

Landlord

Prospectus

‘The Best letting agent I have ever worked with’

WHAT'S INSIDE

Property Maintenance

Landlord Watch

Build to Rent

...and more

AnthonyLettings 



“We’ve
worked hard
to earn our
reputation”

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Contact Us

Ground Floor, The Rotunda, Old London Road, Hertford, Hertfordshire, SG13 7LA
Tel. 01992 503200, Out of Hours Emergency Number: 07977115048
Email. hertford@anthonylettings.co.uk

Letting Your Property

Letting a property is no easy task, the journey is full of potential pitfalls for the inexperienced landlords. We'll take away the stress and risk of renting your property making it a quick and easy process from start to finish. Here's an overview of how we do it...



1. Valuation

One of our experienced consultants will attend your property for a visual inspection providing you with comparable evidence of similar properties we have, reports of the local market and provide you with a realistic expectation of your rental return.

Now Let £1,395 pcm

AnthonyLettings

2. Compliance

The letting industry is ever evolving with new legislation. We make sure that from day one you are protected. As a landlord, you will need to be able to provide evidence of proof of ownership, proof of address and valid photo ID before marketing your property. Your property will also need to meet certain criteria to be let out, therefore, we will provide you with a full property MOT. This will include ;
Gas service/record issued
Electrical inspection/certificate issued
Legionnaires assessment
Energy Performance Certificate



3. Photography

We take pride in the properties we market therefore will take the necessary steps to ensure your investment looks its best with professional photos. It is no secret that the laws of attraction apply to the property market so the better presented the property, the more likely we are to secure a tenant quickly.

“Our property portfolio is worth a billion pounds”



4. Marketing

We market all our properties on every major letting portal including Rightmove, Zoopla and On The Market as well as local social media campaigns. As an additional extra at local sponsorship events we attend, we display several available properties.



5. Viewings

We take care of all viewings on your behalf with fully vetted tenants. Our viewing hours are from 10am-5pm Monday to Friday, Saturday 9am-12.30pm. Tenants can book viewings direct from any of our social media pages and our website.

6. Offer

As our client, we will never accept an offer without your full agreement. You will be sent an offer letter via our online platform with all the details of the offer and tenant for you to make an educated decision.



7. References

Our reference process has been tried and tested over twenty years and we pride ourselves on finding the best tenants. We will check previous landlord references, annual income, employment reference, credit check and right to rent check.



Hertford's
Leading
Letting
Specialist

AnthonyLettings

8. Move In

Before a tenant moves in a professional inventory will be carried out. This is a full detailed conditional report on the standard of the property usually taken place the day before a tenancy commences. Meter readings and final move in monies are also collected prior to the signing of the Tenancy Agreement.



Meet the Team

“On average it takes us
5 viewings to find a
suitable tenant”

“I have rented through a number of different agents over the
years but must say I am so impressed with my time with
Anthony Lettings and couldn't recommend them enough”

Mr L Rodgers



Anthony Cicchirillo
Owner



Linda Cassidy
Operations Director



Marc Ferraro
Lettings Director



Kelsie Sando
Maintenance Coordinator



Lara Bleriot
Maintenance Coordinator



Jo Pizzo
Maintenance Coordinator



Alex Chapman
Valuations Manager



Sam Sheffield
Lettings Consultant



Luke Welch
Lettings Consultant



Joanne Beard
Maintenance Coordinator

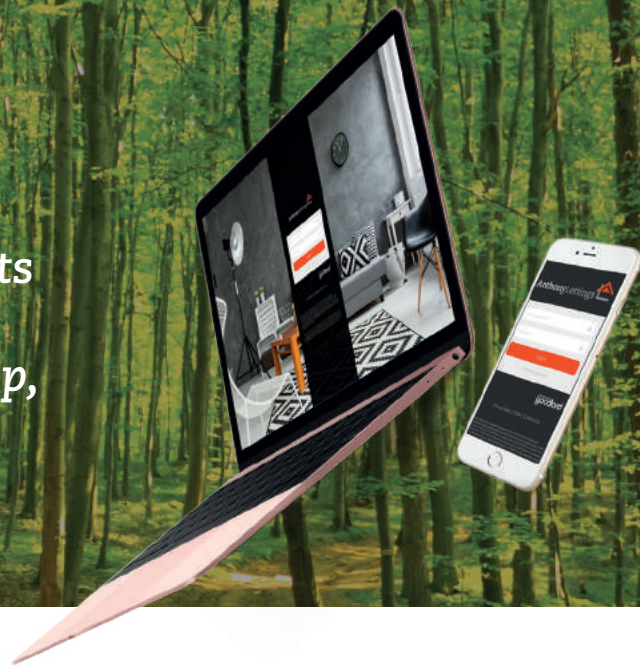
Now Let

£1,300 pcm



AnthonyLettings

Our new online platform allows important documentation to be sent directly to landlords/tenants and can be signed online either through your desktop, tablet or mobile.



We've Gone Paperless

Did you know 40% of the world's commercially cut timber is used for the production of paper and 30 million trees are destroyed annually? We didn't either until recently and have decided to take on the challenge of going completely paperless from 2020!

We would hate to think about the amount of paper wasted over the last 20 years by Anthony Lettings from property brochures to tenancy agreements. Our first step in our paperless challenge is our new online platform that allows tenants & landlords to read & sign important documents such as offer letters & tenancy agreements online via your desktop, mobile or tablet.

“The paper industry uses more water to product a ton of product than any other industry.”

Each tenancy we do includes offer letters, tenancy guides, maintenance forms, professional inventories, compliance certificates and tenancy agreements. For every tenancy we estimate a usage of approximately 200 pieces of paper!

Although our main goal is to help reduce the amount of paper wasted, our online platform offers plenty of benefits to our tenants and landlords. If we can join the fight against global warming and help our landlords/tenants in the process then it's beneficial to everyone!

Should you wish to receive paper copies of any documents, there will often be a charge to do so. Please speak to one of the team for more details of costings.

“Worldwide the pulp and paper industry is the fifth largest consumer of energy, accounting for 4% of all the world's energy use.”



Our Accreditations

Anthony Lettings are voluntary members of many trade bodies and associations, as we believe in contributing to raising the standards of the Private Rented Sector. We abide by the strict codes of practice of the following associations:



The Guild of Lettings and Management (GLM)

The Guild of Letting & Management strives to be the collective force influencing and shaping residential lettings and management practitioners.
www.guild-let.co.uk



UK Association of Letting Agents (UKALA)

As members of UKALA we offer peace of mind for landlords and tenants as we are constantly updated with new legislation.
www.ukala.org.uk



The Property Ombudsman (TPO)

We are members of The Property Ombudsman scheme, an independent property redress scheme.
www.tpos.co.uk



The Deposit Protection Service (DPS)

All of our tenants' deposits are fully protected using The Deposit Protection Scheme.
www.depositprotection.com



Safe Agent Fully Endorsed (SAFE)

Safe Agent is a mark denoting that we protect landlords' and tenants' money through this client money protection schemes.
www.safeagents.co.uk



Client Money Protection (CMP)

CMP is a distinct insurance that protects the money of landlords and tenants.
www.cmprotect.co.uk

These memberships provide landlords and tenants with an assurance that they will receive the highest level of customer service. It also gives them confidence and security that they are dealing with a reputable agency and the peace of mind that their funds are secured.

Come in to find out how we can **help** you

Please visit our website for further information

anthonylettings.co.uk

hertford@anthonylettings.co.uk

Property Photography

“On average it takes us 5 viewings to find a suitable tenant”

If you can tell the difference, so can everyone else

The Law of attraction applies to the property market, therefore we offer all clients **FREE professional photography**

“We have let properties through Anthony Lettings for over ten years and throughout that time found them highly professional and responsive to our needs. They have always: given us sound advice about letting; been easy to contact for assistance; and dealt with any problems that have arisen quickly and effectively”

Mr R Sewell

Top tips for presentation

- Choose neutral colours for decoration, such as magnolia or cream
- Carpets, curtains and furnishings should be neutral or muted colours, and able to stand wear and tear
- Kitchens and bathrooms need to be well equipped
- Lighting is important and in modern apartments the latest styles are usually appropriate
- Gardens should be neat and well maintained
- We recommend a professional deep clean throughout, prior to letting



Before



After

Every one of our property listings will receive professional photography as we understand the importance of quality marketing.

Research shows; 98% of property searches start online. This means as a landlord, you need to ensure your property looks its best and stands out!

It wasn't that long ago that the average property listing consisted of a few photos taken from a standard camera and thrown on Rightmove to work its magic - This never happens here at Anthony Lettings.

You only have a few seconds to grab someone's attention. The digital age has seen the average person exposed to 5,000 marketing messages a day,

that's a lot to compete with. It is vital your property is well presented and has the photography to match.

We use Rightmove, Zoopla and other portals to catch people's eye without giving them the whole hog. The aim of the game is to entice people from viewing online, to viewing in person. Meaning better tenant options and a quicker let for you!



How much is your investment worth?

Book a free valuation

AnthonyLettings

Protect Your Rent

For as little as 30p per day, you can protect your monthly rental income and cover yourself for up to £100,000 of legal costs. Terms & Conditions apply.

Complete peace of mind with Anthony Lettings Rent Protection

Here are a few things in our policy;

Legal Expenses Cover

Cover for up to £100,000 should the tenant need to be evicted.

Rent Protection

Cover for lost rent if the tenant defaults. Choice of cover levels from up to £2,500 up to a maximum of £15,000 per month for up to 12 months.

Vacant Property Cover

Up to 75% of the monthly rent paid for up to two months after eviction.

Nil Excess

No excess to pay.

This is just a sneak peak; for complete information about the policy, head over to anthonylettings.co.uk

Questions?
Get in touch, we're a friendly bunch!

Ground Floor, The Rotunda, Old London Road, Hertford, Hertfordshire SG13 7LA
Tel. 01992 503200 Email. hertford@anthonylettings.co.uk

Over 100 years of property maintenance experience

As one of our valued clients, you will have over 100 years of property maintenance experience at your disposal. We will make sure your investment is safe & secure and address any maintenance issues as if it were our own property

At Anthony Lettings we have really focussed on investing our experience into the property management side of the business. Our research has shown that the best way for us to look after your property, as if it were our own, is to centralise our dedicated specialist property and investment managers. Anthony Lettings centralised service ensures that:

We can handle everything from the time your tenant is found through to when the property is handed back to you. We are contactable 6 days a week and can ensure that you will be given consistent quality service by our experienced team of employees offering over 100 years of maintenance experience.

We can sustain clear communication channels with all our landlords and tenants by utilising a specially designed support centre & online reporting system. We will look after your home or investment as if it were our own. Feel free to pop in and meet our maintenance team any time.

Did you know you can report any maintenance issues online via the report page on our website? Tell us when you're free and what the issue is and even include photos taken from your phone so we can deal with your issue quickly & efficiently.

**"Approximately 3000
maintenance issues dealt with
in the last 12 months"**

Our Journey So Far

Anthony Davies24
Launched in Hoddesdon

1998



Hertford Office
established
in MillBridge

2003

UK Housing Market
Crash of 2007

2007



Acquisition
of Alan Randle

2010



Anthony Davies24
disbanded to create
and rebrand as
Anthony Lettings
based in Hertford

2011

Acquisition of
Pukka House &
opening of
Potters Bar Office
in Darkes Lane

2013



Kelsie Sando joined as
Maintenance
Coordinator

Acquisition of
Morgan James

2015

Lara Bleriot, Jo Pizzo &
Joanne Beard joined the
Maintenance Team

Early access viewings
launched for our
social media pages

Introduction of new
online platforms to
progress to our goal
of going paperless
and to become
environmentally
friendly

2017

2002

Acquisition of HomeFinders

2004

Linda Cassidy & Marc Ferraro
joined as Head of Operations
& Lettings Director



2009

LandlordWatch

Landlord Watch launched
allowing our landlords to
purchase properties with
tenants already in place

2012

Won 1st place for Landlord
Provider 2012 Award

2014

Luke Welch Joined as Lettings
Consultant in Potters Bar



2016

Acquisition of Blue Top
Lettings

Merging Blue Top Lettings,
Anthony Lettings Potters
Bar & Anthony Lettings
Hertford into one central
head office located in the
Rotunda Building, Hertford

Alex Chapman & Sam
Sheffield Joined as
Valuation Manager &
Letting Consultant

Launch of our corporate
service & 3 major
developments listed (over
150 properties)

“We look after
13 million pounds
worth of rent for
our landlords
every year!”

Professional Inventory & Mid-Term Inspections

Anthony Lettings will provide a professional inventory of your property in order to secure your investment from damage during the tenancy. As part of our Fully managed service, you will also receive mid term inspection reports every 4-6 months. A professional inventory is an upfront charge however check out report is the tenants responsibility. Prices vary depending on size.

Since the introduction of tenancy deposit protection legislation in April 2007, the provision of inventories within the letting industry, is no longer a cottage industry. Before the legislation was introduced it was common for landlords to believe that a security deposit would not be returned to the tenant. The legislation not only stopped this misconception, it also put the spotlight on the inventory. Whilst inventories along with check-in and check-outs are not mandatory it is very foolish to even consider renting a property without one. The inventory needs to be a detailed and accurate record of not only the contents of the property, but also the condition of fixtures and fittings. A landlord may think that the inventory is a waste of money,

however in the long run this document could save the landlord a lot of time and aggravation. If there are deductions to be made from the deposit, having a well-executed inventory assists with disputes and even situations that end up in court. Anthony Lettings employs the services of an independent inventory company whose responsibility is to ensure that the inventory is a benchmark for both landlord and tenant.

Outsourcing means that there is no biased point of view, all elements relating to visual risk-assessment are dealt with and the report produced is as comprehensive and thorough as possible. This benefits the landlord who

will be able to rely on information that has been produced by using a software platform by a company who invests in training, development and is a member of the Guild of Letting and Management. Anthony Lettings knows that in using an external inventory company, landlords will be provided with peace of mind and the comfort of knowing that they can rely on the content of the inventory to protect their interests.

Alex Owen
Director

Developments

Build to Rent

Having specialised in the letting industry for new build properties for 19 years, the Anthony Lettings team has an unrivalled level of knowledge and enthusiasm for getting things right. We develop specific marketing campaigns for each new build site that's tried & tested to deliver results.

Visit www.anthonylettings.co.uk/developments

Don't take our word for it....

AnthonyLettings
LandlordWatch 

Buy or Sell investment properties with tenants already in place with Anthony Lettings Landlord Watch. We have a database of investors ready to purchase properties mid tenancy.

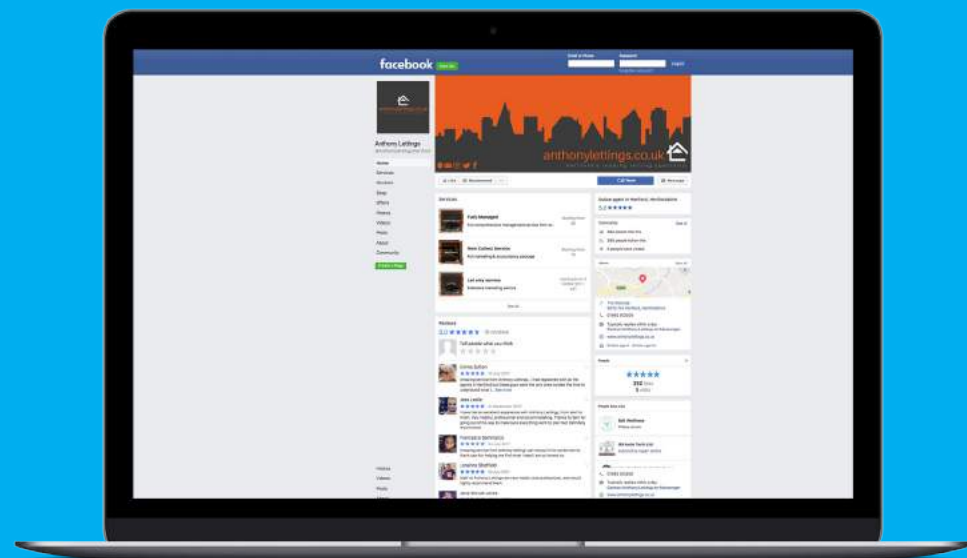
'Not only have Anthony Lettings found me tenants for the last 6 years, they have also helped me purchase 2 further investments in that time, I couldn't recommend their services enough'

Mr & Mrs Brown

"Living overseas, I've been fortunate enough over the last 9 years to have had such a great letting agent that has handled all aspects of property management to an extremely high level".

"It is evident that the Anthony Lettings team work well together, are very diligent and trustworthy"

Mr Morley



Follow us on social media

Why use social media?

- Latest property adverts
- Early access viewings
- Report maintenance issues
- Local events & competitions
- Latest industry news
- Stay up to date with new legislation



**Do you have a
property to let out?**
Contact us today

AnthonyLettings 

Service Check List

Service Feature	Online Only	Let Only	Rent Collect	Fully Managed
Free Valuation and suggest possible improvements to maximize income	✓	✓	✓	✓
Compliance MOT- Gas, electrical, EPC & legionnaires certificates to be issued if requested	✓	✓	✓	✓
Professional exterior & interior photos	✓	✓	✓	✓
Upload onto all major portals (Rightmove, Zoopla & on the market	✓	✓	✓	✓
Social media advertising campaigns	✓	✓	✓	✓
Early access viewings	✓	✓	✓	✓
Accompanied viewings	✓	✓	✓	✓
Access to our online platform for all legal documentation		✓	✓	✓
Full tenant referencing including detailed credit check		✓	✓	✓
Undertake all issues of compliance		✓	✓	✓
Rent protection quote			✓	✓
Prepare legally binding tenancy agreement		✓	✓	✓
Arrange professional inventory		✓	✓	✓
Collect security deposit		✓	✓	✓
Collect first month's rent in advance		✓	✓	✓
Arrangement of Bankers standing order for future payments		✓	✓	✓
Recommend any refurbishments to maximise rental income if remarketing		✓	✓	✓
Propose annual rent increase & tenancy renewals		✓	✓	✓
Collect rent on monthly basis, held in a bonded client account			✓	✓
Chase late rent s with early alerts to the landlord			✓	✓
Provide detailed monthly statements			✓	✓
Transfer rent BACS payment less agreed fees and expenses			✓	✓
Field all calls from tenants concerning repair and maintenance				✓
Online maintenance report system				✓
Deal with all issue of repair, maintenance, and remedial work				✓
Manage all emergency work				✓
Regular property visits by a AIIIC registered inventory clerk				✓
Check out inspection and manage any dilapidation issues which arise				✓
Represent landlords in any deposit dispute				✓
Serve notice to regain property				✓
Notify utility companies and council tax departments				✓

We are here for you



Why Us?



by
Anthony Cicchirillo

Whether you're an experienced investor landlord or a private individual letting your home for the first time, letting a property is big business. Research suggests that residential property is one of the safest and best performing long term investments, not just providing an excellent income but for many, a significant capital gain too.

Letting your property demands careful planning and you'll need an experienced agent you know you can trust – one who will look after your interests and make your life as stress free as possible. At Anthony Lettings, our experienced and qualified staff will use their knowledge and expertise to deliver a service that's exceptional, giving you essential peace of mind.

Anthony Lettings are established specialist Letting Agents with a large portfolio of managed properties and other landlord clients. Our reputation has been built on reliability, integrity and innovation. We pride ourselves in providing a professional service to both landlords and tenants with the highest standard of property management and maintenance.

With an industry reliant on the Internet, your agent's website is crucial to the promotion of your property. Our website www.anthonylettings.co.uk was created with Landlords and Tenants in mind, providing everything one

would need in connection to letting a property. Additionally your property will appear on the UK's leading property search engines, whilst we also provide regular local press advertising, create full property details and create artistic window displays.

All offices maintain an extensive applicant register, so we immediately have potential tenants when taking on new instructions.

All our staff are experienced, have extensive local knowledge, receive regular training and are exceptionally focused, providing our landlords with the confidence that their property, often their home, investment or both, is in renowned, experienced and capable hands.

Anthony Cicchirillo
Managing Director



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