

LETTINGS &  
PROPERTY MANAGEMENT

Chancellors

it's all in the  
attention to  
detail

[chancellors.co.uk](http://chancellors.co.uk)

# LETTING OUT YOUR PROPERTY REQUIRES EXCEPTIONAL ATTENTION TO DETAIL

There are so many issues to deal with, from investigating a prospective tenant's references to ensuring all your appliances have been safety checked.

How do you go about realising the full value of your investment? What happens if the tenant defaults?

Thankfully, at Chancellors we have anticipated your concerns. As one of the largest independent letting agents in the UK, we have an extensive network of offices full of highly talented and resourceful staff, experienced in handling every aspect of letting your property.

## AT CHANCELLORS, YOU CAN TRUST US TO KEEP THE LETTINGS PROCESS SIMPLE

Here are the key steps to letting your property. We'll provide you with more detail over the following pages.

### 1 CHOOSE A COMPANY YOU CAN TRUST

With over 200 years behind Chancellors, our experience is indisputable. Membership of ARLA, a raft of regional and national awards and a far-reaching network of offices all combine to ensure your property is in safe hands.

### 2 AGREE THE RIGHT STRATEGY FOR YOUR PROPERTY

To us, every client is an individual and ultimately a long-term partner. From maximising your potential rent to targeting the right type of tenant, we'll devise a bespoke strategy that suits your needs.



When you entrust your property to Chancellors you're not just instructing a lettings agent. You are entering into a partnership with us for the duration of the tenancy.

We offer a free market appraisal as the first step in this close and continuing association, where regular marketing reviews and feedback after every viewing keep you up to date.

We will ensure that the service we provide is based around a bespoke strategy which will be tailored to both your circumstances and the specific characteristics of your property. The more people interested in your property, the higher value we can place on it, whilst attracting and retaining high quality tenants that match with your requirements.

**3 ENSURE YOUR MARKETING IS UNMISSABLE**

Chancellors use every medium available to ensure your property is seen, from advertising in the press, in branch and online to promoting it through our own branch network, plus our long-standing relationships with relocation agents and other national estate agents. Every tool from social media sites to targeted telephone calls will be employed to secure you a tenant.

**4 ENTRUST THE FORMALITIES TO THE PROFESSIONALS**

You can leave the credit checks, contracts and inventory assessments to us for the duration of the tenancy agreement and beyond.

**5 GET YOUR RENT PAYMENTS GUARANTEED**

With Chancellors' Rent Guarantee you can be totally confident in the tenant we have found for you. If they default on their agreement, we'll pay the rent for the duration of the tenancy. It's unprecedented within the industry, but as your partner, we believe it's only fair. See page nine for a full explanation of this unique offering.

# WE LEAVE NO STONE UNTURNED

## WE PRIDE OURSELVES ON OUR ABILITY TO FIND SUITABLE TENANTS FOR YOUR PROPERTY

We pay particular attention to marketing your property as effectively as possible. Successful marketing can achieve a higher rent and create better yields for you, even after any fees are covered.

Within hours of receiving your instructions, local staff will have reviewed our existing database, contacting our extensive list of active tenants to raise awareness of your property.

We will also begin preparing marketing details for your property, including commissioning professional photography and floor plans. Your property details will be uploaded to our website and all major property portals for round-the-clock viewing by prospective tenants.

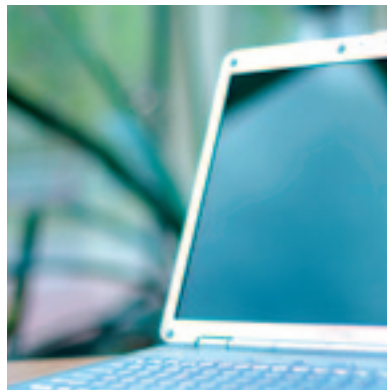
advertising  
on Google  
and leading property portals  
will expose  
your property  
to thousands

## YOUR PROPERTY WILL BE SEEN ON AVERAGE MORE THAN 100 TIMES A DAY

Every marketing campaign we initiate is designed to reach the widest target audience possible. Frequent advertisements in regional property press, Chancellors boards and professionally designed particulars are all invaluable tools. Our expertise with technology is utilised to free up our experienced local staff to focus on actively 'selling' your property, from devising the initial strategy to the all important telephone calls that will convince prospective tenants that your property is perfect for them.

Your property details will also be promoted to corporate tenants and national movers through our relationship with international relocation agencies such as Cartus, who handle over 130,000 corporate clients every year.

Of course, no marketing campaign in the 21st century would be complete without an online presence. Advertising on Google and leading national property portals will expose your property to thousands of potential tenants both within and outside the immediate area.



Where Chancellors excel is in our additional use of innovative techniques to maximise local website exposure.

**Our in-house developers employ the latest technologies to increase your property's online profile, generate extra interest and ensure that your property is noticed by the right tenant.**

While we are industry leaders in using technology and new marketing initiatives, it is essential to continue utilising traditional methods such as an open house, which are highly effective in bringing together potential tenants into your property, creating excitement and a competitive element.

# FOR US, PRESENTATION IS AN ART FORM



To be effective, our marketing must engage your prospective tenants.

We believe we are the very best at presenting your property to the market, enticing potential tenants through professional photography, floor plans and detailed, accurate descriptions.

Our presentation is backed up with a thorough grounding and in-depth knowledge of the surrounding area that will reassure interested parties and instil confidence in the properties we are promoting.

We are  
**experts** in presenting  
your property to its **best** advantage





## WE RELISH THE FINE PRINT

With more than two hundred years experience, doing business with Chancellors is always a pleasure

Finding a tenant for you is only part of the process. Amidst the credit checks, tenancy agreements and inventory assessments, negotiations can still go awry. But given our staff's meticulous attention to detail coupled with an ability to adapt to changing circumstances, you can be reassured that with Chancellors, every eventuality is covered.

## TENANCY AGREEMENTS ARE OUR BREAD AND BUTTER

Current government and local authority involvement continues to radically change the lettings industry, introducing regulations on everything from HMO's to rent deposit schemes.

As ever, we are at the vanguard in engaging with new industry developments and are always on hand with expert advice on these regulations and their implications.

As you might expect from one of the longest-serving and most progressive lettings companies in the UK, our tenancy procedures fully adhere to current guidelines, with an up-to-date agreement carefully tailored to your requirements. Your dedicated property manager will continue to discuss your expectations throughout a tenancy to ensure we understand how you'd like our relationship to work and that you receive the full service you require.



# OUR PERSONAL GUARANTEE ENSURES YOU'LL NEVER BE OUT OF POCKET

Chancellors' Rent Guarantee is unique within the marketplace.

As part of our management service, we guarantee that you won't be exposed to payment defaults.

Our aim is to build long-term partnerships with our clients, which is why we're prepared to invest heavily in protecting their interests.

At Chancellors, we don't just take the management fee without protecting you from the risk of cash flow difficulties. Unlike other letting companies who might waive responsibility or pass it to a faceless insurer, our goal is to actively support you with your tenancy whatever happens. Our relationship with you is a partnership, so we're prepared to share the limited risks that no amount of planning can completely remove.

In the case of defaults on tenant payments, we undertake to have the equivalent rental monies **in your account within 10 days of the due date.**

To ensure you can facilitate any mortgage payments required upon your property, our guarantee will be upheld for the entire duration of the tenancy or until the tenancy can be ended and a new tenant can be found.

Since the arrangement is not an insurance policy, **it incurs no excess**, only the most reasonable of caveats and you won't have the usual worries of submitting claims or dealing with loss adjusters. Instead, we at Chancellors will take on the debt.

As professionals, we will take all relevant action to help you resolve the issue with your tenant, if necessary we will assist you with support all the way through to eviction proceedings.

Please refer to the full terms and conditions which are available on our website or in our branch.

## OUR SAFEGUARDS ARE IN PLACE TO GUARANTEE YOUR PEACE OF MIND

When a tenant has been found we employ the most stringent referencing procedures, so you have a full understanding of their personal and financial circumstances, including their employment history and credit worthiness.

We take the same diligent approach when arranging an inventory and schedule of condition and the necessary gas and electrical appliances checks. We can also assist with the transfer of utilities on a change of tenancy.

In addition, you can rely on our prompt accounting and electronic notification of payment via email, text, mail and online statements.

The vast majority of our tenancies prove highly successful and part of our service includes negotiating extensions to long-standing agreements, but should any disagreements arise with your tenant, they can be resolved through the Dispute Service and the Independent Complaints Examiner. Rest assured that we will always be on hand to guide you through the process.

## RELAX WE'VE GOT IT COVERED

Regular inspections by your local branch team ensures your property's condition is being properly maintained (obviously allowing for fair wear and tear).

Any problems that may arise are carefully monitored and swiftly and efficiently dealt with by our 24/7 emergency repair services, which are accessible to both you and your tenant, although no monies can be spent without your authorisation.



## WE BELIEVE IN OFFERING A SERVICE THAT IS TAILORED TO YOUR SITUATION

Your needs may only extend to supplementing your knowledge of a particular aspect of letting a property, or you may be more inclined to have the entire process handled for you as part of a property management package.

Whatever the case, you can be confident of our complete commitment at all times and that any services or products we introduce are specifically relevant to you.

For example, using the combined buying power of our clients, we have teamed up with Endsleigh to offer landlords' insurance policies that can be tailored to your circumstances.

If you are looking to extend an existing property portfolio we will ensure our sales and lettings team co-ordinate to take full advantage of our significant local knowledge and profile.

All of our market-leading services are designed to satisfy clients' needs and provide security against risk.

You can be  
confident  
of our  
commitment  
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ensure the  
widest possible  
audience  
for  
your property



## OUR INNOVATIVE APPROACH IS INFORMED BY OUR EXPERIENCE

Chancellors was founded back in 1807 and throughout our history the world of property has continued to change beyond recognition.

We've been joined along the way by Anscombe & Ringland (est. 1826) and Russell Baldwin & Bright (est. 1848) and as the Chancellors Group of Estate Agents Ltd, now operate highly successfully in London, the Home Counties, Herefordshire and mid Wales.

**This network, plus our association with other national estate agents and relationships with international relocation agencies, will ensure the widest possible audience for your property.**

Our high profile association with key industry bodies ensures that our influence is far-reaching, while every year we consistently win more major industry awards. Our expertise in marketing has been proven time and time again and only benefits your search for a tenant, while our attention to detail and experience in the lettings process will overcome any uncertainties you may have.

Dynamic, expansive and with a culture of innovation and staff excellence driving our quality teams, the Chancellors Group will continue to bring passion and experience to local markets across the UK for many years to come.



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