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# LETTING YOUR PROPERTY WITH JACKSON-STOPS

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PROPERTY EXPERTS SINCE 1910



**JACKSON-STOPS**



**IRREPLACEABLE PERSONAL SERVICE**



## ABOUT US

Jackson-Stops was founded by Herbert Jackson-Stops in 1910.

Since then, the business has grown from a single office in Towcester Town Hall to over forty five offices in London and Surrey, across the country and with an international arm. We let a range of stunning properties, from studio apartments through to substantial family homes in the prime areas of Mayfair, Chelsea, Pimlico, Holland Park, Richmond, Teddington, Weybridge and Wimbledon, as well as key central locations in the City, Bloomsbury, South Bank and the West End, through our associated company, Frank Harris & Company.



## PEACE OF MIND FOR BUSY LANDLORDS

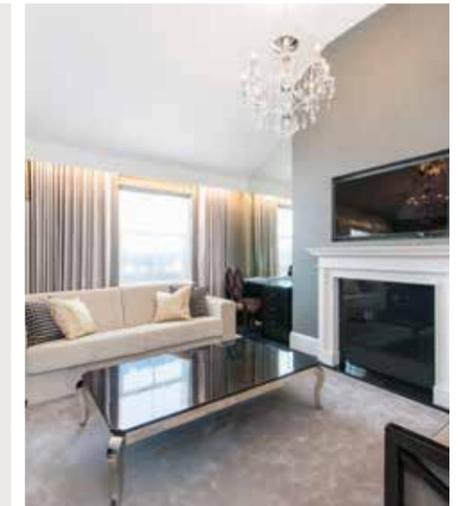
We understand that life gets busy and looking after your properties can be time-consuming.

Whether you are just starting out on your buy-to-let journey or you are a seasoned investor building upon an extensive portfolio, we are able to match the right tenant to your property from our extensive database. We know what it takes to make the process as straightforward as possible for you.

## HAVE YOU CONSIDERED SHORT LETS?

A short let generates a greater return on rental income than a longer let and can produce a strong rental income on properties in areas that host high-profile events.

Landlords living abroad are able to generate rental income whilst being away; payments are generally made upfront together with the deposit. Please talk to us to find out more.



*'The communication was fantastic and I was over the moon when they managed to secure a long term tenancy at asking price. What's best is our new tenants are lovely. I would definitely recommend Jackson-Stops.'*

Independent Feefo review ★★★★★

## YOU'RE IN SAFE HANDS

Our teams are provided with ongoing compliance training to ensure that you and your property are kept up to date with all of the latest industry regulations and legislative changes.

All our offices have team members who are ARLA Propertymark qualified. A number of our staff are qualified members of the Royal Institution of Chartered Surveyors (RICS); we are regulated by ARLA Propertymark, the RICS, the Ombudsman Property: Services (OS:P) and the Tenancy Deposit Scheme (TDS).

### Client Money Protection (CMP)

Your money is held under the RICS CMP Scheme, which means that all tenancy-related monies are protected.



## THE EXPERIENCE AND LOCAL KNOWLEDGE OF OUR TEAMS...

...and the service we provide to you are the areas of our business we are most proud of.

We will listen carefully to your specific needs and deliver a tailored service based on your requirements, aiming to exceed expectations whenever possible. We take time to understand you, which is why we have a large number of clients who have chosen to stay with us for many years.

*'Thanks for all your support over the last few years, you are indeed a pleasure to work with, as are all of your colleagues.'*

Current Landlord



## WE DO OUR RESEARCH

We produce regular analysis of current market conditions and projected economic forecasts to help you achieve the strongest rental yields possible.

We are always happy to provide tailored reports to our Landlords.

## RESIDENTIAL CORPORATE SERVICES

We have well-established relationships with all major relocation agents and many corporate companies in your area. This means we are often able to introduce longer length, professional tenancies, thus reducing the risk of void rent periods.

We deal with the relocation agent throughout the entire process to ensure that all aspects of the tenancy progress smoothly, saving you valuable time. Please ask us for further details.



## PROMOTING YOUR RENTAL PROPERTY

We will discuss a tailored marketing strategy and the ways in which you can enhance your property's appeal to prospective tenants, therefore increasing the potential for higher income.

We will market your property in the way that suits you, whether that be through approaching specific tenants, local search agents and corporate companies, or by making use of our full range of marketing tools.

Your property will benefit from the work of the internationally recognised business communications consultancy team we retain, who liaise with journalists at national publications in order to gain maximum exposure for our clients' properties.

Our rental properties feature regularly in the national media, with coverage appearing in titles such as The Sunday Times Home, Financial Times House & Home, The Telegraph Property, Times Bricks & Mortar and Country Life magazine.

We maintain a strong London and Surrey presence, with our properties and commentary appearing regularly in titles such as The London Magazine, London Property Review, The Wharf, City AM, Metro and the Evening Standard.



## SOCIAL MEDIA



Your property can be promoted across a range of social media sites, predominantly Facebook, Twitter and LinkedIn.

Your property will benefit from the additional exposure this valuable marketing tool brings, its ability to reach a wider audience and the way in which it achieves a stronger 'lifestyle' connection between your property and potential tenants.

## OTHER TOOLS OF THE TRADE

### PROFESSIONAL PHOTOGRAPHY AND FLOOR PLANS

Your property will be photographed in its most favourable light by our local and trusted professional photographers. Floor plans will be created to use in your property brochure and online.

### BESPOKE PROPERTY DETAILS

We will prepare draft property details for your approval. We can provide guidance about the latest Consumer Protection Regulations to ensure you are fully compliant with this legally-binding legislation relating to property descriptions.

### AN EXTENSIVE DATABASE

We send out emails and make calls to our extensive tenant database when suitable matches are found. Your property will benefit from our established office network, which works closely to introduce your property to the widest audience possible. Potential tenants are introduced from other offices and this approach has produced some excellent results for our clients.

### 24/7 INTERACTIVE SCREENS

Some of our branches feature 24/7 interactive TV display screens to showcase your property to passers-by at any time of day or night.

### WINDOW DISPLAYS

Your property will feature in one or more of our office window displays. Many of our branches feature illuminated displays to ensure your property can be seen at any time.

### 'TO LET' BOARDS

Your property will be promoted by a 'To Let' board unless you request otherwise, or the property is bound by conservation or block regulations.

## ADVERTISING

### WEBSITE MARKETING

Over 90% of people begin their property search online. Your property can be listed to best effect on the major property portals, including Rightmove and OnTheMarket. Your property will also be listed on our own award-winning website, jackson-stops.co.uk, which is fully optimised across all devices, as well as the London property sharing site, Lonres.com. We monitor traffic to these sites closely and keep you updated regularly.

### DIGITAL ADVERTISING

We run national retargeting campaigns online to draw visitors to our properties.

### PRINT ADVERTISING

Your property will be advertised in one or more of your local area's most prominent titles. Depending on the property address, these include The London Magazine, Notting Hill & Holland Park Magazine and Kensington & Chelsea Magazine. These have been chosen on the strength of their targeted distribution, circulation figures and quality of content. Our excellent relationships with the publishers ensure we achieve regular additional coverage and editorial exposure for our clients' properties.



## MANAGING THE TENANCY YOURSELF...

Tasks to complete when you manage your own rental property:

- Sign and return Terms of Business
- Organise an Energy Performance Certificate
- Arrange a Gas Safety Record
- Make sure all electric appliances and installations are safe and compliant
- Ensure smoke alarms and carbon monoxide detectors are fitted at the property
- Provide manuals of all appliances to tenants
- Arrange any pre-tenancy works
- Purchase items requested by tenants
- Book a professional clean
- Arrange for extra sets of keys
- Source an inventory company, book the inventory and check-in appointments (included in our rent collection service)
- Open utility accounts for the property
- Send rent demands when necessary (included in our rent collection service)
- Check rent is paid on time (included in our rent collection service)
- Chase unpaid rent (included in our rent collection service)
- Arrange day-to-day maintenance and repairs
- Arrange for access for contractors via tenants when works are required; attend when necessary
- Arrange payment of contractor invoices
- Retain invoices for tax purposes
- Visit the property regularly
- Deal with any insurance claims
- Send all statements to accountants
- Arrange payment of all service charges, if applicable
- Pay all insurance premiums for building and contents insurance
- Work with third parties such as building managers or party wall surveyors
- Book an end-of-tenancy inventory check-out
- Close all utility accounts
- Put together a deposit claim and negotiate deductions with tenant directly
- Carry out necessary works at the end of the tenancy
- Replace missing or damaged items ahead of the new tenancy
- Be on call 24/7 to deal with any emergency

## OR TRUST US TO MANAGE YOUR PROPERTIES...

- Instruct Jackson-Stops to manage your property/properties
- Sign and return our Terms of Business
- Fill out and return our Client Information Form
- Provide us with manuals of all the appliances at the property

...then sit back and let us take care of the rest.



## PROPERTY VISITS

Your property manager will visit your property twice a year and you will receive a report back afterwards on the visible condition of the property, how the tenants are caring for it and any recommendations on maintenance.

## RECEIVING RENT

Our accounts department manages all rent payments for our clients; your rent is transferred to you upon clearance of funds.



## A TAILORED PROPERTY MANAGEMENT SERVICE

Our highly experienced Property Management team takes care of all aspects of the tenancy, freeing up your own valuable time:

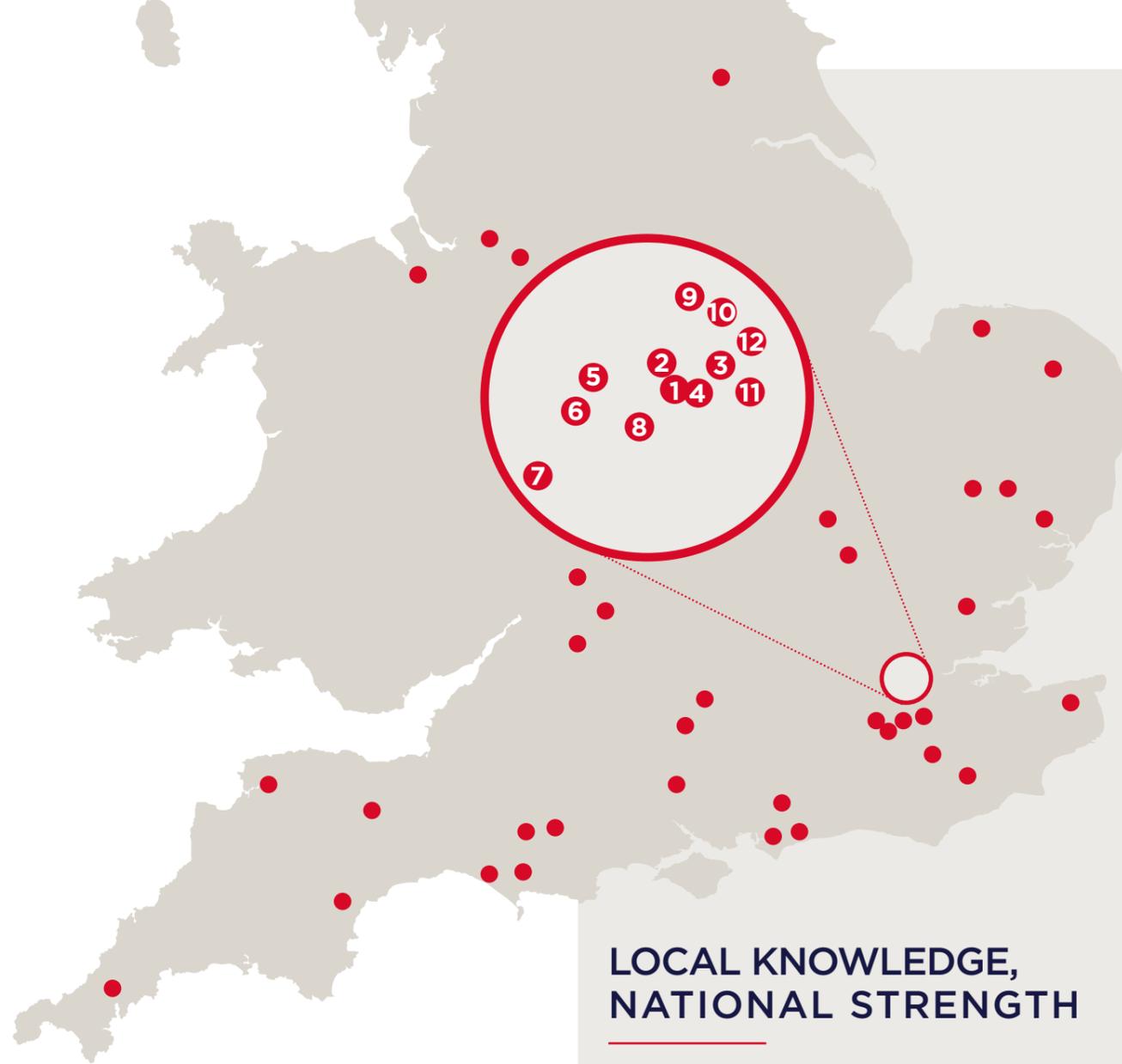
- We will liaise with your tenant at all times and take care of the day to day property maintenance issues, engaging 'out of hours' contractors as necessary.
- We have built up a trusted team of local contractors who have been chosen carefully for their professionalism, who prioritise our work and who offer preferential rates to you, our valued client.

Providing a dedicated, single point of contact for our landlords and tenants within Property Management means that we build strong, trusted relationships that stand the test of time.

*'Jackson-Stops have supported me in the rental of my property for 8 years and have always provided an excellent service in finding quality tenants promptly. They are highly professional, friendly and I would recommend them without reservation.'*

Independent Feefo review ★★★★★





## LOCAL KNOWLEDGE, NATIONAL STRENGTH

### London and beyond

Our London Residential network provides coverage across prime locations in central and south west London and Surrey, backed by associated Frank Harris & Company offices in The City, Bloomsbury, South Bank and the West End.

Our network allows us to introduce potential buyers from across the country and beyond.

Backed by a national network of over forty five offices throughout the UK and with international presence.

#### OUR LONDON OFFICES

- |   |              |
|---|--------------|
| 1 Chelsea                               | 5 Richmond   |
| 2 Holland Park                          | 6 Teddington |
| 3 Mayfair                               | 7 Weybridge  |
| 4 Pimlico,<br>Westminster<br>& St James | 8 Wimbledon  |

#### with associated Frank Harris & Company offices in:

- |              |               |
|--------------|---------------|
| 9 Bloomsbury | 11 South Bank |
| 10 West End  | 12 The City   |

#### South East

- Arundel
- Canterbury
- Chichester
- Cranbrook
- Dorking
- Goring-on-Thames
- Midhurst
- Newbury
- Oxford
- Reigate
- Sevenoaks
- Tunbridge Wells
- Winchester

#### East Anglia

- Burnham Market
- Bury St Edmunds
- Chelmsford
- Ipswich
- Newmarket
- Norwich

#### West Country

- Barnstaple
- Bridport
- Dorchester
- Exeter
- Shaftesbury
- Sherborne
- Taunton
- Truro

#### North West & NorthWales

- Chester
- Hale
- Wilmslow

#### Yorkshire & North East

#### York

- Northampton
- Woburn

#### Cotswolds, Midlands & Oxfordshire

- Burford
- Chipping Campden
- Cirencester

Sales | Lettings | Property Management | Short Lets | JS Private Client  
Residential Corporate Services | International | Land  
New Homes | Country Houses & Estates  
Valuations & Professional Services | Lease Extensions | Commercial

#### CHELSEA

020 7581 5881  
chelsea@jackson-stops.co.uk

#### RICHMOND

020 8940 6789  
richmond@jackson-stops.co.uk

#### HOLLAND PARK

020 7727 5111  
holland.park@jackson-stops.co.uk

#### TEDDINGTON

020 8943 9777  
teddington@jackson-stops.co.uk

#### MAYFAIR

020 7664 6644  
mayfair@jackson-stops.co.uk

#### WEYBRIDGE

01932 821160  
weybridge@jackson-stops.co.uk

#### PIMLICO

020 7828 4050  
pimlico@jackson-stops.co.uk

#### WIMBLEDON

020 8979 0099  
wimbledon@jackson-stops.co.uk

[jackson-stops.co.uk/london](https://jackson-stops.co.uk/london)

With associated Frank Harris & Company offices:

#### BLOOMSBURY

020 7387 0077  
info@frankharris.co.uk

#### THE CITY

020 7600 7000  
city@frankharris.co.uk

#### SOUTH BANK

020 7620 3400  
southbank@frankharris.co.uk

#### WEST END

020 7405 4444  
bloomsbury@frankharris.co.uk

For further details, please visit [frankharris.co.uk](https://frankharris.co.uk)



**JACKSON-STOPS**