

LETTINGS & PROPERTY MANAGEMENT SERVICES

A Guide for Landlords



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WELCOME TO PRIME LIVING

For professional landlords, we understand how today more than ever, it is becoming an increasingly demanding industry. From tax changes, higher interest rates, increased property legislation and not to mention, an evolving tenant base where speed of service is more important than ever. It is certainly not an easy time to be a landlord - but rest assured, our whole team is here to help.

Prime living has been working with landlord clients to fully alleviate the challenges of renting and managing properties in London. Our team of property experts work tirelessly to maximise our clients' returns and take all the stress out of managing a property.

At the very core, we foster a spirit of integrity that is unmatched in the industry. We are proud to say the trust between us and our clients is the success of our business. If you are searching for an agent with a track-record for delivering above and beyond, we invite you to get in touch to see how we can help.



Abs Hassan
Co-Founder and Director of Prime Living

”

HOW WE'RE DIFFERENT



WE UNDERSTAND OUR CLIENTS

HIGH RETURNS

We understand that your property is first and foremost an investment. That is why we focus on increasing client returns by maintaining superb occupancy and rental rates. Well-paying tenants with consistent tenancy durations means more money in your pocket for the long term.

HIGH QUALITY TENANTS

Lettings is a relationship business. We thoroughly vet all prospective tenants to ensure only credible individuals stay in your property. We go further by selecting tenants that are likely to stay longer and love their new home.

AN AGENT YOU TRUST

Right at the heart of our business is trust. We go above and beyond for every client and ensure to put their interests first. As a result, it is no surprise why the majority of our new business continues to come from existing client referrals.



WE UNDERSTAND THE MARKET

EXTENSIVE REACH

Knowing the type of tenants who want to live in your area allows us to target our marketing for faster tenancy conversions. This includes utilising key portals as well as bespoke targeting to ensure your property is always at the forefront for new tenants.



MANAGEMENT SPECIALISTS

One of the main causes of why tenancies are so short-lived is due to poor property management. This is why we have focused on quality communication with our landlords and tenants. Our aim is to create positive relationships that are highly appreciated by tenants, making them wish to stay even longer.

We are available 24 hours a day to action any issues - so you can sleep easy and rest assured that we have everything covered.

PERSONAL AND OUTSTANDING CLIENT SERVICE

It is critical to us that, as well as being pleasant to deal with, our staff demonstrate a deep knowledge, attention to detail and responsiveness that you can rely on.

At Prime Living, you'll be advised and supported by hard-working, experienced rental specialists who are highly trained and adhere to the highest professional standards.

When it comes to managing properties, it is often said that we treat our clients' properties with as much care and attention as we would our own.

Each of our landlords receive a single, dedicated point of contact and provide you with as much or as little reporting on your property and tenants as you require. Moreover, because our staff work as a team, not as individuals, you'll have the reassurance of knowing that we will all be watching out for your best interests, every step of the way.

OUR CREDENTIALS

As well as our own high ethical and control standards, Prime Living's lettings and property management service is governed by robust procedures and guidelines of The Property Ombudsman, The Information Commissioner's Office, Client Money Protect, MyDeposits and the London Landlord Accreditation Scheme.



OUR FIVE-STAR SERVICES



OVERVIEW OF SERVICES

	Let Only	Lettings & Property Management
Rental market appraisal	✓	✓
High quality, professional photographs and floor plan	✓	✓
Comprehensive marketing	✓	✓
Online promotion, including portals and social media	✓	✓
Accompanied viewings	✓	✓
Regular feedback and updates on viewing progress	✓	✓
Pre-tenancy negotiations	✓	✓
Stringent referencing checks	✓	✓
Preparing the tenancy agreement	✓	✓
Initial Right to Rent checks	✓	✓
Arranging a professional inventory	✓	✓
Coordination of EPC, gas and electrical safety requirements	✓	✓
Providing mandatory pre-tenancy documents to tenants	✓	✓
Handing over keys to tenants	✓	✓
Statement of accounts	✓	✓
No Renewal Commission charged for tenancy renewals	✓	✓
Discounted Rent Protection Insurance		✓
Deposit protection (via MyDeposits)		✓
Prompt rent collection		✓
Chasing late rent payments		✓
Regular client accounting statements		✓
Transfer of rent directly into your nominated bank account		✓
Transfer of utility accounts at start/end of tenancies		✓
Dedicated property manager		✓
24 hour emergency line		✓
Coordinating annual and periodic safety inspections		✓
Oversight of routine maintenance and repairs		✓
Access to preferential rates and approved contractors		✓
Monitoring for borough licensing updates		✓
Rent review and tenancy renewal negotiation		✓
Legal/eviction notices served if required		✓
End of tenancy deposit apportionment		✓
Professional photograph, video or floor plan on request		✓

LET ONLY SERVICE

OUR APPROACH TO LETTINGS

In today's fast-paced global workplace, renters need information instantly at their fingertips to make a buying decision. Rather than waiting for tenants to come to us, we focus on delivering our marketing where they are, and in a format they want. This means even more prospective tenants competing to rent your property.

MAXIMISING EXPOSURE

We cover mainstream portals as well as social media platforms. We combine mass exposure with tailor-made marketing materials including professional photography, floorplans, videos and online 360 tour/virtual viewings. In essence, we make technology work for you.

WHAT'S INCLUDED IN THE LET ONLY SERVICE?

- Pre-advertising consultation to advise how to best prepare the property
- Property marketing with optional professional photography, videography, or 360 tour
- In-person and virtual (online) viewings
- Negotiation of offers by skilled professionals to maximise returns
- Initial monies and property reservation confirmation
- Completing rigorous referencing and obtaining agreement to proceed
- Preparing the tenancy agreement so you are fully covered
- Ensuring all paperwork is complete for move-in
- Right to Rent checks
- Meeting tenant at property for keys handover



“

I had Prime Living manage my apartment in North London for a few years. Without doubt, they are the best letting/management agency I have ever used.

-Mr. Mahmood, London Landlord

”

THE LETTINGS PROCESS

See below for how we can help you through every step of the lettings process.

1

Book a free market appraisal

Our expert team can provide an accurate market valuation to achieve the best possible rent in the shortest possible time.



2

Preparing for tenancy

As well as checking that the property has the right compliance requirements, we will work with you to ensure that the property is presented at its best for viewings.



3

Marketing your property

We can provide professional photography and videos that highlight your property at its best. Our lettings team will conduct viewings and use their expertise to achieve the best possible offers.



4

Receive offers

As soon as a tenant makes an offer, we will help you decide whether or not to accept it or seek a better offer. We will communicate all details and conditions so you can make an informed decision.



5

Choosing a tenant

We will complete full referencing inline with government and industry standards. This includes; thorough checks of credit history, employment, former tenancies, ID and Right to Rent.



6

Completion

We will confirm all move-in monies have been paid and arrange contract signing. We will then release the keys to the tenant or inventory clerk ready for the new tenant's arrival.



PROPERTY MANAGEMENT

OUR APPROACH TO PROPERTY MANAGEMENT

We know that the key to property management is communication. For our landlord clients and professional tenants alike, neither need an unwanted surprise. That is why our management experts resolve issues promptly and as efficiently as possible.

RENT COLLECTION & REGULAR STATEMENTS

Our finance team is thorough when it comes to rent collection and providing comprehensive statements each month. If a rent payment is late, we have an immediate arrears process to get tenant payments back on track.

24/7 EMERGENCY LINE

Fortunately, emergency issues are a rare occurrence. Should one occur, you can be rest assured that tenants can contact our 24/7 emergency line for our team to assess and resolve swiftly.



Rent Protection Insurance provided by



DISCOUNTED RENT PROTECTION INSURANCE (RPI)

Prime Living clients benefit from preferential rates of our Rent Protection Insurance package. Our RPI cover starts from £298 for 12 months and benefits include:

- £0 Excess
- Assistance with eviction
- Up to £100,000 in legal expenses
- Insurer pays full rent **up until vacant possession** and 75% of the rent until the property is re-let for a maximum of two months

RENEWALS & END OF TENANCY

Whether a tenant renews or decides to move to their next place, we have it fully covered. For renewals, we manage any negotiations to achieve the best outcome for you. We have invested significantly in creating a smooth renewal process and therefore unlike other agents, we do not charge renewal fees - **typically saving our clients between £1,000 - £3,000 a year** (depending on rental value).



“

Really happy with the Prime Living team. Always professional and super responsive. Would recommend them to any landlords who are looking for 5-star services.

Mrs. Yang, London Landlord

”



WHAT OUR CLIENTS SAY

REDCLIFFE GARDENS, KENSINGTON



“

Any repair is managed efficiently and with full cost transparency. It has been a challenging time to be a landlord in London with the pandemic and it has been very helpful to be able to rely on the Prime Living team.

Mr. Alexaline, London Landlord

”

UPPER STREET, ANGEL



“

Very glad and relieved to finally work with an honest and hard-working agency. The lettings and property management team at Prime Living are real experts and have always had our best interests in mind.

Mr. Mehmet, London Landlord

”

CEDARS ROAD, CLAPHAM



“

Excellent service has always been provided by Prime Living on our rental flat. Couldn't recommend enough and will continue the relationship for a long time to come.

Mr. Dooley, London Landlord

”

LANDLORD TESTIMONIALS

“

I've been with Prime Living for over 6 years now and have never looked back. Extremely professional and well organised. They handle my properties with great care and sort out any issues so it's very hassle free for me. The properties are well looked after and tenants are great! What more could I ask for?!

”

- Mr. Chauhan

“

Prime Living are very professional and have been trusted to find tenants for and manage my property for several years now. Whenever there has been a problem with white goods they have sorted it quickly and efficiently.

”

- Mr. Gleave

“

Prime Living have been great finding new tenants for us and managing our portfolio. Abs & Adam are approachable, very knowledgeable and are honest in their dealings. Overall satisfied and recommend to other landlords and their tenants.

”

- Mr. Reddy

“

My experience of Prime Living: very professional, well organised and efficient; always paid on time. I used their services for 4 years. They found professionals that melded well together.

”

- Mr. Singh

5 / 5.0



Google

5 / 5.0



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TENANT TESTIMONIALS

“ I had a great experience with Prime Living - they give speedy responses, are easy to communicate with and all-round just friendly. They are quick to deal with any issues that arise, which were few but very important of course.

”

- Robin

“ I have lived in a flat managed by Prime Living for two years. They were always quick to answer the phone, to fix things, to help, listen and basically look after me. I'd definitely recommend Prime Living. Thank you guys!

”

- Francisco

“ I have been in house shares for 10 years, I was with Prime Living for 3 years. Prime Living is the easiest, kindest bunch of people who I have ever to deal with in relation to lettings agents.

”

- Courtney

“ A really good experience all round as a tenant with Prime Living, everything was made easy and they were always very attentive if any support was needed in the property. Would 100% use again and recommend.

”

- Daniel



WHO YOU'LL WORK WITH



MEET THE FOUNDERS

Twin brothers Abs Hassan and Adam Hassan founded the company after acknowledging a severe lack of trust amongst Agents and their clients across the lettings industry.

The brothers believe that landlords should always receive an outstanding service day in, day out. Prime Living's clients can be rest assured that they have a professional team of dedicated experts on their side. Prime Living stands as an example to what can be achieved when trusted agents are fully focused on making their clients' needs a reality.



The Prime Living Team regularly provide free advice to landlords via social media. An array of useful content for landlords can be found by visiting the links below:

www.Prime-living.co.uk/Instagram

www.Prime-living.co.uk/Facebook

www.Prime-living.co.uk/Youtube

IN THE PRESS & AWARDS

We have been fortunate enough to feature in national newspapers and widespread publications for our management services. Some examples can be seen below.



Newspaper: Metro

Readership: 1,890,000

Overview: Our mission to provide quality houseshare management for investors and tenants



Podcast: NewsAgent Podcast

Audience: 20,000

Overview: How to Get Property Management Right

www.Prime-living.co.uk/podcast



Website: allAgents

Overview: Proud winners of AllAgents Gold Award for Customer Experience in 2022



LANDLORD FEES

LETTINGS & MANAGEMENT



STANDARD FEES

Description	Amount
Lettings Services	
Let Only Fee - including marketing your property, conducting viewings, negotiating & securing tenants, referencing, producing tenancy agreement.	5% of annual rental Subject to a minimum charge of £650
Tenancy Renewal Commission Fee - we do not charge renewal commission.	0%
Tenancy Renewal Admin Fee - including production of extension tenancy agreement.	£250 for standard lettings £185 for individual HMO room lettings + £30 per new tenant / guarantor requiring reference
Property Management	
Property Management Service - including rent collection & accounting, regular arrears checks & chasing rent arrears, processing statements for the Landlord, main contact for tenants & landlord, maintenance: repairs & replacements handling, one property visit, arranging annual gas safety checks, negotiating the deposit release, serving notices if required.	8% paid monthly for standard lettings 12% paid monthly for HMOs (room by room lets)

SHORT LETS

Description	Amount
Short Let Services	
Short Let and Management Service - For stays shorter than 6 months	15% of rental period Subject to a minimum charge of £1,000

RENT PROTECTION INSURANCE

Description	Amount (per annum)	Amount (per annum)
Rent Protection Insurance	Management Property	Non-Management Property
Rent amount of £0 - £2,500 pcm	£255	£285
Rent amount of £2,501 - £5,000 pcm	£355	£405
Rent amount of £5,001 - £7,500 pcm	£445	£505
Rent amount of £7,501 - £10,000 pcm	£700	£790
Handling of Rent Insurance Claim	£175	£295

OTHER OR ADDITIONAL FEES

Description	Amount
Other Costs	
Property Management Onboarding - We require a list of property specific information in order to manage the property effectively. This includes details/photography on property access, energy supplies, meters, stop cocks, video demonstrating how to shut off water, isolation valves, appliance information, warranties, boiler/heating/cooling systems, filling loop and pressure gauge video, parking, planning use class, licensing status, property layout, key safes, access panels, fire doors features, dates on smoke/heat/CO1 detectors, history of property issues, freeholder/leaseholder/block management/neighbours contact information and organising 2x full sets of keys for agency.	£250 for agent to complete The landlord can avoid cost if all information is provided to the agent as per the Instruction Agreement
Pre Let Service - includes instructing / coordinating any works or purchases on your behalf before a tenancy or short-stay starts to prepare the property for letting.	10% Charged of invoiced works
Furnishing / Refurbishment Management - We undertake partial or total or furnishing / refurbishment of the Property where works costing more than £1,000.	10% Charged of total value of furnishing / refurbishment
Additional Agent - You instruct an additional agent to market the Property during the Sole Agency Period.	£300
Property Photography - Professional photography, 360 tour or video of the property. Extra cost required if property requires decluttering for photography.	£150
Property Floorplan - Professional floorplan created of the property.	£150
Property Dressing Service - Includes dressing property with soft furnishings and lighting. Property must be vacant and professionally cleaned prior to dressing.	On Request
Landlord Withdrawal - You withdraw from entering into a Tenancy Agreement after the Tenant(s) passes references.	£200

Property Check-In / Out Inventory Report	<p>£110* (HMO Room) £160* (Studio/1 bed) £175* (2 bed) £190* (3 bed) £205*(4 bed) £220* (5 bed)</p>
Additional Mid-Term Property Inspection Report	<p>£75 - £110* Depending on size / furnishing of property</p>
Miscellaneous Duties - Includes waiting at the property, arranging key cutting or similar duties.	£40 per hour or part thereof
Legal Attendance - Includes attendance at Court or any Tribunal on your behalf.	£80 per hour or part thereof
Insurance Claim Assistance - We assist in relation to insurance claims.	On Request
Addendum - Change or addition of a clause or term of tenancy agreement (not including tenant addition/change)	£50 if change requested by landlord
Addendum - Change or addition of a tenant in an existing tenancy agreement by Tenant request. Agent limited to charge Tenant a maximum of £50 as per Tenant Fees Act 2019.	£250 payable by landlord
Tenant Early Termination of Tenancy (should Landlord accept) - In this scenario Agent fees are charged to the Tenant including: Check-Out Inspection, Letting Fee and any rent up until the day before the new tenant starts tenancy.	£0 payable by landlord
Property Certificates	
Gas Safety Certificate	£95*
Boiler Servicing	£95*
Energy Performance Certificate (EPC)	£95*
PAT (Portable Appliance Test)	£95*
Electrical Installation Condition Report (EICR)	On Request
Emergency Lighting Periodic Inspection and Testing Certificate;	On Request
Fire Detection and Alarm System Periodic Test Report;	On Request
Selective, Additional or Mandatory License Application	£195
Arrangement fee of any certificates	£25 per certificate <i>(only chargeable for non-Management properties)</i>

** Price may vary higher or lower by up to 15% depending on contractor, parking, property size or level/number of furnishings or appliance(s).*

Once Prime Living is VAT registered, all prices are subject to an increase of 20% (VAT rate).



GET IN TOUCH

Book your complimentary 15-minute consultation call on 0208 820 0868 or via www.prime-living.co.uk/free-consultation

Tel: +44 (0) 208 820 0868

Web: www.Prime-Living.co.uk

Email: Info@Prime-Living.co.uk

Head Office

Prime Living, Capital Office (1307), 124 City Road, London, EC1V 2NX

We can be found on the following social media networks via the links below. These will automatically take you to the relevant webpage.

www.Prime-Living.co.uk/Instagram

www.Prime-Living.co.uk/Facebook

www.Prime-Living.co.uk/Youtube

Contact Information

Tel: +44 (0) 208 820 0868

Web: www.Prime-Living.co.uk

Email: Info@Prime-Living.co.uk

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