

you home

RESIDENTIAL LETTINGS &
PROPERTY MANAGEMENT

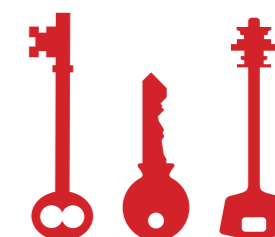
NOTTING HILL

YOUhome: a better way

We've built an estate agency which is unique in combining local knowledge, marketing talent and clever technology so that you get the right tenant, the best rent and the fastest possible let for your property.

Our local Notting Hill office provides a proactive, successful lettings service and meticulous day-to-day property management. We also offer unrivalled levels of commission, fee and cost transparency.

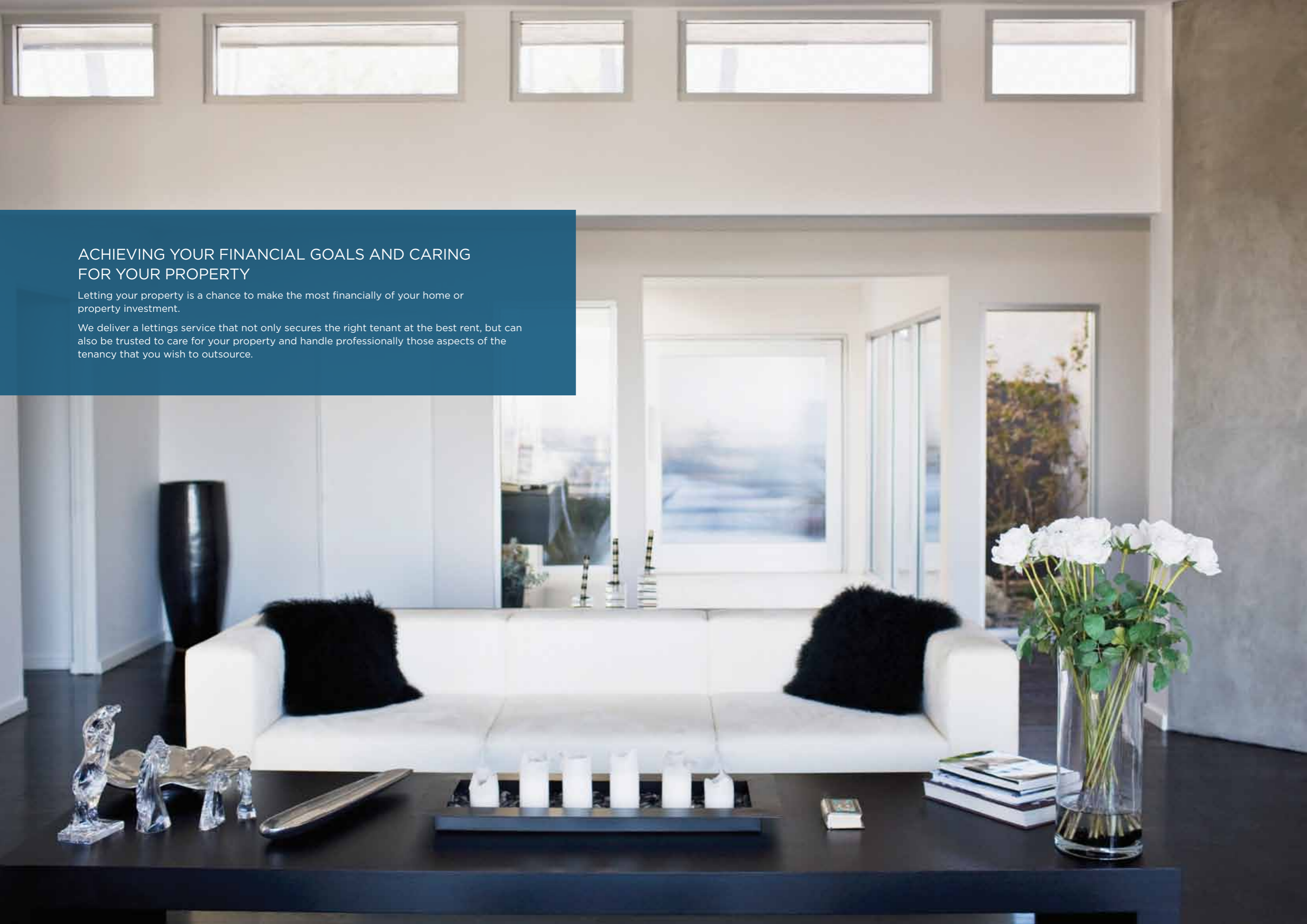
As a result, you can rest assured that your property and tenant will receive the best professional care and your financial return will be maximised.



ACHIEVING YOUR FINANCIAL GOALS AND CARING FOR YOUR PROPERTY

Letting your property is a chance to make the most financially of your home or property investment.

We deliver a lettings service that not only secures the right tenant at the best rent, but can also be trusted to care for your property and handle professionally those aspects of the tenancy that you wish to outsource.



WE EXIST TO DELIVER TO YOU THE HIGHEST POSSIBLE RENTAL YIELD AND UNBEATABLE PROPERTY MANAGEMENT CARE

The strength of our reputation in letting and managing properties of all sizes and character is down to four things:

1. Knowledge

As an estate agency, we are unique in our approach to using technology to research and deepen our knowledge of the local property and rental market.

2. People

Our property professionals understand the value of your asset and work proactively to help maximise your financial investment. We're also known for integrating skills and perspectives from other areas of the business world so that your whole lettings experience is better, easier and more efficient.

3. Know-how

Our local area experience combined with know-how in marketing, tenant evaluation, negotiation and property management will ensure that you get the best tenant with exemplary on-going property care.

4. Code of Conduct

We are regulated by the Royal Institute of Chartered Surveyors (RICS) and are a member of the Association of Residential Letting Agents (ARLA). This means you can be sure of receiving an accredited, professional service with the highest standards of competence and integrity.



“We exist to be better: better people, better tools, better values; all working together with complete integrity and honesty to deliver exceptional results through a dedicated, personal service.”

Adrian Black
YOUhome Founder and Managing Director



UNDERSTANDING THE LOCAL PROPERTY MARKET IS SOMETHING WE DO BETTER THAN ANYONE ELSE

Superior knowledge is a key factor in achieving the best rental return.

Our cutting edge is based on the expertise and local knowledge of our team combined with YOUhome's skill in applying technology in new ways to the property market.

This distinctive approach stems from the deep technology and property expertise of YOUhome's managing directors; Adrian Black spent 10 years leading technology development at Goldman Sachs and Jeremy Priestley FRICS FARLA is a former MD of Hamptons International.

Our proprietary research also works as a marketing tool for our clients, attracting a wide audience, including property owners, tenants and industry commentators.



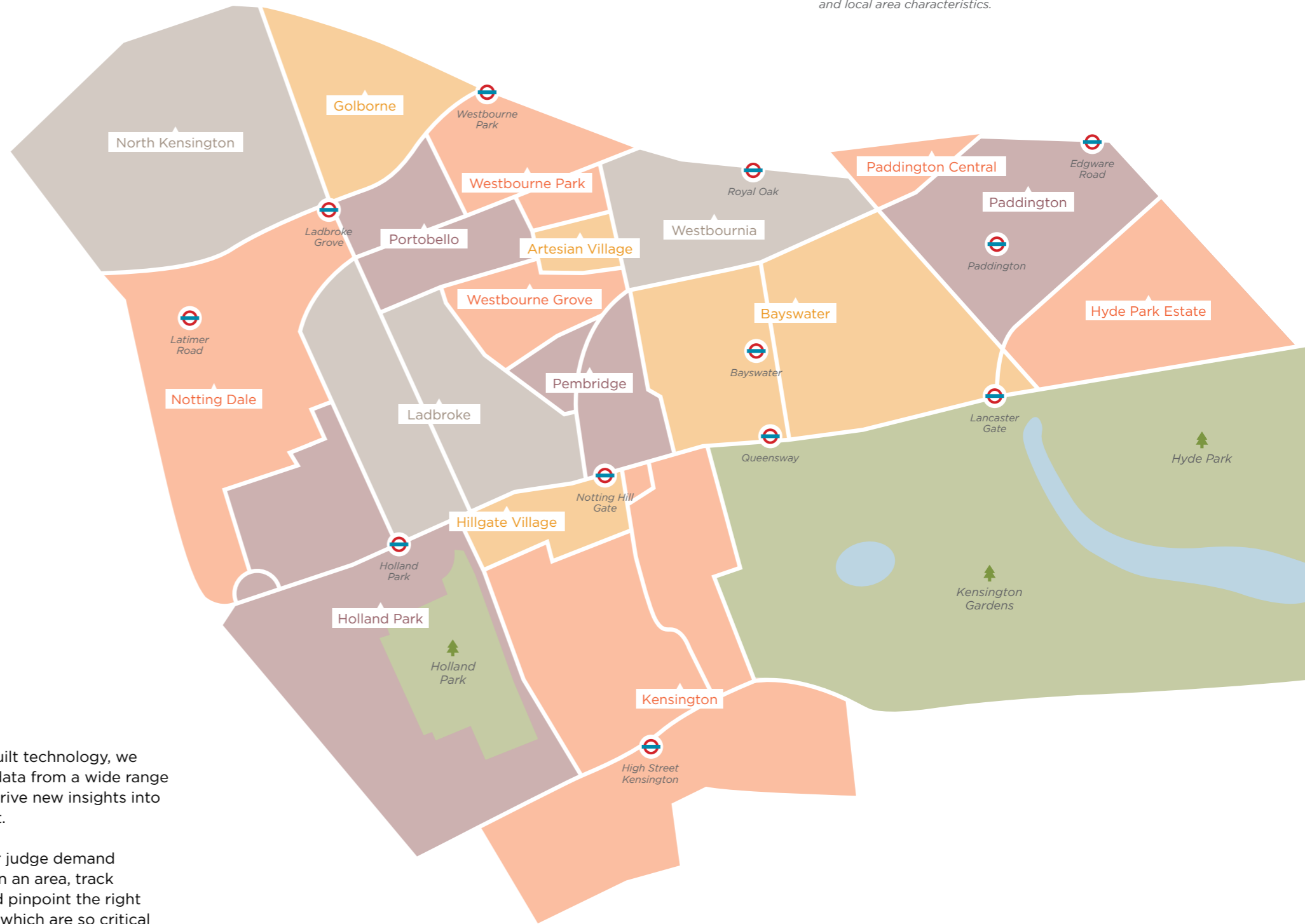
Property Market Insights

Using our own custom-built technology, we collect property market data from a wide range of sources and use it to drive new insights into the local property market.

As a result, we can better judge demand and supply for property in an area, track local valuation trends and pinpoint the right comparable transactions which are so critical to achieving the best yield for you.

We also share this information with clients through tailored property reports and our intuitive YOUeye website too (www.youeye.co.uk).

To give potential tenants a fuller picture of a property, we have divided the area surrounding our Notting Hill office into a series of villages, each one reflecting distinct property types and local area characteristics.



Local Precision

Rental prices can vary considerably within a hundred yards, reflecting often subtle differences in the local character and positioning of two otherwise similar properties.

When we promote your property we highlight the particular flavour and features of its local amenities. Indeed, we pioneered the idea of defined 'villages' within an area, allowing future tenants to explore all that's good about the surrounding area.

PERSONAL AND OUTSTANDING CLIENT SERVICE

It's critical to us that, as well as being pleasant to deal with, our staff demonstrate a knowledge, attention to detail and responsiveness that you can rely on.

At YOUhome, you'll be advised and supported by hard-working, experienced rental specialists who are regulated by RICS and ARLA.

Also, we empower our staff at the local branch level so they are free to provide a very you-centric service. This means you'll benefit from service and marketing initiatives that are tailored specifically to your property and to the characteristics of your local area.

When it comes to managing properties, it's often said that we treat the properties of our clients with as much care and attention as we would our own.

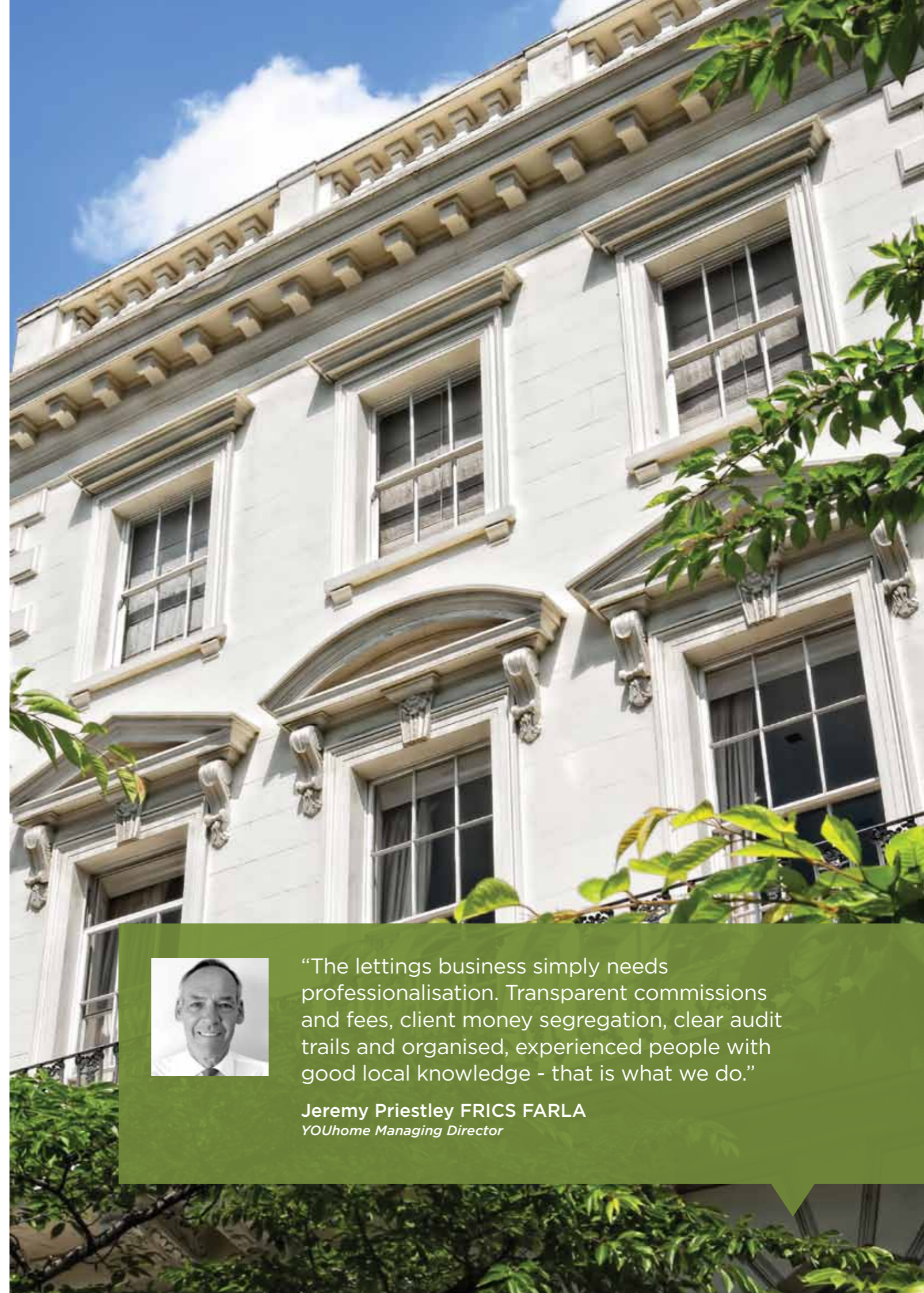
We'll give you a single, dedicated point of contact and provide you with as much or as little reporting on your property and tenant as you require. Moreover, because our staff work as a team, not as individuals, you'll have the reassurance of knowing that we will *all* be watching out for your best interests, every step of the way.

Our Credentials

As well as our own high ethical and control standards, YOUhome's lettings and property management service is governed by robust procedures and guidelines.

YOUhome is regulated by the Royal Institution of Chartered Surveyors (RICS) and meets their high standards of competence and integrity, including RICS audits and controls. Tenant deposits, monthly rental income, fast transfer of payments, transparent commissions, fees and legally compliant rental contracts - all are safely administered and supervised within this regime.

In addition, we are a member of the Association of Residential Lettings Agents (ARLA) and the Property Ombudsman Scheme, adhering to their strict codes of practice and customer protection.



“The lettings business simply needs professionalisation. Transparent commissions and fees, client money segregation, clear audit trails and organised, experienced people with good local knowledge - that is what we do.”

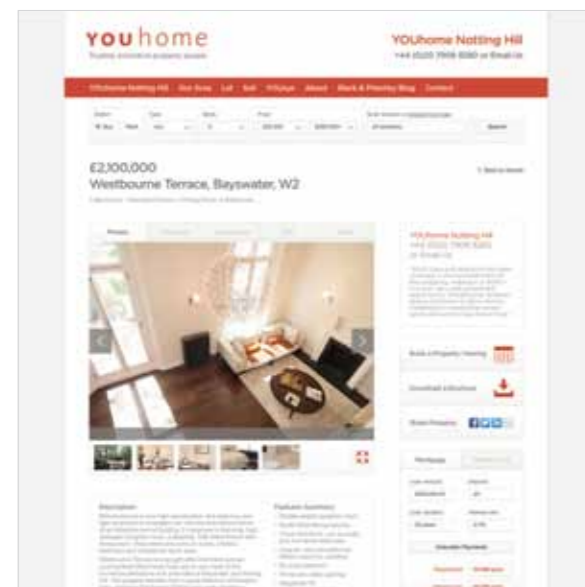
Jeremy Priestley FRICS FARLA
YOUhome Managing Director

REACHING THE RIGHT TENANTS AND GIVING YOU LONG-TERM PEACE OF MIND

Marketing

We'll devise a marketing strategy to match your financial goals and timescales and then present your property with maximum exposure to the right audience of top tier tenants. This includes:

- advice on the best way to prepare and display your property
- a professionally designed property brochure featuring photography, floor plans and written descriptions of the highest quality
- editorial detail and colour about the attractions of living in prime London, including lifestyle and local heritage
- proactive PR, press and digital marketing activity to reach key domestic and international audiences
- a full and engaging listing of your property on our website which, with its YOUeye property research tool, draws traffic from tenants around the world
- full presence on the UK's top property portals
- accompanied viewings with feedback provided within 24 hours.



Through our PR efforts your property will be listed in targeted broad circulation print and online publications.

Properties listed on our website display a high level of engaging content so that potential tenants can really appreciate the attractions of your property and its surrounding area.



Our property brochures include clear, well-written descriptions and professional photography that draws the eye.

Tenant Evaluation

Having found you the right prospective tenant and negotiated the best rental rate, we'll then carry out a comprehensive tenant evaluation. As well as our own reference checks, we use a specialist third party agency to research and qualify a potential tenant's credit profile.

Property Management

We understand that being a Landlord is not always easy; managing a property, liaising with tenants or contractors and collecting rental payments can be inconvenient and stressful.

Your property, be it your home or rental investment, could be your biggest asset and you need an agent you can trust to look after it, every step of the way.

Our dedicated team, based in our local Notting Hill office, is able to offer a personalised service tailored to your individual property and lifestyle needs, ensuring your property is maintained with maximum care and minimum fuss.



Services

Services	Tenant Find	Rent Collection	Full Property Management
Rental Market Appraisal	•	•	•
High quality, professional photographs and floor plan	•	•	•
Comprehensive marketing and extensive web coverage	•	•	•
Accompanied viewings	•	•	•
Regular feedback and updates on viewing progress	•	•	•
Stringent referencing checks	•	•	•
Preparation of the tenancy agreement	•	•	•
Co-ordination of EPC, gas safety and inventory arrangements	•	•	•
Issue of Section 21 Notice on commencement	•	•	•
Deposit protection in line with current legislation	•	•	•
Completion of standing order mandate	•	•	•
Statement of accounts	•	•	•
Prompt rent collection		•	•
Prompt chasing of unpaid rent		•	•
Transfer of rent directly into your nominated bank account		•	•
A monthly statement		•	•
Legal/eviction notices served if required		•	•
Regular inspection visits to your property at least every 3 months			•
Organisation/management of all minor and emergency maintenance/repair issues			•
Settling of tradesmen's accounts on your behalf			•
Transfer of occupancy details to all utility companies			•
Deduction of non-resident landlord tax if required			•
Mail forwarding			•

SOME GOOD NEWS ABOUT COMMISSIONS AND FEES...

High estate agency commissions, fees and undisclosed mark-ups are something many people rightly complain about. But nothing ever seems to change. Until now.

Here are three reasons why our commissions and fees are lower and more transparent:

1. We've put a lot of time and experience into building an estate agency where technology is doing more. As a result, our business is more streamlined and we can pass on efficiencies through lower commissions and fees.
2. The current estate agency commission and fee model is no longer justified given the transformational power of the internet: people now have more control and can research properties online, without relying on agents to do it for them. Portals have also lowered the cost for estate agents to market properties and reach a wider audience.
3. Transparency is a point of principle for us. So we will never charge you a mark-up on contractor costs.

We believe lower commissions and fees are a better reflection of where pricing should be in a competitive, properly functioning real estate market.



“Our lettings business is founded on trust, repeat business and strong long-term relationships with landlords. We know that’s only possible if we establish the right sort of reputation; going out of our way to make sure our landlords and their tenants get the care and service they expect.”

Gemma McGowan
Head of Lettings and Property Management

“YOUhome made me feel comfortable every step of the way. They spent time with me to explain what I needed to do to get my home ready for letting and have kept me thoroughly updated throughout the tenancy.” - *First-time landlady*

“Great local management, clear updates and meticulous reporting. A big worry off my mind.” - *Overseas resident landlord*

“YOUhome simply work harder and smarter to get us the tenants we need. In addition, their local property analysis and insight is an essential part of my investment appraisal work.” - *Large portfolio landlord*



Contact

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