

2025

# Lettings Proposal

Stratfords.

# 'Dedicated to excellence'



# Introduction

Since 1995, our family-run lettings business has been offering personalised and reliable property management services.

With a deep commitment to fostering long-term relationships and ensuring client satisfaction, we've built a reputation for trustworthiness and excellence over the last 30 years.

Our extensive experience and intimate knowledge of the market enable us to provide tailored solutions that meet the unique needs of both landlords and tenants, and we specialise in utilising the latest technology to offer the best possible customer experience.

At the heart of our success is a genuine passion for helping people find their perfect homes and for creating lasting connections within the community.

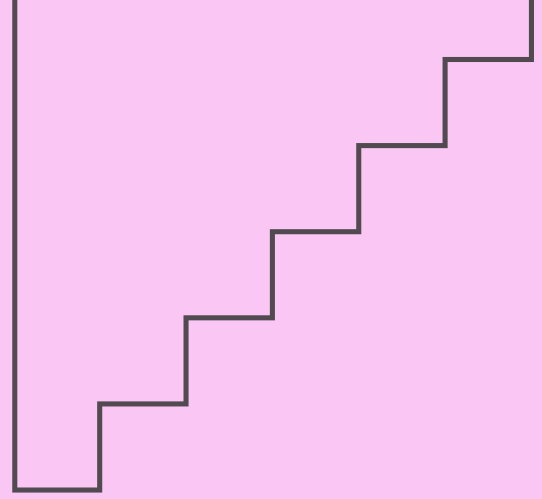
Over the last 12 months, the team's hard work has been recognised both locally and nationally, with several industry awards including Silver for the South of England and 'Best in County' at the 2024 ESTAS awards.



**Luke Thirkettle - Director**



# Meet the Team



Our award-winning team:



## **Luke Thirkettle - Director**

Heading up Stratfords with over 15 years' experience in the lettings industry, Luke is responsible for keeping us up to date with the latest technological advancements, allowing the team to continue operating at its highest potential.



## **Michele Thirkettle - Director**

Michele is in charge of the accounts side of the business. She's the one who keeps all our landlords happy with payments coming through on time. Some would say she's the real boss!



## **Lucy Griffin - Maintenance Manager**

Lucy joined us in 2018. Her role has since developed, and she now manages the maintenance department. She also carries out inspections, and manages the move-out process for our tenants. You can be sure your property is in safe hands with Lucy.



## **Leon Hill - Tenancy Specialist**

Leon joined us in 2023 when we expanded into Leighton Buzzard, bringing with him over 30 years' experience in the property industry. He ensures any vacant properties are filled with high-quality tenants, and manages all aspects of the move-in process.



## **Margot Thirkettle - Office Dog**

Margot is the morale booster every office needs! She's constantly looking out for treats and attention, and although she can be a bit noisy at times, the office wouldn't be the same without her!

# What makes us different

Not all lettings companies are the same. We pride ourselves on going the extra mile for our clients to give them the ultimate experience.

We've selected just a few of the aspects our landlords and tenants tell us they love about our service.

1

## Virtual Tours & Floorplans

Where possible, we use a LiDAR camera system to generate a complete 360 virtual tour and floorplan. This means no wasted viewings as potential applicants have the opportunity to see your property in detail before they view.

2

## 24/7 Access

So you never miss an enquiry, we offer applicants the ability to book in viewings 24/7 directly through the Stratfords platform. Our out-of-hours maintenance team can also help to reduce expensive call-outs with guidance via video call.

3

## Landlord & Tenant Apps

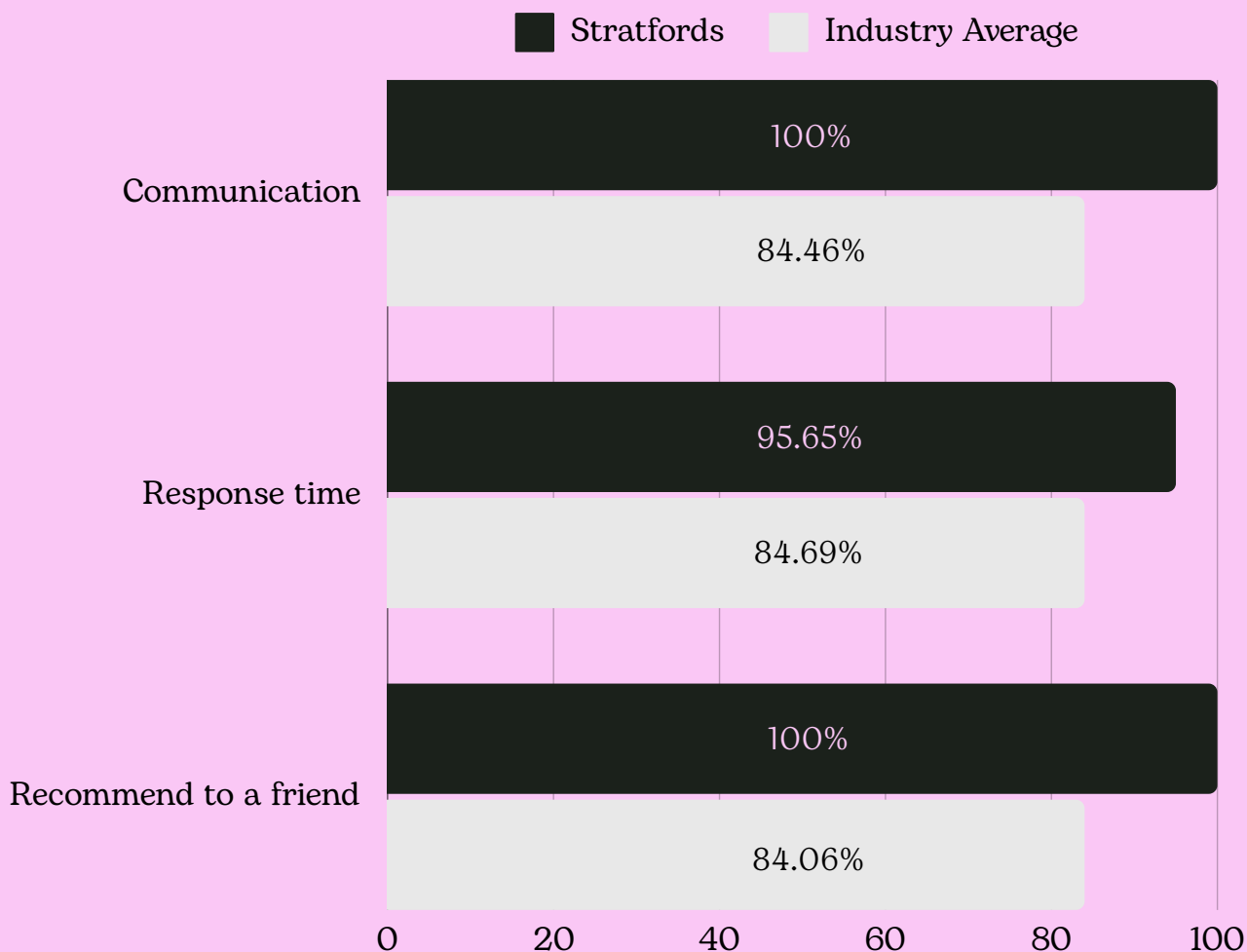
Landlords and tenants both have access to an app where they can see all aspects of their tenancy at the touch of a button. Tenants can report detailed maintenance enquiries through this, meaning we can see which jobs actually need a contractor, and you save on call-out charges.

4

## Detailed Digital Inspections

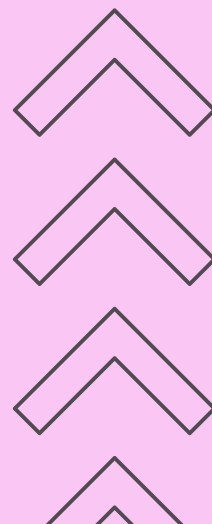
Property inspection reports are emailed to you with a detailed breakdown of any issues. They also include in-depth photos so you can keep up to date with the condition of your property.

# The Numbers



The above figures show the percentage of our landlords that rated our service as 'Outstanding', compared to the industry average. Data is taken from the 2023/2024 ESTAS, one of the largest review/awards platforms for property professionals in the UK.

We're proud to be part of the ESTAS platform, which facilitates verified customer reviews across the property industry. Powered by the platform, the ESTAS awards highlight the UK's best agents, conveyancers, brokers and suppliers for customer service. Winners are determined purely on verified reviews from customers, who are asked a series of questions about the service they've received.



# Your Property



We'll advertise your property on Rightmove, OnTheMarket and our own website, which is where we see the best traction from tenants.

We use specialist camera equipment to capture properties in their best light, and we include a floorplan and a virtual tour as standard on all our listings.

We pride ourselves on crafting quality listings, essential to generate the most interest possible, and why we regularly feature at the top of Rightmove's property views table\*.

\*According to July-Oct 2024 Rightmove data, we were the top lettings agent for property views.

# Our Fees

We try to keep our fees as simple as possible, with no hidden charges or surprises. The chart below shows an overview of our different service levels, with a full breakdown on the following page.

**8%**

of monthly rent (9.6% inc vat)

## Rent Collect

Rent Collect

Market Appraisal

Accompanied Viewings

Instant Viewing Feedback

Full Tenant Referencing

Right to Rent Checks

Tenancy Agreements

Set-up Cost - £350 (£420 inc vat)

**13%**

of monthly rent (15.6% inc vat)

## Essential

Rent Collect package plus:

All Repair Work Organised

Deposit Protection

Full Digital Inventory

Compliance & Legal Updates

Deposit Dispute Resolution

Property Inspections\*

Set-up Cost - £350 (£420 inc vat)

**15%**

of monthly rent (18% inc vat)

## Premium

Essential package plus:

Rent Guarantee Insurance\*\*

Preparation of Legal Notices

Set-up Cost - £350 (£420 inc vat)

Let-only service also available, charged at 50% (60% inc vat) of the first month's rent, with additional services charged individually.

\*Additional inspections if requested are charged at £40 (£48 inc vat)

\*\*Subject to successful tenant referencing



List of Services	Rent Collect	Essential	Premium
Market Appraisal	✓	✓	✓
Property Marketing on Website & Portals	✓	✓	✓
Floorplan, Virtual Tour & Photo Editing	✓	✓	✓
Accompanied Viewings with Instant Feedback	✓	✓	✓
Rent Collection with Statement	✓	✓	✓
Full Tenant Referencing (inc Right to Rent Checks)	✓	✓	✓
Preparation & Signing of Tenancy Agreements	✓	✓	✓
Ongoing Legal & Compliance Updates	✗	✓	✓
Maintenance & Repair Work Organised by Stratfords	✗	✓	✓
Rental Guarantee Policy with Legal Cover*	✗	✗	✓
Full Digital Inventory with Recorded Signing	From £100 (£120 inc vat)	✓	✓
Deposit Protection - TDS	£40 (£48 inc vat)	✓	✓
Property Inspections**	£40 (£48 inc vat)	✓	✓
Property Check-out	£100 (£120 inc vat)	✓	✓
Handling of Deposit Dispute Cases	£100 (£120 inc vat)	✓	✓
Preparation of Legal Notices (inc Issuing)	£50 (£60 inc vat)	£50 (£60 inc vat)	✓
Preparation of Eviction Paperwork for Court	£150 (£180 inc vat)	£150 (£180 inc vat)	✓
Attendance to Court	£150 (£180 inc vat)	£150 (£180 inc vat)	✓
Tenancy Renewals (inc Rent Review)	£100 (£120 inc vat)	£100 (£120 inc vat)	£100 (£120 inc vat)
Energy Performance Certificate (EPC)	£80 (£96 inc vat)	£80 (£96 inc vat)	£80 (£96 inc vat)
Annual Gas Safety Certificate (CP12)	£80 (£96 inc vat)	£80 (£96 inc vat)	£80 (£96 inc vat)
Electrical Installation Condition Report (EICR)	£150 (£180 inc vat)	£150 (£180 inc vat)	£150 (£180 inc vat)

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# What our customers say about us...



"I had a fantastic first impression of Stratfords when viewing the property I'm renting now! Any issues, they dealt with same day or same week and continue to do so! Their communication is amazing! I was so happy with the service that I recommended them to my friend, who now also rents a property through Stratfords as her first home of independent living. Very comfortable and relaxed people who make it so much more relaxed as a tenant."

- Emily Louise Woods



"Fantastic property management so far. Previously had my properties let with another agent and Stratfords is far superior. Would recommend to any landlord."

- Karl Kuhle



"Excellent communication and efficient service. Stratfords has a friendly team and is a pleasure to work with. They helped me every step of the way to get my first property tenanted."

- Samuel Bailey



"The best letting agent I've ever come across. Excellent service and way of communication."

- Amal George



"Luke and the team at Stratfords are first class. The service is fantastic, with good communication so you know what's going on throughout the process. They're good at doing the best for the landlord and tenant, and they're extremely efficient. We recommend them highly."

- Emma Lowther



"Stratfords has provided exceptional service from day one, from our first introduction to today, over six years later! I know my property is in the safest hands and I truly value the service."

- Kimberley Bayliss

## Get in touch

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# Stratfords.