



SALES | MANAGEMENT | LETTINGS





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# OUR EXISTING STANDARDS AND “GO THE EXTRA MILE” APPROACH HAS LED TO GROWTH THROUGH WORD OF MOUTH AND CUSTOMER RECOMMENDATIONS

**A GOOD FRIENDLY EXPERIENCE!**

*"we received an exceptionally good offer and were able to complete the transaction to move into our new property"*

**J RATTUE, BROMYARD HOUSE, W3**

**FRIENDLY AND VERY SUPPORTIVE STAFF**

*"Farrell Lewis have friendly and very supportive staff; we felt they treated us as an individual; overall very friendly, helpful and professional"*

**PAUL HYMAN, FRITHVILLE GARDENS, W12**

**I'LL HAVE NO HESITATION IN RECOMMENDING YOUR SERVICES TO OTHERS**

*"Just want to say thanks again to you and the team at Farrell Lewis for looking after everything so well for us over the last 3 1/2 yrs. or so. You made everything run so smoothly - I will have no hesitation in recommending your services to others"*

**R BARROW, ROTHSCHILD ROAD, CHISWICK, W4**

**EXCELLENT ESTATE AGENTS**

*"Excellent estate agents - determined to put a deal in place; professional and willing to help"*

**C JONES, SIR ALEXANDER CLOSE, W3**

**SUPPORT AND ENCOURAGEMENT OFFERED BY STAFF AT ALL TIMES**

*"A well trained and professional service, with support and encouragement offered by staff at all times. Thank you to your staff and good luck to your company!"*

**HELEN HUDSON, CHELSEA BRIDGE WHARF, SW11**





## WHO WE ARE

We are a proudly independent London estate agent founded in 2007 that do things differently. At Farrell Lewis we not only listen, we hear what you have to say. Combining expertise and energy with flexibility and integrity, we provide clients with the utmost level of attention and care throughout all stages of their buying, selling or letting experience.

We have been working in and around London for many years selling and letting a diverse range of properties and are experts in the highs and lows of London's often volatile marketplace and perfectly placed to guide clients through the intricacies of both the sales and lettings process.

As with all aspects of our business, adding value is central to our approach. But don't take our word for it, so instead of us doing the talking we have asked some of our clients to speak for themselves.

*What is it about Farrell Lewis that has led to so many landlords coming to us to help them with all their property needs? What is the secret of our success?*

It's simply honesty, efficiency and the personal touch. We don't believe in being gimmicky. Our philosophy is to follow the honest approach because that is what our clients want, and it is what leads to greater long-term success.





## WE DON'T JUST SELL HOUSES

We have been working in and around London for twelve years selling diverse types of property through our network of strategically placed offices. We are experts in the highs and lows of London's volatile marketplace and are perfectly placed to guide clients through the process. Farrell Lewis consistently achieves excellent prices for our clients.

## LETTINGS

Farrell Lewis's Lettings department has been providing a comprehensive Lettings and Tenancy Management service to London's residential market for years. Experts in both short and long term lets, our property management team are able to advise landlords and applicants on all aspects of the lettings process.

We will handle everything from viewings and taking up references to managing the tenancy beyond completion. Landlords often retain Farrell Lewis for many years due to our expertise and strong understanding of the ever-changing legalities within the sector.

*We share our years of experience with clients, covering every aspect of the often, unpredictable sales process; from planning issues to abortive transactions, you need to know that an expert is on your side.*

*We can confidently say that Farrell Lewis will achieve a higher price on your behalf, work hard for our fee and ultimately make you more money with minimal stress. You really do get what you pay for, after all it's all about adding value to your transaction not just offering the lowest service at the lowest cost.*

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# FINANCIAL CONSIDERATIONS

## Mortgage

If the property is subject to a bank loan or mortgage, permission is generally required from the lender (to be arranged by the landlord). Leasehold: Written consent must be obtained from your superior landlord/freeholder confirming you are permitted to sub-let your property. Insurance: Your policy will need to be adjusted for a tenanted property to ensure you are covered. Other: Parties that will need to be informed include utility suppliers and council tax department at your local authority/council.

## Regulation Compliance

We keep on top of the ever-changing rental sector legislation and will offer full advice to ensure you meet your responsibilities. If required, all of these can be arranged on your behalf. In brief, these include:

## Electrical Regulations

From 1 July 2020, all new private tenancies in England will need to ensure that electrical installations are inspected and tested by a qualified person before the tenancy begins. The landlord will then need to ensure that the installation is inspected and tested at least every five years – and more often if the most recent safety report requires it.

## Gas Regulations

All gas appliances, flues and associated pipework must be maintained in a safe condition and pass annual inspections.

## Fire Regulations

It is illegal to let a property with specified items of furniture and furnishings that do not meet minimum fire resistance standards. Any wood burning stoves must be certified.

## Carbon Monoxide & Smoke detectors Requirements

From the 1st October 2015 regulations require smoke alarms to be installed in rented residential accommodation and carbon monoxide alarms in rooms with a solid fuel appliance.

## Energy Performance Certificates

Legislation now requires that, at the point of placing a property on the market, an EPC must be commissioned. We have a swift method of EPC production for those clients who wish us to arrange it for them. From 1 April 2020, the minimum level "E" applies to all tenancies – including existing. It will be unlawful to rent a property which breaches the requirement for a minimum E rating, unless there is an applicable exemption.

## Right to Rent checks

'Right to Rent' is a new law introduced as part of The Immigration Act 2014.

## The Immigration Act 2014

places restrictions on illegal immigrants accessing rented accommodation and will take effect within the private rented sector across England from 1st February 2016.

## Property Licensing

Licensing for all properties that are not occupied by the owner was introduced to improve standards in the sector, in terms of both physical accommodation and the management of tenancy issues.

## Mandatory

Licensing of certain larger HMOs was introduced across England & Wales in April 2006. It applies to properties three or more storeys in height, occupied by five or more people in two or more households with some sharing of facilities. From 1 October 2018, the Government extended the scope of mandatory HMO licensing in England so that it applies to HMOs with five or more occupiers living in two or more households regardless of the number of storeys. At the same time, the Government introduced new mandatory conditions in HMO licences to regulate the size and use of rooms as sleeping accommodation. But smaller HMOs and single-family properties may also need licensing under the myriad of selective and additional licensing schemes. Please contact a member of the team for further information and assistance.





## PROFESSIONAL BODIES

### The Property Ombudsman

By dealing with a Member of The Property Ombudsman (TPO), the public may be confident about the agent's approach in its dealings with actual and potential buyers and sellers of residential property or lettings in the UK. The Property Ombudsman's role in residential sales is to provide fair and reasonable resolutions to disputes between members of the public and estate agents who are members of the TPO Scheme or who have registered with TPO as an Approved Estate Agents Redress Scheme. Firms who are members follow the TPO Code of Practice for Residential Sales. The Property Ombudsman are able to consider disputes referred by landlords or tenants and relating to lettings and management agents that are members of the Scheme. These agents follow the TPO Code of Practice for Letting Agents.

### Tenancy Deposit Scheme (TDS)

We are part of the Tenancy Deposit Scheme, ensuring our Landlords and Tenants are covered at all times throughout the letting process.

### Client Money Protect

Client Money Protect (CMP) is a government approved Client Money Protection Membership Scheme. Client money protection is designed to protect client money held by property agents and professionals. The aim of client money protection is to give peace of mind to landlords and tenants that their money remains secure and safe when being handled by an agent. In the event that monies are misappropriated, client money protection helps to return these monies to landlords and tenants.



# MANAGEMENT SERVICES

	Fully Managed	Rent Collection
Energy performance certificate	✓	
Professional inventory	✓	
Professional check-out	✓	
Annual gas safety certificate	✓	
Tenancy agreement	✓	
Promotion and advertising of your property	✓	✓
Carry out viewings 6 days per week, out of hours if necessary	✓	✓
Negotiate terms and draw up a bespoke contract	✓	✓
Gain thorough references including exploring credit history, previous landlord and employment status'	✓	✓
Confirm tenant's right to rent prior to the start of the tenancy	✓	✓
Hold a copy of your keys throughout the tenancy	✓	
Organise contractors to carry out the GSC, EPC pre-tenancy and Electrical Certificates	✓	
Take care of your legal responsibility to check smoke alarms and carbon monoxide alarms pre-tenancy	✓	
Arrange the inventory, check-in and check-out	✓	✓
Protect tenant deposit with an approved scheme	✓	✓
Serve tenants with prescribed information and deposit certificate	✓	✓
Provide your tenant with the How-to-Rent book pre-tenancy	✓	✓
Ensure standing order is correctly set up by the tenants	✓	✓
Ensure all funds are protected by client money protection	✓	
Issue a monthly rental statement	✓	✓
Take care of your legal obligation to check tenants continued right to rent throughout the tenancy	✓	✓
Monitor local property licensing schemes	✓	
Transfer utilities at the start and end of tenancy	✓	
Be allocated a local, dedicated Property Manager	✓	
Arrange for any pre-tenancy work to be carried out	✓	
Carry out a Legionnaire's Risk Assessment pre-tenancy	✓	
Meet and greet your tenant as they move in	✓	
Ensure you comply with changing legislation	✓	
Comprehensive twice-yearly property visits	✓	
Provide help in recovering rent arrears <i>(in rare event it happens)</i>	✓	✓
Act as intermediary with insurance companies or block managers	✓	✓
24 hour emergency service for you and your tenants	✓	
Company employed maintenance engineers available to visit your property at short notice	✓	
Instruct and pay contractors on your behalf	✓	
Access to competitively negotiated contractor pricing	✓	
Arrange repairs, maintenance and refurbishments	✓	
Manage your property through any vacant periods	✓	
Agree terms of tenancy renewals	✓	✓
At your request provide annual statement of account	✓	✓
Review check out report, advise on deductions from deposit, agree with tenants and process	✓	✓
Ensure all contractors have the correct insurance prior to commencing any works	✓	✓



We share our years of experience with clients, covering every aspect of the often, unpredictable sales process; from planning issues to abortive transactions, you need to know that an expert is on your side. We can confidently say that Farrell Lewis will achieve a higher price on your behalf, work hard for our fee and ultimately make you more money with minimal stress. You really do get what you pay for, after all its all about adding value to your transaction not just offering the lowest service at the lowest cost.







# PROPERTY LICENSING

If you are a private landlord and need help with your property licence application, you have come to the right place. Farrell Lewis have developed a unique, hassle-free, one-stop-shop service to help you obtain the correct licence for your property. We have processed countless licence applications to date with a 100% success record, so you and your property will be in experienced and very safe hands.

Our service will also check that your property complies with the Smoke and Carbon Monoxide Alarm (England) Regulations 2015, helping to keep your tenants safe and avoiding a penalty of up to £5,000.

## What is property licensing?

The private rented sector has doubled in size over the last ten years and now makes up over a quarter of the housing stock in London. As a result, some London Boroughs are seeking to gain more control over the private rental market by introducing property-licensing schemes. Some councils only licence houses in multiple occupation whereas others licence all rented properties including single family houses and flats. Landlord are required to submit a separate application for each property that needs to be licensed.

As a landlord, if you get things wrong you could face harsh consequences: prosecution in Magistrates Court with the possibility of an unlimited fine, having to repay up to 12 months' rent and losing the ability to evict your tenants using a Section 21 Notice of Seeking Possession. It is therefore vital that you get this right. To check whether your property falls within a licensing scheme in London, you can visit the free information resource at [www.londonpropertylicensing.co.uk](http://www.londonpropertylicensing.co.uk) and search for the borough you are interested in. It is quick and easy to use. For properties outside London, you will need to check with your local council.

Our comprehensive service provides you with the following:

- Advice on obtaining the correct licence for your property.
- A useful information pack about the licence application process including how to maximise licence fee discounts, who should be the licence holder and an explanation of the documentation you will need to provide.
- A site visit, measured floor-plan and Energy Performance Certificate.
- A template notification form that you can send to everyone with an interest in the property - this is a legal requirement.
- A fire safety procedure and a property manager notice (essential in HMOs).
- Preparation of a hard copy or online licence application form.
- Telephone advice from an experienced Environmental Health Officer during the licence
- Application process (fair usage policy applies; advice is restricted to issues associated with the licence application).

*If necessary, we can also arrange extras services such as gas and electrical safety certificates, portable appliance testing, fire risk assessments, fitting or smoke and carbon monoxide alarm, etc.*

*Please ask for our current price list.*





## ASSET IMPROVEMENT

Our Asset Improvement service has helped clients increase the performance of their properties through high standard renovations. Our approach to residential refurbishment demonstrates both our knowledge and client awareness, as with both fixed costs and fixed timelines, we save clients time and money.

Asset Improvement typically enhances a property's capital value by 10-20% and its rental income by 10-40%. We provide the highest specification, bespoke renovation package to maximise client returns.

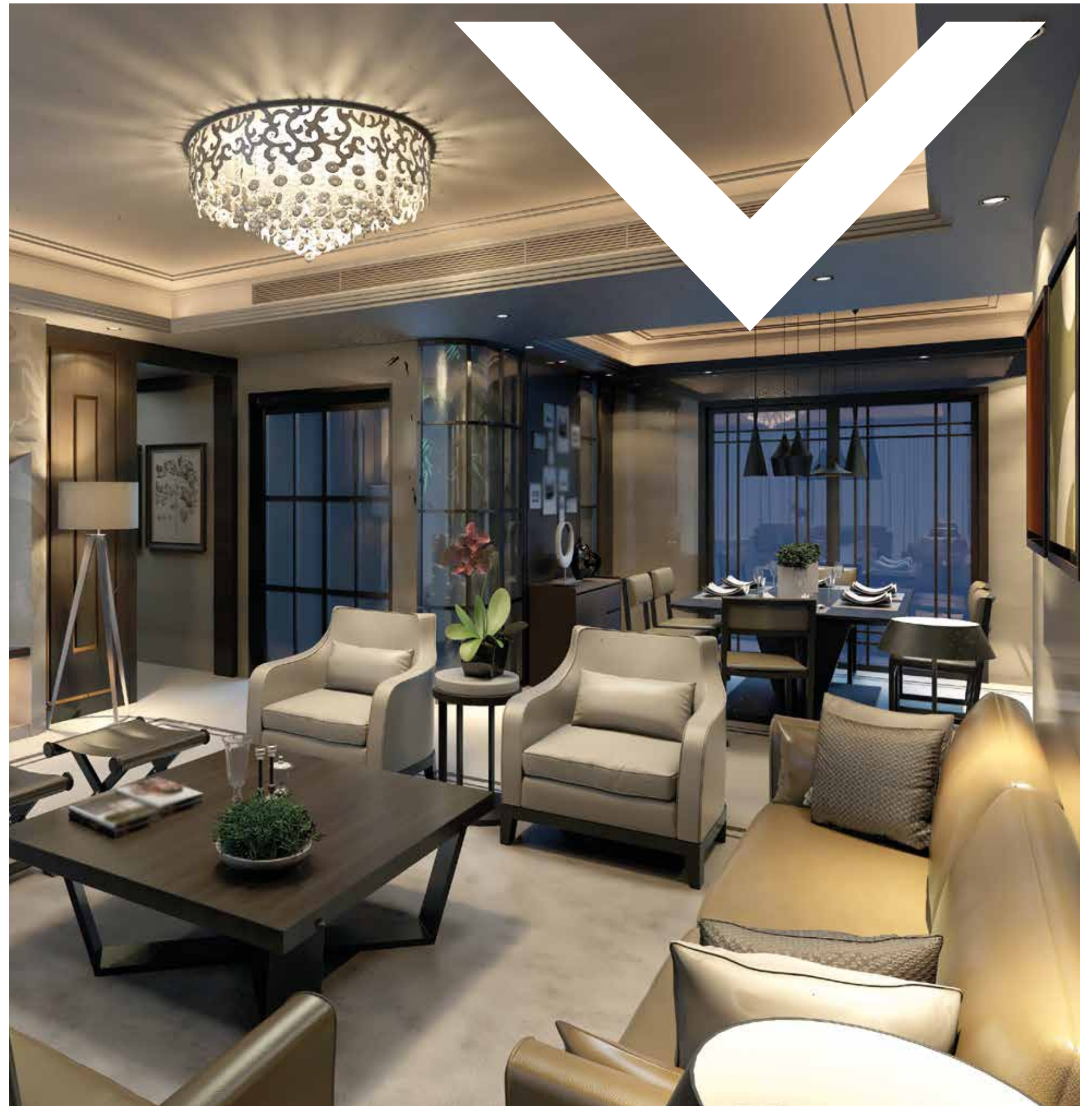
- Key Benefits:
- Boost capital value
- Maximise rental
- Increase yield
- Reduce ongoing maintenance
- More desirable property
- Higher Occupancy rate
- Shorter 'time to let'
- 12 month guarantee on all work

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## IMPACT OF RENOVATION ON PROPERTY RENT AND VALUE

Our unique Asset Improvement service is a full review of the condition, layout, decor, and rental value of your property. We assess how to increase profitability, using our investment model to detail the benefits and costs of improvement strategies. When appropriate we will engage an RICS surveyor to verify our recommendations.

Our Asset Improvement solution aims to unlock the full potential of your property and portfolios. By upgrading the property, we can market a more desirable property, increase yields and significantly improve the return on investment. Our improvement solutions focus on delivering upgrades to produce a lower carbon footprint which in turn attracts tenants and increases the overall property value.





# FARRELL LEWIS INTERNATIONAL

We at Farrell Lewis are proud of our extensive and ever-growing international client base. Our proven expertise, track record and bespoke service give our international clients the peace of mind that their London property needs are being looked after by capable hands. We already manage properties for overseas landlords in many countries, including Malaysia, China, Singapore, Hong Kong, Dubai, Bahrain, USA, Australia, Russia, Qatar, Spain, Lebanon, Bangladesh, Nigeria, Kazakhstan – and the list continues to grow. We provide a wide range of services for our international clients, in order to help them with all their property needs in London.

Don't just take our word....

Our existing standards and 'go the extra mile' approach has led to growth through word of mouth and customer recommendation.

*"Very happy with advice, strategy and sales techniques - all of which paid off! Farrell Lewis provide good knowledge of the local market and good exposure of the property to London buyers"*

**Ian Dickinson, Dubai, UAE**

*"You can expect nothing less than an awesome experience from Farrell Lewis ; they've been managing my London property for the last 6 years .. always efficient , friendly , a world class service .. I would certainly recommend Farrell Lewis to all my friends & business colleagues"*

**Dato' Dr Othman bin Omar**  
**Director General of Federal Land & Development Authority ( FELDA ), Malaysia**

*"Unbelievable marketing. Feedback without even having to ask! Members of staff always available to talk, or called me back within a short period of time! I never had to chase"*

**Mrs. L. Wang, China**

*"I liked the marketing tactics in the first instance along with the service and politeness of the staff. Farrell Lewis showed tenacity in marketing the property after a couple of 'let downs' - both of which had nothing to do with the property itself. In summary Farrell Lewis are professional, attentive, detailed, exemplary and polite"*

**Anita & Pak Boon NG, Singapore**

*"Farrell Lewis are professional, friendly and not too pushy; a very supportive, positive and encouraging personal service, I use them for all my London properties."*

**Mrs Jing Guo, Hong Kong**

*"Great service. The staff were really helpful, efficient and professionals. Definitely would recommend Farrell Lewis."*

**F. Alansari, Bahrain**





## PRE-COMPLETION SERVICES

- Calculating rental income and advising on your investment strategy
- Appraisal of your investment at time of purchase and advise on marketing
- Discuss furnishing the apartment to suit tenant demographic and maximise impact on return
- Liaise with lawyers prior to purchase
- Arrange on-site inspections where possible whilst still in the construction phase (for developments)

## COMPLETION SERVICES

Ensure a diligent and efficient handover from developers on completion of your asset.

The process covers:

- Visible snagging and defect inspections against developer specifications.
- Collection of keys, warranties and statutory documentation.
- Collation and provision of a detailed report including snagging, meter readings and photographic schedules of condition.
- Calculating rental income and advising on your investment strategy.
- Discuss furnishing the apartment to suit tenant demographic and maximise impact on return.
- Assist with tax planning and ensure HMRC documentation is in place.

### Tailor-made investment services

We are able to provide an individually tailored and discreet service to High Net Worth individuals from around the world. For such investors, we can help them to find exclusive properties at the middle-to-top end of the market.

For those High Net Worth individuals investing upwards of £500,000, we

will arrange a meeting with one of our Directors to discuss the investment objective that will best suit your requirements. Whether it's capital growth, rental yield, or, a mixture of both, we will recommend suitable investments with an acceptable level of risk.

### Tax Consultation

A free initial telephone consultation with a property taxation professional (up to 20 minutes).

### How you benefit

For many international landlords this long-term management aspect, particularly on an international level with long-distance working arrangements, can turn investors away from the excellent potential real estate offers.

We have a strong track record of investor satisfaction:

- Encompassing high occupancy rates,
- Competitive rental yields and simplicity of ownership
- Day-to-day management of your property

As proud members of the Property Ombudsman Scheme, you can be confident that we will work with both professionalism and integrity.





## REFURBISHMENT & DEVELOPMENT

We are able to help you maximise the value of your property through refurbishment and development. We work with experienced and reputable architects, surveyors, structural engineers, planners and contractors. We are able to strip properties back at high speed and re-build them in a uniquely efficient format. Space is created, home technologies are installed and the price per square foot inevitably increases to boost the resale value of your property and interim rental yields.

We focus on properties with an existing residential element or that benefit from Permitted Development (PD) rights, simplifying planning permissions whilst applications are made to add more residential units. We are able to turn projects around fast and to the very highest standards.

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## HOW WE IMPROVE A PROPERTY

- Strip the property back to the bare bricks & joists
- Strengthen structure and lay new floors
- Install the latest specification insulation and sound-proofing
- Fit new electrics, plumbing and gas services
- Build new apartments, bathrooms, bedrooms and open-plan living spaces
- Plaster, paint and furnish the entire property to a high specification





# INTERIORS

Enhance your Buy to Let experience with the help of Farrell Lewis. Whether you have just bought your first Buy to Let investment property or you are looking to refurbish your property portfolio, we can provide furnishing expertise and bespoke furniture packages tailored to your specific requirements.

We offer a bespoke design service for homeowners and landlords and work with the following designers.



## VIRTUAL TOURS AND COVID-19

There has been a lot of change in the UK residential sales and lettings market due to the fast-moving pace of technology. COVID-19's unprecedented times caused a bottle-neck in the property market. Gradual return to the new normal means people must stay alert and still socially distance themselves. Farrell Lewis have adopted new methods for marketing properties offering Virtual and 3D Tours. Virtual tours are proving essential to keep transactions on track while the coronavirus pandemic renders face-to-face meetings impossible.

### Low Risk

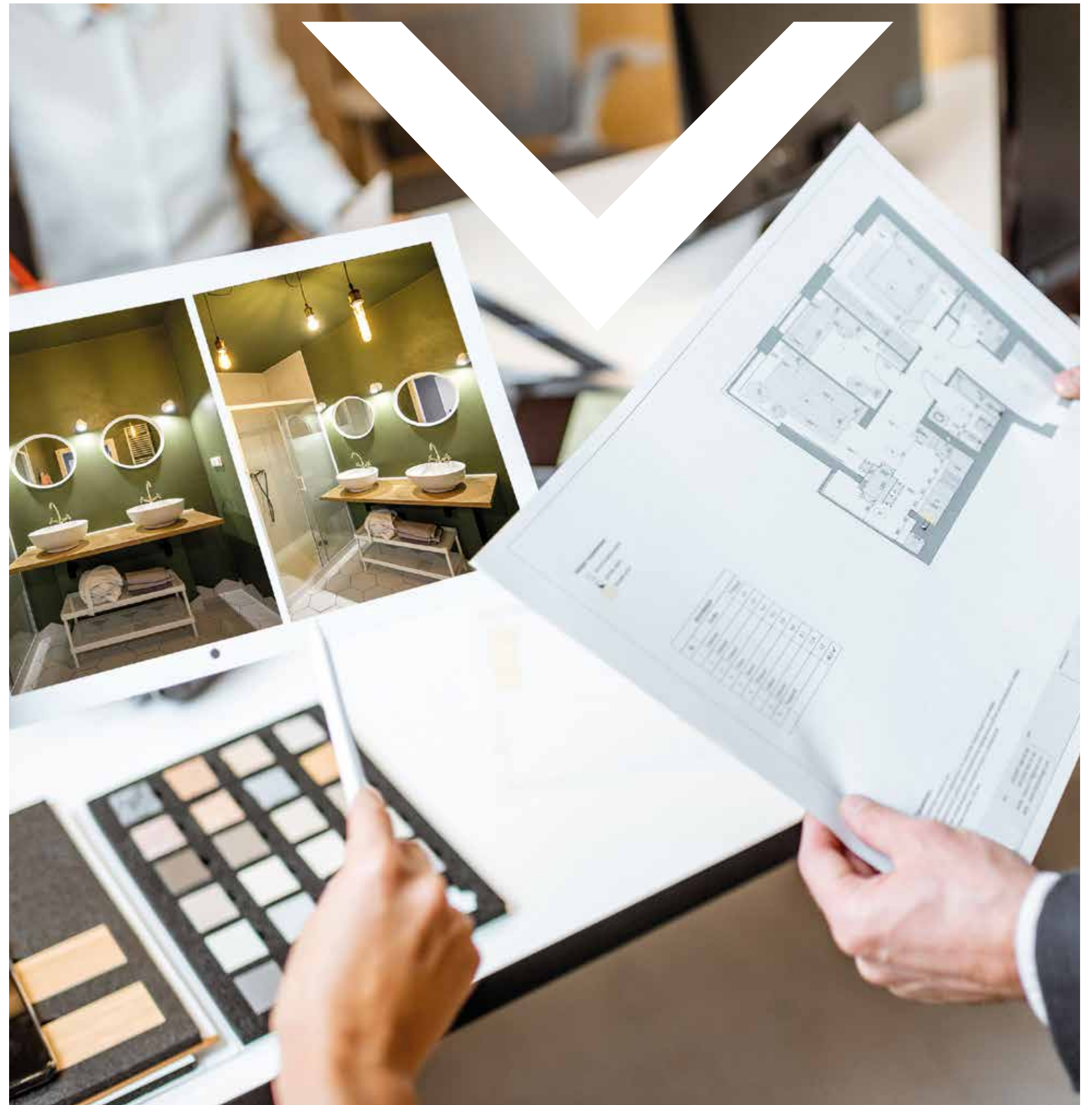
Creating a virtual tour of properties, as we emerge from the COVID-19 lock-down, is relatively low risk. Allowing one person in to shoot the tour and many people to view it, as if they were actually there in person.

### Appropriate PPE

The photographer wears a face mask and uses hand sanitiser before entering the property and on leaving. There is very little need to touch anything except the photography equipment taken into the house.

### Social Distancing

The property must be empty of people and pets and presented clean and tidy ready for its photo session. The owners would need to be out of their home for approximately 2 hours. This would apply for a three to four bedroom property.







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