



Client Information Pack

Sales | Lettings | Management

liveproperty.co.uk

*...where will you live?*TM



About Us

Liveproperty.co.uk is a fully independent firm of Residential Estate Agents. We specialise in the sale and letting of quality property in desirable locations of North West and Central London such as Golders Green, Hampstead, Child's Hill, St. John's Wood, Willesden Green, Marylebone, Maida Vale, Little Venice, Mayfair, Belsize Park, Primrose Hill, etc.

We do not consider our firm to be the traditional high street estate agency as our service is different. Instead we operate from a central non-high street office utilising innovative marketing methods such as our bespoke website and a full network of computers which provide us with finger-tip access to extensive databases of information in the day to day running of our business. We offer an excellent mix of modern and traditional marketing to give your property maximum exposure to the market.

Whilst technology plays an extremely important role in our operations, we realise that buying, selling or letting property will always remain a people orientated business. To this end we are committed to ensuring that our staff are trained to understand every aspect of the property sale/rental process and are able to assist with any enquiries you may have.

Liveproperty.co.uk & Regulation

There are an estimated 12,000 (10,500 in England and Wales) residential estate agents in the UK – over 7,000 branches are Ombudsman for Estate Agents members and we are proud to be one of them. The scheme provides an independent and impartial facility for the resolution of complaints between those members of the public who buy, sell or let property and the agents they deal with. Member agents of the scheme are expected to comply with a Code of Practice approved by the Office of Fair Trading which lays down standards of business conduct. We are therefore committed to best practice and high standards of compliance, offering sound professional advice and safeguarding our customers' interests at all times.



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Residential Sales

At Liveproperty.co.uk we specialise in the sale of all residential property, from first time buyer apartments to £multi-million homes. We fully understand that selling your home can be complicated and even stressful. To this end, we are committed to making the experience as easy and straightforward as possible for you.

If you wish to sell your property, we would be glad to give you a market appraisal, advise you of our proposed marketing strategy and also give you a detailed outline of how best to present it to prospective purchasers. Our strategy and procedures will include:

Professional Photographs

As part of our standard service, we will take a selection of colour photographs of your property using a professional wide angle lens camera to showcase its best aspects.

Marketing Particulars

Our team of Property Consultants process every new property and have full marketing particulars ready within hours for distribution to prospective purchasers registered on our database.

For Sale Board

The traditional method should not be underestimated - our vibrant to 'for sale boards' draw the best attention to your property and can lead to a successful sale.

The Web

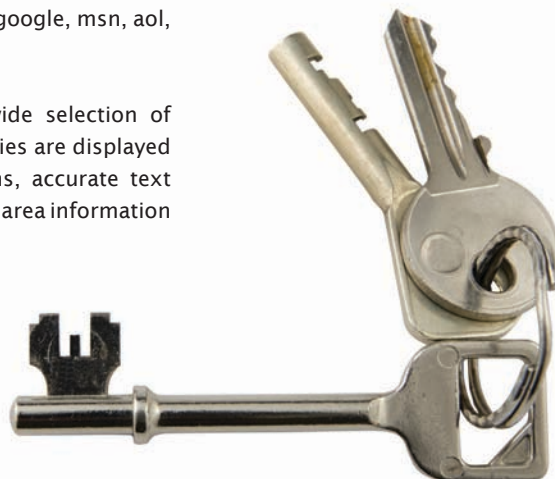
Liveproperty.co.uk gives your property maximum exposure by using all the best property portal websites such as primelocation.com, findaproperty.com, hotproperty.co.uk, fish4homes.co.uk, etc. Liveproperty.co.uk is also prominently featured on popular search engines notably google, msn, aol, yahoo and many others.

Liveproperty.co.uk website showcases a wide selection of properties for sale or to rent. These properties are displayed with a selection of wide angle photographs, accurate text descriptions, aerial view, location maps, local area information and Live Chat.



Market Appraisal

An accurate valuation is critical to the successful sale of your property at the right price. All our valuations are based on local comparables, experience of the current market and good understanding of the true conditions and features of your home. We also use a professional valuation software (Realtime Valuation System) used by most of the major lenders and surveyor firms in arriving at the valuation figure.



E-mails & Text Message Alerts

In addition to our sustained web advertising, Liveproperty.co.uk have invested in providing our extensive database of prospective purchasers immediate text message and e-mail property alerts so that they can monitor all the latest properties on the market.

As soon as you list your property with us, our computerised database seeks out suitable purchasers and provides them with details about your property by text and e-mail. As a result your property receives significant interest from active prospective purchasers.



Live Chat/Online Support

Live Chat is an innovative feature of our website that allows visitors to our website to communicate with our Property Consultants in real time without the time delay associated with e-mails (similar to msn messenger). Visitors to our website are able to raise enquiries on properties of interest to them and receive instant replies from our Property Consultants. Over the past 2 years we have been able to sell several properties and gain new instructions through Live Chat.

Accompanied Viewings

We provide a personal service to all our customers. We accompany prospective purchasers on all viewings and chauffeur them to your properties if they have problems getting there by themselves. We are able to do late viewing up till 8pm on weekdays and 5pm on Saturdays

Feedback after Viewings

We realise the importance of our clients being aware of what prospective purchasers think of their property. You can rest assured that you will be informed of the comments made by prospective purchasers that view your property through us.

Home Information Packs (HIPS)

As from the 1st of August 2007, it will be mandatory for houses with 4 or more bedrooms to have a Home Information Pack (HIP) before they are put on the market for sale. The Home Information Pack is a set of documents providing important information about a property such as searches, copies of the deeds and information regarding its energy efficiency. We provide a complete HIPS solution for all our registered clients through one of the UK's largest operators. We also have an interest free credit line arrangement which means you are not subjected to any up-front charges and you can settle the bill when you've sold your property. More information on this arrangement is available upon request.



Qualifying Buyers

We ask all our registered prospective buyers how they intend to fund their purchase and if it is dependant on the sale of another property. This enables us to determine the serious buyers to concentrate our efforts on and at the same time eliminate timewasters.

Handling Offers

We inform you of all offers received verbally and in writing. The decision on which offer to accept is yours to make but we are always available to give you advice and guidance. You are never under any obligation to proceed with a sale until contracts have been exchanged.

Assured Sale

For Vendors seeking assurance that the buyer will not withdraw from the sale after it has been agreed, we recommend a 'lock out' agreement for a specific period of time. The purchaser will be required to place a preliminary deposit with your solicitors and in return you should give them an undertaking not to enter into negotiations with other parties. This should avoid 'Gazumping' whereby a vendor accepts a higher offer, having already accepted the first offer or Gazundering where a buyer reduces their offer after it has already been accepted.



Conveyancing

We recommend that you appoint a solicitor to deal with the legal formalities in transferring the ownership of the property at the same time it is placed on the market. This enables title deeds and other documentation to be obtained at an early stage which can save considerable delays once a sale has been agreed. If you do not have a Solicitor, we can recommend one on our trusted panel that will be able to help you



Exchange & Completion

Our Sales Co-Ordinator will ring you as soon as exchange takes place. The Sales Co-Ordinator will also confirm to you the procedure for releasing keys to the new owners on the day of completion. We will only release keys to the new-owners when your solicitor confirms that completion has taken place and purchase monies have been received in full.

No Sale—No Fee

You are not liable to pay us a penny until we find you a buyer who exchanges contracts on the sale of your property.

Residential Lettings

Liveproperty.co.uk has an established rental and management division. Over the years we have built up a large portfolio of clients including many blue chip companies and foreign embassies who are often seeking properties to rent for their executives and staff in the London area. We have close working relationships with relocation companies who contact us from time to time with the requirements of their clients in search of rental accommodation.

If you wish to let your property, we would be glad to give you a rent appraisal, advise you of our proposed marketing strategy and also give you a detailed outline of house best to present it to prospective tenants. Our strategy and procedures will include:



Professional Photographs

As part of our standard service, we will take a selection of colour photographs of your property using a professional wide angle lens camera to showcase its best aspects.

Marketing Particulars

Our team of Property Consultants process every new property and have full marketing particulars ready within hours for distribution to prospective tenants registered on our database.

To Let Board

The traditional method should not be underestimated – our vibrant ‘to let boards’ draw the best attention to your property and can lead to a successful let.





Live Chat/Online Support

Live Chat is an innovative feature of our website that allows visitors to our website to communicate with our Property Consultants in real time without the time delay associated with e-mails (similar to msn messenger). Visitors to our website are able to raise enquiries on properties of interest to them and receive instant replies from our Property Consultants. Over the past 2 years we have been able to let several properties and gain new instructions through Live Chat.



The Web

Liveproperty.co.uk gives your property maximum exposure by using all the best property portal websites such as primelocation.com, findaproperty.com, hotproperty.co.uk, fish4homes.co.uk, etc. Liveproperty.co.uk is also prominently featured on popular search engines notably google, msn, aol, yahoo and many others.

Liveproperty.co.uk website showcases a wide selection of properties for sale or to rent. These properties are displayed with a selection of wide angle photographs, accurate text descriptions, aerial view, location maps, local area information and Live Chat.

E-mails & Text Message Alerts

In addition to our sustained web advertising, Liveproperty.co.uk have invested in providing our extensive database of prospective tenants immediate text message and e-mail property alerts so that they can monitor all the latest properties on the market.

As soon as you list your property with us, our computerised database seeks out suitable prospective tenants and provides them with details about your property by text and e-mail. As a result your property receives significant interest from active prospective tenants.

Accompanied Viewing

We provide a personal service to all our customers. We accompany prospective tenants on all viewing and chauffeur them to your properties if they have problems getting there by themselves. We are able to do late viewing up till 8pm on weekdays and 5pm on Saturdays.

Qualifying Prospective Tenants

It is our duty to ensure that we provide you with tenants that have the ability to pay the rent you are asking and take good care of your property. This is why we will always interview prospective tenants that submit offers to rent any of our listed property and as well as applying for employer references, landlord and financial references. We present our findings to you so you can make an informed decision.

Preparation of Tenancy Agreement

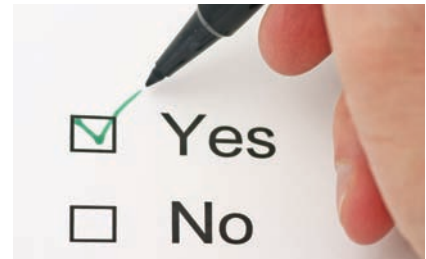
Our tenancy agreements are meticulously drafted to ensure that your rights as the owner of the property are protected. We are open to any suggestions or input that you may have.

Security Deposits

We generally collect security deposits the equivalent of six weeks rent in all our tenancies except where you instruct us otherwise. Please note that from the 6th of April 2007 all Assured Short hold Tenancies (AST) must by law be protected by a tenancy deposit schemes. This legislation has been introduced by the government to ensure that:

1. Tenants get all or part of the deposit back when they are entitled to it.
2. Any disputes between tenants and landlords or agents will be easier to resolve.
3. Tenants are encouraged to look after the properties they are renting.

More information about the scheme is available in the attached leaflet.



Feedback after Viewings

We realise the importance of our clients being aware of what prospective tenants think of their property. You can be rest assured that you will be informed of the comments made by prospective tenants that view your property through us.

Rent Guarantee

Despite every care taken with the letting and management of a property, the unexpected can happen. A tenant may be unable to pay the rent due to redundancy, accident, sickness, divorce, or even death. Not only might you suffer a shortfall in rental income but also legal costs are inevitably involved when a tenancy agreement is breached. It is therefore prudent to minimise the risk to your rental income. Rentsure Silver provided by one of our partner can assist to protect your rental income. The insurance provides:

- Rent Insurance; protection to pay the monthly rent for up to 12 months on breach of tenancy agreement.
 - 100% of the rent paid until full and vacant possession is obtained.
 - 75% of the rent paid for up to 2 months once full and vacant possession is obtained until the property has been re-let.
- Covers monthly rents up to £5,000 (or higher upon request).

See attached leaflet for more information.





Short Term Lettings

We offer a tailor made service for landlord seeking flexibility of tenure when letting their properties. We provide this through our short term lettings service.



What is a short let?

A short let is a property let for an initial term under 6 months i.e. a few weeks to a couple of months. Short let properties are usually furnished and all the bills included (except telephone). Short term properties in London generally achieve 50 to 75 percent more rent than long term accommodation. This is because of the brevity of the tenancy, increased wear and tear due to the frequency of tenants moving in and out and most importantly the huge demand for such accommodation.

Who would normally use short let properties?

1. Companies relocating their expatriate staff and prefer to house them in flexible short term accommodation instead of expensive hotels.
2. People visiting London for holiday or business.
3. Insurance companies providing temporary accommodation for their clients whilst rectifying problems caused by flood, fire, etc.
4. Media companies in need of a location or site to make adverts or shoot films.

Benefits of short letting your property:

1. Flexibility: If you are unsure of your plans for the future you may consider renting the property short term whilst you make your decision.
2. More Rent: It is widely accepted that short term properties rent for 50 to 75 per cent more than long term properties. Moreover, the rent for the term agreed is all paid in advance by the tenant.
3. Less Headache: Short term tenants rent for brief periods and do not have exclusive rights to your property as a long term would. Hence, there are no problems when you require your possession of your property.

Management

We can offer a full property management service in addition to our lettings service if required. Our comprehensive management service includes all aspects such as collecting rent, handling the utility accounts, collecting rent (if required), liaising with the block managing agent on your behalf, periodic property inspections, executing general repairs on your behalf and the provision of a 24 hour emergency helpline.

No Let—No Fee

You are only liable to pay our fees until we find you a tenant. If the tenant we find for you ends the agreement early we will reimburse any fees paid pro-rata.





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