

Your partner in Letting



Lettings

Property Management

Buy to Let

Expert Advice

Premier Service & Guarantee

Insurance

Your partner in Letting

*20,000 plus
landlords can't
be wrong!*



Leaders – an ideal partner

Since 1983 we at Leaders have become synonymous with the highest standards in the letting and care of rented properties. The home that you let or your property investment - be it a flat, house, or a whole block of apartments - will be safe in our hands.

Leaders is independent. We are not tied or related to any bank, building society, mortgage broker or estate agent. Our advice is totally impartial and our understanding of rental demand, rental values, tenant selection and the care of property is second to none.

Whether you are letting your own home for the first time or are an experienced investment landlord, you are in safe hands with Leaders.



History of success

Leaders began in Brighton in 1983, with just a two line advert in the local paper, two desks, two telephones and two members of staff. In the first week we took on and let two properties, and the rest, as they say, is history!

We now have offices across the South and more than 350 employees.

So what lies behind our success?

The answer is simple: integrity and quality of service. Leaders was set up at a time when most people rented purely out of desperation because of appallingly low standards in the industry. The founder of Leaders, Neville Lee, OBE - who was also the co-founder of the Association of Residential Letting Agents (ARLA) - was keen to see legislation that would ensure tenants and landlords were treated fairly in all aspects of letting and renting, and he fully applied these principles in the running of Leaders.

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"The staff are so approachable and have the landlord's best interests at heart."



Personal Service

Leaders is known for its quality personal service, an important factor in attracting both landlords and tenants. We offer our clients the full support and resources enjoyed by a large company but with the local expertise and knowledge you would expect from your local letting agent. Our branches enjoy a great deal of independence, tailoring their services to the specific needs of the market in that area.

Better Legislation

The introduction of the 1988 Housing Act changed the lettings industry immeasurably. It gave us the opportunity to let property even more professionally and it gave landlords the first glimmer of confidence that they had had in tens of years. Under the new Act, regaining possession of a let property was much simpler and as a result, landlords started to let more for investment than necessity. The quality of properties improved and tenants had much more choice than before; renting was seen more as a lifestyle choice than one of desperation, and the stigma began to disappear.

Dramatic Growth

From 1988 a vast new market developed and Leaders developed with it. Our dramatic growth into what is now one of the UK's largest independent specialist letting agency continues.

Despite this growth we have worked hard to retain the emphasis on providing a high quality, personal service to all our clients. Staff training and development have long been at the top of the agenda alongside a total commitment to the highest ethical standards in order that landlords and tenants should receive a level of service that other letting agents now strive to emulate.

Your success is our success.

We never forget that our history of success has always been closely linked to the success of our landlords, and will continue to be so in the future.



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Personal service

Expert advice

Letting specialist since 1983

ARLA registered Agent



Choosing the right agent

...means peace of mind

A good agent will help you get the most out of your investment, while you rest easy, knowing everything is being looked after legally and reliably on your behalf. Disreputable agents do exist, and the consequences of entrusting your property to one of them can be dire. Huge legal expenses, loss of rent, long void periods, loss of your tenant's deposit and property damage are just some of the many problems that could lie in store for landlords who choose the wrong agent. We are a long-established company with an excellent reputation in the industry and our qualities, make us the natural choice for risk-averse landlords.



ARLA Membership

...means quality service

We are fully bonded members of the Association of Residential Letting Agents (ARLA), which means we follow a Code of Practice in all aspects of our business. Our clients' money is held securely in a separate client account in accordance with ARLA's strict requirements, and tenants' deposits are held in an ARLA-backed insurance based Tenancy Deposit Scheme, in accordance with the Tenancy Deposit Protection legislation.

Our friendly staff are ARLA qualified, highly knowledgeable, local to the area and genuinely care about providing a professional, personal and trustworthy service. Many of them have been with Leaders for more than ten years and are highly experienced in their roles.



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Extensive market coverage

100% dedicated to lettings



Cutting Edge Marketing

...means strong market presence

Our extensive network of branches across Sussex, Surrey, Hampshire, Buckinghamshire, Hertfordshire, Dorset and Berkshire will ensure maximum coverage when it comes to marketing your property.

We have developed strong relationships with local employers who regularly recommend Leaders to their staff looking for rented accommodation. We are always investing in marketing our popular website which usually ranks among the top ten in Google search results for properties in all the areas we cover and receives in excess of 60,000 visits every month. Our landlords' properties also appear on a range of well known UK property portals which are searched by thousands of tenants every day.

We are the leading lettings advertiser in all relevant local media.



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"My Lettings Consultant kept me informed and nothing I asked was too much trouble. I felt everything was in excellent hands."



Expert knowledge

...means professional service

There are more than 20 different regulations, acts or rules relating to the letting of residential property, many of which relate to the physical safety of tenants and carry monetary penalties or even imprisonment for non-compliance. We know each and every one of these inside out and, if you entrust us to manage your property, we will adhere to them strictly on your behalf.

If we become aware of anything you need to do to comply we will advise you promptly. We are also always up to date with changes in the law that affect you and your property. Our quarterly newsletters will keep you up to date whenever new regulations or changes in legislation occur.

Because our knowledge and expertise is crucial to every aspect of letting your property - from setting the rent, to finding a suitable tenant and putting together a reliable inventory - we take our responsibilities very seriously. We specialise solely in lettings and have many years experience in the industry. Our professional attitude is demonstrated by polite, friendly and helpful staff; clear and well-presented literature; a well-maintained website; comprehensive marketing and efficient administration.

Dedicated property management

...means personal service

Our property managers are experienced, knowledgeable and dedicated to looking after your interests, your property and your tenants professionally and to a high standard. Over the years we have developed strong relationships with a wide range of professional local contractors whom we know to be experienced, qualified, reasonably priced and reliable. Our contractors are on hand to deal with problems large or small, even out of regular office hours in the case of emergency. Our excellent reputation is retained by attention to detail and professionalism.

Many agents may offer to let your home or investment; few can deliver the comprehensive service that you deserve.



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"Everything you have done for me over the last few months has been very efficient and very satisfactory."



What Leaders can do for you

Tenant vetting

All Leaders' tenants are thoroughly screened before a tenancy is agreed to determine their suitability and their ability to meet the requirements of the Tenancy Agreement. They are carefully interviewed and references taken from employers and any previous landlord; we also carry out an ID and credit check.

Tenancy Agreements

Our Tenancy Agreements comply with the Housing Act (or contract law if it is a company let and/or a let with a rental value of over £25,000); are written in plain English; are easy to understand, contain no unfair terms or conditions, and comply with the Office of Fair Trading recommendations. They are designed to fully protect your rights as a landlord and are subject to regular review to take account of new legislation.

Buy to Let Advice

When it comes to buy-to-let advice, we will be completely impartial; you should never rely on advice from the agent who is also selling you a property. We have an excellent understanding of the buy-to-let market generally and locally, and will be able to advise you on the many important factors involved, such as location; how much to spend; how much rental income to expect; how to prepare your property to rent and present it in the best light; and all your legal responsibilities as a landlord.

Inventories

A detailed and accurate inventory is one of the most important documents you will need when letting your property, especially with the introduction of the Tenancy Deposit Protection legislation, which makes this document an essential part of the lettings process. Our detailed Inventory and schedule of condition is prepared by highly qualified and experienced Inventory clerks and provides a comprehensive record of the contents as well as the condition of the property on check in and check out.



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"We used Leaders originally because they were recommended to us. We have always been pleased with the service received."



Leaders Premier Service & Guarantee

Leaders ensure that prospective tenants are very carefully screened by leading credit reference agencies to determine their suitability as tenants. But even so, events may occur that alter their circumstances, for example, redundancy, divorce, separation or ill health. Fortunately the risks can be minimised.

Optional but recommended, **Leaders Premier Service & Guarantee** provides our landlords with comprehensive and competitive protection including rent and legal expenses and is exclusive to landlords who let and manage their properties through Leaders. By subscribing to **Leaders Premier Service & Guarantee**, you can avoid unexpected expenses and worry if the tenant fails to pay the rent; causes serious damage to the property; or does not move out at the end of the tenancy.

Leaders Premier Service & Guarantee is available through any Leaders office – a separate leaflet gives full details and your Lettings Consultant will be happy to advise you.

Considering letting your property?

Consider the following...

- Obtaining consent to let
- Furnishing/Unfurnishing
- Insurance
- Notifying utility companies
- Gardens
- Preparing your property
- Property Decoration
- Legislation
- Inventories
- Appliances to provide
- Tax

The considerations may seem daunting, but that's where you can rely on us. Because we are not an estate agency with a letting business 'on the side', we remain totally focused on letting, offering you the best service at the most competitive price. Perhaps that's why we often have more landlords and more property to let than any other letting agents in any one branch location.

Lettings specialist since 1983

Widest choice in rentals

Professional advice and support

ARLA registered Agent

Targeted print and online marketing

Dedicated customer support

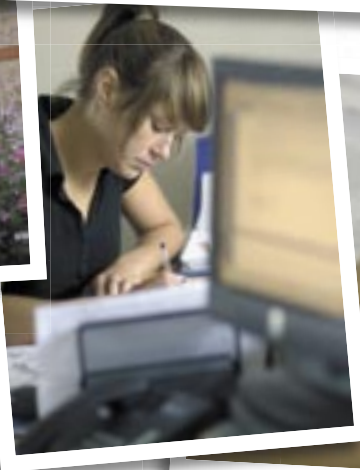
Expert letting technology

Flexible viewings

Leaders

First In Letting

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Leaders is a member of the RO Group

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www.leaders.co.uk



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This document is printed onto paper that is elemental chlorine free and sourced from sustainable forests. The inks used were vegetable based.

