

# OUR LANDLORD'S GUIDE

[www.trendandthomas.co.uk](http://www.trendandthomas.co.uk)





You want the best price and the best tenant. What's more, you don't want to waste time and money waiting for both of these criteria to be fulfilled. At Trend & Thomas, we've been managing local rental properties for over 30 years. So we know the factors to consider to **ensure the best rent and to attract the best tenants**. In this guide you'll find 9 steps for managing a smooth, hassle free rental of your property.



# 1 SELECTING AN AGENT

- 1 **Selecting** an Agent
- 2 **Let Only** or **Fully Managed**
- 3 **Presenting and Preparing**  
Your Property
- 4 **Marketing** Your Property
- 5 **Accompanied** Viewings
- 6 **Receiving and**  
**Negotiating** an offer
- 7 **Referencing** the tenants
- 8 **Agreements, Inventory**  
and **Check In**
- 9 **Tenancy** Begins

## **Fully Managed Service**

in Detail

**Let Only Service** in Detail

When looking for an agent it's sensible to do some background checks.

Things to consider include: their reputation and length of service, memberships, number of properties they manage, how they promote properties, where they advertise and perhaps most importantly, do they have an in-house property management team to look after your property and your tenants.

Trend & Thomas manages over 200 properties and have found tenants for 100s more. What's more, all of these properties are in the local area, so you gain our three decades of local rental market knowledge to boot.

### **OUR TIP**

Don't just go for the agent that claims they can get you the most rent. This could be just a ploy to get you on their books. Choose the agent offering the most complete package of services instead.





## 2 LET ONLY OR FULLY MANAGED

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We offer two levels of service to complement how much involvement you want in your properties management. Here's a hint on which to choose – four out of five property owners prefer the convenience of the fully managed option.

### **Fully Managed Service**

When a property is fully managed, a dedicated in-house ARLA qualified Property Manager will handle all day-to-day responsibilities. Before the property is even rented, we'll look after all the promotion to find a tenant and all the tasks needed to get it on the market, including getting gas and electric certificates and inspections, reference checks and inventory. Then once a tenant is found, we'll collect the rent, manage any maintenance and keep you in the loop with regular statements.

See our complete list of the [Fully Managed Service](#) later in this guide.

### **Let Only Service**

Even if you choose let only, you'll still get considerable support. This includes promotion of the property to potential tenants, negotiating offers and reference checks. We also recommend that you allow us to perform a detailed and independent inventory check.

See our complete list of the [Let Only Service](#) later in this guide.

### **OUR TIP**

#### **Let Only Service**

Aim to start remarketing your property at least two months before you need a new tenant. This will minimise the time it's left vacant and is costing you money.



## 3 PRESENTING AND PREPARING YOUR PROPERTY

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To attract the best tenants and the most rent, you'll want to ensure your property is clean, well decorated and feels inviting the moment they walk in the door. Make sure you don't leave piles of mail or other clutter that makes your home look messy and poorly maintained. Getting some professional cleaners and gardeners to work their magic can pay for itself when negotiating the rent.

Energy Performance Certificate (EPC), Gas safety and Electrical Safety certificates are all legal requirements. As are smoke alarms on every floor and CO alarms next to gas appliances.

1 Cleaning your home prior to renting it out for the first time is important. Once it is let it may be difficult to give it that once over deep clean until you have a void period between tenants and lets face it, void periods are something we strive to not provide too often. Speak to us if you would like us to recommend a good local cleaning company.

2 Kerb appeal is also of vital importance especially considering that 17 second statistic. Tidy the entrance area, remove any post, polish your door number and consider some fresh plants in pots to add quick colour.

3 Decluttering is useful prior to viewings. Consider boxing up messy items and stashing them in lofts, sheds or even a storage unit to create a harmonious home for viewings.

### OUR TIP

Most people make a decision within the first 17 seconds of visiting a property. First impressions count.



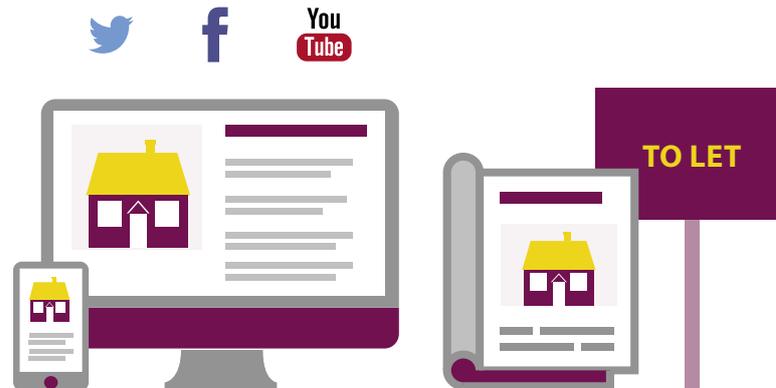
# 4 MARKETING YOUR PROPERTY

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  - 2 **Let Only** or **Fully Managed**
  - 3 **Presenting and Preparing** Your Property
  - 4 **Marketing** Your Property
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  - 6 **Receiving and Negotiating** an offer
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The only way to find tenants is to advertise. We can create high quality marketing materials with professional photography, precise floor plans and local area information. We'll then advertise it on all the leading property web portals as well as in local papers and magazines.

## OUR TIP

Social media can also be used as a channel to promote your property with the power of 'word of mouse'.





# 5 ACCOMPANIED VIEWINGS

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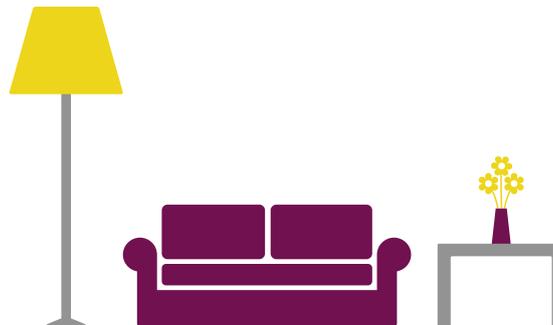
**Let Only Service** in Detail

Showing people around your property enables us to promote it on your behalf and to check whether they're suitable tenants at the same time. Our team member will make sure they highlight all your property's key features.

We have prepared a detailed Journal article with handy tips to help you get your property 'viewing ready' – see [our website for more details](#).

## OUR TIP

People buy for location, as much as a property's features. As locals living in the area, they'll also be able to tell tenants about the local transport links, best schools and other benefits your location offers.





# 6 RECEIVING & NEGOTIATING AN OFFER

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- Fully Managed Service**  
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We'll let you know the moment an offer is made so you can make the best decision on whether or not to accept. This includes when they want to move in, employment details, their income and how long they intend to stay.

When negotiating the best price we'll take into consideration all the key factors. This includes consideration about when they can move in, employment details, their income and how long they want to stay. We'll then use our negotiating skills to get the best price along with the best tenant.

## OUR TIP

Decide in advance what offer you'll accept. This avoids you feeling pressured to accept an offer you're not happy with.





# 7 REFERENCING THE TENANTS

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Even after a price is agreed, we'll still make sure the tenant is going to be reliable and trustworthy. This includes checking their immigration status, references from former landlords and employment and credit checks by our independent referencing agency.

Our independent referencing agency also offer insurance services and rent protection warranty through Trend & Thomas.

## OUR TIP

Using an independent referencing agency provides you with a clear overview of an applicant's current status, and will advise if they feel this person would make an acceptable tenant (who would be able to afford to pay the rent).



# 8 AGREEMENTS, INVENTORY AND CHECK IN

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Once all their references are checked, the next stage is to get the Tenancy Agreement signed and the first month's rent and deposit collected. We register the deposit with the Tenancy Deposit Scheme a government approved deposit protection scheme.

We strongly advise our landlords to carry out a full inventory before letting out a property. It is not a legal requirement, however, should a claim against the deposit arise it would be difficult for the landlord or agent to justify a claim. Therefore, the tenant can state that the property or items within the property were in a certain condition at the start and end of the tenancy and there would be no opportunity to rebut later. It is therefore sensible to incur the cost of having a detailed Inventory plus a check in and check out report completed on a property.

## OUR TIP

The professional, independently carried out Inventories we recommend to all our Landlords are actually cost-saving documents. They can potentially save you any disputes at the end of the tenancy and very likely pounds too.



# 9 TENANCY BEGINS

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Even after everything is signed, the rent collected and the new tenant has moved in, we'll continue to keep watch over the property for you. This includes looking after any maintenance by our vetted local contractors, regular property inspections, managing the delivery of new appliances and making sure all the rent is paid on time. All you need to do is relax and receive your money into your account!

**Congratulations!**  
**You've now let your property!**

## OUR TIP

Make sure any estate agency you work with keeps you updated on payments. Don't just assume the money will always be paid on time. Trend & Thomas supplies regular email statements as standard, for our fully managed properties.





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## **Fully Managed Service** in Detail

## **Let Only Service** in Detail

- A dedicated in-house ARLA qualified Property Manager to handle day-to-day responsibilities
- Our professional advice representing and preparing your property for the rental market
- Arrangement of photographs, maps and floorplans for marketing
- Arrangement of Energy Performance Certificates, Gas Safety Inspections, Electrical reports and Domestic Electrical Installation Certificates where necessary\*
- Extensive marketing and advertising of your property on all leading property portals including our own successful and up to the minute website
- Regular editorial and advertising in relevant local papers and magazines
- Installation of 'To Let' boards – a very important marketing tool
- Database of applicants notified the instant your property becomes available by telephone and email
- Viewings accompanied by a member of our lettings team
- Negotiation of offers received on your behalf
- Reference and credit checks, tenancy agreement prepared and collection of first month's rent and deposit prior to tenancy start date\*
- Detailed inventory carried out by our independent specialists\*
- Check-in and check-out of your tenant by independent specialists\*
- Utilities and council tax transferred at commencement and expiry of tenancy
- Maintenance and repairs arranged and carried out by handpicked, local contractors
- Dealing with all insurance queries and obtaining quotes for large works
- Regular property inspections, including photographic report
- Exterior property upkeep checks
- Managing deliveries of new appliances
- Re-marketing of your property at least two months before the existing tenants leave
- Renewal of existing tenancies and where appropriate new rent levels negotiated
- Negotiation of the deposit allocation, and handover to the TDS should this become necessary
- Deposit return process within guidelines of the TDS
- Rent, Contents and legal protection\*
- Rent collection and rent transferred into your account electronically
- Printed annual statement for you and/or your tax adviser, by request
- Monthly statements electronically sent
- Legal support and advice where necessary
- Ongoing local property investment and buy to let advice

\*Additional costs may be incurred



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- Our professional advice re presenting and preparing your property for the rental market
- Arrangement of photographs, maps and floorplans\* for marketing
- Arrangement of Energy Performance Certificates, Gas Safety Inspections, Electrical reports and Domestic Electrical Installation Certificates where necessary\*
- Extensive marketing and advertising of your property on all leading property portals including our own successful and up to the minute website
- Regular editorial and advertising in relevant local papers and magazines
- Database of applicants notified the instant your property becomes available by telephone and email
- Installation of 'To Let' boards – a very important marketing tool.
- Viewings accompanied by a member of our lettings team
- Negotiation of offers received on your behalf
- Reference and credit checks, tenancy agreement prepared and collection of first month's rent and deposit prior to tenancy start date\*

We also strongly recommend our Let Only Landlords to have us arrange the following:

- Detailed inventory carried out by our independent specialists\*
- Check-in and check-out of your tenant by independent specialists\*
- Re-marketing at least two months before the existing tenants leave\*
- Renewal of existing tenancy at the end of term\*
- Rent, contents and legal protection\*

\*Additional costs may be incurred