

## Information for Landlords / Property information

### The Premier Letting Agent



### About Rockett Home Rentals

#### Why should I use Rockett Home Rentals as my letting agent?

We are a local, independent letting agent, specialising in Residential Lettings and Property Management. We are not an estate agent whose attentions are divided between sales and lettings; instead all of our focus is on you as a landlord and your property. We have a large team purely dedicated to this cause, allowing you the freedom and peace of mind of a hands-off approach to letting your property if you so wish. Letting your property requires careful planning and building a relationship of trust is vital. We aim to make your life as stress free as possible.

Rockett Home Rentals is a member of the Association of the Residential Lettings Agent (ARLA). Meaning that we're regulated by ARLA's strict code of practice and membership conditions. We are also members of the National Approved Letting Scheme (NALS) and The Property Ombudsman (TPO).

Rockett Home Rentals is locally based, meaning that we are able to provide vital local knowledge to you as a landlord and also to prospective tenants. We do not run any part of our business from any far away telephone call-centres. We are always

within a manageable 15 mile radius approximately from your property. Furthermore, we pride ourselves in ensuring that we know your property intimately, which allows us to ascertain where financial liability lies in regard to repairs – something that a call centre simply cannot do.

We pride ourselves on having no hidden landlord fees; our fee structure is completely transparent. We do not mark-up contractor fees or add on hidden “administrative” fees to works carried out for landlords. As an accredited letting agent, 100% of our energies are focused on the priorities and needs of the landlord and, unlike estate agents, we are never distracted by sales, mortgages, conveyancing or surveying, unlike estate agents. Instead our specialist skills are entirely focused on the priorities and needs of you, the landlord.

We understand that letting your property, especially for the first time, can be a daunting experience. We understand that most landlords do not wish to sacrifice their personal time managing a buy to let property, so with this in mind, our priority is to provide you with the best possible service and the right tenant for your property. We never forget that your property is one of your most valuable assets and we can confidently assure you that by instructing us to act as your Letting Agent, your property will be in professional and caring hands.

## Below are many more reasons we encourage Landlords to use our services:

**Accreditation** - We are an ARLA (The Association of Residential Letting Agents) accredited company, which offers a code of conduct and protection for client money and NALS (National Approved Letting Scheme). We are a SAFE agent. SAFE (Safe Agent Fully Endorsed) represents firms that protect landlords' and tenants' money through a Client Money Protection Scheme. We also have our own in-house APIP (Association of Professional Inventory Providers) accredited inventory clerks. As well as a professional inventory, we also carry out a full photographic inventory of the property.



**Experience** - We have over 15 years of experience in the industry, which, when coupled with our intimate knowledge of the local area, proves to be invaluable when it comes to letting your property. We are able to advise potential tenants as to why your property is the ideal property in the area they are looking to rent in, we can suggest how to maximise rental returns, and advise on which type of properties are in high demand. In addition, we have fostered fantastic relations with the major employers, who frequently contact us for high quality accommodation when they're hiring.

**Professional Photography** - We are the only letting agent in the area which has all of our properties photographed by fantastic professional photographers, which is included in the landlord fees. Professional photography simply speaks for itself, and professionally shows your property at its full potential. In our experience, we have found that this tends to achieve better rents and attracts a higher quality tenant.



**Pain Smith Solicitors and ARLA Solicitors** - Our staff are supported by Pain Smith Solicitors, a team of lawyers, who specialise solely in Landlord and Tenant Law. They are just a phone call away and enable us to have an excellent understanding of best practice in letting residential property.

**Assured Shorthold Tenancy Agreements** - It is written into all Assured Shorthold Tenancy Agreements that all tenants must use professional window cleaners, gardeners and have the house professionally cleaned when they vacate the property. However, we can only enforce this if the afore mentioned tasks have been carried out by professionals i.e. window cleaner, gardener etc. before the tenants take possession of the keys.



**Training** - We attend seminars and workshops to ensure that we are familiar with all the changes in the law that affect our industry. This knowledge enables us to ensure that our clients are complying with the law and keeping their tenants safe.

**Marketing** - We ensure that your property is marketed on all the major property portals such as Rightmove, Zoopla and OnTheMarket. We have a strong social media presence, utilising platforms such as Facebook, LinkedIn and Instagram enabling us to reach a wide potential client base and increase our advertising potential.. We also have billboard advertising outside major local employers. In order to ensure we are reaching as many people as possible, we regularly send out digital and physical mail shots. In additions, we also provide exposure on our own rocketthomerentals.com website.





**Selecting the right tenants** – It's absolutely true that first impressions really do count and make a difference. If you are looking for quality tenants, we find it is always best to present your property in a clean, tidy and well-maintained condition for accompanied viewings. We ensure that all prospective tenants are always thoroughly credit and reference checked through a comprehensive process. We also ensure that confirmation of a tenant's right to rent in the UK has been obtained.

**Costs** - A list of fees can be viewed in our office for both landlords and tenants. It is important for you to know that we don't have any hidden fees. Our prices are upfront and all our services, depending on the service you choose, are included in that price. When you let your property with us, an end of tenancy checkout is included as part of our managed service completely free of charge. We use a mix of our own independent and outsourced accredited inventory clerks who conduct a checkout report, which is a comparison of the condition of the property and its contents at the end of the tenancy, with its conditions as noted on the inventory at the beginning of the tenancy. We are committed to a service of unbiased 'end of tenancy' assessment. Having a professional checkout report compiled speeds up the deposit return process and gives guidance on deductions; this is included in our managed service.



**Taking care of business** – We create standing orders, draw up contracts in full and ensure that all deposits are in a secure Tenancy Deposit Scheme. As part of our inventory we take meter readings and provide these to all the relevant utility providers.