

A HOW-TO GUIDE

Choosing the Right Letting Agent: A Guide for Landlords



MEYERS
MOVING BEYOND EXPECTATIONS



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ABOUT MEYERS

With Meyers, You'll Feel The Care.

We're a family run business, which influences the way we work. Our customers always come first and the service you receive from our 'family' of experienced professionals is tailored to exactly meet your individual needs.

Letting? Our team is here for you 24/7! We focus on finding the right tenant and managing the letting and tenant find service for you.

We believe in helping you save for the future so that you keep more of your pennies from your Buy-to-Let properties.



We're better value. We believe our service will not be beaten by any local agency.

We give back to the community. Our community fund has raised over £300,000 for local good causes since 2011.

Our philosophy is simple. We're friendly, experienced, determined, great value and absolutely focused on you. We really look forward to hearing from you.

Mark Meyer



Getting it Right Matters.

As a landlord, your rental property is an important investment, and choosing the right letting agent can make all the difference.

A good agent will do more than just find tenants - they'll protect your property, ensure compliance with ever-changing regulations, and take the stress out of being a landlord.

But with so many options available, how do you decide who to trust with your rental property?

We are trusted letting experts, (with several of our team having been landlords themselves), and we want you to feel confident in making an informed choice.

Here's our step-by-step guide to help you.



ONE

DID YOU KNOW?

Around 50% of landlords in the UK use a letting agent to manage their properties.

What Services do You Need?



Letting agents offer different levels of service, so it's important to know what you're looking for.

Some landlords prefer a hands-on approach, managing day-to-day tasks themselves, while others want an agent who can handle everything, from marketing to maintenance.



Understanding what level of involvement you want will help you choose an agent who meets all your needs.



Decide which level of service suits your needs and lifestyle. If you live some distance from your rental property or have limited time, a fully managed service will be your best option.

Tenant Find Only: The agent finds and vets tenants, but you handle the day-to-day management.



Fully Managed: The agent takes care of everything. Tenant find, rent collection, maintenance and compliance.



TWO

DID YOU KNOW?

The term "landlord" originates from the feudal system, where "lords" owned large estates and rented out land to "tenants" who worked it!

Look for Local Knowledge and Expertise

When it comes to managing rental properties, local knowledge is invaluable. A letting agent who knows the area can offer insights others can't.

They will help you price your property competitively and find the right tenants quickly.

- **Local demand:** They'll understand the rental market and pricing in your area.
- **Tenant pool:** Local agents will have a strong database of potential tenants.
- **Understanding regulations:** Rental laws can vary by location, and a local expert will know the specifics.



THREE

DID YOU KNOW?

*LANDLORDS GUILD

43% of UK landlords own a single rental property, while 18% have portfolios of five or more.

Check Their Reputation

A letting agent's reputation speaks volumes about the service you'll receive.

A strong reputation is built on reliability, excellent communication, and outstanding service.

Here's what you should consider:

Read online reviews:

- Look for consistent patterns in feedback.

Ask for references:

- A good agent will happily connect you with current clients.

Check professional memberships:

- Look for accreditation from bodies like The Property Ombudsman.



FOUR

DID YOU KNOW?

Letting agents must comply with over 150 pieces of legislation to protect landlords and tenants.

What is Their Compliance and Legal Knowledge?



Rental regulations are constantly changing, and staying compliant is crucial.

A knowledgeable agent will keep you on the right side of the law and save you from costly mistakes.



Ask about their understanding of current legislation: Updates to

- landlord regulations, including the Renters Reform Bill, electrical safety standards and right-to-rent checks, should be on their radar.



Check how they handle deposit

- **protection:** This is a legal requirement.

Ensure they provide regular property

- **inspections:** This helps protect your investment.



Verify their knowledge of eviction

- **procedures:** Understanding the legal process for regaining possession of your property is essential.

FIVE

DID YOU KNOW?

We are proactive on social media platforms, including Facebook, X, and Instagram, so please do give us a follow!

Evaluate Their Marketing Strategy

A strong marketing plan can make a big difference to how quickly your property is let. The better the marketing, the more interest you'll attract! Here's what you should consider:

- **High-quality photography:** This is essential for making your property stand out.
- **Listings on major property portals:** Ensure the agent advertises on Rightmove, Zoopla, and other key sites.
- **Social media marketing:** Does the agent have a proactive online approach to finding tenants?
- **Detailed property descriptions:** These should highlight your rental property's best features.



SIX

DID YOU KNOW?

No more waiting for letting agency offices to open! Our phone lines are available 24/7.

Communication is Key

Managing a rental property is a partnership, and good communication is vital.

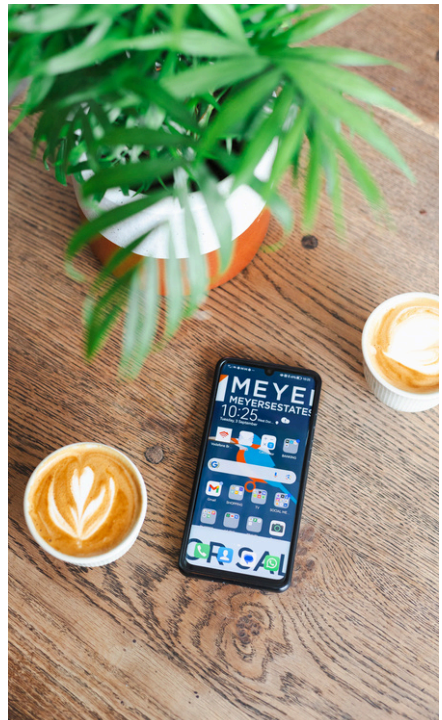
A responsive agent who values clear communication will make your life as a landlord much easier.



- **Ask how often they'll update you:** Regular updates keep you in the loop and avoid frustration.

- **Find out their preferred contact method:** Make sure it works for you, whether that's email, WhatsApp or telephone.

- **Check who your main contact will be:** Some agencies have multiple people handling one property.



SEVEN

DID YOU KNOW?

*LANDLORDS GUILD

35% of UK landlords initially purchased their first property to live in, but later decided to rent it out, often becoming 'accidental landlords'.

Understand Their Fees



Fees vary between agents, so it's important to understand what you're paying for.

A transparent fee structure helps avoid unexpected costs and ensures you're getting value for money.



Some agents may offer lower upfront fees but charge extra for essential services, so always check the full breakdown before making a decision.



Understanding these details ensures you're not caught out by unexpected charges and helps you find an agent who offers the best balance of service and costs.

- **Are the fees transparent?** Hidden charges can be frustrating.
- **What's included?** Ask if marketing, tenant referencing, and inspections are part of the package.
- **Is the fee structure competitive?** The cheapest option isn't always the best.



EIGHT

DID YOU KNOW?

You can trust us to guide you through the process of letting your property, in a calm, considered and stress-free way!

Trust Your Instincts

The right agent will make you feel confident and comfortable in their ability to manage your rental property. A good relationship with your agent makes the whole process of letting your home more enjoyable.

Take your time, and ask questions. With the right agent by your side, your let can be stress-free.

Consider how you felt when you met the agent:

- Were they attentive and engaged during your meeting?
- Did they listen to your needs?
- Were they enthusiastic about managing your property?
- Were they knowledgeable and professional?



NINE

DID YOU KNOW?

Our highly knowledgeable and skilled team is always ready to answer your questions.

What to Ask Your Agent



Asking the right questions during your initial meeting can reveal a lot about how an agent operates. Their answers will help you gauge their experience and approach. Here's what to ask:



- Do you have 'ready to go' tenants you can contact to view my rental property?
- How long is the average rental property taking to let?
- How many properties like mine have you let recently?
- Do most of your rental properties achieve the advertised price?
- Which property portals do you list on?
- Are you a member of a professional body?
- What price do you suggest marketing my rental property at?
- How did you reach that price?
- May I see details of similar properties you have let?



Contact us
today for
your **FREE**
rental valuation.



MEYERS
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**Let us manage the entire letting
and tenant find service for you.**



Letting your home?

**For a free rental valuation and
expert property management
advice, head to
meyersestates.com to contact
our lettings department.**

If you have instructed another agent on a sole agency
and/or sole letting rights basis, the terms of those
instructions must be considered to avoid a possible
liability to pay two commissions.