



BRITISH
PROPERTY
AWARDS

★★★★★

GOLD WINNER

LETTING AGENT
IN ASHFORD

ASHFORD'S LOCAL PROPERTY EXPERTS

evolution properties

sales, lettings and management

EXCEEDING EXPECTATIONS EVERYTIME

WHAT WE DO TO GET YOU LET!

"Professional"

"Great service from the whole team."

"Friendly and extremely helpful."

"Always there if we need any advice or help."

"Service is great."

"Very Knowledgeable."

"Great communication."

"Welcoming, helpful, informative and very friendly."

"Always kept up to date."

"Fast and efficient."

"Very polite and professional."



"EVOLUTION IS BIG ENOUGH IN THE MARKETPLACE TO BE TAKEN SERIOUSLY BUT HOLDS A FAMILY RUN BUSINESS ETHOS THAT MEANS YOU GET PERSONAL SERVICE BY STAFF THAT CARE."

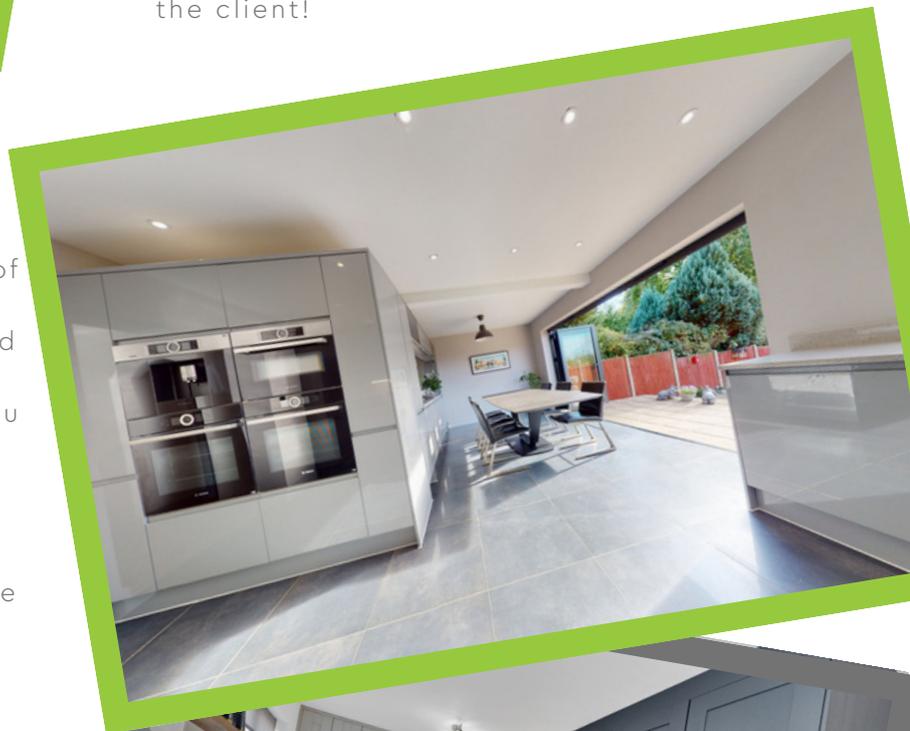
Sharron launched Evolution on the 4th January 2012 and with an amazing team around her, has always controlled and developed every aspect of the company without the usual restrictions of corporate management, financiers or silent partners.

It truly is a special, family run, independent agency with the best team in the market supporting them and you, the client!

How can the team at Evolution help you with your property needs?

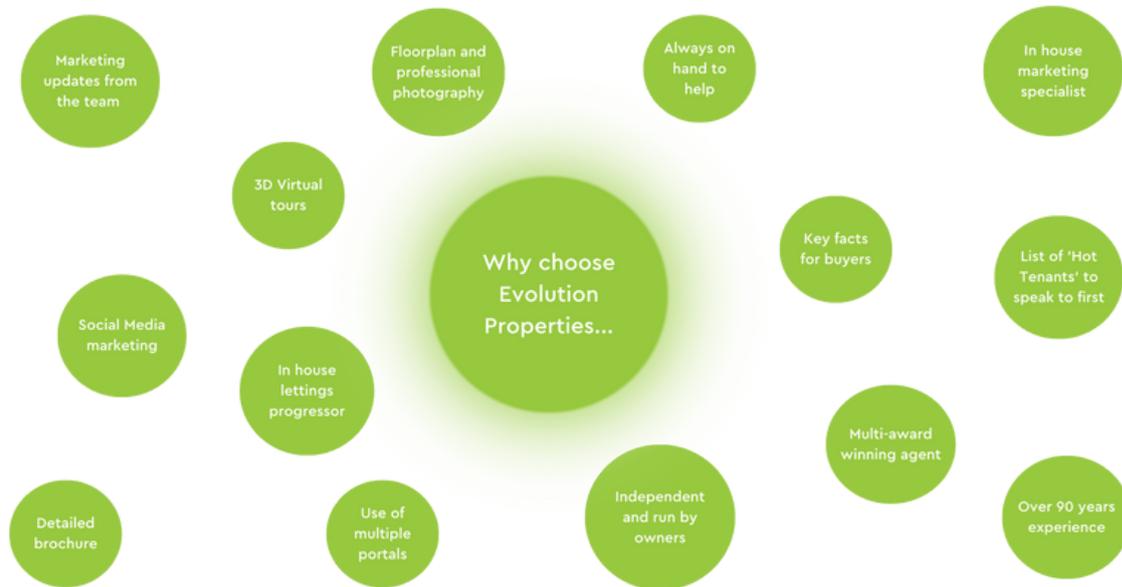
Our aim is to listen to your needs, it's really that simple. With over 90 years of combined experience between us, we know how to help you as the client and will always ensure we are on hand to guide you along the property path. You should expect that your agent has a comprehensive understanding of the area and the local property market, allowing them to provide exceptional levels of customer service that surprise and delight our customers time and time again - well that's Evolution in a nutshell.

This is your first step in finding out how we can help you with your move and we really look forward to talking with you about your needs and what you really want in your next property as well as what made you buy your current home. We really want to get to know you and your home.



What should I expect from my agent?

Selling or renting your home is a huge decision. Not only are there the practical things to consider like... "How much will it sell or let for?" "How much will it cost me?" "How long will it take?" ...there are also the emotional and physical demands that the process can place on you and your family. Your chosen agent needs to be there to help you through this process, and to take some of the difficulty out of the transaction.



Potential agent checklist:

- Virtual and video tours.
- Free social media advertising.
- Multi award winning agent including EA Guide award – top 3% in the UK.
- In house marketing specialist, sales progressor and lettings progressor.
- Detailed brochure available online with key facts for buyers.
- Over 90 years experience.
- Professional grade photographs and floorplan included.
- "My Area" online access allowing you to know what is happening 24 hours a day.
- Rightmove and Zoopla advertising included.





"I FEEL EXTREMELY COMFORTABLE AND CONFIDENT KNOWING MY TENANTS ARE BEING LOOKED AFTER AND CATERED FOR BY A LOCAL, PROFESSIONAL TEAM OF DEDICATED INDIVIDUALS."

I want to deal with someone who cares! Evolution was founded on the core beliefs that customer service and communication are the fundamental requirements to run a successful property business. We are not part of an unwieldy corporate chain, or an out of touch franchised outlet, but an owner operated business with just one clear objective - customer satisfaction. It motivates us to care about every single thing that happens within our company and it inspires us to constantly improve our service which keeps us where we want to be.

Our fully trained team all work to ensure that you don't become just another client with another property. You are our priority at all times when we are dealing with your property. You can reach us during the usual office hours but beyond that, we will still communicate with you via email or even social media as well.

Did you know that for many years, we have supported local causes like charity events, football teams and more recently we have been involved with the "Park Farm Playground Project" with their regular litter picks, fund raising events. For every home that comes on to the market with Evolution in the Park Farm and Bridgefield areas, we donate £100 to this amazing cause. We have also worked with Furley Park Primary Academy supplying their full sports kits and also helping out at their regular events like the "Summer Fete" and other great gatherings. If you have a child at the school, we donate 25% of the pre vat fee directly to the school and so far, we have presented dozens of cheques helping the school to have some fantastic extra equipment for the children to enjoy. Awards are something we all enjoy getting as a testament to the hard work we put into whatever we are doing. There is no exception with this at Evolution and having won multiple British Property Awards for Lettings and Sales for a number of years in a row, we are particularly proud of our latest award presented by the "Best Estate Agents Guide" which placed us in the top 3% of agents in the whole of the UK. These awards really show that our skills with dealing with customers whether letting, renting, buying or selling make us stand out from the crowd and show that we want to look after your property and potential customers.





Why let?

There are many practical and financial reasons why people choose to let. Purchasing residential property to let can be a secure and worthwhile form of investment- with returns rivalling many other kinds of investment. More and more people continue to invest in property as a way of providing for their retirement. Moving abroad, whether it's temporary or permanent, has become increasingly popular and letting your home offers you the opportunity to maintain an income from your property with the option to return at a later date.

Changes in the job market mean more than ever, mobility and flexibility are important career issues, and letting offers a swift solution. Many homeowners who can't sell, find that letting out their current property enables them to relocate or buy another. Lenders now offer "Let to Buy" mortgages which enable you to achieve this. Through extensive experience we have been able to clearly identify the needs of landlords and develop our services to meet their needs.

Choosing the right property

The key to success with buy-to-let is choosing the right property. If you are buying a property to let, choose one that will appeal to the type of people who live in that area. For example, the main tenant market could be made up of busy professionals, single people or couples who may be looking for a two or three-bedroom flat or house with good transport links and a small or no garden.

Our staff can tell you about what gaps there are in the rental market. Before you buy, check that the house or flat you are interested in conforms to health and safety regulations. Otherwise you could find yourself needing to replace boilers, gas fires and appliances. We know and understand the market inside out in the areas we operate and will gladly offer assistance to our landlords who are looking to increase the size of their property portfolios or buying for the first time. We can offer advice on the location, yield potential and 'let-ability' of the property you may be considering to purchase. If you're not local we'll even view the property on your behalf and forward you our opinion.





Can you let my property at the best possible price, in the desired timescale?

We aim to achieve the best possible price for your home by getting things right from the start. We will value your property using our local database of let properties and extensive experience to ensure we advise you of the most suitable price to begin the marketing your home. We will take the time to talk to you about your property and find out about your needs and expectations.

We will gain feedback about your home from viewings so that we can ensure we are maximising each and every opportunity and keep you updated. We also analyse marketing updates from Rightmove, Zoopla and social media so that we can advise you on how your home is performing on the open market. You will be looked after by everyone in the Evolution family from day one and receive regular contact from us.

Preparing to let

When people view your property, they will compare it to others available, so its condition and appearance will affect both the rental value and the speed at which it is let. So remember first impressions count:

- Decorations should be light modern and neutral; be prepared to re-decorate as necessary.
- Carpets need to be clean and neutral
- Kitchens and bathrooms are modern and clean.
- In general the property should be thoroughly cleaned and uncluttered.
- Any gardens should be tidy and easily maintained.

What certificates do I need to rent out my property?

These are just some of the certificates that you will need but don't worry, we will guide you through whatever is needed to rent out your property:

- Energy Performance Certificate
- Electrical Safety Certificate
- Gas Safety Certificate
- You will also need to be aware of the legislation around providing smoke detectors along with carbon monoxide detectors





How will my property be presented?

You only get one chance to make a first impression and we know how to make your property stand out. All our property particulars are produced to superior standards, giving a comprehensive, clear and accurate representation of your home. We take pride in taking the right photo and we also include detailed floor plans that are proven to help secure quality viewings.

Our state-of-the-art video and virtual tours allow everyone to view your home in near real time viewings. The feedback we have received from both sides of the process has been exceptionally positive with many people even making offers before carrying out a physical viewing. We know that if you show the right information to the right client, it will enable us to secure viewings for serious clients rather than window shoppers.

Using our amazing "Key Facts For Tenants" reports, we allow potential tenants to see information about your home and the surrounding area for the first time in one place. Clients want to know what schools are local and more importantly, what are the Ofsted ratings along with information about transport hubs, bus routes and many other key points to attract more interest.





As soon as your property is ready for the market, we will text, email and phone our extensive database of pre-qualified potential tenants. These are clients that have expressed an interest in homes like yours, have a proven financial ability to proceed with an application and are in a position to do so. Your home needs to be shown on as many different platforms as possible and we ensure that it can be viewed anywhere in the world, from any device that has access to the web.

Alongside this, we will begin the process to get your property advertised on the UK's leading property websites, Rightmove and Zoopla as well as through our own website and social media platforms such as facebook and Twitter. Whilst many agents will charge a fee for promoting your home on the social media platforms, at Evolution we understand the importance of utilising these medias to ensure your home receives the maximum amount of exposure and we even have an in house, experienced marketer who will ensure that your home isn't just placed on to the market, it's made to stand out so that we make sure as many people as possible know about your property.

**If your agent isn't using social media marketing for your home,
then your house isn't being marketed.**



Moving the tenant in

Once we have received suitable references and you have agreed to a date we will prepare all the legal documents. But, before we move the tenant in, we will visit the property, check as much of it as possible using our comprehensive checklist to ensure the property is ready for the new occupants to enjoy it. From simple things like the keys working, to lightbulbs operating, along with any smoke or CO detectors working correctly. All of our documents, where possible, are signed digitally to ensure everything is signed correctly and without faults, and why not, it also means tenants and landlords can easily access their documents on line rather than losing copies.

We arrange to meet the tenants at the property on the day and will complete all necessary documents on your behalf. We have found this, along with pre moving in check, to be beneficial on behalf of both landlord and tenant, as we can enable the tenant to settle into the property with the minimum amount of disruption, and because of that personal touch, they tend to treat the property as a home rather than just a property!

All utility companies will be informed of the new occupiers and rent payments will be set up to ensure this minimises any future problems for both parties.

We are here to help every step of the way.

Finding a tenant

Evolution will expose your property through all the available channels with local and national advertising as well as using our qualified database of potential tenants to give your property maximum exposure in the shortest amount of time. All viewings are carried out by our trained members of staff and we will ensure that we let you know any feedback that we receive.

Referencing

On your behalf we will take references on every tenant who is to be named in the tenancy agreement, which will normally mean everyone over 18 intending to reside in the property. To ensure this vital process is carried out as objectively and thoroughly as possible we use an independent professional referencing company. The report sent to us will be actioned on the basis that the conclusion deems the applicant to be a suitable tenant and acceptable to underwriters for legal and rent protection policies.

Choosing the right tenant

One of the principal functions of a managing agent is the identification and referencing of a quality tenant. Our aim is to ensure and secure the right tenant at the right rent in the shortest possible time frame. We will discuss any potential tenant with you and it is always your choice whether you would like us to proceed with the referencing.





Accounting

Unlike many agents, Evolution will aim to pay any rent received to you within 5 working days. We don't wait until the end of the month as we understand this is your income so you deserve to have it as soon as possible.

We will send you a full statement detailing any income and expenditure, along with any invoices that we have paid on your behalf to contractors, which will assist you with your yearly tax return.



Deposits

Under government regulations, all deposits must be registered without exception. We strongly advise you to discuss this with your Evolution representative to ensure you are fully compliant with the latest rules. We currently use the DPS scheme and will send the deposit to them to secure. A deposit will not be released in most cases, until we have confirmed any deductions at the end of the tenancy. Full details will be given upon request.





During the tenancy

Evolution will ensure that regular inspections are carried out during a tenancy and a report will be sent to you highlighting any issues that need to be dealt with.

We use the same program that the inventory is carried out on, recording the condition along with photographic evidence. The initial tenancy will be 6 months, unless agreed otherwise, and we will contact you to discuss renewing the Assured Shorthold Tenancy so that you are always in control.

24 hour maintenance

Peace of mind is essential for Landlords and tenants alike and we are fully equipped to resolve any emergency within the quickest possible time with the smallest possible amount of stress for all parties concerned.

Should an emergency occur outside of working office hours, tenants only need to follow the detailed prompts on our answer phone service.

We will always contact you regarding any issues, subject to arrangements, which again keep you in control of your property and finances.





Protection

Evolution have always believed that the rigorous process we adhere to when letting a property will ensure a trouble free let but there are always exceptions that are out of everyones control. We always recommend that the tenant has adequate protection insurance, to protect against any damage that happens to your property by them, and subsequently we would always recommend that the landlord has similar cover as well.

Rent Guarantee policies can be put in place to protect your rental income along with any necessary legal recover costs to ensure that your investment is protected at all times.

Ending the tenancy

Whilst Evolution works hard to ensure continual occupations, there are many factors that can cause a tenant to have to move out. The tenant is required to give one months notice, not ending before the end of the AST date, in writing and we will liaise with all parties to ensure a smooth handover. We will arrange to remarket your property and find a suitable replacement, thus minimising any rental void. On the day of checkout, our Inventory clerk will attend the property and carry out a thorough inspection against the original inventory and report any defects discovered. We will then negotiate any works to ensure your property is ready for occupation as quickly as possible and deal with the costs via the registered deposit scheme if required.

What is my investment worth?

Don't forget we can always advise you on the value of your portfolio, and when the time comes to sell, ask us about our preferential rates for Landlords.



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| | Introduction | Rent | Fully |
|--|--------------|------------|---------|
| | Only | Collection | Managed |
| | Service | Service | Service |
| Property Advice Meeting | ✓ | ✓ | ✓ |
| Digital Photography Of Your Property | ✓ | ✓ | ✓ |
| Video Tour Of Your Property | ✓ | ✓ | ✓ |
| Virtual Tour Of Your Property | ✓ | ✓ | ✓ |
| Detailed Brochure Of Your Property | ✓ | ✓ | ✓ |
| Detailed Floorplan | ✓ | ✓ | ✓ |
| Highly Visible Advertising Board | ✓ | ✓ | ✓ |
| Regular Social Media Advertising | ✓ | ✓ | ✓ |
| Evolution Properties Website Advertising | ✓ | ✓ | ✓ |
| Rightmove & Zoopla Website Advertising | ✓ | ✓ | ✓ |
| SMS Text Property Alerts To Registered Applicants | ✓ | ✓ | ✓ |
| Email Property Alerts To Registered Applicants | ✓ | ✓ | ✓ |
| Arranging Gas Safety Inspection | ✓ | ✓ | ✓ |
| Arranging Energy Performance Certificate | ✓ | ✓ | ✓ |
| Arranging Electrical Safety Inspection | ✓ | ✓ | ✓ |
| Accompanied Viewings | ✓ | ✓ | ✓ |
| Regular Viewing Feedback | ✓ | ✓ | ✓ |
| "My Area" Online Personal Account Access | ✓ | ✓ | ✓ |
| Full Marketing Reports & Reviews | ✓ | ✓ | ✓ |
| Professional Indepth Referencing Undertaken | ✓ | ✓ | ✓ |
| Written & Verbal Confirmation At Every Stage | ✓ | ✓ | ✓ |
| Comprehensive Pre-Occupation Property Check | ✓ | ✓ | ✓ |
| Full Detailed Inventory & Condition Report | ✓ | ✓ | ✓ |
| Digital Photographs To Accompany Inventory | ✓ | ✓ | ✓ |
| Preparation Of All Legal Documentation | ✓ | ✓ | ✓ |
| All Legal Documentation Signed On Landlords Behalf | ✓ | ✓ | ✓ |
| Collection of First Months Rent | ✓ | ✓ | ✓ |
| Security Deposit Organised | ✓ | ✓ | ✓ |
| Rental Standing Order Mandate Organised | ✓ | ✓ | ✓ |
| Notifying All Utility Companies | ✓ | ✓ | ✓ |
| Full File to Landlord | ✓ | | |
| Full Accounting to Landlord | ✓ | ✓ | ✓ |
| Checking Tenants In To The Property | ✓ | ✓ | ✓ |
| Monthly Rental Collection | | ✓ | ✓ |
| Detailed Monthly Account Statement | | ✓ | ✓ |
| Payment To Nominated Account Every Month | | ✓ | ✓ |
| Organising Renewal Of All Required Certification | | ✓ | ✓ |
| Contract Renewal & Market Review | | ✓ | ✓ |
| Routine Inspections | | | ✓ |
| Checking Tenants Out Of The Property | | | ✓ |
| Registering Tenants Deposit | | | ✓ |
| 24 Hour Emergency Call Out | | | ✓ |
| Organising & Overseeing Maintenance | | | ✓ |
| Rent Guarantee Insurance Organised | | | ✓ |
| Full Legal Cover & Protection Organised | | | ✓ |
| Dilapidations Insurance Organised | | | ✓ |

"Professional"

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"Friendly and extremely helpful."

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"Service is great."

"Very Knowledgeable."

"Great communication."

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We hope this guide has been useful and informative. If you require any further information or wish to make an appointment, please do not hesitate to contact us on 01233 501601 or email ashford@evolutionproperties.co.uk.

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