You pay a one off fee upon successful tenant(s) being found and then manage the property yourself.

2) Fully Managed service

Being property professionals we have vast experience in dealing with tenants and on occasion very challenging situations. Managing property is a delicate subject as it is about managing tenants and landlords expectations whilst sometimes acting on matters which if dealt with incorrectly can have expensive legal implications. As part of this service we undertake the following;

- Rent administration.
- Regular inspections of the property.
- Maintenance issues.
- Mediation between landlord and tenants.
- Overseas Landlords and dealing with accountants on taxation matters.
- Mail forwarding.
- Serving section 21 notices.
- Mediation with legal advisers and solicitors.
- Tenancy negotiation on renewal of contract*.
- Dealing with a Tenancy Deposit Protection Scheme which is a legal requirement and the penalties for non-compliance are high*.

* charges may apply in addition to management charges.

Inventories / check-in / check-out

We strongly suggest you commission an inventory clerk to produce a detailed and accurate Inventory report to help ensure a smooth and stress free tenancy from start to finish for both the landlord and tenant. Should there be a need for dispute resolution you can be sure that you can rely on the detailed report provided by Carlton Property Services. Our reports contain many photos all date stamped to ensure authenticity along with a full report on the condition of fixture and fittings such as doors, walls, ceilings, window frames along with other such individual items.

Our inventories are mutually agreed at the move in stage with the tenant(s) and signed to acknowledge agreement and understanding. If you decide not to have an inventory, check-in or check-out and there is a dispute with a tenant over damage then it is fairly certain an arbitrator would side with a tenant over such disputes. Carlton Property Services administer a competitive fee to cover this service which encompasses the inventory, check-in and check-out for the one fee.

Tenancy Deposit Protection Schemes (TDPS)

From April 2007 it became law to protect a tenants deposit into a TDPS. If neither the landlord nor the managing agent secured this deposit and the tenant took legal action, a court could penalise three times the deposit amount as a penalty along with the full deposit being returned to the tenant. We are members of the Deposit Protection Service (DPS).

To Let boards

Our brand is clean, crisp, professional and prominently stated. As such, our 'to let' boards are designed to get your property noticed. Having one of our boards outside your property (where allowable) is a great way to attract potential tenants when they pass by.

Inspections

We conduct quarterly inspections of all properties we are instructed to manage. These inspections serve numerous purposes, they allow us to visit the tenant in the property and ensure they are looking after it. We also check for signs that something may be wrong with the property, should something need attention we can then inform you as soon as is practical helping to reduce the risk of the problem becoming worse and the cost escalating. These visits also help us get to know the tenants better, so that when the tenancy agreement is due for renewal we can be confident in the advice we give to you.

Repairs

If things go wrong and the tenant contacts us, we then contact you and await your direction.)

Gas Appliances

It is a legal requirement that every gas appliance and gas central heating system has to be inspected on an annual basis and a safety certificate must be issued. A copy will be provided for the Landlord, tenant and agent.

We can arrange for the safety inspection to be carried out for you by our local gas engineer. We recommend you insure your boiler and central heating system.

Electrical Equipment

Whilst there is no statutory obligation on landlords to have professional checks carried out on electrical systems or appliances. However, we feel that we should make known to landlords that under the Electrical Equipment (Safety) Regulations 1994, and the plugs and sockets etc (Safety) Regulations 1994, both of which come under the 1987 Consumer Protection Act, there is an obligation to ensure that all electrical equipment is safe.

We would strongly recommend that all landlords should make absolutely sure they are complying with these regulations to ensure that all electrical equipment supplied is in working order and safe. In order to do this we recommend: Annual visual inspections by the landlord or agent - recording this on a safety checklist, Inspections on tenant change-overs, listing electrical equipment and recording its condition and noting the fuses fitted.

Periodic inspections of electrical equipment by a qualified electrician. 5 yearly inspections by a qualified electrician to ensure safety and that the electrical system complies with current electrical regulations.

Smoke Detectors

It is our recommendation that all properties should be fitted with at least two smoke detectors. Smoke detectors are inexpensive and are easily fitted. Once installed these devices must be checked on a regular basis.

If your property has gas appliances then you may wish to consider the installation of carbon monoxide detectors.

Furnishings

If any furniture is left in a property, then you as landlord have a duty to ensure it is maintained. Any soft furnishings (Chairs & beds etc.) that are left in the property must comply to fire regulations,

Mortgages

If the property you wish to rent is subject to a mortgage then the mortgage lender should be informed that you intend to let the property. This should be done before a tenant moves into the property. Some lenders do ask to see a copy of the lease which the tenant will be asked to sign, we will happily provide them with this. The lender may make a small charge to cover administration costs.

Insurance

As landlord you are still responsible for the building and accordingly the buildings insurance. We recommend you consider insuring the contents you are providing.

Tax

Income received from renting any property is subject to tax (we strongly recommend that you take advice from your accountant).

Overseas Landlords

A landlord can apply for an exemption certificate from the HMRC. If you are awarded exemption we can send all the rent money to yourself (a copy of the exemption certificate must be held by ourselves) without a deduction for tax.

Keys

We would normally require two sets of keys to the property, one will be handed to the tenant on occupation, and the other will be retained in our office for emergencies. Note: If you wish to use or collect these keys at any time you must bring proof of identification as a security measure.

So, what now?

If you are impressed and wish for Carlton Property Services to be your property professional then our contact us:

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