



Letting your
property



Becoming a successful landlord



Landlord **Sally Akers** knew she wanted a friendly face; someone she could trust when it came to letting her property. That's why she chose us.

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Area Director **Gary Howorth** knows London inside and out, so he's ready to help his clients right off the bat, whatever they need.



We're by your side

Letting a property can be a daunting prospect. With so much to consider about a hugely valuable asset, it pays to have the right agent by your side. We go above and beyond to help maximise the rental income of your property.

We do everything we can to make the process run smoothly — from providing your own Property Manager, to tailored accounting and chasing all rents on the day they become due. Because a trustworthy tenant makes all the difference, we bend over backwards to find them, and keep them happy.

We'll also use our extensive network and years of experience to find tenants you can trust

Our handy guide

To help you through each step of the process we've compiled our top tips for successful letting. Keep hold of it. Refer back to it. And please don't hesitate to ask if you need help or advice.

Because letting needn't be daunting with Douglas & Gordon.



Head of Professional
Valuations **Adrian Hau** values
knowing he's solved a problem
for his clients above all else: it's
music to his ears.

You have a local market

We have a local expert

Valuing your property

Getting the best result when you let a property starts with an accurate valuation. We think we provide the best possible advice and independent house valuation, anywhere in London. Our Lettings Managers know their local markets inside out. And they won't put a rental price on a property until they have turned every stone with their research.

So when they value your rental property you can be sure you're getting the optimum rental value for it.



Property Refurbisher **Tyrena Dangerfield** isn't afraid to get her hands dirty turning a house into a home. From the first spread of plaster to the last plumped cushion, she'll be there.

Getting things shipshape

Eight things to consider before you put your property on the market

1. Decorating and furnishing

In order to rent your property quickly and for the best price, it's important to think about your decoration and furnishings. After all, first impressions really count.

Freshly decorated properties in neutral colours, with modern kitchens and bathrooms, wooden floors in reception areas and good storage, really do rent faster, and for higher prices.

To help maximise your property's potential our refurbishment & interior services team is on hand. We've successfully let every property we've improved within two weeks.

2. Appliances and manuals

It may seem obvious but all appliances and machinery must be in good working order and serviced appropriately.

Manufacturers' operating and instruction manuals for all appliances and electrical equipment should be left in the property. Details of any maintenance contracts should be supplied.

3. Energy efficiency

Your rental property is required by law to have an Energy Performance Certificate (EPC) which rates the energy efficiency and environmental impact of a property, on a scale from A to G.

You need an EPC band of E or above in order to lawfully let your property. We can organise this certificate through our network of accredited EPC providers.

4. Safety regulations

As a landlord you need to adhere to a number of legal requirements regarding the safety of your property.

5. Consents

If you're a leaseholder, you'll need to check the requirements of your lease in connection with sub-letting and get the necessary consent, if needed. If you have a mortgage on your property consent may also be needed.

6. Insurance

Landlords need to make sure the property and its contents are fully insured. You must tell your insurance company that your property is going to be let, and adjust your policy as required.

If you need landlord cover, we recommend Eggar Forrester Insurance. Just get in touch for more details.

7. Tax implications

Any income you make from letting your property in the UK is liable to UK tax, whether you live here or not. If you're a non-UK resident then you will need to apply to HMRC to pay tax on your rental income through Self-Assessment, in order to receive UK rental income without the tax deducted.

The tax is paid on the profit from renting after deductions for allowable expenses. The tax liabilities from letting a property will vary from person to person, so we recommend you seek advice from a property tax specialist to minimise your liabilities.

8. Legal Ownership

If your property is jointly owned, co-owners must be named on our terms and conditions and on the tenancy agreement.



The long & the short of it

Choosing the right type of tenancy for your property

Long lets: six months or more

Furnished or unfurnished

Furnished or unfurnished properties will appeal to different tenants, yet there is often no difference between the level of rent you get.

Unfurnished properties will usually include curtains or blinds, carpets or other flooring, and white goods in the kitchen. Furnished properties tend to be ready for someone to move into. We're happy to advise you on what should be left and what should be removed.

Property management

Someone will need to look after the property while it's let. If you need any support, we're right there with a seriously efficient,

fully comprehensive property management service. Get in touch to find out more.

Term of letting

Most tenancies are for an initial term of one to three years. Early termination clauses and tenants' options to renew can be negotiated.

Utilities and council tax

Your tenant is usually responsible for paying all gas, electricity, telephone, water, council tax and television licence bills during the tenancy. The landlord is responsible for any ground rent and service charges.

Short lets: one to six months

Please note: short term lets are subject to local authority restrictions

Furnished or unfurnished

A short let property is normally fully furnished, although there is sometimes demand for unfurnished places. A furnished property includes sufficient bedding, bed linen, towels, bath mats etc. for the number of bedrooms, bath / shower rooms and occupants.

Fully equipped

Most short-let tenants will want a property that's fully equipped. This means all kitchen equipment such as crockery, serving dishes, cutlery, glassware, utensils, pots and pans. As well as the usual white goods, you are also expected to provide a working microwave, toaster, kettle, vacuum cleaner, iron and ironing board.

Utilities

With a short let, utility bills and council tax are included in the weekly rent. The management and payment of all bills are the landlord's responsibility. Telecommunications will be the responsibility of the tenant.

Technology

Most short-term tenants will want internet access and televisions, so these should be provided where possible. Short-term internet access can be arranged.

Personal items

All personal items must be removed.

Property management

Because short-let tenants want a hassle-free tenancy, our Property Management team fully manages all short-let properties.

Senior Property Manager
Will Hodge is always first
on the scene when one
of his landlords need him.



It's time to plump the cushions

Preparing for viewings

What to think about before showing your property to prospective tenants:

First impressions

A sparkling front door and an entrance free of nasty litter creates a great impression.

Clear any communal areas within the property of junk mail, and vacuum regularly.

Lighting

Clean the windows and open curtains to maximise natural light. In the winter months good lighting is equally important, so consider using lamps to add extra warmth and charm to a room. If the property is empty, make sure the mains power is on and all light

bulbs are working.

Temperature

Make sure the temperature of the home is appropriate to the season. Open windows in summer, and use a working fireplace or regular bursts of central heating in the winter.

Freshness

Keep damp to a minimum in below ground spaces with good ventilation or a dehumidifier.

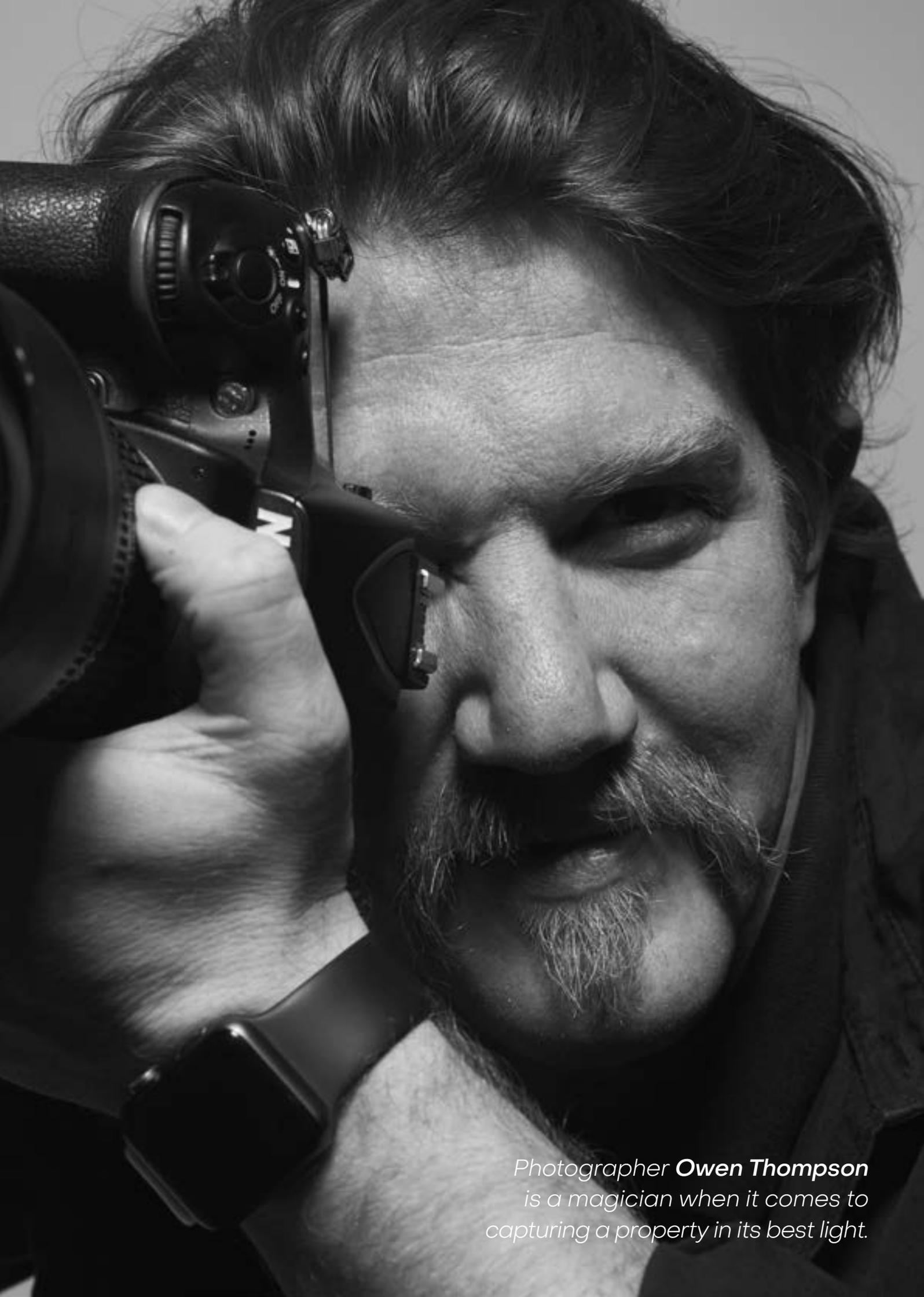
Cleaning

Regularly clean your property. It doesn't take long for dust and dirt to gather on shelves and window sills, which could easily put off tenants.

Garden

Your garden, at the front or back, should be kept tidy and attractive, with well-mown lawns, hedges cut and colour emphasised where possible.





Photographer **Owen Thompson**
is a magician when it comes to
capturing a property in its best light.

We know how to market your most valuable asset

Marketing your property

We understand that every property is different.

Our highly-trained marketing experts combine cutting-edge marketing techniques alongside more traditional methods to get your property let quickly and for the best price.

Photography and floor plans

Whether online or in a brochure, the first time your property is viewed will most likely be in a photograph. We make sure your property is seen in the best possible light.

Our team of professional photographers are expert at capturing the correct property features in the most flattering way. We also use experts to create accurate and detailed floorplans.

Brochures

Our brochures capture your property in the most compelling way, with engaging descriptions and high-quality photography, alongside the relevant technical information.

Online

At least 90% of tenants start their property search online. We use the latest digital marketing techniques to make sure your property is seen by as many potential tenants as possible.

All our properties are listed on every major online portal, such as Rightmove and Zoopla, giving you 100% online coverage. In fact we're platinum members of Rightmove - the UK's no.1 property

portal. This means we have access to premium features to get your property noticed.

Our tenant network

We maintain a central database of potential tenants, so we can instantly call and email anyone looking for a similar property to yours.

Corporate services

Our specialist department is dedicated to creating and maintaining long-lasting relationships with major blue chip companies, relocation and property search agents.

Our professionalism and responsiveness, as well as our honest approach to property, means we're frequently their first port of call during a search. Our experience in corporate lettings enables us to advise you on the best way to present your property in order to secure this type of tenant.

'To let' boards

'To let' boards are a surprisingly effective, and simple, marketing tool for letting your property. We always recommend displaying one, where possible.

Brand, advertising & PR

Getting your property noticed is our first priority. We invest heavily in the Douglas & Gordon brand, making sure we're at the top of people's minds when they are looking to let.

Our marketing is on all the major property search sites, as well as in brochures and office windows. The D&G marketing team works closely with our PR agency to maximise your property's exposure to potential tenants.



Lights, camera, viewings!

Viewing your property

This may seem obvious, but when it comes to viewings, the better you make your property look, the more likely you are to find new tenants.

So make sure the place is clean and tidy and consider adding finishing touches like fresh flowers. Lighting matters, so when there's a viewing be sure to turn on lamps and table lights.

It's also important to make your property as available to view as possible. Potential tenants may have many properties to look at, and not much time to do it. So make it as easy to view as you can.

We always keep you in the loop with details and feedback from each viewing. You can also access information about the viewings in your online account.

*Inventory Clerks **Alex & Tom** are meticulous when it comes to recording a property's condition — Angus the dog, not so much.*



We put in the (paper)work

Tenancy admin

There is an inevitable amount of admin that comes with letting your property. We aim to make this as painless as possible. We make sure you have a legally binding tenancy agreement between you and your tenant that suits your needs.

Signing the tenancy agreement

There are two types of tenancy when letting residential property:

- Assured Shorthold Tenancy (AST)
- Contractual Tenancy

Each agreement has its own criteria depending on whether the tenant is an individual or a company and how much the rent is etc. We'll advise you on the best one to go for.

For your protection it's extremely important that the tenancy agreement is professionally drawn up, including all the necessary provisions, and is kept up-to-date in terms of the latest legislation.

We'll let you know when your tenancy agreement is ready to review and sign on your online account. You'll need to sign this before the start of the tenancy.

Inventory

To minimise the risk of any dispute over the deposit at the end of the tenancy, it's essential to have a detailed Inventory and Schedule of Condition prepared by a professional inventory clerk. This is something we normally arrange on your behalf. This document will accurately record the state and condition of the property and its contents before the tenant moves in.

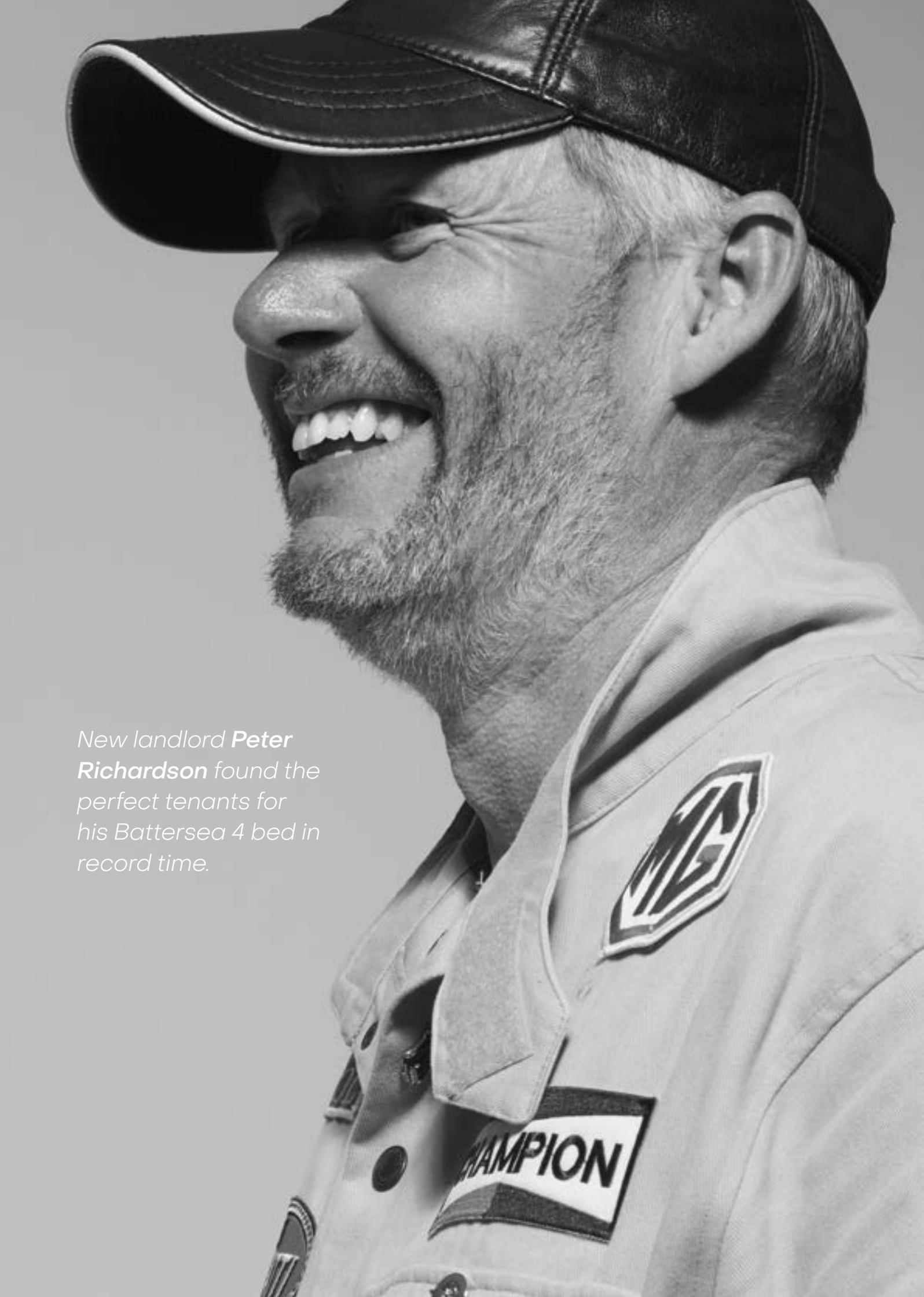
Before tenants move in, the property must be professionally deep-cleaned, including carpets and soft furnishings if necessary. The tenant is contracted to return the property and all contents at the end of the tenancy in the same state and condition as recorded on the inventory at the start, with the exception of 'fair wear and tear'.

Tenancy Deposit Protection

Any landlord or agent who takes a deposit from a tenant for an Assured Shorthold Tenancy must safeguard it in an approved tenancy deposit scheme. We are members of the Tenancy Deposit Scheme, which is administered by The Dispute Service Ltd.

All Assured Shorthold Tenancies where we hold the deposit will be protected by this scheme.

For more information about The Dispute Service please visit www.thedisputeservice.co.uk



New landlord **Peter Richardson** found the perfect tenants for his Battersea 4 bed in record time.

Signed, sealed, and keys delivered

Starting the tenancy

Before the tenancy begins we will collect the money the tenant owes, including the deposit and first instalment of rent (for long lets) or the deposit and rent in full (for short lets).

Once we've received the funds and the signed Tenancy Agreements have been exchanged, the keys can be handed over to the tenant. We will do this at the inventory check-in.

Make sure there's an appropriate number of key sets for the tenants, bearing in mind security keys will need to be copied in advance.

Congratulations!

**Your property
is now
successfully let**

Where to find us

Visit our website for details

<https://www.douglasandgordon.com/contact/>

