



Radcliffe & Rust  
Residential sales & lettings

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Your guide to residential lettings



# 1 The valuation

One of our experienced valuers will visit your property to listen to your needs, discuss our marketing plans and recommend a pricing strategy. Based on in-depth knowledge of the property market and local area, we will guide you through each step of letting your property.

# Show your property in its best light with a high quality brochure



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26 Parsonage Street, Cambridge CB5 8  
£2,850 P



# 2 Professional photography

Lights, camera, de-clutter! Presentation is the most important marketing tool to attract the maximum number of, good quality, tenants. We recognise the value of using professional photography, and therefore all Radcliffe & Rust properties are presented with high quality photography. De-cluttering every room is vitally important to give your property the maximum appeal.

# 3 First impressions

Ensuring your property has "kerb appeal" is of paramount importance. Is the lawn cut neatly? Are the bushes and shrubbery trimmed back? Is the driveway clean and the bins tidied away? A tenant's first impression of your property can make all the difference.



# How we target your tenant...

rightmove  PrimeLocation.com Zoopla 

## 4

### radcliffeandrust.co.uk

We advertise your property on all major property portals including Rightmove, Zoopla, On The Market and Primelocation. Radcliffeandrust is a modern user-friendly website, where our focus on high quality presentation shines through. We combine the latest technology with the traditional approach and talk to our active tenants to promote your property and encourage them to arrange a viewing.

## 5

### Latest technology

A significant proportion of tenants are browsing for properties on their smart phones, tablets and social media. Radcliffe & Rust has its own mobile website to capture this important market.

## 6

### Accompanied viewings

Showing a potential tenant your property is a specific skill our lettings team excel at. We know the best way to conduct a viewing, when to talk, when to listen and how to sell your property's key features.

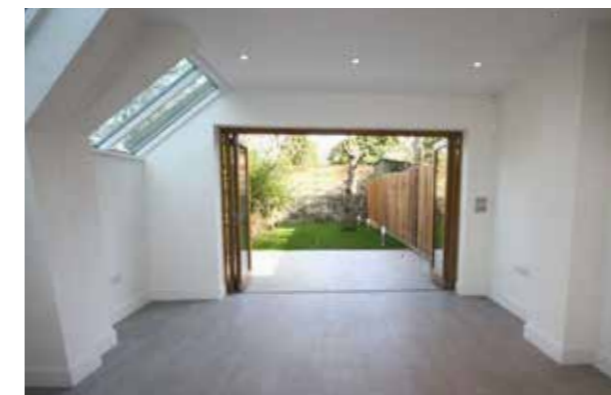
# Radcliffe & Rust

## Why Choose Radcliffe & Rust?

- Independent and local
- Exceptional Property Particulars
- Wealth of Local Experience
- Accompanied Viewings
- High Quality Photography
- Professional Printed Brochures
- Feedback After Every Viewing
- Regular Marketing Reviews
- Latest Marketing Techniques
- Pro-active Approach to Achieve Results



# How do I prepare my property for letting?



## **Mortgages:**

Where the property to be let is subject to a mortgage, permission must be granted from the mortgagee in writing. Your mortgage advisor may require reassurance that you are using a professional and Ombudsmen registered agent. It is sometimes appropriate to re-mortgage with a buy-to-let specialist and our mortgage advisors, who can offer an across-the-market perspective, will be happy to provide completely independent and impartial advice. Radcliffe & Rust can recommend a company that offers mortgage advice.

## **Insurance:**

It is essential that the property and your contents are adequately insured, both while the property is empty and while it is let. Your insurers must be told that the property is to be let since failure to do so may well invalidate cover. Our mortgage and protection specialist can provide details of competitive insurance specifically for rented property, including landlords protection insurance, buildings & contents insurance, rent guarantee insurance, public liability insurance, unoccupied property insurance, property portfolio insurance and legal expenses insurance, if required. Radcliffe & Rust can recommend a company that offers insurance and protection advice.

## **Security:**

Security systems (locks on windows and external doors, lights, and even full alarm systems) are often considered essential by prospective tenants, and are taken into consideration by all the leading insurance companies when calculating premiums.

## **Decorations and Carpets:**

We recommend these should be fresh and neutral in terms of colour and style. Higher quality properties will always attract better quality tenants, and therefore it is vital that a property is well presented to meet the expectations of a potential tenant.

## **Unfurnished - what should I supply?**

Unfurnished properties traditionally include carpets and kitchen appliances. Basic items would be expected i.e cooker, fridge/freezer and washing machine. It is your choice if you wish to expand on this and supply a dishwasher or tumble dryer. Items supplied should be of good quality and condition. Full instructions for use should be left at the property. Gas and electric appliances must meet legal safety requirements. We do recommend curtain poles as a minimum or neutral coloured blinds are included.

## **Cleaning:**

It is essential that the property is handed over in a clean condition. We strongly recommend the property be professionally cleaned throughout, including all carpets. This creates a benchmark that will be recorded in the inventory and schedule of condition, and will allow us to maintain a high standard through subsequent tenancies. We can provide the names of reputable and economical cleaning contractors.

## **Gardens:**

Gardens should be left in good seasonal order so that the benchmark is set for the tenants. We recommend that relevant tools are provided by the landlord. If the garden is particularly large, or complicated to maintain, it may be appropriate for the landlord to retain responsibility for maintenance. We will be happy to help find suitable gardeners, be it for a full maintenance programme, hedge/lawn cutting, pruning or an occasional tidy.

## **Gas, Electricity and Water:**

These services should be left connected. Under the Housing Health and Safety Rating System, tenants must be able to control and regulate heating systems.

## **Council Tax:**

The local Council Tax Office needs to be notified of each change of occupier and of any void period between tenancies.

## **Keys:**

Four complete sets of keys should be provided for all fully managed properties, two for the tenants and two to be retained at our office. We will be obliged to charge for key cutting if insufficient keys are supplied at the outset.

## **Telephone:**

If a telephone line is installed at the property you should instruct the provider to put a temporary stop on the line when you vacate and send you a closing account.

## **Empty Properties:**

It is important that you comply with any insurance requirements during vacant periods, especially during the winter months.

# Safety regulations and precautions:



Failure to comply with the following Safety Regulations may constitute a criminal offence under the Consumer Protection Act 1987 and could lead to a fine or imprisonment. In any case, landlords have always had a duty of care under common law to ensure that rented property is kept in a safe condition and it is therefore essential to examine the property and its contents closely before letting.

## Housing Health and Safety Rating system (HHSRS):

The Housing Health and Safety Rating System was introduced under the 2004 Housing Act. It is a risk based evaluation tool, designed to identify potential hazards to health and safety from any deficiencies identified in dwellings. Common breaches of this legislation include a lack of extractor fans in bathrooms and kitchens, trip hazards such as uneven patio slabs and loosely fitted carpets, or staircases without handrails.

## Fire and Furnishings Regulations:

Under the Furniture and Furnishings (Fire and Safety) Regulations 1988 (as amended) a landlord who is letting a property in the course of business is responsible for seeing that the furniture carries the appropriate fire resistance labels. Carpets, curtains and furniture manufactured before 1950 fall outside the regulations.

## Electricity:

The Electrical Equipment (Safety) Regulations 1994 state that all electrical appliances, both fixed and portable, in rented accommodation must be safe. The only sure method of checking is to have them all tested and labelled periodically by a qualified electrician with the appropriate portable appliance testing equipment.

## Gas Safety Regulations for Landlords & Agents:

From 31st October 1994 it became law for gas equipment in rented properties to be serviced and safety checked before a tenancy and then annually by a registered gas safe engineer - and for landlords or their agents to keep accurate records of work carried out on all appliances in their control, confirmed by an official safety certificate. Radcliffe & Rust can recommend a company that offers service contracts for gas appliances.

It is a legal requirement that we ensure that a Gas Safety Certificate is provided to the tenant annually. This includes all gas appliances ie cookers, fires and flues as well as boilers and water heaters. Landlords are reminded that only Gas Safe registered engineers should carry out this work. It is desirable to leave all gas appliances with service contracts in place.

## Smoke Detectors and Carbon Monoxide Alarms:

The Department of the Environment have regulations governing the installation of smoke detectors in new-build homes and these are incorporated in the Building Regulations 1991. These state that all new-build homes must be fitted with interlinked mains operated smoke detectors, one on each floor. There are no such regulations governing older properties but all Fire and Safety Officers would advise the installation of at least battery operated devices, if not mains operated ones.

We therefore strongly recommend that all landlords of pre-1992 properties agree to the installation of smoke alarms in their property. This may also be a requirement under the terms of your building insurance policy. It is also advisable to install audible carbon monoxide detectors which comply with British Standard BS7860 in the property. We recommend one alarm for each room that contains a gas appliance, log burner, open fire or visible flue.

## Regulatory Reform (Fire Safety) Order 2005:

This came into effect in October 2006, and it applies to the common parts of blocks of flats. It is a mandatory requirement that a detailed fire risk assessment be carried out to identify any risks or hazards and any such findings should be eliminated or reduced.

## Energy Performance Certificate:

From 1st October 2008, all rental properties with a new tenancy in England and Wales are required to have an Energy Performance Certificate (EPC). The EPC will rate the energy efficiency of a property and its environmental impact. The EPC survey must be completed prior to marketing a property, and a tenant is required to receive a copy of the report before entering into a Tenancy agreement.

# The services we offer:

We provide the following two levels of service. Full details are provided within our Terms & Conditions.

## Tenant Find

This service includes the following:

- Production and distribution of promotional materials.
- Organising, where appropriate, an initial Energy Performance Certificate (EPC), Gas Safety Certificate and other legally required certification.
- Provision of a TO LET board where appropriate.

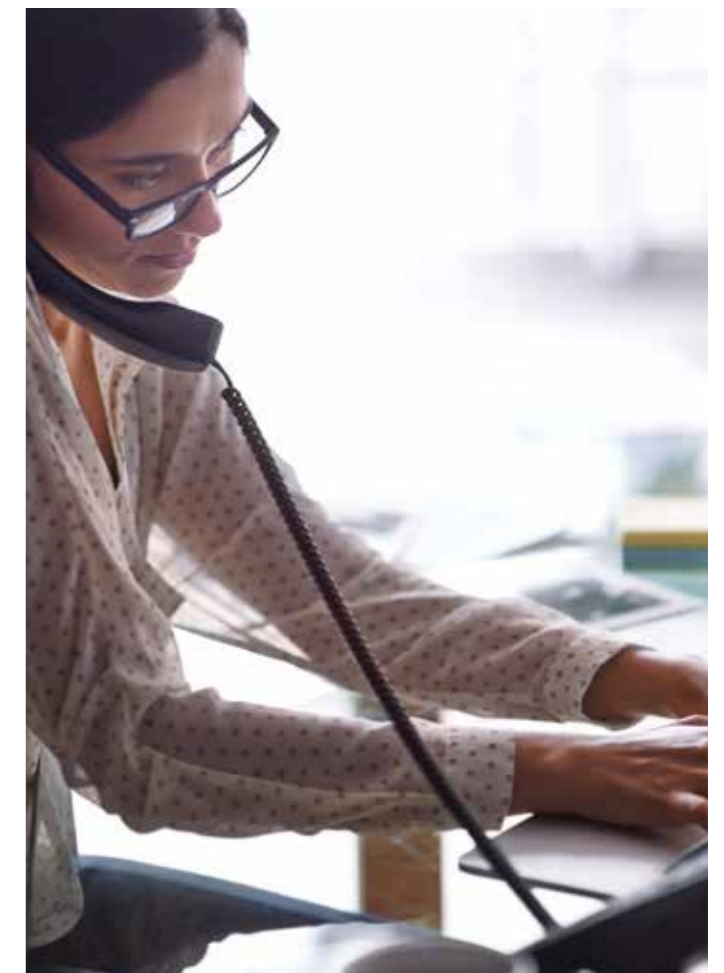


- Marketing on all major property web sites including our own.
- Accompanied viewings with regular feedback.
- Completion of comprehensive credit, income, employment and previous landlord checks on prospective tenants, for which we employ a third party specialist.
- Collection of an appropriate deposit which is subsequently transferred to the landlord. The landlord is legally responsible for registering the deposit with one of the approved deposit schemes in accordance with current legislation.
- Collection of the first month's rent. We arrange for subsequent payments to be paid direct to you.
- If required, production of an appropriate tenancy agreement and associated documentation.
- Optional production of an Inventory and Schedule of Condition (signed by the tenant) for you to use as a basis for comparison when the tenant vacates. At the end of the tenancy we will arrange for the inventory check-out report process to be completed in order for you to negotiate dilapidations (if any) with the tenant. This service is subject to a scalable charge.

## Fully Managed:

The fully managed service provides landlords with comprehensive and thorough administration of their property allowing landlords to distance themselves from the day-to-day management of the property. In addition to the tenant find service this includes:

- Regular inspection visits to ensure the tenant is taking care of the property.
- Organising and overseeing any necessary repair works to the property with your prior authorisation.
- Collecting the rent, pro-actively pursuing it when necessary, and forwarding net of charges on a monthly basis by BACS.
- Provision of a detailed statement of account on a monthly basis.
- Transferring the utilities and council tax at the changeover of tenants (where utility providers allow us).
- The Inventory Service is mandatory under our fully managed service and includes check in and check out. This service is subject to a scalable charge.
- Issuing relevant legal notices where appropriate under legislation.
- Collection of appropriate deposit which is subsequently registered with a Government approved deposit scheme.





# Important considerations

## **The Tenancy Agreement:**

The Housing Act 1988 specifies different types of tenancy. Whilst there are several different types, it is almost certain that the tenancy of your property will be an Assured Shorthold Tenancy.

## **Deposit Legislation:**

Since April 2007, in line with The Housing Act 2004, all deposits collected under an Assured Shorthold Tenancy (or any renewal thereof) must be protected in one of the Governments authorised tenancy deposit schemes.

## **Inventory and Schedule of Condition:**

It is essential to have an inventory/schedule of condition prior to each tenancy. We can arrange this using a local independent specialist inventory company who we work with on a regular basis. At the end of a tenancy the property is inspected against the inventory and any deterioration to its condition is noted.

## **Tenancy Deposit:**

We will obtain a deposit equal to five weeks rent from the tenant. Once damages, if any, have been agreed and copies of all receipted final invoices have been checked, the balance of the deposit will be returned to the tenant.

## **Void Periods:**

Our Fully Managed service does not include the supervision of the property when the property is vacant. However periodic visits may be made to the property by our lettings staff in the normal course of viewings with prospective tenants.

## **Instruction to Solicitors:**

Landlords will be informed of any rent arrears or breaches of covenant brought to our attention. Should it prove necessary to employ the services of solicitors you will be responsible for instruction and for all fees involved.

## **Overseas Landlords**

Where the landlord of the property is resident abroad for six months or more and has not been approved under the Non-Resident Landlords Scheme, the Commissioners for Inland Revenue will under UK income tax law hold the managing agent (or the tenant where no managing agent is appointed) personally liable for the payment of tax on income from rent collected on the landlords behalf. It is therefore a condition of our services that you complete a NRL1 form and submit it to your local tax office.

## what our customers say...

Richard Rust and Radcliffe & Rust are a refreshing change in the world of estate/letting agents. I remain very impressed with the extreme level of professionalism and complete lack of hassle and hustling. As a working professional with minimal downtime, Richard made finding & securing an amazing, conveniently located flat painless and quick. My daily commuting to & from London won't be as bad now. There were no hidden fees nor extra charges. Everything has been extremely fair, appropriate and well managed. I highly recommend Richard and his agency.

### **Mrs B Radford**

I came to Radcliffe and Rust after a poor experience with another local letting agency. Radcliffe and Rust are like 'a breathe of fresh air' to the lettings world.

R & R have all the right skills, they are excellent at communication with tenants and landlords, they are able to find the best tenants for a property and are fast at referencing and credit checking and getting the property occupied which is what all landlords want to achieve. They are available quickly to show a property unlike other agents who take weeks to do a viewing.

My first meetings were with Richard Rust who was happy to quickly come out and see my properties and gave great advice. I have since had contact with David Radcliffe and Craig who works with them, they all have the same great standards of care for their clients.

A great point for landlords is that rent hits my bank account on the day it is paid, no hanging on to it for a few days like several agents do. An email and a bank transfer on rent day is really efficient

Thank you to the Radcliffe and Rust team you have made my life so much easier.

### **Andrew**