

**Planning to let
your property?**

**Do it with our award
winning team.**

**Every
move
matters**

www.let-leeds.com

**LET
LEEDS**

About Let Leeds

At Let Leeds 'Every Move Matters'. It's an ethos that's helped us grow quickly, winning a hugely positive reputation and picking up consecutive major awards four years running.

Since the business began in 2009, we have grown rapidly and now manage in excess of 2000 Tenants across North, Central and West Leeds. Following our first acquisition, we have now opened our Pudsey branch in West Leeds.

With our in-depth local knowledge and first rate property marketing, we hope we'll always be your first port of call.

These are great times for Leeds and we're looking forward to helping you make the most of your investment in this brilliant city.



A personal service

- We believe all our customers deserve a more personal and knowledgeable service, so our business is structured into three specialist teams: Professional Lets, Student Lets and Sales.
- Whether you are a professional or student Landlord, you will be given a dedicated Property Consultant, which means you'll be talking to someone who knows you and your property every time you get in touch.
- The same is true for our Tenants too. In fact we give every customer a single point of contact throughout their journey with us, with a dedicated Property Consultant who handles everything from pre-screening and check-ins to maintenance and deposit returns.

A bold rebrand

- In our industry, it's our people that make the difference. Our employee's fresh thinking and dynamism set us apart from other agents, so we've built on this energy and enthusiasm to create a new brand that's bolder, more direct and more customer-focused.
- Our new brand is something we are proud of, it helps us – and your properties – stand out in the Leeds marketplace.

A forward-looking approach

- We've recently opened a new branch in Pudsey, so we can service the West Leeds market, alongside our city centre branch.
- Our team has expanded this year and we now have 17 passionate full time staff.
- We also launched a new-look, fully-responsive website, attracting 10,000 property searches a month.
- This year we also launched our 'niche' Investment Sales service. Working hand in hand with our lettings business, the service has already completed on the transfer of £6.6m worth of property sales between our Landlords and Investors.

It's been quite a year and we look forward to making 'Every Move Matter' in 2016 and beyond.



What sets us apart?

Our Property Consultants know their properties inside out and they have a genuine passion for property.

They're not stuck behind desks in a call centre. They're in the thick of it, looking around properties, talking to Tenants and getting insights into the Leeds property market.

Every Landlord gets a tailored service, whether you own one or one hundred properties. Your Property Consultant is a hands-on expert who understands you and your portfolio, someone that you can rely on to get things done.



One constant point of contact

We have seven Property Consultants at Let Leeds and each one will manage no more than 100 properties. Every customer is matched with a dedicated Property Consultant who handles every single aspect of the process, providing continuity and peace of mind.

What this means for our Tenants

For a Tenant, this means their Property Consultant will deal with every facet of the lettings process from initial enquiries, viewings, applications and check-ins through to inspections, ongoing management and maintenance, renewals, end of tenancies and deposits.

This one-on-one relationship also extends to the property itself and our contractors too – our team have close working relationships with contractors, which makes the maintenance process fast, friendly and efficient.

What this means for you as a Landlord

Having a dedicated Property Consultant means we can build better relationships and can respond better to whatever you need, whether it's providing initial valuations, marketing, viewings feedback, applications and pre-tenancy inspections, or being on hand to manage any initial or ongoing maintenance, renewals, end of tenancies, advice on long-term improvements, accounts, statements and arrears.

Quality relationships

- We're a people business, not a numbers business.
- Our ethos is based on being personal, approachable and professional.
- Our staff are all experts, split into departments based on their specialist experience and personality. This means we can adjust our service to fit every client's needs.
- Our staff are well trained, dynamic, flexible, responsive, enthusiastic and friendly.
- We think that building a personal relationship from the outset is the key to providing a great service.

Quality service

- A dedicated Property Consultant is the sole point of contact for every customer.
- Accounts and applications processes are managed in-house allowing us to respond to any enquiry quickly.
- Prospective customers can arrange convenient late night viewings and valuations until 7pm during the week.
- We have a happy workforce. Staff development and training is important to us.

Property knowledge

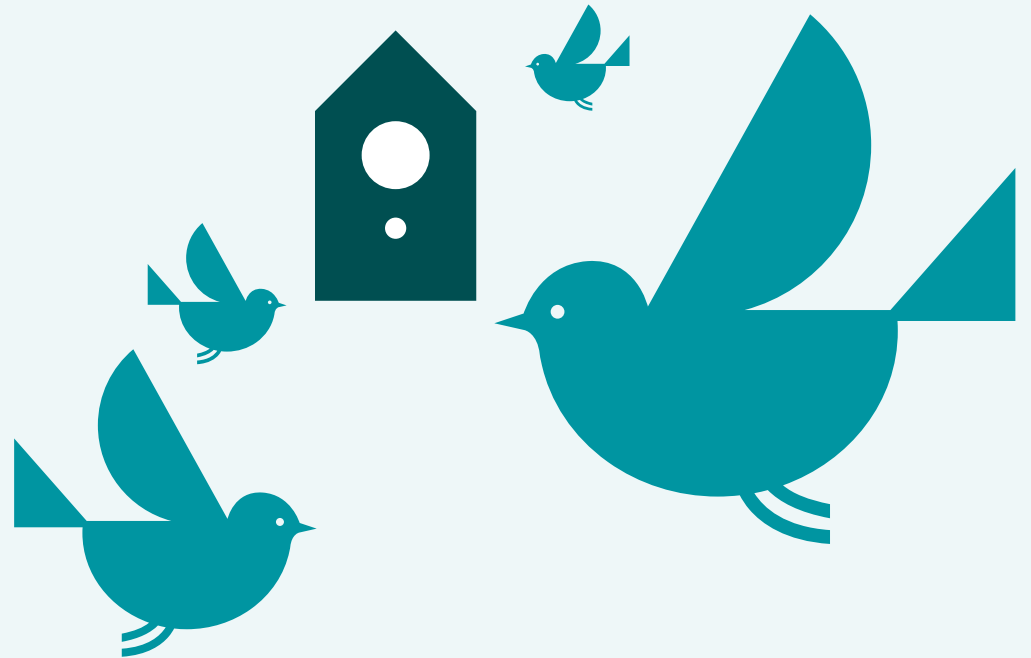
- Our Property Consultants really do know their portfolios inside out, from where the stopcock is to which maintenance contract is in place for things like boiler repairs.
- They know their Tenants and Landlords by name and make sure they fully understand their property, situation and relevant historical issues.

We provide a full 360° in-house service for Landlords that extends to property refurbishment, investment sales and property sourcing.

Finding the right Tenants for your property.

Our eye-catching new branding helps your properties get noticed through a range of digital and traditional channels.

We make every effort to ensure our service, knowledge, listings and marketing are exceptional to attract the right Tenants.



A service that gives customers more

- We are happy to help our Investors and Landlords source new investments, accompanying you on property viewings and helping you with honest rental advice.
- We're ARLA, TPOS and SAFE Agent members.



Matching people to the right property

- Our Property Consultants know their properties well, so they can advise, pre-qualify and match Tenants more effectively.
- We have great local knowledge.
- Our 4 separate Rightmove branches each have a dedicated number, so enquiries always go to the right place.

A passion for customer service

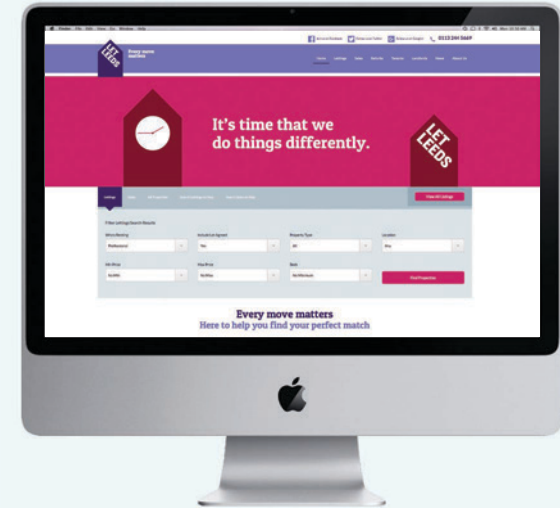
- We take calls and conduct viewings until 7pm on weekdays.
- We aim to respond to every property enquiry within 4 hours.
- When put to the test by a mystery shopping exercise, we ranked first locally and eleventh nationally as revealed at The Sunday Times Letting Agency of the Year Awards.

First class property marketing

- Our Property Listing Guidelines ensures our marketing is always outstanding.
- Our guidelines include floorplans, professional photography, personal descriptions and walkscores on all managed properties.
- These have a very positive effect on the quality of Tenants attracted to your properties and help you minimise void periods.

Unmissable on and off line

- We regularly engage with the best property applicants via our highly targeted 'Hot Properties' emails.
- Our responsive website, www.let-leeds.com is perfect for browsing properties on mobile, tablet or desktop and engages through interesting news and area guide videos.
- We have 5 branded Audi A1's, plus maintenance vans, billboards and 2 excellent office locations. We've also distributed 40,000 brochures in the local area.



Proud, professional & passionate.

We love local property. Our passion for it shows in everything we do. Our goal is always to match the right Tenants with right properties and we're always looking for ways to improve our service.

We're brimming with new ideas, we bust a gut to get things done and our team fizzes with energy and enthusiasm. This positivity is infectious, putting smiles on the faces of Landlords, Tenants and Investors alike.

When professionalism meets passion you've got a potent combination. At Let Leeds that combination drives our every move.



Excellent customer service

- We monitor our customer's opinions and feedback relating to our service at various points throughout the Tenants' and Landlords' journey with us.
- This allows us to identify gaps in a specific processes, resources or spot training requirements. We then put in place adjustments to help us deliver the best possible service to all of our clients.



Expert property management

- We treat your managed property as if it were our own.
- Assisted check-in and property inductions, plus comprehensive welcome packs makes Tenants feel special when they move in and minimise future issues and maintenance enquiries.
- We go to great lengths to minimise your void period, listing properties two months before the tenancy end date.
- We keep ahead of the competition by using the latest technologies.
- We constantly innovate and utilise the latest in PropTech; we use online applications, echo signed tenancy agreements and eProperty File.

In seven years of business, we have NEVER had a complaint go to the Property Ombudsman.

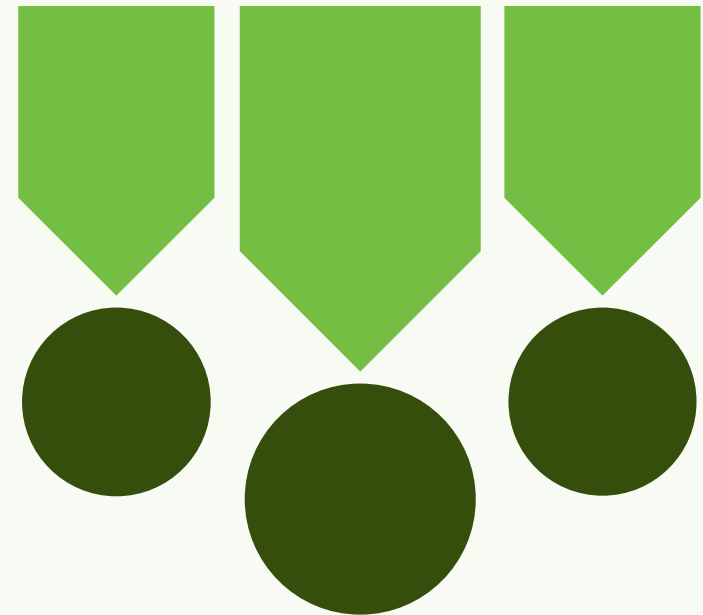
- We use the award winning FIXFLO software which helps log all maintenance requests for your property, to keep it in the best of health.
- Our Tenants and Landlords never pay a renewal fee.



Why choose Let Leeds?

We never rest on our laurels and although we have won four consecutive times at the The Sunday Times Letting Agency of the Year Awards, we know how to keep raising our game to stay well ahead of our competitors.

We've rebranded, rewritten all our processes, created new specialist teams and refined our vision as a company, but, what hasn't changed is our passion for providing the best service we can.



- **We listened to our customers, their views, their feedback** and made some fundamental changes to the way we operate.
- **We've split into three separate teams**, so we can give every customer the specialist knowledge, support and service they deserve.
- We've rebranded, so **we stand out**.
- **We engage with our clients** and find new ways of working to ensure we always exceed the expectations of our customers.
- **We are innovators in our marketplace** with a mission to shake up the 'normal' way of doing things.
- Our fresh approach and everything else that we do, is **created with our customers in mind**.
- **We are proud of our business**, our industry, our staff, our brand and our company values.
- **Let Leeds is a happy place to work, with dynamic staff** who share an ambition to grow as a business and as a team.
- Our standard of service is underlined by the fact that **we have never had a dispute go to the Property Ombudsman** in all of our seven years of trading.
- Our staff are 'buzzing' with enthusiasm to deliver a positive experience for our customers, **the passion and enthusiasm of our team just keeps on growing**.



Creating happy homes is at the heart of our business.
Because when Tenants feel good, Landlords feel good.
And when they're both happy, we feel good too.

That's why we put so much energy into matching people with their perfect property and making them feel right at home. We're a company buzzing with energy and full of ideas on how to make better matches, improve our service and make life easier for customers.

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