



Maher Ross

RESIDENTIAL LETTINGS

Landlord Pack

01983 563000
www.maherross.com

FIRST CLASS SERVICE AT EXCEPTIONALLY COMPETITIVE RATES



WELCOME...

Maher Ross are a specialist residential lettings agency that provides you with a first class service at exceptionally competitive rates. We promise the very best customer service available and we pride ourselves on our friendly and helpful approach. We believe that we are the preferred choice for over 1000 of the Island's Landlords because we take the responsibility that you place in us very seriously and because we deliver results.

OUR EXPERIENCE

Our team combines an enormous amount of lettings experience, local knowledge and technical qualification and we undertake constant professional development in order to keep pace with a fast-changing industry.

We have been elected as members of the Association of Residential Lettings Agents (ARLA) the 'Gold standard' in residential lettings because we have demonstrated a thorough and current knowledge of the Lettings Industry and because we conduct our business in accordance with best management practice.

We are also proud to be corporate members of the National Landlords' Association (NLA) and the Residential Landlords' Association (RLA).

Maher Ross is registered with the Office of Fair trading (OFT) and the Property Ombudsman for Lettings. These memberships provide further assurances that you will receive regulated and industry leading levels of customer service.

OUR REPUTATION

We work tirelessly to ensure our customers satisfaction and we are all very proud that a high proportion of our business is received through recommendation. It's a small Island, so please ask around and find out what others think for yourselves.

OUR LANDLORDS

We take great care of our Landlords because you are the most important part of the Maher Ross team. We are always very careful to find out who we are renting your property to. We do not recommend tenants unless we would be happy to let our own home to them. The Maher Ross mission statement is "pursuing excellence" because this helps us to provide you with an unrivalled level of service. Let us prove it to you!



Members of ARLA - the 'Gold Standard' in Residential Lettings



Maher Ross – *Expert technical knowledge and impressive practical experience*



FREE, NO OBLIGATION APPRAISALS AND ADVICE

We offer free, no obligation appraisals across the Island, using our comprehensive market knowledge to provide you with an honest valuation of your property – with plenty of practical or technical advice if you need it. If you are a less experienced landlord, we always enjoy the opportunity to explain the lettings industry 'from the ground up'. We are often asked about a wide range of subjects, including your legal obligations, certifications, risk assessments and financial planning. If you're an experienced Landlord, we can provide you with as much expert technical knowledge as you need, backed with an impressive amount of practical experience.

COMPREHENSIVE MARKETING

Marketing designed to attract high quality tenants...

When you instruct Mahe Ross to let your property, we move quickly to obtain accurate details and take high quality digital photographs before commencing marketing.



Within hours, we will have notified our extensive database of registered tenants by SMS and email about your property and we are often able to gain requests for viewings within a matter of minutes. We target our marketing across the Island and also at those looking to move from the Mainland.

Every property is advertised across the web on sites including Rightmove and On The Market. Our own site at www.mahe Ross.com attracts well over 2000 unique visitors every month and is a magnet for anyone searching for residential property across the Island.

Of course, Mahe Ross also use national and local advertising together with social media, including Facebook, Twitter and Google+. We enjoy becoming involved in local events and can often be found fundraising for local charities or sponsoring local events like the 'Isle of Wight County Show' or 'Calbourne Open Gardens'.

We enjoy publishing our own in-house news events on www.mahe Ross.com which we hope reflects the personal approach we take in all aspects of our work – please check it out and let us know what you think!



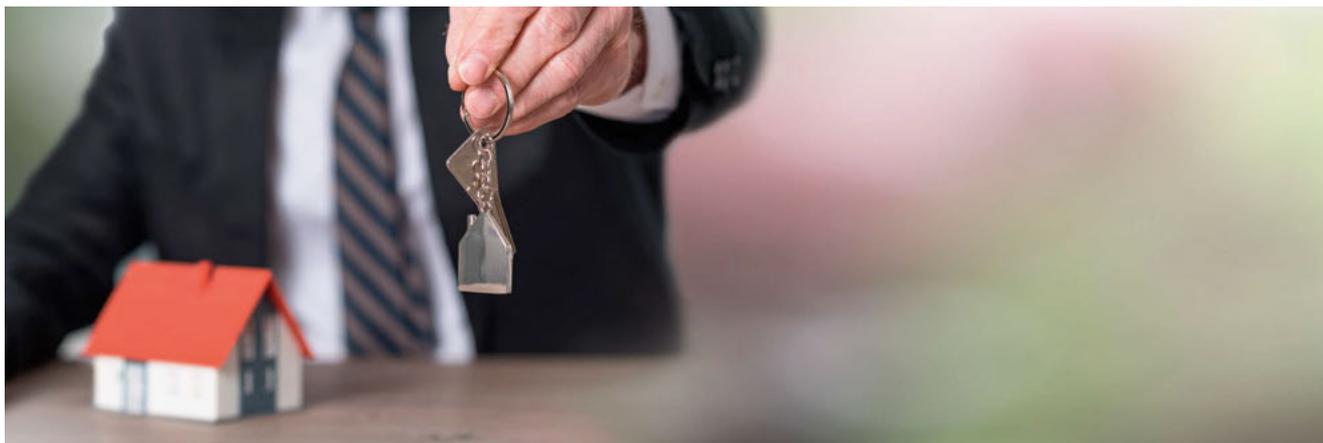
www.mahe Ross.com - Well over 2000 unique visitors per month

Mahe Ross – *We develop an accurate picture of your potential tenants*

TENANT SELECTION AND REFERENCING



Mahe Ross accompany all viewings to your property. We do this because we like to assess the quality of your potential tenants, answer the queries raised accurately whilst protecting your rights and interests, and to provide you with high quality feedback on each viewing. From the moment we meet potential tenants, we are constantly assessing them for suitability for your property - we ask all the appropriate questions and take full references including credit worthiness, employment history and a Landlord's reference. Unless we would be prepared to rent out our home to a tenant, we will not recommend them to you.



OUR INVENTORIES

We arrange for high quality independent inventories because this provides our landlords with the best protection available. Our inventories include a comprehensive written schedule of condition and a large number of high definition photographs.

OUR INSPECTIONS

When we fully manage a property, we undertake quarterly inspections and we provide you with a frank written assessment of the property and the behaviour of your tenants. We have significant experience and a terrific success rate at handling the minor matters which often arise.

OUR SERVICES

We offer 2 comprehensive services to meet your individual requirements:

Our Tenant Find Service

Our "Tenant Find" Service is perhaps suited to a more experienced Landlord and includes everything required to rent out your property to high quality tenants.

The property is then handed over to you for your management, including handling rent, maintenance issues, tenancy renewals, quarterly inspections, tenant negotiations, deposit notification and management, check-out reports etc...

Our Fully Managed Service

Our "Fully Managed" service is a straightforward, seamless and fully inclusive service designed to give you as a Landlord, complete peace of mind with no hidden fees.

Tenancies in our fully managed properties generally last 25% longer than a comparable Tenant Find property and our tenants report that they are much happier during their tenancy.

We arrange for a high quality independent inventory to protect you better.

Maher Ross – *Tenants prefer managed!*

YOUR PROPERTY – MANAGED PROPERLY



Instructing Maher Ross to manage your property provides you with an assurance that your property and your tenants will be well cared for – leaving time for you to make other commitments. Some landlords do have the time and experience to manage their own properties, but here are some facts to consider before making a decision:

- Many tenants insist on renting managed properties because it provides them with a better service and they are often prepared to pay a higher rent for this.
- Full property management appears more professional to the tenant and removes the 'emotion' on both sides. We are very well versed in bridging the communication gap between Landlords and Tenants.
- Maher Ross monitor rental payments and chase overdue rent. Our team are highly experienced in prompt rent collection and credit control as well as maintaining a proactive relationship with your tenants.
- You don't have to worry about general day-to-day issues including maintenance, tenant handling, rent collection and the transfer of utilities (although we will always try to seek your approval for any maintenance issues first).
- Top Companies and accommodation agencies prefer professionally managed properties.
- Maher Ross can call on an emergency repair team when required. We know how to protect your property, how to keep your costs down and we use state-of-the-art interactive software called 'Fix-Flo' to keep your costs down.
- Managed tenancies last longer than non-managed tenancies. As a benchmark, Maher Ross managed tenancies average 24 months, and our Tenant Find properties average 19 months – a full 5 months longer for a Fully Managed property meaning fewer void periods, less wear and tear and greater rental income.
- Maher Ross keep a constant eye on the rental market and we are best placed to revise rents in line with market trends.
- When maintenance is required, we only use companies providing the very best blend of quality workmanship and value for money. Because we manage hundreds of properties, we get a very competitive price and we pass the savings on to you. We DO NOT charge our Landlords any commission for arranging maintenance.

SPECIALIST SERVICES

Maher Ross can advise on a full range of specialist services for Landlords, including a range of insurance products covering buildings insurance, contents insurance and 'rent and legal protection warranties'. Speak to any member of the Maher Ross team for more information.

WHY CHOOSE MAHER ROSS ?

We know that choosing an Agency that you feel comfortable with is likely to be a difficult decision.

We specialise in lettings and we are qualified and bonded to industry leading standards through the Association of Residential Lettings Agents (ARLA), the National Landlords Association (NLA), the Residential Landlords Association (RLA), the Office of Fair Trading (OFT) and the Property Ombudsman (Lettings).

We are a friendly, professional and proactive team that all grew up on the Island and we have a first class local knowledge.

We are very proud of our Company and our Team and we work very hard to maintain our excellent reputation.

We work harder, smarter and better to let your property.



OUR GUIDE TO LETTING YOUR PROPERTY

Maher Ross aim to make letting your property as straight-forward as possible:

STEP 1

Accurate Valuation and Risk Assessment

Ask Maher Ross to visit your property and advise on rental value and suitability. We will point out any potential difficulties at an early stage, provide all the information and helpful advice you need, and help to guide you through the rental process.

STEP 2

Instruct Maher Ross

Choose either our Tenant Find, or our highly competitive Fully Managed Service. Don't forget to indicate to us if you need Rent Guarantee Insurance and Legal Expenses Warranty. We will need to arrange for an energy performance certificate (EPC) if this has not been done already.

STEP 3

Prepare your Property

First impressions really do count! Make sure that your property is as well presented as possible. Consider addressing those lingering maintenance issues, try to de-clutter, clean throughout and re-decorate rooms where necessary.

STEP 4

Marketing Visit

Maher Ross will visit to obtain accurate details and high quality imagery of your property.

STEP 5

Start Marketing

Maher Ross advertise across a wide variety of media including: Rightmove, www.maherross.com, On The Market, Google+, Facebook and Twitter. We also contact our extensive list of high quality prospective tenants who are actively seeking a rental property.

STEP 6

Accompanied Viewings

We accompany all viewings because this helps us to assess your potential tenants and use our expertise to help let your property. Tenants usually prefer it if the Landlord is not present during the viewing – but we can arrange for you to meet them if you wish.

STEP 7

Receiving an Application

When we receive an application for your property, we'll contact you, tell you all you need to know about your potential tenants and ask if you're happy for us to start referencing.

STEP 8

Referencing

Maher Ross professionally reference your potential tenants and this typically includes: an employers reference and confirmation of earnings, previous rental history including addresses and references, investigation of financial rating including County Court Judgements (CCJ's) and bankruptcies. We always confirm a tenant's identification through passports, driving licences or significant supporting documentation.

STEP 9

Administration

We arrange all of the paperwork required, including tenancy agreements and we certificate your property for gas, oil, electricity, legionella and energy performance before carrying out an independent written Schedule of Condition and a digital photographic inventory, often containing in excess of 500 photographs.

STEP 10

Starting the Tenancy

Maher Ross make the process easy for you – we process the rent, lodge the deposit and arrange for the signature of Tenancy Agreements, Inventories and the Schedule of Condition. We transfer utilities and Council Tax across to the tenant. We meet your tenants at the property to ensure that they know how things work and we solve any initial problems.

And Finally...

If the referencing process determines your tenants are entirely suitable, we ask ourselves one final question:

"Would we happily let our own home to your new tenants?"

"Would we happily let our own home to your new tenants?"



COMPARE OUR TENANT FIND AND FULLY MANAGED SERVICES

<i>Level of Service</i>	<i>Tenant Find</i>	<i>Fully Managed</i>
Accurate Valuation	✓	✓
Appraisal on any health, safety and liability issues	✓	✓
Arranging EPC, gas, oil, legionella and electrical certification	✓	✓
Comprehensive marketing	✓	✓
Accompanied viewings with outcome reported back	✓	✓
Finding a good quality tenant	✓	✓
Tenant selection and referencing	✓	✓
Preparation of tenancy agreement	✓	✓
Compilation of written schedule of condition	✓	✓
Independent written and photographic inventory	✓	✓
Transfer of utilities and council tax	✓	✓
Collection of first rental payment, transfer to Landlord	✓	✓
Arranging check-in of tenant at start of tenancy	✓	✓
Safeguarding deposit under an approved scheme (DPS)	X	✓
Liaison with tenants during tenancy	X	✓
Quarterly inspections with accurate written reports	X	✓
Ensuring tenants comply with the terms of the tenancy	X	✓
Dispute resolution during tenancy	X	✓
Monitoring of health, safety and potential liability issues	X	✓
Managing re-certifications of gas, oil, & electrical & EPC's	X	✓
Practical maintenance recommendations	X	✓
Arranging Emergency repairs	X	✓
Collection and monitoring of rent	X	✓
Preparation of monthly statements	X	✓
Chasing overdue rent	X	✓
Serving Section 21 notices (possession orders)	X	✓
Advice and deduction of non-resident landlord tax	X	✓
Tenancy renewals	X	✓
Managing the check-out process	X	✓
Advising on deposit deductions	X	✓
Submission of paperwork to arbitration service	X	✓
Provision of accurate reference for tenants	X	✓
Key-holding service	X	✓
Annual Review of rent and negotiation with tenants	X	✓

For details of the competitive fees we charge for each service, please contact our office on 01983 563000

MEET THE MAHER ROSS SENIOR TEAM...



Chris Maher MARLA DIRECTOR



Chris is an exceptionally experienced Lettings Manager who has run a number of lettings agencies on the mainland and the Island before becoming a Director of Maher Ross over 10 years ago. Chris is always very friendly and approachable; he has built a large following of customers who value his meticulous approach, quality advice and his superior market knowledge.

Graham Jolliffe MARLA DIRECTOR



Graham has been a professional landlord for over 30 years and has developed a comprehensive and incisive knowledge of the lettings industry. As a Director of Maher Ross, Graham always remains acutely aware of the considerable responsibility and trust that landlords place in the Maher Ross team. He is very approachable and enjoys providing a wide range of professional advice and support for our customers.

Sarah Maher OFFICE MANAGER



Sarah has over 30 years of experience in Estate Agency both on the Island and the mainland. She is a very friendly and accomplished Negotiator and Office Manager with an impressive eye for detail and efficiency. Sarah is committed to ensuring that each Maher Ross customer receives a first class service.



FREQUENTLY ASKED QUESTIONS 1

PREPARATION

Should I let furnished or unfurnished?

Only about 5% of the Island's rental market is 'Furnished' and you generally achieve no more rent for a furnished property. You also remain responsible for insuring and maintaining any furnishings – which have to meet modern fire and safety regulations.

Can I leave some furnishings or items in the property?

We do not recommend that you leave items in the property unless it is fully furnished. This often confuses your tenant and provides them with a reason to rent somewhere 'less complicated'. Any items left will remain your responsibility to maintain and they would need to meet modern fire and safety regulations.

Should I provide white-goods, curtains and carpets?

Do not provide white goods (with the exception of an oven) unless they are built in appliances. When you furnish a property with white goods, you then become responsible for maintaining them and this is sometimes costly. In contrast, your tenants do expect you to provide carpets, curtains and an oven.

LEGAL

What is an AST?

An Assured Shorthold Tenancy (AST) is a contractual agreement between you and your tenants that sets out the conditions of the tenancy. Both Landlords and Tenants are well protected in law by this type of tenancy agreement.

Does my partner need to sign?

Let us know if there are any other owners of your property because all owners are required to sign the tenancy agreement.

Who should I inform that I am going to let out my property?

You should tell your mortgage company, your freeholder (if required) and your building and content insurers.

My property is Leasehold – do you need a copy of the Lease?

Yes, we should ideally provide your tenants with a copy of the lease and you should highlight any specific conditions of the lease to us.

Can I market my property for sale whilst I rent it out?

You can only market your property for sale after you have served your tenants notice to quit – usually within the last 2 months of the tenancy.

What deposits do you take – and who owns it?

We generally take the equivalent of one month's rent plus £100 as a deposit and when we manage a property, we lodge this with the Deposit Protection Service (DPS). Under our 'Tenant Find' service, we will pass the deposit to you and you are required to lodge this with a Government approved scheme. Please remember that failure to lodge a deposit, or failure to serve the tenant with the appropriate paperwork, can incur some very heavy penalties and bear in mind that the deposit remains the property of the tenant unless proven otherwise.

What period of let is best?

We typically let properties under AST's for 6 months at a time and the longest we write tenancy agreements for is 12 months. We consider that beyond 12 months, too much can change on both sides of the agreement and we do not let for less than 6 months unless the circumstances are exceptional because this can offer you a little less protection as a Landlord.



FREQUENTLY ASKED QUESTIONS 2

Do I need to fit smoke and carbon dioxide alarms?

You are required to fit smoke alarms to each floor of your property by law. It is sufficient if these are battery powered but mains powered devices tend to be more reliable. We also insist that you fit a carbon monoxide detector. Once fitted, your tenants have a responsibility to check these devices every month.

Why do I need an Energy Performance Certificate (EPC)?

You will need to have an EPC commissioned before we can advertise your property. This is the result of recent Government legislation.

What Certificates do I need and how long do they last?

You will need the following certificates:

<i>Type of Appliance/Reason for Certification</i>	<i>Valid for:</i>
Gas and Oil	1 year
Electrical Installation	5 years (for residential lettings)
Legionella Risk Assessment (water)	2 years
Energy Performance Certificate (EPC)	10 years (unless significantly changed)
Solid Fuel	Annual safety check, draft check and chimney swept
Portable Appliance Testing (PAT)	1 year (anything with a plug)
Furnishings – all require Fire Safety labelling	Indefinite if labels present

FINANCE

What are my tax liabilities?

We regret that we are not tax experts. Generally all rental income must be declared to HMRC but you may be able to offset considerable expenses including some of your mortgage interest payments, agents fees and maintenance expenses against this.

I live outside the UK, will this affect my tax situation?

If you live outside the UK for long periods of time, you are generally considered to be a 'Non Resident Landlord'. In this case, we are required to deduct tax on behalf of the government at source although you can apply for an exemption – contact us for further information.

How long does it take to let my property?

On average, it takes us less than 6 weeks to let and move someone into your property. This process can sometimes take less time – but please remember that we aim to find you the **right** tenants for your property, not just the first ones!

How long before I receive rental income?

We ensure that rental payments are made and cleared into our account before tenants move into your property. We also arrange for the completion of standing orders for further consecutive monthly payments. We deduct our fees before passing the balance to you after the tenancy commences and this should only take a few days. Rent is usually transferred to your account within 4 days of being paid to us – but please be aware that this may take a little longer after weekends and public holidays.

FREQUENTLY ASKED QUESTIONS 3



FINANCE (continued)

I am worried no matter how careful you are, there may be some risk – how can I limit any losses?

The Maher Ross team can advise on the rental guarantee and legal expenses warranties commercially available. Insurance can be obtained fairly inexpensively to cover most risks.

How much will it cost me to market my property with Maher Ross?

Aside from the cost of obtaining certifications - nothing until your property is let.

PROPERTY MANAGEMENT

What maintenance am I responsible for by law?

You are required by law to ensure that your property is safe and comfortable for your tenants to live in and you have to meet the 'repairing obligations' you have for your property. This includes the maintenance of utility supplies (but not for the payment of the supplies themselves) and all heating, electrical, lighting and plumbing installations together with the structure of the property. You are also required to maintain any furnishings and white goods that you supply or leave. Finally, you are required to ensure that the building is adequately insured against all normal risks including 3rd party liabilities.

What maintenance do Maher Ross expect?

Maher Ross do require you to maintain your property to a good standard because it makes for a more successful tenancy. Our tenants know that our reputation is important to us, which is why they prefer to live in the the properties that we manage. It means that we can secure better quality tenants for you, reduce void periods, and provide you with a higher return on your investment.

What condition should my property be left in?

Your property should be left in the same condition it was handed over to your tenants minus an allowance for 'fair wear and tear'. This allowance varies depending on the number and age of tenants, number of pets, length of tenancy etc. Generally speaking it means for a family of four, a few marks, dents in the paintwork and a couple of minor marks on the carpets after 6 months.

What work should I factor in between tenancies?

Generally speaking, experienced landlords factor in at least £100 for cleaning and maintenance inbetween tenancies.

Can I add a 'Special Condition'

It may be possible to add a special condition to your tenancy agreement where appropriate however, please bear in mind that whatever conditions you would like to add, they should not conflict with the Housing Acts or otherwise detract from the validity of the lease. We would be happy to provide any advice you need.

By reading this far, you've done it all - simply instruct the Maher Ross team and we'll do the rest for you!



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