



A CLEAR ADVANTAGE  
Achieving a successful let





## Welcome

This is an exciting time for the lettings market. More tenants are renting for longer and landlords are benefiting from rising demand for quality accommodation. We believe that using a professional lettings agency with a proven track record is essential for making the most of these opportunities. From private landlords to international investors, we aim to maximise the returns for our clients by taking a proactive approach. Our expert, experienced teams deal with every aspect of renting, including financial, legal and practical issues, leaving landlords free to determine their level of involvement.

For every client, the definition of a successful let will be different. For some landlords, it will be a reliable source of income, while for others it will be tenants who treat the property as if it were their own. Whatever your aims, in the following pages we reveal how we can help you achieve a successful let.

## Delivering a bespoke service

Professional guidance from people you trust is key to enjoying a successful relationship with your lettings agent. Operating in prime residential markets across the UK, Strutt & Parker offers an unrivalled service dedicated to helping our clients by understanding their individual requirements. These can range from finding and vetting a suitable tenant to taking care of the rentals process, including the day-to-day management of the property.

### **Our services include:**

*Identifying investment property through our sales network*

*Preparing property for the rental market, including organising furnishing and project work*

*Creating an effective marketing strategy*

*Selecting and vetting the best-quality tenants*

*Preparing legal paperwork such as tenancy agreements and legal notices*

*Appointing senior lettings team members as key contacts*

*Managing the property*

*Taking care of the eventual re-let or re-sale*

*Tax advice*



**97% of clients  
recommend  
Strutt & Parker**

## Offering the right advice

We know that every landlord's circumstances are unique and your needs can change. We take time to understand your aims and offer valuable, tailored advice throughout the life cycle of the let. We believe in creating lasting working relationships and much of our business comes from personal recommendations.

### **Market-leading expertise:**

*Fully qualified team members, to be trained to NFOPP level 3 Technical Award, with a strong background in residential agency*

*Exceptional understanding of complex legal requirements, including landlord obligations and duty of care towards tenants*

*Easily accessible key points of contact, so you can get answers quickly*

*Exclusive analysis from Strutt & Parker Research, keeping you up to date with the latest trends in the rental market*

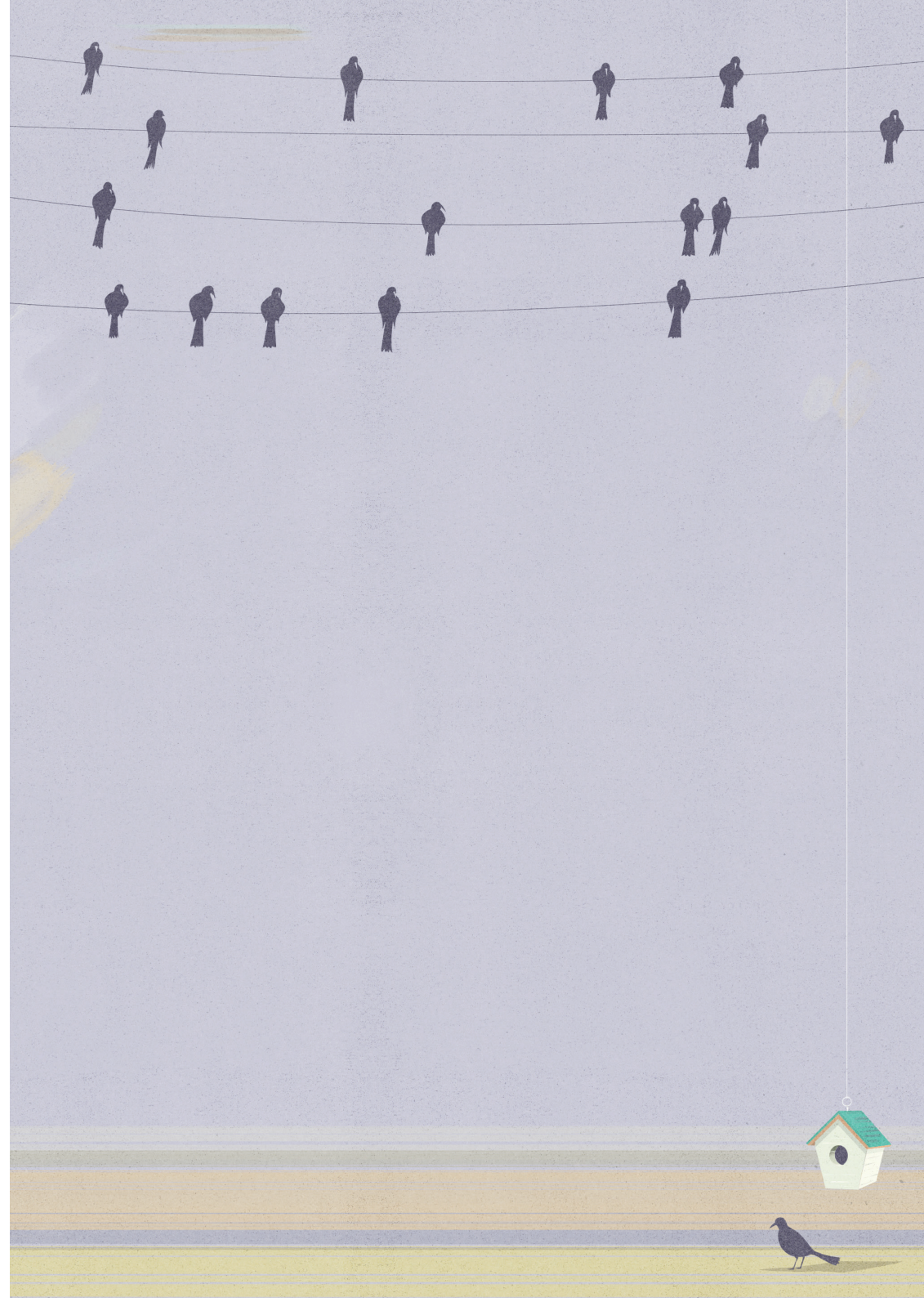
**“In a dynamic and varied rentals market, expert insights are essential for making informed decisions”**

**Stephanie McMahon,  
Head of Research**



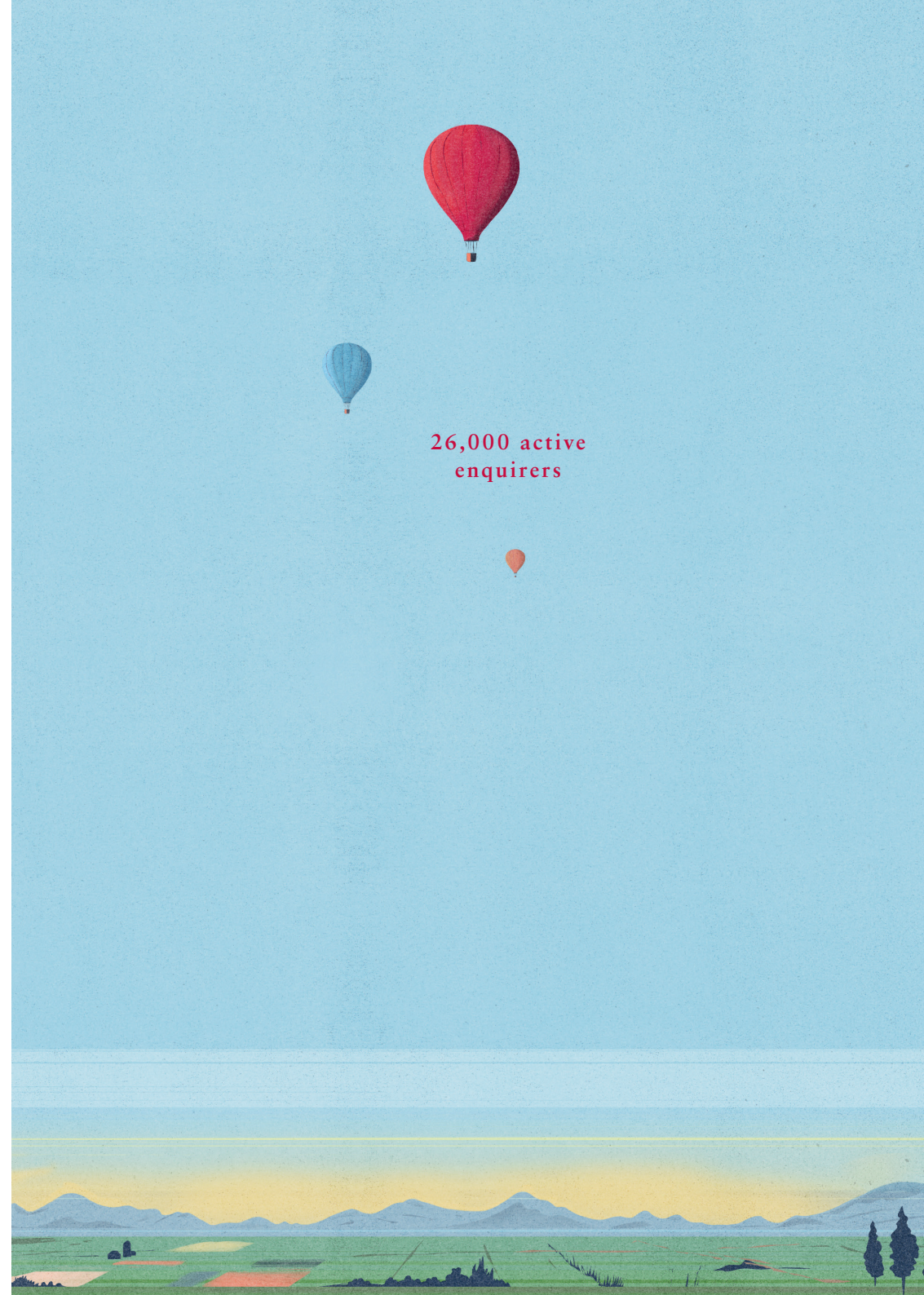
## Understanding the local market

There is no substitute for local knowledge. Our offices are located in some of the UK's prime residential areas, giving us unrivalled connections to the country's most active rentals markets. We understand the requirements of domestic and international tenants and the potential of value from your property. What's more, all of our offices are ARLA licensed or RICS accredited, ensuring exceptional levels of compliance and service wherever you are in the country.



## Having national coverage

The most effective lettings agencies combine local knowledge with national reach. As part of a UK-wide business, with more than 940 employees in over 50 offices, we have access to all the resources and skills of one of the country's most successful and highly regarded property companies. As well as delivering national coverage, this means we have a comprehensive range of expertise to draw on, from residential to commercial, so that we can give you specialist advice on every aspect of owning and letting out a property.



## Taking the stress out of lettings

Letting out a property can be a rewarding experience. But it can also be time-consuming as landlords have to deal with a wide range of practical and financial issues. For landlords who want to enjoy the rewards of owning a property while having peace of mind, opting for full management services can be the answer.

### **Our full management services include:**

*Acting as the main contact between landlord and tenant*

*Taking care of all the day-to-day issues of running a property*

*Arranging for any repairs and maintenance work*

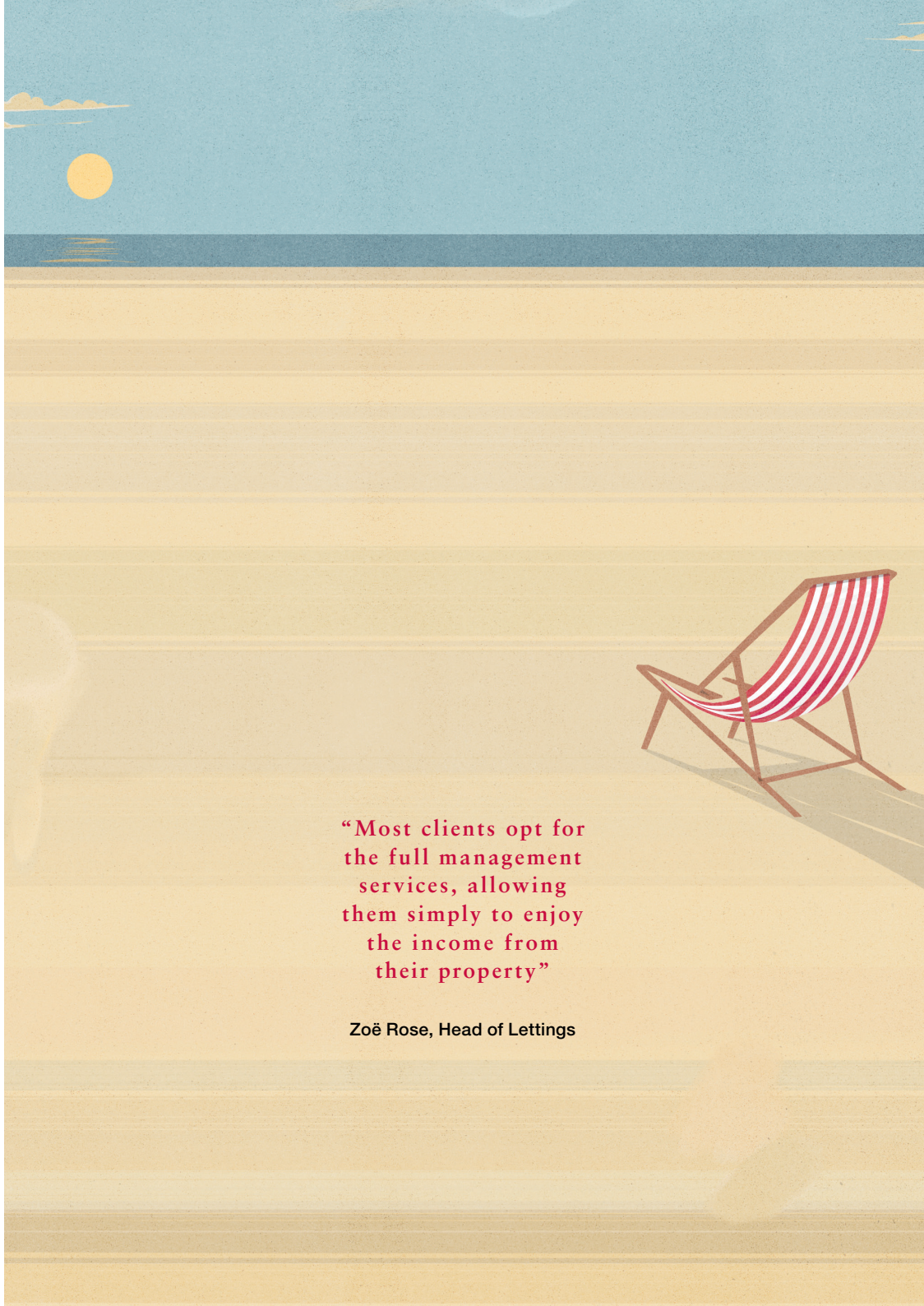
*Access to a team of pre-vetted and reliable professional contractors*

*Organising all-important safety checks and compliance*

*Handling emergencies*

*Undertaking periodic visits to the property to make sure everything is in good order and supplying regular reports*

*Overseeing project work and improvements*



**“Most clients opt for the full management services, allowing them simply to enjoy the income from their property”**

**Zoë Rose, Head of Lettings**



## Attracting international tenants

International tenants are having a significant impact on the lettings market, both in London and in prime areas across the country. Increasingly, landlords are keen to attract these affluent professionals, who are typically looking for impeccably presented properties in excellent locations. We are in a unique position to bring your property to the attention of international tenants. We have exclusive affiliations that provide international network coverage, giving you access to the most affluent and active individuals in over 100 countries. This makes Strutt & Parker the UK's most connected lettings agency.

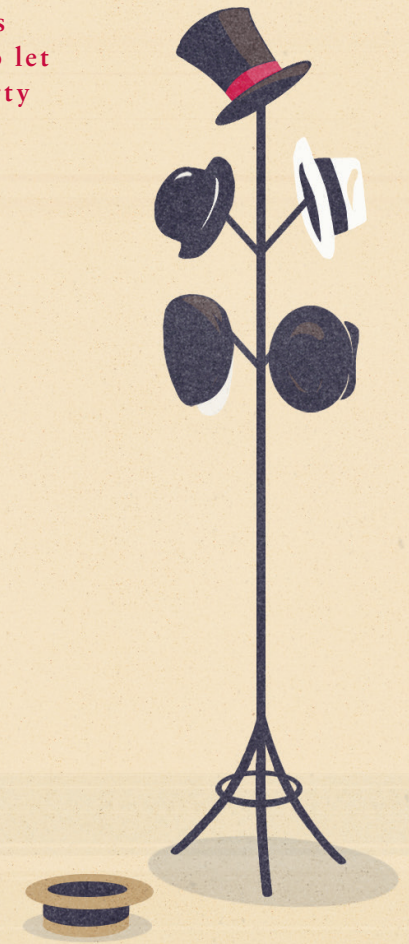


**66% year-on-year  
increase in tenant  
registrations**

## Offering investment advice

The buy-to-let market is attracting growing numbers of investors, from institutional buyers to first-time purchasers. Choosing the right property in the right area is crucial to a successful investment, especially for purchasers who are also aiming to achieve potential capital growth over time. With our expert knowledge of the UK rentals market, we can help you identify the ideal investment property, focusing on optimum type, size and location. We can also give you advice on practical issues, such as whether to furnish or carry out minor improvements to the property.

45% of clients  
instruct us  
exclusively to let  
their property



## Selecting the best tenant

We focus on attracting professionals who are long-term renters and are highly motivated to find quality accommodation. Selecting the right tenant for your property brings significant benefits, which can include a longer let from the outset and the reduction of void periods.

### **We have access to the best tenants in the market:**

*Database of 26,000 active enquiries*

*Strutt & Parker website, which attracts 200,000 visits a month*

*Listings on popular property portals, including On The Market and Rightmove*

*National and local advertising*

*PR and editorial coverage – we have excellent links with editorial teams on both London and national titles*

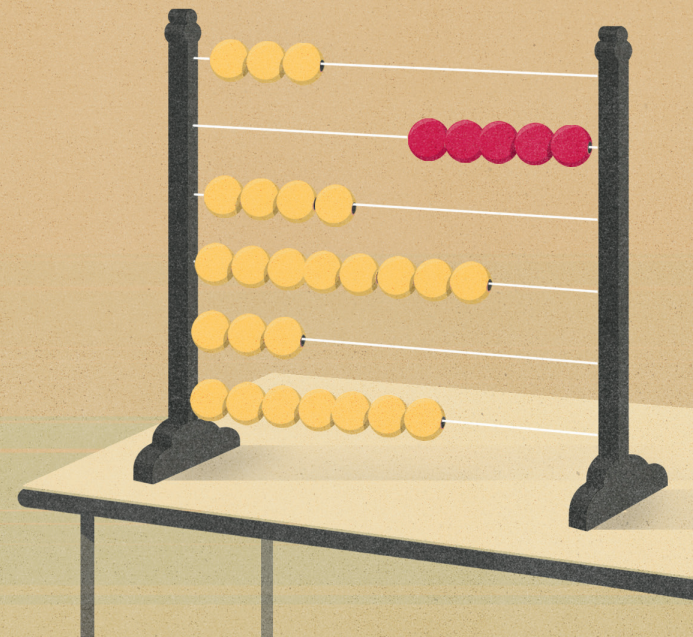
*Well-established working relationships with leading relocation agents and intermediaries representing tenant searches*

**30 months average tenancy with Strutt & Parker (national average 19.6 months)**



## Keeping an eye on costs

The costs of letting out a property need to be carefully managed to ensure that it remains a worthwhile financial proposition, especially as the initial set-up costs are high. That's why we are completely transparent about our fees and our terms, so you always know what to expect. Unlike most other agencies, we collect our fees as the rent is processed. This means that we get paid when you do, helping to ease cash flow at the start of a tenancy.



## What our clients say about us...

*“ Thank you for your assiduous attention, immense support and – most surprising of all – the kind friendship you introduce to all aspects of your professional work.”*

**S Cooke**

*“ This rental has been a real pleasure from beginning to end. I have felt guided and supported all the way along. You have done a brilliant job and have been so positive.”*

**P Tilmouth**

*“ Very professional – I have been nothing but impressed with the people.”*

**D Pattison**

*“ A pleasure to work with, a ‘can-do’ attitude and great attention to detail.”*

**J Bishop**

*“ We were extremely impressed and pleased with the service we received from Strutt & Parker. We cannot really envisage how the rental could have proceeded any more smoothly.”*

**S Lee**

*“ I’ve been so impressed by the efficiency and professionalism of Strutt’s letting division. You’ve restored my faith in estate agents.”*

**V Glendinning**

*“ The Strutt & Parker lettings team were great to deal with, keen for my business and responsive, and ultimately delivered the required result in a short period of time.”*

**P Magowan**