

Rent Locally Scotland



The Better Letting People





The Better Letting People

We believe in Better Letting.

By training and investment in experienced people and through the use of bespoke advanced technology, we have the ability to deliver a considerably higher level of letting service to both our landlords and our tenants and a better customer experience.

Here's how you can benefit . . .

A handwritten signature in white ink, appearing to read 'S Murray'.

Steven Murray
Operations Director

A handwritten signature in white ink, appearing to read 'John Horsburgh'.

John Horsburgh
Managing Director

A handwritten signature in white ink, appearing to read 'John Lornie'.

John Lornie
Service Quality Director



Better Letting: **Better Being Faster**

You want your property let. Now.

Our time to let is 23 days compared to a market average of 39 days – about 33% faster*!

We achieve this by using a refined and well-tested letting process, which attracts more tenant enquiries and leads to more tenant viewings. Our sophisticated bespoke software results in a speedy but thorough tenancy application and vetting process, meaning that your property is empty less and occupied more.

Great systems help our local agents proactively manage your property. We always market your property before the last tenant leaves, reducing the chance of your property being empty. Fewer voids means more income and better overall performance. Our occupancy rate is 98%, but we still aim for 100%!

“As a landlord I have used the services of several different property letting agencies, but I have found that RentLocally is by far the best I have come across.”

Kenneth, Landlord, Edinburgh

* Source: Citylets TTL Data 2011-2012

The *Better* Letting People



Better Letting: Better People

*Letting is about the property. Correct?
Not entirely, successful letting is also about the people.*

Our people are industry professionals with years of experience and excellent training. They understand the need for trust, respect and good communication, all of which lead ultimately to a very high level of customer service.

We care about people and work hard to build professional relationships. We invest in our people and for your benefit we have a higher ratio of agents to properties than the industry average.

Our agents are supported by our partnership approach, which frees up their time from burdensome administration, affording them more time to focus on you, our customer.

Better Letting: **Better Communication**

*There is no single best form of communication.
The trick is to use them all appropriately.*

Phone, email, text and internet communications are all highly effective, saving you time and money and enhancing business efficiency, but in delivering dedicated account management, we never forget the value of human face-to-face contact, which is key to the excellent customer experience that we strive to provide at all times.

As a landlord you will have your own dedicated local property expert who you can contact at any time, we don't hide behind a call centre or nameless call handlers.

For tenants we provide one central contact number without a call queuing system and real people answering the phone, even out-of-hours.

Our reputation is key to our success and we work hard to enhance it, going the extra mile to keep our customers happy. You will often find us working outwith traditional office hours, and exceeding your expectations is at the core of our values.

Better Letting: **Better Being Local**

Local people, local knowledge.

No one understands your local property market better than a local person. Unlike many letting agencies, all our local property experts are dedicated to knowing and understanding the unique property market in your locality.

They will provide you with more accurate rental evaluations and a better picture of the local tenant types. All our local partners are encouraged to develop an extensive network of community and business contacts, enabling them to use these relationships to source potential tenants that other agencies may overlook.



Better Letting: **Better Property Advertising**

Property for let. Better let people know.

We advertise our properties on all the meaningful websites, reaching thousands of potential tenants across the UK and globally. This is reviewed regularly to ensure you are achieving the best possible tenant exposure.

In addition to online marketing, we provide prominent and eye-catching branded 'To-Let' boards and work with local organisations and blue chip companies to attract good quality tenants.

We conduct viewings on demand, striking while the iron is hot to prevent potential applicants from viewing lots of other properties first. Our viewings are undertaken by our own fully trained expert local staff, who are best placed to let your property to the right tenant.

Better Letting: **Better Tenant Selection**

Empty property? Better act fast.

It is important to fill your property quickly to maximise your rental income, but we also understand that selecting the right tenant is essential. We always screen tenants thoroughly to ensure the tenant matches the property.

Once we have a suitable potential tenant, there is no time to waste. We aim to process all tenant applications within 3 days, taking them through a comprehensive background check including employer and landlord referencing and a full credit check. In addition to this we look into affordability, personal references and build up a good picture of the potential tenant's background before proceeding.

Before completing the tenancy agreement, we always ensure that we are entirely satisfied that the tenant can afford the rent and that they will look after your property as we would ourselves.

"Having used letting agents before as a property owner it's a breath of fresh air to find one that is friendly, efficient and won't charge you all those hidden extras ... and always respond quickly to any queries I might have. As a property owner I know my flat is in good hands."

Heather, Landlord, Edinburgh



The Better Letting People

Better Letting: **Better Regular Inspections**

It is your property and we never take that for granted.

For your security, we carry out an initial inspection after 6-8 weeks and then every 3 months, which allows us to identify potential issues and deal with them before they become big problems. A detailed inspection report, including photos, is provided for you and the tenants. **If we do find a problem, we also find a solution.**

Better Letting: **Better Maintenance**

Broken? Better fix it.

Our trusted maintenance department can save you time, save you money and deliver high quality results.

Our repairs team always use local contractors and will communicate with you throughout the repairs process. For large jobs we will obtain detailed comparative quotes on your behalf and liaise fully with you before the work is carried out.

All our contractors are comprehensively vetted by us to ensure that they meet our high standards; we only use professional, clean, tidy and well organised contractors who communicate well, do not cut corners and who are reasonably priced.

"I have found RentLocally to be efficient, professional and very helpful. I would recommend them to anyone. Very happy tenant"

Kirsty, Tenant, East Lothian



Better Letting: **Better Technology**

*We have our head in the clouds!
But we're not dreaming.*

We really do operate in the cloud, meaning the internet. We use a highly advanced custom-designed property management software, which simplifies and speeds up our processes. Tenants apply online, making the tenancy application process faster – and greener – meaning your property will be empty less and tenanted more.

Better technology also brings you many benefits. Simply log-in for real time access to relevant information about your property, including advertising and viewing statistics, safety certification, current and previous tenancies, rental statements and financial performance.

The *Better Letting* People

Better Letting : **Better Financial Performance**

*Your property is your investment.
It should repay you.*

We appreciate that as an investment, your property needs to be profitable for you. We can help you to maximise it's profitability in many ways.

To help maintain an uninterrupted flow of rental income, we plan for your new tenant before your current tenant leaves by marketing your property and conducting viewings during the last four to six weeks of a tenancy.

We collect all rental payments on your behalf and chase unpaid rents promptly. Unlike many competitors, we do not hold onto rent received as our software enables us to forward the rent to you the day after collection.

Better Letting : **Better Being Legal**

*Letting property can be a legal maze.
Let us be your guide.*

Our agents are fully trained to handle many of the essential legal aspects of letting on your behalf and you can trust us to draw up leases and contracts, draft inventories, transfer utility accounts into the tenant's name and deal with the various financial aspects of letting.

We also offer our landlords comprehensive guidance and advice on a myriad of legal and regulatory issues related to letting property, such as landlord registration, insurances, EPCs and safety certificates.





Better Letting: Better All Round

I am often asked what it is that makes "Better Letting". In summary, I believe that it is the combination of all these factors that make us stand out from the crowd. Our commitment to you is that our team will exceed your expectations and deliver a safe, secure, trusted and reliable letting service.

*This is the essence of **Better Letting**.*

John Horsburgh
Co-founder – Managing Director

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Photography Peter Iain Campbell Design zest-creative.co.uk

"The friendly team at Rentlocally were able to find me the quality tenants I was looking for I would recommend them to other landlords who have property to rent. Great company and top people. Many thanks to Ivan, Moira and all the team at Rentlocally." Peter, Landlord, Aberdeen

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