

@ Robert Luff & Co
Lettings

Landlords Brochure



Luff Lettings

At Robert Luff & Co we believe great service starts with building great relationships with our Landlords. That's why we go above and beyond with our service and marketing innovations to find you the best possible tenants. A great service starts with great standards. Here's what we offer our Landlords as standard.



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www.robertluff.co.uk



As part of our services, we can offer all our Landlords the following as standard:

- ✓ Excellent Customer Service
- ✓ Tailored Letting Packages
- ✓ Competitive Management Fees
- ✓ Professional Property Photography
- ✓ Digital Photo Retouching (At No Extra Cost) Expert
- ✓ Advice Throughout The Lettings Process
- ✓ Cutting Edge Social Media Marketing Campaigns
- ✓ A Friendly and Approachable Team
- ✓ Covering major Property websites

Our Values

Connecting people with property for many years we realise that your relationship with your agent is crucial to success. Our landlords all have a common desire; to have their property cared for by experienced professionals they trust.

Your choice of letting agent is one of the most important decisions you can make and will have a direct impact on the success of your investment.

Our staff are among the most qualified in the industry and are committed to delivering a caring, professional and knowledgeable service to our clients. They are local people with exceptional knowledge of their local market. Our long service colleagues enjoy strong, long-lasting relationships with our clients, In short you need look no further!



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Quality Assurance



What makes us different

The traditional letting agent model is stagnant, over relying on age old strategies and methods that don't utilise the technologies that are now available to increase success rates. Robert Luff & Co Lettings utilise up to the minute property trend data alongside tenant behaviour monitoring to exceed the performance of other letting agents.

- ✓ We use the most effective property portals and social media platforms to get your property seen by the right tenants.
- ✓ Advanced background profiling to identify your perfect tenants, alongside thorough referencing procedures.
- ✓ We are members of multiple trusted associations, including the RLA, the Property Ombudsman, Client Money Protect & the DPS.



"We'll only place tenants in your property that we'd have in our own!"

Our Approach



Area Insights & Property Presentation

We're big believers in constantly evaluating and using the latest tools available to help us create better outcomes for our landlords. That's why we use real-time insights and web data to analyse the optimum rental price for your property. We then combine this with professional photography of your property, including high-quality digital retouching where required. We then utilise the most popular marketing and social media channels to reach your target audience and demographic. This combination allows us to help find the right tenants for your property, whilst also maximising the return from your investment.

Tenant Discovery & Security

We use the latest tools and methods to complete thorough background checks on all prospective tenants.

We understand that as a landlord, finding the right tenant is quite probably the most important factor when renting out your property. It can so often be the difference between having a smooth rental process, or a year of both increased stress and a drain on your returns. It is for these reasons that we always go above and beyond with our tenant referencing service, helping to ensure we find the best tenants for your property and allowing you to relax in the knowledge that your investment is secure.

Property Management & Customer Care

We get involved as much as or as little as you would like in the daily management of your property, whilst looking after your tenants.

We offer a range of fantastic and competitive property management packages, giving you the freedom to choose what you would like us to do with regards to the management of your investment.

Within our trusted team of contractors we can ensure any maintenance work is carried out to the highest standard of finish and safety. We also offer the option to use your own maintenance contacts if you have your favorites already.

After Care & Investment Advice

Once a tenancy has come to an end we don't believe the hard work and relationship with our landlords should stop there.

That's why we always offer expert advice and evaluation on your property to ensure it keeps up with the ever-changing rental market.

We regularly review your rent level, determining whether you are able to increase it. We can also offer advice on potential improvements that could be made to your property, helping to ensure you're always getting the maximum return from your investment.



Our team are here to guide you through the process and always on hand for any queries



Our Services

	Introduction Service	Rent Collection Service	Fully Managed Service
Marketing your property until a suitable tenant is found	✓	✓	✓
Accompanying prospective tenants on viewings	✓	✓	✓
Carrying out tenant referencing to determine the suitability of the prospective tenant	✓	✓	✓
Checking the tenant into the property successfully	✓	✓	✓
Preparing the Tenancy Agreement	✓	✓	✓
Collecting the deposit and one month's rent in advance	✓	✓	✓
Holding the tenants deposit in the Deposit Protection Service *	✓	✓	✓
Provide an Inventory & Schedule of Condition if required (price depends on property size)		✓	✓
Receiving rent from your tenant and paying it promptly into your account via BACS		✓	✓
Tenancy renewal and negotiation of rental *		✓	✓
Deposit repayment *		✓	✓
Checkout at the end of the tenancy		✓	✓
Marketing your property with premium listings on property portals (where possible)		✓	✓
Looking after your property and tenant throughout the tenancy			✓
Periodic visits to your property during the tenancy to check and report on it's condition			✓
Managing reported maintenance issues and arranging repairs as required through the experienced and trusted teams of qualified contractors we use			✓
Assisting on and assisting with the legal aspects of letting your property *			✓
Deposit repayment *			✓
Serve Section 21 Notices *			✓

*Additional Fees may apply for these services

Introduction Service

This option is designed for Landlords who do not require any support with their tenancy and who are familiar with tenancy law and property management.

It includes:

- Marketing your property until a suitable tenant is found
- Accompanying prospective tenants on viewings
- Carrying out tenant referencing to determine the suitability of the prospective tenant
- Checking the tenant into the property successfully

Rent Collection Service

Rent collection service is for Landlords who want to be 'hands on' and have the time to deal with tenant's problems and property maintenance throughout the tenancy. It includes everything covered in the introduction service plus:

- Preparing the Tenancy Agreement
- Collecting the deposit and one month's rent in advance
- Holding the tenants deposit in the Deposit Protection Service
- Provide an Inventory & Schedule of Condition (price depends on property size)
- Receiving rent from your tenant and paying it promptly into your account via BACS
- Tenancy renewal and negotiation of rental *
- Deposit repayment*
- Checkout at the end of the tenancy*

*Additional fees may apply for these.

Fully Managed Service

For Landlords who want expert support throughout their Letting experience. Our fully managed service includes everything in the introduction and rent collection service, plus:

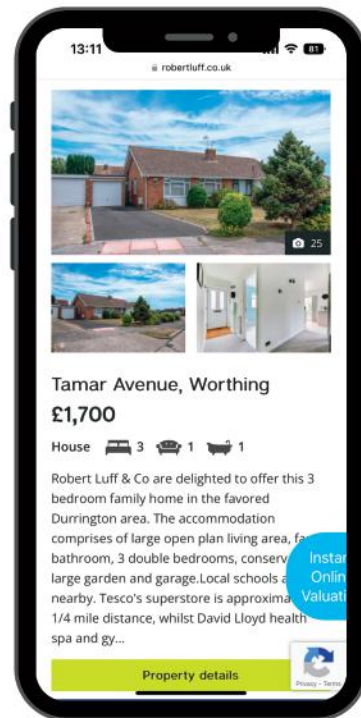
- Marketing your property with premium listings on property portals (where possible)
- Looking after your property and tenant throughout the tenancy
- Periodic visits to your property during the tenancy to check and report on it's condition
- Managing reported maintenance issues and arranging repairs as required through the experienced and trusted teams of qualified contractors we use
- Advising on and assisting with the legal aspects of letting your property
- Deposit repayments negotiations in accordance with the DPS

Marketing your Property

Our superb marketing ensures we find you a suitable tenant as quickly as possible at the best market rent.

As soon as you instruct us to let your property we will produce the details, which will include professional photography to show your property at it's best, and will arrange an Energy Performance Certificate if required. As well as immediately contacting the many prospective tenants registered with us, we will ensure your property is quickly advertised:

- ✓ Online
- ✓ Press
- ✓ Local Employers
- ✓ Social Media
- ✓ A To Let Board (if required)
- ✓ Window Displays
- ✓ Email Campaigns
- ✓ Phone Campaigns



Online

Over 80% of all tenant enquiries come from the internet and we invest heavily in our website as well as the most popular property portals, including listings, feature properties and enhanced listings. We also market our landlords' properties via social media giving prospective tenants access to all of our properties.

Local Press / Publications

A strong presence in the local property papers is important, advertising, property features and regular commentary in the process are all part of our service

Links with local employers

Over the years we have built strong links with key employers who regularly recommend Robert Luff & Co to their staff when looking for rental accommodation. We are often the first port of call for relocation agents and companies who are relocating staff. Corporate tenants are highly desirable because they are reliable, motivated and willing to pay premium rents for good quality properties in the right locations. Our reputation within this market means a steady flow of corporate tenants for our landlords.

Bespoke Marketing

- ✓ Local Paper - Shoreham to Littlehampton
- ✓ Fine selection of Brighton & Hove Publications
- ✓ London's favourite property magazine
- ✓ Facebook, Twitter & Instagram
- ✓ Open Houses
- ✓ Professional photography & floorplans
- ✓ Help to find service
- ✓ Accompanied viewings with feedback
- ✓ Stylish office window displays
- ✓ Multi office Lets
- ✓ Combined local experience of over 150 years
- ✓ Land Acquisition Department
- ✓ Premier Homes Department



See our properties on...

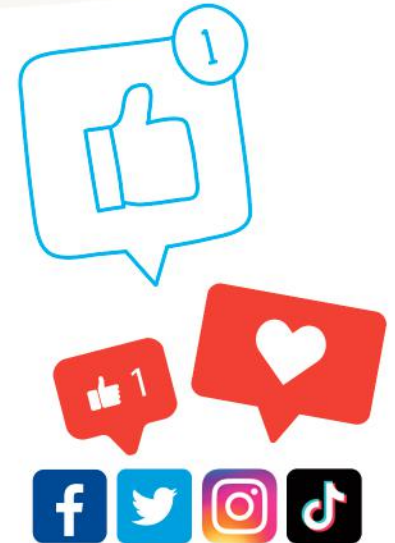
rightmove  onTheMarket.com

Zoopla.co.uk  PrimeLocation.com

THE TIMES  THE SUNDAY TIMES

homes24.co.uk  The Independent The Telegraph 

msn  London Evening Standard  Homes & Property  Daily Mail



*Publications used will be dependant on the individual property and agreement.

Tenant Vetting

Once we have found a tenant for your property we will vet them thoroughly to determine their suitability and ability to fulfil the obligation of the tenancy agreement. Our tenants vetting process is among the most stringent in the industry and includes a detailed assessment of tenant's ability to afford the rent, credit and ID checks, proof of residence and references from employers and former landlords. Stringent checks are also carried out on guarantor's should they be required.



What happens after a suitable tenant has been found?

Tenancy Agreements

Once the tenant has passed our vetting process and you are happy to proceed, we will draw up a tenancy agreement. All our tenancy agreements comply with residential letting legislation, are written in plain English, are easy to understand and contain no unfair terms and conditions. They are designed to fully protect your rights as a landlord and are subject to regular review to take account of new legislation.

Deposit and First Rent Payment

Before your tenant moves in we will collect the deposit and first month's rent and register the deposit in accordance with the Deposit Protection Scheme, normally with our preferred protection provider; The DPS. We will provide the tenant with appropriate documentation as required by the legislation within the correct time to ensure you are fully compliant with the law at all times.



Inventory & Schedule of Condition

We will arrange a detailed and accurate Inventory & Schedule of Condition which will be given to your tenant to check and sign. This will provide a comprehensive and thorough record of the conditions of the property for comparison at the end of the tenancy.

Your Legal Obligations

As a landlord you have to comply with a number of legal obligations to ensure your property provides a safe environment for your tenants. The regulations have been revised over the years, and are continually being updated. Penalties for non-compliance can be very severe so it is important to be aware of your obligations and that they can change. We will guide you through the regulations and help you to be legally compliant, as well as keep you informed of any legislative changes that affect you and your investment.

The Furniture and Furnishings Fire (safety) Regulations 1998 (as amended in 1989 and 1993)

All furniture and soft furnishings including garden and patio furniture, must comply with the above regulations. We will check this for you when compiling the inventory.

Energy Performance Certificates (EPC)

Since the 1st October 2008 all properties being marketed as available to let are required to have an Energy Performance Assessment carried out and a certificate produced. We will carry this out for you when you instruct us to let your property.

The Gas Safety (Installation and Use) Regulations 1998

It is the landlord's responsibility to ensure that any gas appliances or installations pipework in the property is maintained in a safe condition. All gas appliances and pipework must be checked annually by an approved Gas Safe registered engineer and written record given to your tenant.

The Electrical Equipment (safety Regulations 2020)

The Electrical Safety Standards in the Private Rented Sector (England) Regulations 2020 require that all 'fixed' electrical parts of a property, such as the wiring, the socket-outlets (plug sockets), the light fittings and the consumer unit (or fuse box) be inspected, including permanently connected equipment such as showers and extractors.

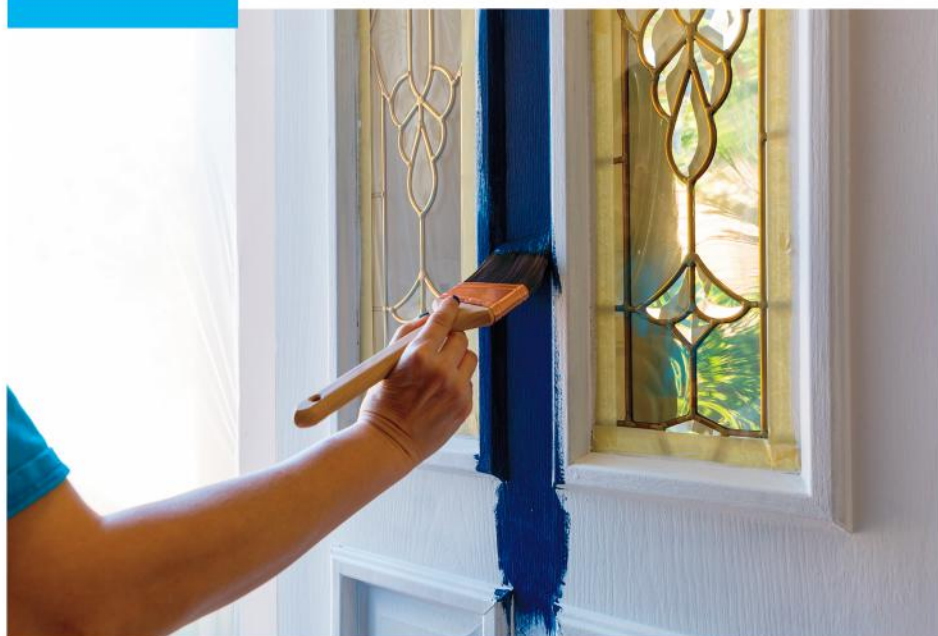
Insurance

Not all insurance products cover rented properties so it is important to check the policy and ensure that you have the appropriate building and contents insurance in place for letting a property.

Smoke Alarms, Carbon Monoxide and Legionella Awareness

It's important to keep up with changes to best practice and law, especially when it comes to safety issues. We'll make sure you're up to date with legal changes as they arise to ensure the safety of your tenants and protection for you, the landlord.

Caring for your Investment



Protecting your interests

During the tenancy we will carry out periodic visits, keeping a close eye on your property and reporting back to you on its condition. If any issues arise you can rest assured we will deal with them promptly and keep you informed.

Dedicated in-house Property Management

Many large letting agents outsource their property management or employ property managers at a distance from the properties they look after. However, we believe property managers should be based locally to deliver the best possible service.

Our property managers are based within our branches, and are experienced, knowledgeable and dedicated to looking after your property and your tenants. Our landlords find it reassuring to be able to pop in and talk to them face to face about any concerns they may have. Many of our landlords have built strong, long-term relationships with our property managers and trust them to protect their interests.

The best local contractors

Over many years we have developed strong relationships with a wide range of professional local contractors. From plumbers and electricians to locksmiths and builders, our property managers always know the best person to call and will only use contractors they know are trustworthy, efficient and competitive. The contractors are on hand to deal with problems large or small, even out of regular office hours in the case of an emergency.

Payment of Rent

We have a team of staff dedicated to the payment of rent to our landlords. We pay our landlords promptly via BACS and closely monitor rent payments from tenants to ensure they are up to date. We have a robust, legally compliant procedure in place designed to protect your interests should your tenant fall into arrears with the rent.

The Highest Standards

We have set the highest standards in letting and property management and over the years have developed, tried and tested procedures which enable staff to deliver an efficient, professional and above all, a highly personal service to our clients.

High Calibre Staff

We pride ourselves on the high level of service that each and every one of us delivers. We have set very clear standards for what is expected from property managers as well as tenants so everyone knows exactly where they stand with their commitments.

The Property Ombudsman

We are members of The Property Ombudsman (TPO), an independent body which provides independent, fair and free advice and services for handling unresolved disputes between member agents, landlords and tenants



What you should know

Letting agents are not currently regulated by the government. This means anyone can set up a letting agent, with no experience, understanding of the market or knowledge of the law, and no client money protection. It is therefore essential that landlords and tenants protect themselves by using an agent that is a member of a self-regulating professional organisation, with Client Money Protection in place.



Tenancy Protection Scheme

Since 2007 it has been a legal requirement for all Deposits to be protected in accordance with the rules and regulations of the Tenancy Deposit Scheme implemented under the Housing Act 2004. We are members of the DPS.

SAFEagent

We are members of the SAFE agent, the scheme which confirms adequate and sufficient client money protection is held to ensure landlord and tenant money is satisfactory safe guarded.

Buy-to-let Mortgages

To help our landlords achieve the best yields and highest returns we have teamed up with preferred partners to offer a full mortgage service . Via our website you can access hundreds of the best mortgage rates from the full range of available mortgage lenders.



New Landlords and buy-to-let

Every landlord has different properties, budgets and expectations which will impact on the decisions that need to be made from the start of their investment. But regardless of your investment criteria, buying the right property in the right location is key to success.

In an ideal world, a good rental income and strong capital growth is what every landlord would choose. However, it is not always possible to achieve both in equal measure. Some landlords may choose a higher monthly income over long-term gains whilst to others a steady but modest income with higher return when they come to sell is more important.

We will help you to choose the right property based on your priorities and our in-depth local knowledge of the market, rents, demand and property prices. We also advise on rental values for any properties you are considering as a buy-to-let investment, to help you find the best property to fulfill your investment criteria.

Our **Investor Network** can put you in touch with landlords looking to sell their property, often with a tenant in place. All properties have a minimum gross rental yield of 5% but the average is around 7% and comes with the benefit of a record of it's maintenance history.

Testimonials

"Highly Recommended..."



"Robert Luff were highly recommended to my family and I. We initially met with Mark, and we all instantly felt at ease, no pressure, very friendly and professional. Throughout the whole process, we were kept well informed and updated regularly. All of the staff were very helpful and efficient. A special thank you to Darren and Mark. Highly recommended."

[Google Review | K. Leaver](#)



"Excellent job"



"Robert Luff have looked after my flat which was rented out. They have been very easy to deal with and have done an excellent job. I have just sold the flat through Robert Luff and seemed to be stuck between two sets of Solicitors making little progress. My sanity was kept by the magnificent Susan Lee who seemed to be the only one who could make things happen. I thank her for her ability to get things done."

[Google Review | K.Sanders-Fox](#)



"Fantastic Agent to deal with..."



"The Robert Luff & Co lettings team in Worthing have been nothing short of excellent and I would not hesitate to recommend using them. Kelly especially has been a Fantastic agent to deal with. She has been so helpful, responsive and understanding throughout my tenancy, a real professional who is willing to go the extra mile!"

[Google Review | A.Toerien](#)





"Just amazing..."



"Kelly Johnson has been my point of contact during my tenancy, and I have to say she has been amazing.

She has gone above and beyond to help me and keep me updated with the progress of things that have been going on and I cannot thank her enough.

THANK YOU KELLY!!!"

[Google Review](#) | J.Funnell



"Very trustworthy..."



"A very trustworthy estate agents with excellent customer service. Toby is extremely polite and always dealt with my rental queries quickly, highly recommended."

[Google Review](#) | M.Fisher



Taxation on letting income



Any profit made from letting a property is subject to UK income tax, whether the landlord lives in the UK or not, and must be reported in a Self-Assessment Tax Return.

However some costs and expenses may be offset against your rental income which can reduce your tax liability.

The information below is intended as a general guide only. You will need to consult an accountant or your tax office for advice relating to your own personal situation.

Non UK Residential Landlords

The Non-Resident Landlord (NRL) scheme is for taxing the UK rental income of landlords who live outside the UK, or spend more than 6 months a year abroad. As lettings agents we are required to deduct tax at the basic rate from all taxable income received from Non-Resident Landlords and pay these monies every quarter to HMRC in order to obtain exemption from tax deductions from the rent. A Non-Resident Landlord (NRL) form should be completed.

New Landlords and buy-to-let Reducing Tax Liability

Landlords are permitted to make certain deductions from their rental income before calculating profit, although the deductions are only applicable when the property is being let or is viable for letting. You should keep all receipts and letting agent statements to prove income and expenditure relating to the rental of your property so that you don't end up paying more tax than is strictly necessary.

Pop into one of our
local branches and
let us help you find
your dream home!



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Lettings



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30 Guildbourne Centre

Phone: 01903 331 247

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Goring Branch

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Lettings Branch

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