



# Letting your property



## Leaders' lettings experts

Letting your property requires careful planning so choosing an agent you can trust is vital. Our team of expert letting agents are dedicated to looking after your interests and work hard to make your life as stress-free as possible.

With combined experience of over 95 years, the senior team at Leaders Lettings use their experience and in-depth knowledge of the local property market to deliver an award-winning service that's second to none, whether you're letting your own home or building a portfolio of buy-to-let properties.



Allison Thompson MARLA National Lettings Managing Director Industry experience since 1992



Andrew Ralph
Managing Director
Lettings
Industry experience
since 2015



Emma Wells
Managing Director
Lettings
Industry experience
since 1997



Kim Lidbury
Director of Property
Management
Industry experience
since 1998

## Thinking about letting?

Leaders Lettings is a licensed member of the Association of Residential Letting Agents (ARLA Propertymark) - the UK's foremost professional body for letting agents.

This means we're regulated by ARLA Propertymark's strict Code of Practice and membership conditions, which cover issues such as professional indemnity insurance. Their unique money protection scheme protects rents and deposits that we hold for our Clients. Leaders is also fully regulated by The Property Ombudsman and are members of the Tenancy Deposit Scheme.











Excellent experience renting out my house through Leaders. The team are extremely professional and courteous, wouldn't hesitate in using them again. Rob, Derby

Search for your local branch for more reviews at google.com

Google



With over 120 branches, our network enables us to expertly and smoothly manage single properties as well as portfolios spread over large areas

## Built on strong foundations

We are responsible for circa 42,000 properties, generating more than £35 million in rental income for our landlords.

Established in 1983, Leaders is part of LRG, a multidisciplined property company employing more than 3,400

Our award-winning services ensure your property gets the attention it deserves and we offer expert advice in the

- Lettings & Property Management
- Residential Sales
- Corporate Property Management
- Planning
- Land & New Homes
- Surveying
- Financial Services
- Corporate Lettings
- Corporate Sales
- Shared Ownership
- Investment Advice
- Development Economics
- Market Intelligence
- Masterplanning & Architecture

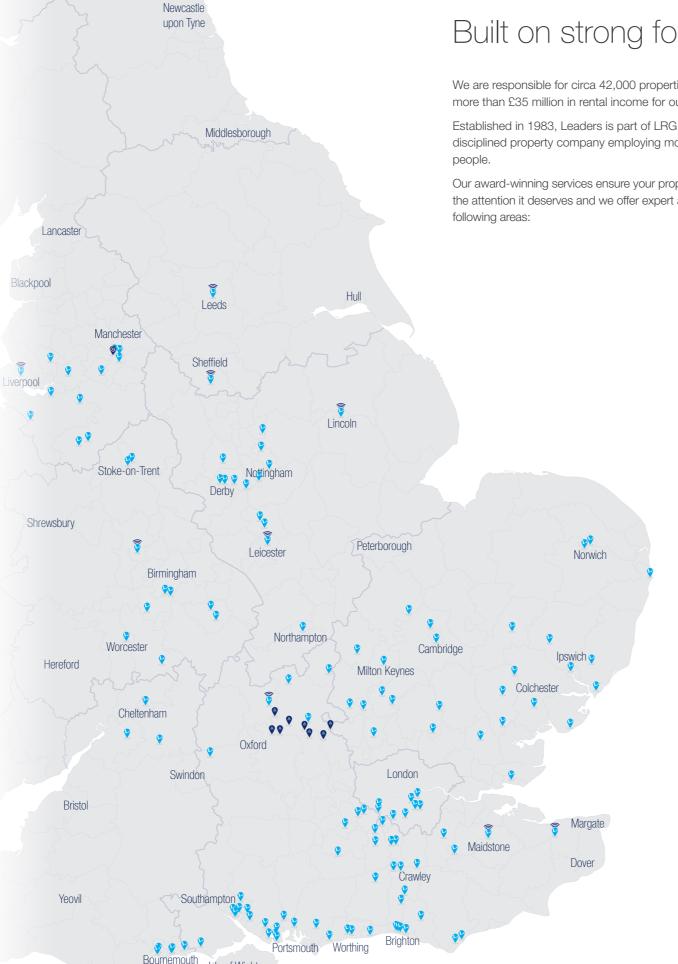
#### Green and Sustainable

We recognise that our activities have an impact on the environment in terms of the use of emissions to air, water and waste generation and seek to minimise this as far as is reasonably practicable. To help us achieve this the following guidelines are observed:

- 26,000 trees planted during 2022/23
- All our new sales & lettings boards are recyclable
- Zero waste to landfill since 2022
- Offices powered by 100% renewable energy
- Launched our first sustainable branch in September 2022, and continue to roll out this model to other branches
- Donating unwanted office furniture to reuse schemes
- Reduced or removed print with most of our communications being sent digitally
- 70,000 Sqm of wildflower-rich meadows restored with GreenTheUK (2023-2024)
- 300 Sqm of native oysters restored with GreenTheUK (2023)



**Carbon neutral since 2022** We're extremely proud to be carbon neutral, initially aiming to reach this target in 2030, we hit it 8 years early!



## How much rent can your property achieve?

With over 40 years' experience and comprehensive knowledge of the local property market, you can rest assured that our locally based teams will provide you with an accurate rental valuation that ensures your property generates the best return possible.

#### With every valuation, we consider:

- Your property's condition and location
- The current demand from tenants in your area
- What action you can take to maximise rental potential
- The local economy, including interest rates, local infrastructure and employment rates

#### No Deposit Option

Our No Deposit Option provides a unique opportunity from which tenants and landlords benefit. It offers tenants a more affordable way of renting, deposit-free, whilst landlords are indemnified for up to 7 weeks' rent instead of 5 - that's 40% more!

Properties under this scheme attract more tenants who are able to move into their new property quickly, without having to wait for their deposit to be saved or released from their previous rental. Without compromising the financial security of our landlords, we are able to attract tenants who are only able to move with no deposit.





## At your service

Remember, your fees and other costs directly relating to your rental property are tax deductible, so depending upon your tax rate you can claim back up to 45% of this cost.

We're dedicated to delivering a service that suits your needs and personal requirements, whether you're looking for a no hassle, Fully Managed service - as 3 out of 4 of our landlords are - or you'd simply like us to find you a suitable tenant with our Let Only service.

The choice is yours...

- Advertising on major portals as well as on leaders.co.uk
- Reference & credit checks, tenancy agreement prepared & collection of first month's rent & deposit
- Continuing expert advice from Leaders Lettings, as necessary
- Re-marketing at least two months before the existing tenants leave and new rent level negotiated
- Applicants notified the instant your property becomes available by telephone and email
- Viewings accompanied by a member of your local lettings team
- Check-in and check-out of your tenant by independent specialists at end of tenancy
- Detailed inventory\*
- Deposit return process (full bonding with approved scheme)
- Premier Service\*
- Rent collection by standing order with rent transferred into your account electronically
- Printed annual statement for you and/or your tax adviser, by request
- Monthly statements
- Online Landlord's Account
- Professional photography and floor plans
- Regular property inspections, including photographic report
- Maintenance and repairs arranged through safe contractor-approved suppliers
- Utilities and council tax transferred at commencement and expiry of tenancy
- Negotiation of the deposit allocation, and handover to Tenancy Deposit Scheme should this become necessary
- Property maintained using our local vetted contractors
- Dealing with all insurance queries and obtaining quotes for large works
- Arranging contractor visits
- Exterior property upkeep checks
- Report & Repair online maintenance reporting system

#### Key

- Managed Service
- Rent Collection Service
- Let Only Service

\*Additional cost may occur

## Marketing your property

Our first-class range of marketing platforms help us reach the right tenants quickly and efficiently. No other local lettings agency invests more in marketing than Leaders, to ensure that your property attracts attention and stands out in order to generate more enquiries from quality tenants.

## We create a great first impression with professional photos

As soon as we receive your instruction we prepare your property's details to the highest possible standard. We'll send a professional photographer to your property to capture it in the best possible light, adding enhancements like blue skies afterwards, so your property looks its best. Listings with professional photos receive 4 times more enquiries than those without.

#### We engage more viewers with video

We'll produce a short video with a professional voiceover – called a trailer – which showcases your property's key features.

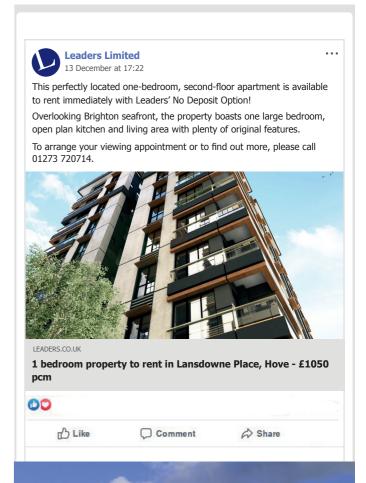
Trailers are designed to tease a viewer's interest in your property, so they get in touch to arrange a viewing. 90% of people watch trailers through to the end – increasing your chances of viewers taking action after watching.

#### We create more engagement on social media

If requested we can publish boosted posts on Facebook to showcase your property and its key features, in order to encourage further interest and help generate additional viewings.

#### Local branch support

And when we receive the property enquiry, we ensure applicants are looked after by employees who know the area well and who can advise them on, not just the property, but on all of the local amenities.







#### We generate more enquiries with floor plans

We'll send an accredited professional to your property to sketch the layout and draw it digitally afterwards. A simple, clear floor plan shows potential tenants the space and flow of your property - allowing them to envisage themselves in the space. 1 in 5 people would ignore a property listing completely, if there was no floor plan.

## We reach more tenants with extensive online exposure

Your property will be showcased on Rightmove and OnTheMarket, as well as our website Leaders.co.uk which attracts over 73,000 unique visits every month.

Every month tenants sign up for Leaders property alerts, informing them as soon as new rental properties matching their criteria become available.

## We can rent your property via an OpenHouse event

Leaders' Open House service attracts multiple tenants to view your property at a designated time. This is one of the most convenient and effective ways to secure a new tenant quickly – often resulting in on-the-spot offers at the full asking rent or above! It's also ideal if you already have a tenant in situ as it causes them minimum disruption.

Attract the best quality tenants and achieve the highest possible rent with professional marketing

## Landlord's Account

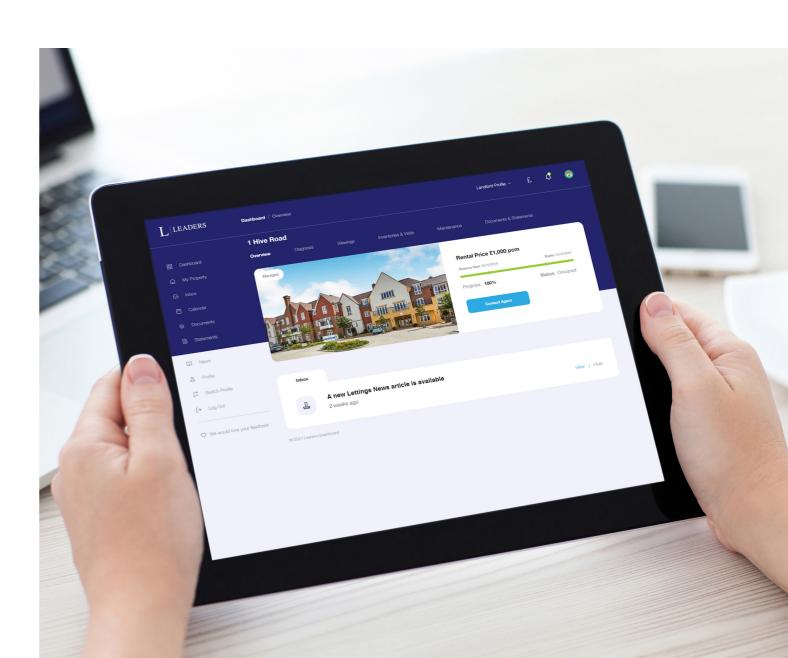
Our landlords have access to an online portal, allowing them to keep up to date 24 hours a day on any device with complete visibility over their properties no matter where or when it is required.

It provides quick snapshots of key information such as tenancy start and end dates, management types and payment information as well as an outline of all viewings to your properties that are scheduled, completed or cancelled.

You also can view and download monthly and annual statements as well as all tenancy documentation to make reporting easy.

In addition, a record of all legally required certificates and safety inspection updates for your properties are stored on the portal for the letting period, as well as other services that landlords can take advantage of for financial security and safe property maintenance.

The portal offers up to date logs of property visits, detailing if they are completed, cancelled or scheduled and allows the option to search and download all maintenance orders and invoices relating to your properties.



## And there's more...

Letting a home can be time-consuming, especially if you're trying to juggle this alongside your working life and other commitments. That's why we are available 365 days a year, so you can contact us at a time to suit you.

On top of this we have a dedicated centralised customer support team, dealing with enquiries and arranging viewings until 6pm Monday to Thursday, 5:30pm on Fridays and from 9am to 1pm on Saturdays via phone and email, and a 24/7 service via our live chat.

These are some of the busiest times for tenants contacting us, by telephone or via the web, so you can rest assured that our industry experts are always here to take enquiries from you or prospective tenants.

Each quarter, our customer support team typically arrange 1,300 lettings viewings, on top of the ones made via our branches.

I have been renting my property with Leaders Altrincham for the last 17 years and they are extremely fantastic in managing my only asset. They have such a great service from start to finish. Great team and great customer service. Highly recommended.

Mr M, Altrincham

Search for your local branch for more reviews at google.com

Google



## Property Managers

#### Property inspection and maintenance

Our dedicated team of Property Managers carry out regular, in-depth inspections. Our qualified inventory clerks thoroughly inspect and photograph your rental property, recording its:

- Interior condition
- Decorative order
- Fixtures
- Fittings
- Meter readings
- Contents (if furnished)

The resulting inventory report is an honest, independent picture of your property's condition. This comprehensive inventory is then used to produce a detailed photographic inspection report, providing landlords and tenants with a regular and accurate record of a property's condition, and catching any 'wear-and-tear' issues at an early stage, before they can escalate.

Our Property Management team is available 9am - 6pm Monday to Thursday and until 5:30pm on Fridays, so that we can discuss any issues promptly and at a time that is convenient for you.

#### Award-winning service



We're so committed to delivering exceptional service to our landlords and tenants that we were awarded Gold for Best Lettings Agency at The Negotiator Awards in 2023 and 2024!

## Report & Repair

Our online maintenance reporting system Report & Repair enables tenants to report maintenance issues quickly and easily, 24 hours a day, seven days a week. It offers a self diagnosis tool allowing tenants to resolve simple issues there and then - and collates sufficient detail to help resolve maintenance issues either on the first visit or soon after - keeping contractor costs to a minimum.

Your dedicated Property Manager is always on hand to solve maintenance issues, overseeing essential repairs and arranging contractor payments for the completed works. When required, we will advise on any improvements needed in order to attract new tenants and maximise the rental potential of your property.

#### Maintenance professionals you can trust

We ensure the highest possible standard of work is carried out at your property, as all maintenance is carried out by a registered SafeContractor. Therefore, you can rest assured that the individuals carrying out work on your property are fully qualified, properly insured and compliant with the latest health and safety guidelines.

The inventory clerks we use are professionally affiliated to the Association of Independent Inventory Clerks and the Association of Professional Inventory Providers, providing you with extra reassurance that the inventories are carried out to the highest standards, in line with the associations' codes of practice.



#### Simple and efficient tenancy renewal

If you choose our Fully Managed Service you will benefit from a single point of contact for all communication from your dedicated Property Manager, who will manage your renewal process. If you choose either a Rent Collection or Let Only service, a member of our expert renewals team will contact you to manage your renewal.

Both teams are dedicated to reviewing the current market in relation to your individual property and the rent you charge, and when necessary recommending an increase. This ensures your property is reaching its maximum potential year after year.



## Training & qualifications

Leaders invests significantly in the professional training of our staff, to ensure our customer service is of the highest level. As such our commitment has received national recognition, including awards for Best Training & Development.

We have one of the highest ratios of (ARLA Propertymark) qualified lettings employees when compared to other lettings companies in the UK.

The Association of Residential Letting Agents' (ARLA Propertymark) Technical Award in Residential Lettings & Property Management is the 'gold standard' in many aspects of the letting industry, including:

- Health & safety regulations
- Security
- Legislation
- Residential property letting practice

Leaders is also committed to developing teams through our apprenticeship scheme. We aim to have 12% of our workforce being developed through this scheme as well as the other internal training programs we provide to our employees.







## Peace of mind

#### Protect your rent (optional)

Thanks to our thorough referencing process, we source reliable tenants who are unlikely to fall behind with rental payments.

However, even the best tenants can experience misfortune, such as illness or job loss, which may affect their ability to pay the rent. So for additional peace of mind, we can provide rent protection.

We can also provide a comprehensive tenants' insurance product protecting your property against accidental damage.

#### Safety checks

We know compliance is one of the most important aspects of letting your property, that's why we've partnered with a company who will ensure you remain compliant when it comes to all your safety inspections. When the time is right they will give you a call to discuss your requirements and arrange visits to be conducted with your tenants.

#### Landlord insurance (optional)

Standard household insurance will not provide all the protection required for your rental property. Therefore, we can organise specialist insurance for you from our provider, Bode, a company specifically designed to address the needs of a landlord.

They can provide a range of bespoke policies, including:

- Building and/or contents cover, including malicious damage caused by tenants
- Loss of rent cover for insured perils
- 60 days unoccupied cover

We have confidence in Leaders that they will find us suitable tenants and in a short amount of time. Their service is impeccable and you can be sure of professionalism in a company that has been established for years and will help and support you all the way.

Marie, Brighton

Search for your local branch for more reviews at google.com

Google



## Advice for investors and growing your property portfolio

Property has become a far more mainstream investment vehicle, accessible to investors with the knowledge and foresight to spot effective investments before the competition can. This is where Leaders can help.

With our bespoke 'Investor Advantage' service we can help you find the right property to suit your investment needs. Our team of investment specialists will do all the hard work for you, so you can sit back and watch your portfolio grow and flourish, receiving maximum yields and healthy equity growth, with minimum effort.

Finding the best buy-to-let opportunities takes time, effort and market knowledge. So, if you're a busy landlord looking to expand your investment portfolio, let Leaders do all the legwork for you.

We also provide our prospective investors with expert insights into the up and coming areas, as well as specific purchases we believe have great potential.

When you're ready to sell your asset we can provide you with a quick stress-free sale, possibly selling your investment property with the tenant in situ, meaning you get your rent right up until the day of completion, and benefit from no chain complications.

## Investing in property with a limited company

Smart Investment, powered by our partner GetGround, can form your buy-to-let limited company in under 30 minutes. Not only that, but we will then manage it for you, including:

- Buy-to-let ready legal documents
- · Accounting services, including tax return
- Business account, to manage your funds
- Tax efficient structuring

Completely integrated with our Fully Managed landlord services we offer at Leaders, everything to do with your property is taken care of by us so all you need to do is sit back and reap the rewards. The benefits of a buy-to-let limited company include:

- Increased post-tax rental yield
- Increased capital gains
- Reduced investment risk
- Easier mortgage access
- Better inheritance & estate planning

## New build investments

A brand new property can be an especially easy, hassle-free buy-to-let investment opportunity, as they offer:

- Low set up costs
- No refurbishment
- Easy maintenance

In addition, the locations of new build developments have often been specifically chosen with convenience to local residents in mind – providing you with a ready stream of suitable tenants.

Leaders' New Homes department can help you to find suitable new build properties to let, and thanks to our close relationship with developers we can speak to them at an early stage so you can buy off-plan and choose internal specifications. In fact, it is this good relationship that often means we are able to market your new build purchase prior to completion, minimising any void period and getting your rent paid quicker.

#### Financial review

Our buy-to-let specialists at Mortgage Scout have been matching landlords with money-saving mortgages since 2003. They can offer you expert financial advice, find mortgage deals and help you remortgage in order to free equity and grow your portfolio further, or simply maximise your return by making your mortgage more efficient.

Our award-winning advisors at Mortgage Scout combine their attention to detail about your situation and their in-depth industry knowledge to seek out the best way to help you make your move.

Our partners at Mortgage Scout work with the Mortgage Advice Bureau, one of the UK's leading independent mortgage brokers, enabling our advisors to search over 11,000 mortgages from 90+ UK lenders, some of which are exclusive to us and not available on the high street.

#### Tax advice

Tax is the one part of buy-to-let investment that most landlords are uncertain of. Leaders works closely with local tax advisers who can offer you up-to-date expert tax advice on the latest buy-to-let regulations.



**Allison Thompson** MARLA National Lettings Managing Director Industry experience since 1992

Our in-depth knowledge of the local market and hands on experience of working with hundreds of local landlords means we're best placed to advise on the best type of property to invest in. We analyse market trends and look at tenant demand in order to uncover the potential return on investment from your future investments; offering advice on property type, location, rental yields and capital growth.





## 12 easy steps to letting your property

Your landlord journey with Leaders starts with the lettings team at your local branch, who organises the rental valuation and marketing of your property. Once a tenant has been found, the Move Management team look after all of the reference and credit checks and put together the contract.

Finally, the Property Management team looks after your property on an ongoing basis, including the comprehensive inventory which is conducted before your tenant moves in.

> Our valuation process is totally transparent, so you won't be left wondering how and why we've reached the valuation of your rental property. Find out more on page 6.

service level

We've devised three core service options - we can be involved as much or as little as you'd like. Rest assured, a detailed, efficient landlord support service is guaranteed. See page 8 for more details.

Marketing your

Our first-class range of marketing platforms helps us reach the right tenants quickly and efficiently. No other local letting agency invests more in marketing than Leaders. Find out more on page 9.

Accompanied

To save you time we'll take prospective tenants to view your property and answer any questions that they may have on your behalf. See page 10 to find out more about our Open House service.

05 Negotiating and agreeing an offer

We successfully let every type of property and secure the best rental income for our landlords.

Lettings office team

Our specialist team prepares the tenancy agreement. This is specifically to protect your possession rights, your interests in relation to landlord and tenant responsibilities and the method of rental payments.

We use strict referencing procedures, carried out by independent experts. This includes checking their employment history, credit worthiness and previous addresses.

Gas-elec can organise your gas and electrical safety certificates in one visit, ensuring the letting process is as hassle-free for you as possible.

Only once the landlord and the tenant have checked and are happy with the tenancy agreement will we send out the contracts via DocuSign to both parties to sign; saving time if any queries occur.

Before your tenants move in we ensure that all deposit monies and the first rental payment are cleared by the bank and held in the client's account.

The comprehensive inventory is used to produce a detailed photographic inspection report, providing landlords and tenants with a regular and accurate record of a property's condition, and catching any 'wear-and-tear' issues.

At the end of each tenancy either your Property Manager or our Renewals Team extend the tenancy, ensuring the rent is still appropriate to the current market conditions.

Tenancy progression team

Property Management team



07

08 Arranging safety certificates

Are your tenants al eady to go?





## How else can Leaders help you?

Leaders' services ensure your property gets the attention it deserves.

As well as Leaders Lettings, we offer expert advice in the following areas:

#### Residential Sales

Our local property experts will guide you through the home buying and selling process. Leaders also benefits from a close relationship with our sister company Romans, which has a large network of over 30 branches in the South East.

#### **Investor Advantage**

Leaders' team of property investment specialists can offer expert advice if you're thinking of expanding your portfolio of buy-to-let properties.

#### **Corporate Lettings**

Our expert team covers a host of Corporate Lettings services. From property management and block management to tenant sourcing and statutory testing, Leaders' Corporate Lettings division is dedicated to providing the very best bespoke property services to their corporate clients.

#### **Smart Investment**

Through our partner GetGround, we can maximise the return on your investment with a limited company and will take care of every step of the process for you.

#### Auctions

Our First For Auctions team offer one of the fastest, most transparent and most effective ways to buy or sell property and land. The entire sales process, from instruction to exchange of contracts, is achieved within as little as four to six weeks.

#### Conveyancing

Guiding you through the legal journey of buying and selling a home, we deliver professional advice and simplify the process, giving you essential peace of mind

#### **Relocation Service**

Through our sister company Relocate, we work with a number of small and large companies finding rental accommodation nationwide for their employees.

#### **Financial Services**

Our award-winning advisors at Mortgage Scout can assist you with expert professional mortgage advice and to track down the mortgage deal that works for each client, including investors, those looking to remortgage and experienced buy-to-let landlords.

#### Surveying

As members of the Royal Institution of Chartered Surveyors (RICS), our team of experts carry out surveys and value residential homes across England, as well as offering professional advice to tenants and landlords in commercial businesses and the licensing industry.

#### **Shared Ownership**

Offering bespoke solutions to our clients, our SOWN Shared Ownership team are working with housing associations and developers across the country to market, sell and manage the sales of shared ownership properties. They have a team dedicated to guiding buyers through this sometimes confusing process and due to extensive branch network can offer this support on sites across the UK.

## After you've instructed Leaders, the checklist below can

be used as a helpful reminder in the buy-to-let process:

Landlord checklist



Advise your mortgage company



Complete your tax form (NRL1), if applicable



Purchase building and contents insurance - remember your current policy may not be valid (talk to Leaders about how we can help!)



Ensure you're covered in case the tenant loses their job (talk to Leaders to find out about the cover we can provide)



Ensure you have four sets of front door keys and one set of all other keys cut



Get the property cleaned, prior to the inventory



Notify utilities, including; gas, water, electric, TV licensing and council tax (this is included as part of Leaders' Fully Managed Service)

## If you're moving out of the property you're renting, don't forget to...



Move all your belongings out of the property, including: personal possessions and the contents of the fridge and freezer, prior to the inventory



Organise for your post to be re-directed with the Royal Mail



Update any accounts with pre-populated address fields such as supermarkets and online shopping accounts



Cancel window cleaner and the wheelie bin cleaner if required



Cancel your Sky/cable television and broadband subscriptions



Notify the following of your change of address: friends and family, bank, car finance, mobile phone provider, place of work



## The legal position

We'll help you to protect both your tenants and your rental investment by giving you expert advice.

#### Staying safe

We're always up-to-date with the latest lettings legislation.

That means you can relax in the knowledge that we'll help you to protect both your tenants and your rental investment, by giving you expert advice on how your property must meet the UK's legal safety standards.

#### Taxation on your rental income

All rental income relating to property is taxable in the UK, regardless of where you as the landlord reside, and your tax status. You'll have to pay income tax on any profit generated due to the letting of your property after any deductible allowances. This profit needs to be declared to HM Revenue & Customs (HMRC) on the self-assessment section on your tax return.

HMRC may ask your lettings agent to provide them with details of the income received by any landlord for whom they act.

#### Overseas landlords

If you live outside of the UK, you are still liable to pay tax on rent received in the UK under the Income and Corporation Taxes

Act 1988 and the Taxation of Income from Land (non-residents)

Regulations 1995.

Your letting agent is obliged by law to deduct tax at the appropriate rate from the rent received and pay over to HMRC, unless you have authorisation from them to the contrary.

If you are unsure of your liabilities you should contact a specialist tax accountant. Leaders works closely with local tax advisers who can offer you up-to-date, expert tax advice on the latest buy-to-let regulations.

Visit leaders.co.uk/lettings for more information about how we can help you, your tenants and your property stay safe.



## Notes

Searching for an investment property? These pages should help you compare and decide which one is right for you. Address of property 1 Freehold Tenure: Leasehold (additional fee may apply) **Investment Potential** Property Value Rental yield **Annual rental income** (£pcm x 12) X 100 Monthly rental value **Property Value** Buy-to-let projections Monthly budget overview Purchase cost Monthly rental income Less deposit Less: Buy-to-let mortgage Mortgage amount Anticipated monthly Leasehold fees (if applicable) mortgage cost Letting agency fee Potential monthly income **Projected Capital Appreciation** 5 years £ 10 years £ How long are you looking to hold this investment for, and 15 years £ what appreciation can you realistically expect over this period? **Additional Notes** 



We hope that this guide will provide you with valuable information, to help make your let as stress-free as possible. We also hope it shows you why, every day more and more people trust Leaders to let their property.

For more information, visit our website leaders.co.uk.

#### **Leaders Head Office**

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Email: info@leaders.co.uk



facebook.com/leaderslimited



instagram.com/company/leadersltd



linkedin.com/company/leaders-ltd

