



ROSEWOOD PROPERTY

PROFESSIONAL

Qualified experts with deep knowledge of the City of Exeter & County of Devon with decades of proven experience. Delivering exceptional marketing with meticulous results for you and your home together with an unrivalled customer experience.

INNOVATIVE

We have an inventive approach to enhancing the marketing of your home through modern multimedia incorporating drone & virtual videography, professional photography and the prestigious property portals where we present your home.

DISTINGUISHED

With our excellence, brand reputation, associations & qualifications within the trusted property organisation & regulatory body you can be very confident that you are in safe hands when selling or letting your home through Rosewood Property.

BESPOKE

Our attention to detail in the marketing of your home, the delivery of a tailored experience to every client that walk through our door together with our passionate personable demeanor makes us a perfect match to you and your home.

RESIDENTIAL SALES & LETTINGS

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Rosewood Property is a trading name of Star Lettings & Property Management Ltd registration no. 05209236

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LANDLORDS GUIDE



ROSEWOOD PROPERTY

Welcome to Rosewood Property

About us

Rosewood Property is a modern, innovative, forward thinking sales & letting agency with property experts and marketing specialists enhancing every aspect of selling or letting your property whether you are situated in the city of Exeter, surrounding towns, villages, countryside or within a coastal location. We offer a wide range of property selling & letting services together with being specialists in property investment.

Our deep proficient knowledge of the market place complimented by our valuable property expert's consistent results, reliable service, strong links with the local communities and exemplary attention to detail makes us well known and trusted within the market.



Why Choose Rosewood Property?

Property experts with deep knowledge of the market place complimented with an unrivalled attention to detail in marketing your property.

Our winning expertise supports every aspect of estate agency, we strongly believe in the traditional values of achieving results through knowledge and exemplary customer service, paired with cutting edge modern technology.

We will help you maximise the rental or sales potential of your property, keep in touch with you through every stage of the process, with immediate feedback, honest opinions and regular support.

Our team is always on hand to help you find the perfect tenant whether managed by us or you. We are able to access a large number of potential tenants at the click of a button, taking advantage of our ever growing tenant's database.

With our property knowledge, technologically advanced marketing solutions, over 50 years of combined experience inspires confidence and trust among the communities we serve.

Renting Your Property

Renting your property can be a stressful experience, Rosewood Property are here to provide expert advice and guide you through the whole process from start to finish.

Here's our step-by-step guide to renting your property, and how we can help make the process run as smoothly as possible for you.

Arrange a Valuation

It's important to understand what people are likely to pay to rent your property, which might be less or more than you had hoped.

Rosewood Property rental experts have access to the latest property data in your area, and are able to advise on how your local property market is performing. We will gladly visit your property to carry out a free, no-obligation appraisal.

With this wealth of knowledge at hand, we can ensure your property is on the market at a price that both suits your financial needs and maximises your chances of finding the perfect tenant for you.

Deciding on an accurate rental price is a very important first step as this could affect the amount of interest you receive from potential tenants.

There are a number of factors to consider when making a decision about renting your property.

Overall Market Trends

Economic conditions such as interest rates, income fluctuations and job stability can have an impact on rental prices.

Properties rented in the area

We'll look at what people have paid recently for similar properties in your neighbourhood. This is a good indicator of what rental figure you can expect for your property.

Location of the property

Tenants are looking for lifestyle as well as a perfect home. That means they will look at proximity to schools, public transport links, shops and other amenities. Being close to these can have a positive effect on your rental price.

Condition of the property

The income for your property can increase if it's well presented and requires no or little work, compared with those where repairs and renovations might be necessary to rent and improve condition.

Very Important aspects

If you have a Mortgage on the property it must be a Buy to Let policy or with permission granted. Permission granted can depend on a number of factors, so you should check with your lender before making a decision.

- Buy to Let insurance is required to cover liability to tenants, their guests and trades persons etc. Read policies, ask questions so that you know what you can and cannot do and are covered for.

- If your property is Leasehold you will need permission to rent from the Freeholder and/or Management Company.

- You must consider if your property requires a House of Multi Occupancy (HMO) License.



Landlord Services

We care for your property as if it were our own and want you to feel that your property is safe in our hands enabling you to carry on with your life without the daily concerns.

Our team will not come to you with a problem without having a solution and will not disturb you with everyday aspects unless you want us to, no news will be good news.



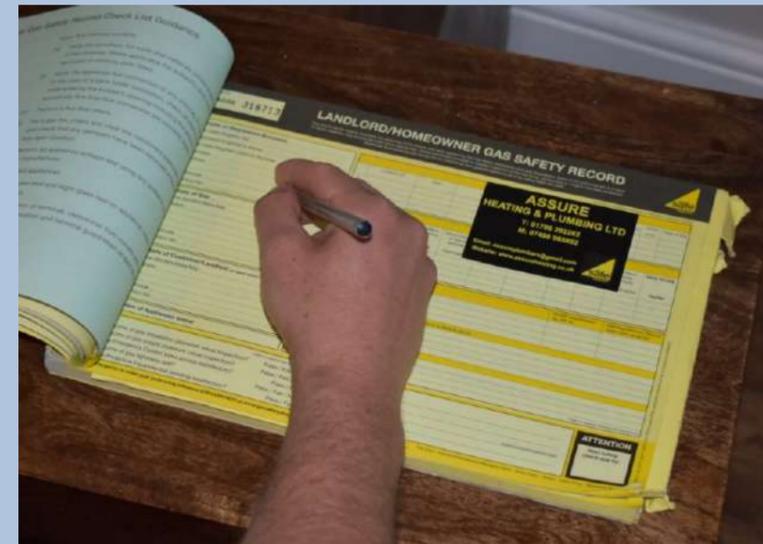
What is Included?

- Our team will keep abreast of the ever-changing legislation so you don't have to worry – non-compliance can come with hefty fines and even imprisonment! We are members of the Property Ombudsman & client Money Protection Schemes as well as members of the ARLA PropertyMark (Association of Residential Letting Agents).
- Ensure tenant referencing is thorough, aim to offer you the best tenant possible for you, your specific requirements and your property. Check tenants in on the first day with all the legally compliant documentation, checks and a full professionally produced inventory.
- Comply with the deposit registration legislation, timely lodging in a UK Government backed tenancy deposit scheme at the start, process the returns with a fair, honest approach to both landlord and tenant alike.
- Collect rent as it falls due, pay invoices on your behalf, provide you with statements and commence rent chasing if it should ever occur.
- An experienced & dedicated Property Management Department with a 24/7 Maintenance reporting system ensuring routine maintenance is handled promptly. We have a great rapport with proven, honest and professional contractors ensuring prompt attention to detail at a reasonable cost.
- Ensure that your property compliance is maintained keeping you legally compliant e.g. annual Gas Safety check, Pat testing, EICR, EPC's, and Fire Risk Assessment etc.
- We keep track of the rental market and ensure that your investment is giving you the best return, suggesting and dealing with timely rent increases.

Our services also offer a TENANCY FIND ONLY service and a RENT COLLECTION service not listed in detail here, we like to talk to you about these services. Most importantly because we like to be sure that you are fully compliant at the outset, understand your legal and contractual obligations as a Landlord. It just might be that you don't know what you don't know!

Energy Performance Certificate (EPC)

You must have one of these before marketing your property and it must be available for prospective tenants to see. It must also have a minimum rating of E at the present (May 2021) to be allowed to rent to tenants. This in the future from evidence within the industry is likely to increase over the next coming years, with the prospect that in 2025 the rating requirement will be a C for rental properties.

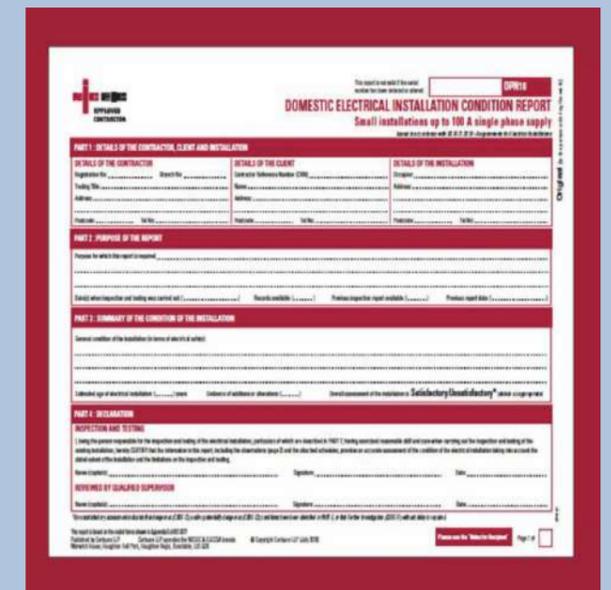


Gas Safety Certificate

An annual check, certificate is required and must be conducted by an approved gas safety engineer. If you do not have a gas safety certificate (if required) then you cannot start your tenancy, you must make sure you keep this certificate in date. It is a serious criminal offence to be in breach of this.

Electrical Installation Condition Report (EICR)

This report is on the safety of your electrical installation, appliances and also a mandatory requirement be in place at the start of the tenancy. Poor/dangerous results will need to be addressed in order to rent your property or even start the tenancy. The EICR is valid for a period of 5 years, therefore only requires to be renewed every 5 years. If you are required to make some improvements then this will be certified within the current up to date regulations.



Preparing your property for rent

First impressions are key, but even more so when your property is listed alongside others to rent in the same area on websites like Rightmove, Zoopla and PrimeLocation.

We'll help you present your property correctly, and arrange photography to create a portfolio of images.

Rosewood Property experts use the latest technology and know the best ways to take photos of your property to make it stand out from the crowd.

We'll also create a set of accurate floorplans to help potential tenants understand the layout of your property.



Marketing your rental Property

Tenants use many sources to search for property, it's very important to maximise interest from them across all marketing media channels.

Research suggests that 90% of renters start their property search online. That's why Rosewood Property invested heavily in online technology for promoting and renting property.

Our website is optimised to present properties exceptionally well on mobile, tablet and desktop devices. So, no matter when or how people are looking, we are working to rent your property.

With links to the UK's largest property portals, our website offers sophisticated but simple-to-use for tenants to access the details of your property.

Rosewood Property also communicates with potential tenants across social media platforms, including Facebook, Instagram, Twitter, to ensure your property gets maximum exposure.

On top of that, we'll proactively notify potential tenants on our ever growing database as soon as we take on your Property. We also prepare professional property listings, brochures with property description, photographs, floorplans and an option to have a virtual tour and drone photography/video tour. This is all complimented with displaying a 'To Let' board next to your property to attract maximum attention.



Here are things you should do before your vacant property is photographed:

- ✓ Thoroughly clean your home inside and out.
- ✓ Touch up wall paint and fix peeling wall paper.
- ✓ Repair any cracks in walls and ceilings.
- ✓ Clean the windows and make your minor repairs.
- ✓ Repair any leaky taps and other plumbing issues.
- ✓ Clean or replace stained silicone, grout in areas.
- ✓ Make any minor repairs to doors and floor boards.
- ✓ Keep the garden tidy and lawn mown.
- ✓ Make sure all outdoor and indoor light works and replace frayed door mats.

Market an Occupied Property

- ✓ Arrangement of a suitable time for photographs either with you or the tenants direct.
- ✓ Prompt tenants to clean and tidy all areas.
- ✓ Inform tenants on areas to be photographed
- ✓ Advise tenants to remove anything personal they do not want within the photographs.
- ✓ Give the tenants time to achieve the best results but soon enough to get the property to the market.
- ✓ Liaise with tenants and you to conduct viewings for maximum results and minimum disruption to your current tenants.
- ✓ When conducting viewings making sure everything is Covid-19 compliant.



Viewings & Applications

Once your property is on the market, we'll start sifting through the enquiries, even if the enquiry is via email we will make a call and monitor interest levels.

Our aim is to learn about the tenant, what their situation is, are they renting or new to renting, are they short term or long term, what is their budget and their affordability. We often pre-qualify our applicants, in other words get these details in writing after we have spoken. That way when we arrange a viewing, we have already whittled applicants down and can just find out more at the viewing. We pride ourselves on very often being able to offer you a choice of tenant/s, talking through with you to help you decide which one to proceed with.

Something fundamental to consider is whether we are going to manage your property or yourself, it is so important to get this stage right for everyone.

Referencing & Paperwork

Once you have decided on your tenant we proceed to referencing which will hopefully be to confirm all of the information that has already been established about the prospective tenant/s including current address, employers details and income, income from other sources, previous landlords, children, pets, credit history as well as Right to Rent checks.

This can take some time, but we will keep you informed of the progress along the way and more importantly the result. As soon as this is all passed and you are content we can then confirm the move in date. Finally, we commence with the paperwork for the Tenancy Agreement as well as ensuring all the legally required certificates have been supplied that are needed in order to start the Tenancy.

This completes the process of renting your property. Time to celebrate and enjoy the next chapter in your life!

We set high standards

As an independent estate and letting agency, we pride ourselves on maintaining the highest regulatory standards, with recognised codes of practice that include data protection and money laundering.

We are members of The Property Ombudsman (TPO) scheme. We offer ongoing training programmes to our teams and are members of the NAEA, ARLA Propertymark, which signifies best industry standards and qualifications.



At Rosewood Property, all of our team has vast experience in renting & selling homes for several decades. Our reliable service, unrivalled brand reputation, deep knowledge of the local property market you can have the confidence in our ability to achieve the best