



Quality Lettings

Property Management

Buy to Let

Expert Advice

Premier Service & Guarantee

Specialist Insurance



About Lettings

So many types of Landlord – only one Lettings Specialist

We know that our landlords are all different, some have chosen to invest in property, others have become accidental landlords as an alternative to selling or through inheritance or circumstance. However, there is one common theme, the desire to have their most expensive asset looked after by professionals with experience in their field. With over 28 years experience specialising in lettings and property management, Leaders are proud to be First in Letting.

Why Tenants choose Leaders:

It is becoming more and more important to tenants to rent a good quality property through reputable and established lettings agents. Leaders offer them the peace of mind that their deposits will be protected, their property will be well maintained and our local teams will take the time to match them up with the most suitable homes.



About Leaders

Why do Landlords choose Leaders?

Being the top choice for tenants is just one of the reasons that so many landlords choose to let through Leaders. Since we were established in 1983 by Neville Lee, the co-founding member of the Association of Residential Lettings Agents (ARLA), we have remained 100% dedicated to lettings. As residential letting legislation is constantly changing, our extensive industry knowledge will ensure you are kept both fully informed and compliant. As we have grown to become the leading independent letting specialist in the UK with branches across 10 counties, we have ensured that all of our paperwork and systems are bespoke to the legalities of lettings and property management.

Each of our branches has the back-up of a large company with streamlined accounting processes and user-friendly computer systems. However, unlike many big companies, we have retained in-house property management teams, meaning that your property is being looked after by a 'local' who not only knows the area but really knows your property. Our specialist lettings consultants will give you an honest and up to date rental appraisal so that you know exactly how much you can achieve in rental income. We always strive to achieve the highest rent possible within the market – after all, your investment needs to work for you.

First In Letting



What makes a good letting agent?

A good agent will help you get the most out of your investment, while you rest easy, knowing that everything is being reliably looked after on your behalf. Of course, landlords will naturally want to keep their costs down and will be looking for a competitive rate. However, when choosing a letting

agent, landlords should never base their decision on price alone, but always consider experience, reputation, professionalism and overall quality of service. You could be letting your property for a number of years, so choose an agent with years of success.

When choosing a letting agent, ask the following questions:	YES	NO
1. Do you specialise in letting and nothing else?	✓	
2. Can you show a substantial amount of experience in letting?	✓	
3. If my property is managed, will I have a dedicated in-branch property manager?	✓	
4. Do you invest significantly in local advertising and the main web portals to ensure maximum coverage?	✓	
5. Are you a member of a professional association?	✓	
6. Do you maintain separate client accounts?	✓	
7. Do you hold professional indemnity insurance?	✓	
8. Are your staff qualified to give sound advice about letting and are knowledgeable about the local market?	✓	
9. Are you a member of a tenancy deposit protection scheme?	✓	
10. Do you have branches with prominent high street locations?	✓	
11. Do you invest significantly in staff training?	✓	



The Benefits of Leaders

By instructing Leaders you are choosing a market leading specialist with experience, knowledge and a history of success; not only to let your property but to do so at the best rent, to reliably vetted tenants and with the backup of local property management as well as the benefits of a large company.

Our Staff

Leaders only employ exceptional people as we believe that our staff are the most important asset of the company. The enthusiasm, drive and dedication of our staff is what makes our company so successful. By choosing Leaders as your letting agent, you can feel confident in knowing you have our greatest investment, our staff, working hard to look after your most important investment, your property.

Reputation

We pride ourselves on having an excellent reputation within the industry and many of our client landlords have chosen Leaders as their agent through

recommendation. We see our relationships with our landlords as long term partnerships and many landlords feel that they are part of the Leaders family.

Experience

Many lettings companies try and fail in a short space of time, intending to quickly benefit from a good lettings market. However since we opened our first lettings office in 1983, we have seen and overcome many property cycles and are still around today to tell the tale. Many of our staff have also been with Leaders for many years; the majority for more than 5 years and a significant number for 10, 15 and 20 plus years.

Local Service

We offer all the benefits and security of one of the largest specialist letting agencies in the UK, with the personal service you would expect from local, individual branches with fully trained managers and staff who are keen and able to take responsibility for all aspects of the letting process.

First In Letting



Marketing your Property

Leaders' marketing presence is one of the most prominent in the industry. We invest heavily in the very popular property portals, including premium listings, feature properties and enhanced listings on Rightmove and Find a Property as well as over 40 other portals, giving our landlords the best exposure in a fast paced world.

To further enhance this, our own website, which receives over 40,000 hits a month, displays all of our available properties and is updated throughout the day. We understand the need to stay ahead of the game, which is why we are proud to be the first independent letting agents to launch a bespoke iPhone App giving

prospective tenants access to all of our properties on the go. Our App also allows them to book viewings, gives them GPS directions to the property and a rental calculator so they can accurately assess what rent they can afford.

Over 80% of all tenant enquiries come from the internet, but to ensure that every tenant knows exactly where to find us, we also retain a presence in the local property papers. All of this, combined with our strong relationships with key local employers who regularly recommend Leaders to their staff when looking for rented accommodation, means we really do have the best audience when marketing your property.



Accreditations

Association of Residential Letting Agents

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.

Investors In People (IIP)

Very few firms in the letting and estate agency sector have been awarded IIP status, but Leaders are proud to have held our status since 1998. The award is based on our commitment to the development of our employees and recognising their contribution to our business. We believe our dedication to our staff directly benefits our customers as our teams consistently demonstrate a willingness to go the extra mile, providing a first class, professional and very personal service.

The Property Ombudsman

The Property Ombudsman (TPO) is an independent body which provides independent, fair and free advice and services for handling unresolved disputes between member agents, landlords and tenants.

Leaders Diploma Training and Customer Service Awards

We know how important both local market knowledge and up-to-date legislation training is to ensure that our staff can be of the most help to our customers. This is why we have developed a unique and comprehensive 'in-house' training programme, which along with our coveted Customer Service Award ensures that our clients benefit from the best service and most up to date industry knowledge.





Leaders Services

We offer 3 levels of service for Landlords Fully Managed

This service is the preferred choice for landlords as it offers complete peace of mind throughout their letting experience. Your property and tenancies will be looked after by our team of experienced letting consultants, administrators, inspectors and in-branch property managers. Through regular property inspections and ongoing contact with your tenants we can foresee and avoid potential issues which would otherwise arise. With the help of our tried and trusted teams of contractors you can be assured that we will address any maintenance requirements with speed and care to ensure your property and your tenancy is protected. You will of course be kept up to date; however your involvement is minimal with all the legal aspects of letting your property covered by us as well.

We recommend this service whether you are a first time or a portfolio landlord. And with our transparent fee structure this is also the most cost effective way to make the most of your investment.





Leaders Services

Rent Collection

If you do decide that you have the time, legal know how and want to be a “hands on” landlord who is happy to deal with tenants and property maintenance on a regular basis then we offer our Rent Collection service so that you still have the peace of mind about rents being paid on time. Our lettings team will work hard to market your property, find you a tenant, arrange the tenancy set up and demand and collect the rent. After that, you will be responsible for the day to day management and maintenance of your property. We only recommend this service to landlords who are local, happy to receive phone calls and visits from tenants regarding maintenance issues and tenancy queries and who are fairly familiar with the many legal aspects associated with residential lettings.

Introduction Only

This option is usually only taken up by a very small proportion of landlords who are less likely to have financial issues if rents are late or missed. Our research shows that tenants who pay rent direct to landlords are more likely to be late with their rent or not pay at all. This is because tenants recognise that as an organisation we have the man power, legal backing and knowledge to pursue rents through every means necessary. However for very experienced landlords, familiar with all aspects of tenancy law and current legislation as well as property management and the legal points of rental debt collection, this service gives you access to Leaders’ extensive marketing and branch network to find you a suitable tenant. Then the rest is up to you!

First In Letting



The Leaders Premier Service & Guarantee

A rental warranty and legal expenses guarantee which can be purchased by a landlord who selects the Letting and Full Management or Letting and Rent Collection Services.

- **2.75% of the monthly rent**
- **Legal expenses of obtaining possession and the pursuit of arrears if required**
- **Rental Income Arrears – maximum £2000pcm (except by agreement)**
- **Alternative Accommodation expenses**
- **Guarantee Limit - £10,000 in any one claim**

Please ask for a leaflet for further information

“Thinking of increasing your portfolio?

A call to Leaders will give you independent and unbiased local feedback on any property you may be considering buying. Our expert professional opinion will cost you nothing but could save you thousands.”



Investment Landlords

We offer free, independent and impartial Buy-to-Let advice for landlords considering purchasing properties for the rental market.

Our knowledgeable staff can offer advice and assistance to help you decide which property to buy that will best suit the conditions of the local rental market. As we do not sell properties, our advice is based purely on what is best for the rental market and your requirements and is completely impartial.

Tenant Vetting

All Leaders' tenants are thoroughly screened by an external credit referencing company 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 ID and credit checks. Our referencing criteria is considered one of the strictest simply because we believe it should be.

Tenancy Agreements

Our tenancy agreements comply with residential letting legislation, 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.

Inventories & Schedule of Condition

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 & Schedule of Condition is prepared by highly qualified and experienced Property Inspectors and provides a comprehensive record of the contents as well as the condition of the property at check in and check out.



Dedicated in-house Property Management

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.

Payment of Rent

We have a team of staff on hand purely dedicated to the management and payment of rent for landlords. We pay our landlords promptly via BACS and we closely monitor rent payments from tenants to ensure the accounts are up to date. We have a robust, legally compliant procedure in place to chase rent and serve notices should the unfortunate occasion arise where the tenant is no longer able to keep up with rental payments.

"We are absolutely delighted with our new home and we know we can trust Leaders competely"



Summary Comparison of Leaders Service Levels

When choosing a letting agent, ask the following questions:	Fully Managed	Rent Collection	Introduction Only
Initial Rent Assessment	✓	✓	✓
Marketing and promotion of the property	✓	✓	✓
Finding and screening of Tenants	✓	✓	✓
Referencing the Tenant	✓	✓	✓
Preparation of the Tenancy Agreement	✓	✓	-
Protection of Tenants Deposit	✓	✓	-
Preparation of Inventory & Schedule of Condition	✓	✓	-
Contacting utility suppliers regarding meter readings & tenancy details	✓	✓	-
Collection of rent	✓	✓	-
Eligible for our exclusive Premier Service & Guarantee	✓	✓	-
Tenancy Renewal & negotiation of rental increases	✓	✓	-
Full check out & Inventory update at the end of the tenancy	✓	✓	-
Deposit reconciliation	✓	✓	-
Premium Listing on Portals (where possible)	✓	-	-
Property Management throughout tenancy	✓	-	-
Mid tenancy management inspections	✓	-	-
Routine maintenance and property repairs as required	✓	-	-
Managing Insurance Claims (additional fee payable)	✓	-	-

Full details of Leaders Terms of Business are available from your local branch.

First In Letting



Becoming a Leaders Landlord

Landlord Obligations

Landlords have a legal obligation to ensure that the tenants and their visitors have a safe environment in which to live. Safety regulations have been revised over the years, and penalties for non-compliance can be very severe. It is important to acknowledge that legislation can change significantly.

A brief summary of the important legislation is outlined below. Our trained and knowledgeable letting consultants will be able to discuss your obligations with you in more detail.

Gas Safety (Installation and Use) Regulations 1988

It is the landlords responsibility to ensure that any gas appliances or installation pipe work in the property is maintained in a safe condition so as to prevent risk of injury to any person by ensuring that all such

appliances and pipe work are checked annually by an approved Gas Safe registered engineer and a written record produced.

The Electrical Equipment (Safety) Regulations 1994

A landlord must also ensure that electrical equipment is safe and will not cause danger and that it satisfies the safety requirements of the 1994 Regulations by getting it checked by a qualified electrician.

Energy Performance Certificates (EPC)

As of the 1st October 2008 all properties being marketed as available to let are required to have an Energy Performance Assessment carried out and a certificate produced.



The Furniture and Furnishings Fire (Safety) Regulations 1998

Landlords need to ensure that all furniture and soft furnishings, including garden and patio furniture, comply with the regulations. This will be checked during the Inventory and any furniture that does not comply will have to be removed.

Tax (Non Resident Landlords)

If you live outside the UK or spend more than 6 months a year abroad, you need to complete a Non Resident Landlord (NRL) form in order to apply for approval from the Inland Revenue for us to pay the rent to you without any deductions for tax. Your local Leaders branch will have the necessary forms for you to apply.

Tenancy Deposit Protection

As of the 6th April 2007, all Tenancy Deposits must be protected in accordance with the rules and regulations of the Tenancy Deposit Protection Scheme implemented under the Housing Act 2004 and apply to all Assured Shorthold Tenancies.

Insurance

Landlords need to ensure that they have the appropriate building and contents insurance in place for renting a property. Not all insurance products cover let properties so it is important to check the policy cover. Hepburns Insurance offers specialist insurance products tailor-made for landlords. Please see separate Hepburns landlords Insurance brochure for more details.

Mortgages

A large part of making your property investment profitable is securing the right mortgage. Leaders have teamed up with TBMC - winners of 'Best Buy-to-Let Broker' award - to provide a free, independent mortgage service. With no broker fees and access to the whole of the Buy-to-Let mortgage market, Leaders Mortgages can help you find the right product for your requirements.

Leaders

First In Letting



COVERING

Berkshire
Buckinghamshire
Cambridgeshire
Dorset
Hampshire
Hertfordshire

Kent
Norfolk
SE London
Suffolk
Surrey
Sussex

Leaders Limited

Registered Office: 6 Littlehampton Road, Worthing, West Sussex, BN13 1QE
Tel: 0845 345 4125 Fax: 0845 345 4132 Email: info@leaders.co.uk
Registered in England No 1690574 VAT Registration No GB 587 4435 01