





“ I will use you again as I was **very impressed** with the service. Your negotiator is very good at his job and always communicated well.”

Miss W

# Thank you

Firstly **thank you** for inviting **Townends** to carry out a valuation on your property. Whether you are a novice landlord or have a large property portfolio, choosing the **right agent** is essential to securing a **quality tenant** and assuring a **stress-free tenancy**.

You have probably arranged for a number of agents to visit you to value your property – at **Townends** we believe that the service we offer is simply better than that offered by our competitors. You're probably thinking that we would say that, but we passionately believe in the **Townends Difference** and would like to share the reasons for our confidence by answering **six simple questions...**



# Who are Townends?

**Townends** started life as single sales-only branch in Staines back in 1991; we quickly established a thriving lettings business and now have over 15 lettings operations strategically located across South & West London, Surrey, Middlesex and Hampshire as well as a large property management function at our head office in Chertsey. As a business, we successfully arrange over **3,000 new tenancies** each year, manage in excess of **2,000 properties** for our landlords and are proud to be **members of ARLA**.

We like to think that we offer the perfect balance – being big enough to offer a complete lettings service to landlords but small enough to care about each and every one of them. This simple philosophy is summed up by our company values and mission statement:

**Pride, Performance, Passion & Professionalism:**

**Working together to achieve the complete property solution with customer care at our core**

Our business remains independently owned with all of our shareholders and directors actively involved in the company. We value repeat business and are proud to have many long-standing clients as well as seeing the majority of tenants in properties managed by us renew their contracts.

We encourage all of our branches to contribute positively to their local community by sponsoring local charities, schools and hospitals. In addition, **Townends** have been supporting **The Shooting Star Children's Hospice** for over ten years and carry out regular fundraising activities for this worthy cause throughout the year.





“**Very friendly staff** who were always easily available – even after office hours.”

Mr N

# What do **Townends** offer?

At **Townends** we are proud to offer all of our landlords a **complete solution** and also have a wide range of property-related services which may be of interest to you either now or at some point in the future.



### A Flexible Lettings Service

We understand that one size often doesn't fit all and that different landlords need different levels of service from their letting agent.

Because of this, with **Townends** you have the choice between three distinct services; **Let-only**, **Rent Demand** and **Managed**. Our agent will explain the benefits of each of these services when they carry out your property valuation.

Whichever service you opt for, you can still call on our expertise to help with organising EPCs, inventories, tenant referencing, gas safety certificates and portable appliance tests. In addition, we offer a market leading **rent guarantee** product to ensure that you have complete peace of mind.

### Property Refurbishment & Maintenance

We all know that the best maintained and presented properties command the best rental values. **INEX Property Solutions** ([www.inexpropertysolutions.co.uk](http://www.inexpropertysolutions.co.uk)) are part of the same group as **Townends** and are highly experienced in working with landlords to provide a fast, efficient and cost-effective property refurbishment and maintenance service.

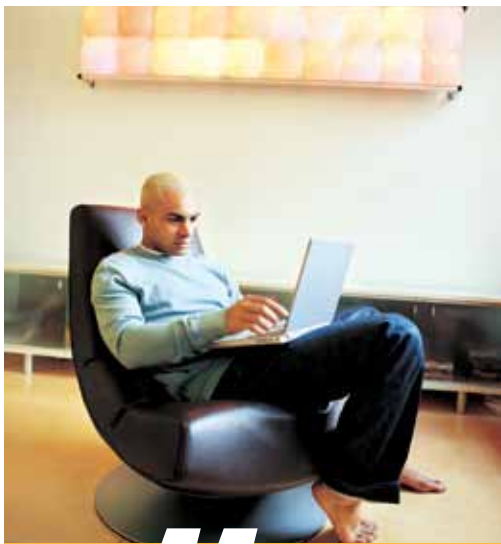
### Furniture by Townends

As lettings experts, we understand that landlords often have to source furniture for their tenants at short notice either as a replacement for a damaged item or to accommodate the requirements of an overseas or corporate tenant. The **Furniture by Townends** website ([www.furniturebytowntends.co.uk](http://www.furniturebytowntends.co.uk)) has been specifically designed with landlords in mind and offers a wide range of practical and robust furniture ideal for rental properties. The site has over 1,500 products permanently in stock for next day delivery and all prices include delivery, assembly/installation and the removal of old items and packaging to ensure the minimum of disruption and hassle to landlord and tenant alike.

### Residential Sales

**Townends** have over 20 sales operations across South & West London, Surrey, Middlesex and Hampshire. Each branch offers a complete property solution including: Legal Services, Surveying & Valuations and Land & New Homes.





“ Everything was made as easy as possible for me, **I was very impressed.** ”

Mrs D

## Why are Townends successful?

The short answer to that question is “**our people**”. Because of this, we place the highest level of importance on recruiting, training and rewarding great people at every level of our organisation. We recognise that **local knowledge** and **experience** are often vital ingredients in a successful let, so place a special emphasis on retaining successful staff and employing local experts wherever possible.





One other key element of our success is our **proactive approach** to marketing. Our standard suite of marketing tools includes advertising in leading local publications, to let boards, colour details with digital photography and internet advertising on several **leading UK property websites** including Rightmove, Zoopla, Homes & Property, PropertyLive and Globrix as well as [www.townends.co.uk](http://www.townends.co.uk)

Internet advertising is now the number one method used by tenants to search for property and we receive well over **10,000 leads** from our internet advertising each month. In addition, we make excellent use of **new technology** and have the ability to email out electronic versions of relevant property details to all of the tenants registered with us at the click of a mouse.





“Your negotiator responds to my calls in a timely way and is polite, friendly, helpful and always makes the time for me. **She is a great member of your team.**”

Miss W

# How will working with Townends feel?

**Communication** is clearly key to any successful relationship and the relationship between a letting agent and landlord is no different. We **tailor our service** to each individual client meaning that it isn't a problem if you want **feedback** from us straight after every viewing or would prefer a summary at the end of the week. Either is fine with us, just let us know.

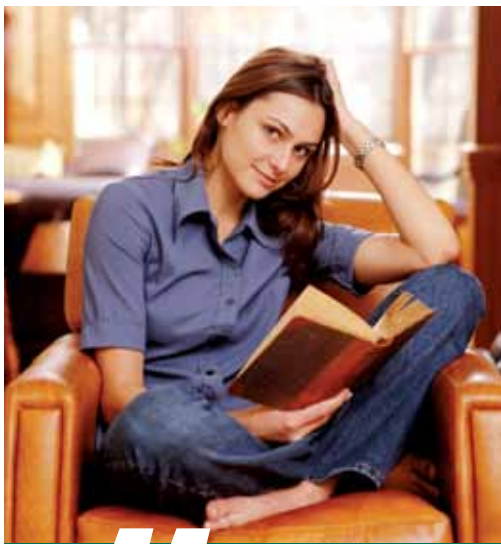


# Welcome

Our **extended opening hours** (we are open until 7pm most evenings) mean that we are always easy to get hold of – although we will be calling you frequently throughout our relationship - and we are happy to speak to you at any point of the process. In summary; our aim is always to keep you involved and informed at every stage of the process.

In addition, we have a strong **teamwork ethic** and have a **genuine passion** for what we do which makes us extremely enjoyable to work with. Of course our customers are the only ones who can really vouch for how it feels to work with us. We welcome feedback from everyone who comes into contact with us and provide service questionnaires to all customers. In fact during 2009, **97%** of **Townends** clients rated our service as either **excellent** or **good** (the remainder were mostly simply "satisfied") and we're still working on the remaining 3%.





“ Last time I needed to find a tenant, **Townends were excellent** – and this time, even in a difficult market, you have done it again! Thank you all!”

Ms B

# What makes Townends different?

- We are big enough to provide a **complete lettings solution** yet small enough to care
- **Pride, performance, passion** and **professionalism** in everything we do
- Commitment to recruiting, training and retaining **great people** at all levels of our organisation
- **Proactive marketing** including extensive online advertising
- Excellent customer service demonstrated by **97% customer delight** (not just satisfaction – we like to push ourselves that bit further!)

As well as this, you are in safe hands as we are members of **The Property Ombudsman Scheme** and **ARLA** meaning that we have agreed to operate our business within a strict set of legal and ethical rules and are willing to be judged by a third party if a complaint is ever made.

# Why should I choose Townends?



We hope that this brochure has already given you lots of reasons for choosing **Townends** as the **best agent** to let your property. But to cut out the waffle, we simply believe that we offer a **complete solution** which is **better** than that of our competitors. You have probably noticed that we haven't mentioned the cost of our service anywhere in this brochure – this is something that our agent will cover during your valuation meeting – what we can say is that we aim to provide a value for money service which is focused on one single objective:

**“To secure best possible rental value for your property from the highest quality tenant within a timescale that meets your individual needs.”**

## Thank you

Thank you again for inviting **Townends** to carry out a lettings valuation on your property. We look forward to seeing you soon and we hope that we will shortly be celebrating the successful let of your property.





[www.townends.co.uk](http://www.townends.co.uk)