



# RELOCATION PA

HMO Lettings & Management

THE RESIDENTIAL LANDLORDS  
HMO MANAGEMENT HANDBOOK

(Everything you need to Know)





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HMO MANAGEMENT HANDBOOK

(Everything you need to Know)





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## About Relocation PA

Relocation PA is Hereford's leading specialist HMO letting Agency. Established in 2015, Relocation PA has developed and expanded its niche as Hereford's leading supplier for Professional HiMO, HMO, Houseshare and Multi-Let accommodation.

Having built up a sizable personal investment portfolio in recent years including large numbers of professional HMO rooms in all shapes and sizes within Hereford and the Marches, we fully appreciate the trials and tribulations experienced with the on-

going management of Professional House-shares, especially once the honeymoon period of starting a new portfolio is over. If you currently spend evenings and week-ends managing your portfolio and talking to tenants rather than seeing your friends and spending time with your family, then the market-leading management services of Relocation PA should be seriously considered. Here are a few of the HMO challenges our dedicated team work hard to resolve on a daily basis.

## Do any of these sound familiar?

- In and out of hours lock-outs
- Rent collecting
- Chasing arrears and handling evictions
- Monthly inspections
- HMO compliance
- Maintenance calls day and night
- Liaising with tradesman
- Household disputes
- Dressing and marketing rooms
- Applications and contracts
- Check-ins and check-outs
- Property maintenance
- Talking to tenants
- Fire safety and legislation
- Refurbishment projects
- Upkeep and cleaning
- Monthly property reporting
- Customer service calls

Working with Relocation PA will introduce a passive management service to your portfolio providing control and freedom for your life, in addition to the high level of returns that you demand from your investments.

Managing an HMO portfolio professionally, effectively, sustainably, and in line and up-to-date with regulations and legislation is not an easy task. In order to maintain the highest level of results and performance from our portfolios, our dedicated full-

time team operates 7 days a week, supported by a wealth of bespoke processes, systems, marketing campaigns and procedures that have taken us many years and significant investment to develop.

Professional HMO Management is not for the faint-hearted and it is for this reason that we do not operate or manage any other profile properties, portfolios or investment types: we only deal with the lettings and management of HMOS within Hereford. Everything required in deliv-

ering our clients the freedom and profits they desire has been custom-developed for renting by the room, is secured and protected as our intellectual property, and operates in all departments at a market-leading and consistent standard.

If you are currently investing in HMOs or Multi-Let properties and are interested in working together to see how we can help you, we welcome the opportunity to discuss your requirements.

## How we differ from traditional letting agents

As we previously touched on, Hereford used to lack an HMO letting specialist. Some letting agents claim they will manage HMOs but very few are actually willing to do so due to the time and complexity. Those who have let HMOs do not specialise in letting on a room by room basis.

We feel there are five main factors which set us apart from any traditional letting agents:

- We are HMO Specialists and solely deal with multi-let properties in Hereford
- We bring Innovation and forward thinking to your portfolio, increasing rents and reducing voids and lowering maintenance costs, meaning more profit to you as a landlord.
- We are a 21st century letting agent using the latest technology to ensure the management process is as efficient as possible, enabling us to reduce management costs for the landlord to 12% (for our full managed service) as opposed

to the 15% being offered through other (non-specialist) agents in Hereford.

- We are accredited landlords ourselves and therefore keep up to date with all legislation which we then relay back to you to make sure your asset is constantly managed properly.
- We have a personable proactive management philosophy, treating your property like our own so making sure tenants are satisfied and stay as long as possible in your house, reducing voids and making you more money!

Our mission is to make managing HMOs as effortless for landlords as possible, giving landlords more freedom whilst ensuring higher rents and lower voids in order to generate more profit for landlords.



## Qualified, Professional & Experienced

We are very proud to be a member of UKALA (The UK Association of Letting Agents). We are governed by principles of professional conduct that provide a framework of ethical and professional standards that exceed any current legislation.

We have UKALA Accredited staff in all of our relocation offices, with members of our letting and management team attend UKALA training courses on a regular basis to refresh and update their knowledge. Relocation PA abides by the strict UKALA code of conduct in all matters. All landlord and tenant monies are kept in designated client accounts ensuring protection from the misappropriation of money belonging to a landlord or tenant.

We have full Professional Indemnity Insurance which covers us for financial loss or damage affecting the landlord or tenant caused by human error or negligence by Relocation PA.

UKALA is seen as a benchmark for professionalism in which landlords and

tenants can have confidence providing a unique marketing advantage. In addition to our UKALA membership, we are members of The Property Redress Scheme, further demonstrating our commitment to consumer protection. The Property Redress Scheme is an independent and impartial body that can listen to any complaints and award financial compensation if appropriate. By being members, we agree to abide by a rigorous Code of Practice.

We are also members of MyDeposits. An independent insurance based deposit protection scheme which allows up to take, keep and protect tenant's deposits with a professional body behind us for advice and guidance if there was every any issues with deducting deposits from tenants with protects both the landlord and the tenant.

We are also members of the Information Commissions Office (ICO), a data protection agency, allowing us to store tenants and landlord's data under the 1994 Data Protection Act.



## Comprehensive Marketing

At Relocation PA, one of the most important aspects of letting HMOs & your property is finding the right tenants that will suit the property as well as suit the mix of other tenants in that property. There is more to property marketing than meets the eye, especially when it comes to attracting the tenant who compliments your property perfectly. Our marketing package includes professional photography of each room and communal areas, a short video of the property, floorplans and EPCs. Regular advertising, primarily online with the leading shared accommodation website, Spareroom, together with constant social media marketing through facebook, Youtube and Twitter. As the internet is now the most popular source for property, it is vital to ensure your listing has impact, especially on websites such as Spareroom where there are so many similar properties. Our marketing skills and creativity prove that there are more ways to get noticed than just a handful of photos. Examples of this are the use of 'lifestyle shots' and dressing bedrooms and communally areas. This makes your property memorable and can increase



viewing rates as tenants can envisage living there. We also pay for Spareroom adverts meaning your available rooms will always be at the top of the listing. We offer a proactive management service such as contacting tenants looking for accommodation and active social media advertising.

The demand for shared accommodation is extremely strong within Hereford especially from the different colleges, NHS and Nuffield Hospitals as well as a variety of fruit farms around the area. Therefore, we have established connections with key employers in the area and are the preferred agent for the County Hospital which sources rooms

for all their nurses. This provides one of the largest tenant pools with a dedicated point of contact and discounts to support their move to the area. Tenants prefer to work with well informed and sincere agents who have comprehensive knowledge of the property. Our team pride themselves in getting to know potential tenants by building a relationship from their first contact, ensuring that we understand their reasons for moving and plans for the future. This means that we are able to confidently find the perfect match between tenant and property – a key ingredient for a stable and reliable tenancy.

**Whatever your requirements, our aim is to ensure that you are not simply satisfied with the tenants, but delighted with the entire process.**

*Proactive  
Management  
through passion,  
providing profit*

*We provide  
tenants with an  
experience, not  
just a room*

*We guarantee  
that if we can't  
increase your  
rents under our  
management  
then you can  
have the  
first month of  
management  
for FREE!*

## From Start to Finish

We do not just let the rooms in your property but we also provide you with complete peace of mind that your property will be looked after. We fully understand the key landlord concerns, such as rent arrears, damage and void periods. To address these we start by listening and creating a bespoke package that suits you, your property and the specific concerns that you may have. We see our relationship as a long term commitment offering you the best outcome for your investment and your home.

Following initial discussions, we will assess your property and advise you on any recommendations which would make the lettings and management process easier for you. With our Managed services, you will meet your dedicated Property Manager in the early stages to ensure that your investment is maximised, usually through the design of the property or the way the rooms are dressed, depending on what stage your HMO is at. We can organise the HMO license as well as any PAT, EPC, GSC or Electrical checks which need to be undertaken. Also any necessary insurance and advice on what regulations are needed within an HMO.

Prior to marketing, we ensure that key members of our lettings team are familiar with your property and its locality, ensuring that accompanied viewings provide potential tenants with in-depth information. All current occupants are advised of any in order to avoid disruption and regular feedback will be provided. Viewings are also conducted on our new website

(still in construction as of 31st May 2016) through our 360 degree camera.

Application and Guarantor forms are filled out online by the tenant and payment is made online to secure the room. Currently we are using a third party application called Goodlord which streamlines & combines the process of letting a room right from the application form to referencing and signing of the contracts, copies of which are sent to you the landlord if requested.

Once a tenant has decided to rent a room, above industry standard global referencing checks are performed on all tenants including a credit check and CCJs, as well as 3 month Bank Statements and previous landlord references, to ensure rent will be paid on time and damage kept to a minimum in your property. Once we are happy with the tenant all tenancy agreements and other legal documents are processed through a secure online signing system to minimise delay. Following receipt of monies, deposits are registered, as legally required, through the Tenancy Deposit Service.

Once completed, our focus shifts to ensuring a smooth start to the tenancy. All properties under our Managed services commence with a 'Check In' whereby our Property Management team introduce the property and its facilities to the tenant as well as a video check in being emailed to them. This not only reduces unnecessary maintenance or call outs from tenants, but enables them to look after your property as you would wish.



All houses are equipped with an in-depth house manual specifically for that property as well as up to date notice boards with key information for the tenants.

We will proactively manage the duration of the tenancy with monthly inspections to ensure there is no damage to the property. We deal with any issues before they develop too much, therefore keeping costs down for the landlord.

We also have a weekly cleaner who acts as our "eyes and ears" on the property and can report anything as necessary. Both the check in and inspections are conducted using our own custom built app which can then be email to the landlord immediately. The landlord is emailed a monthly report on the property detailing such things as maintenance issues, changes in tenants & occupancy rates, for example, to ensure the landlord is kept up to date with what is going on in their property on a regular basis.

At the end of tenancy or renewal process, we liaise with all parties involved to establish a smooth transition including a check out where the cost of any damage to the room will be deducted from the deposit if the room is not left in a clean and tidy state. Before the next tenant occupies the room, professional cleaning will be carried out. All maintenance is carried out on a little and often basis to ensure as low as cost as possible for the landlord. We also advise when items need replacing or rooms need repainting to enhance the value or the property.

## Client Case Study


### **Professional HMO 13.2% yield**

91 Ryelands Street, Hereford

A Ludlow based Property Investor sought guidance from Miles and Hugh Pattison-Appleton in order to expand their existing portfolio with a professional six bed HMO, following recommendations from previous Relocation PA clients.

Once the property was purchased, 91 Ryelands Street was refurbished. A second bathroom was fitted and redecoration completed throughout, all designed to give Ryelands Street a personal touch. Marketing commenced and the house is now filled and under ongoing management by Relocation PA.





*Relocation  
PA rooms are  
somewhere  
tenants hanker  
to live, not just  
because they  
cannot find  
alternatives*

## Not Just About Letting

Letting a property successfully is only the first step to success for your investment. This process can take just a number of days. However, throughout the duration of a tenancy your investment can make or break. At Relocation PA, we pride ourselves in looking after a property as if it was our own, through every step of the tenancy.

This is why we have a property manager assigned to your property from the start to the end of the tenancy. This enables them to understand your property in greater depth as well as to deal with any issues (either tenant or maintenance) as soon as they can since they only have a handful of properties under their management. We feel this is a much more efficient way to manage your asset and keep tenants happy instead of having one property manager try and cover hundreds of properties and not be able to keep up.

Our interaction starts from the beginning, ensuring that your property meets or exceeds the various safety regulations within an HMO, mainly the right fire alarms, fire doors and emergency lighting. We also make sure the property is set up to a standard suitable to ensure the letting process is as smooth as possible. The property manager will meet the tenant at the property to conduct a check in where the tenant uses our check in app and

can be shown the specifics of the property. By regularly visiting the properties that they manage, your Property Manager is able to keep on top of any required maintenance work and plan for any recommended larger works or refurbishments to be completed in between tenancies. Typically the Property Manager will visit your property once a month to conduct a formal inspection of the communal areas and bedrooms. This ensures maintenance is up to date and the tenants can bring any issues up as well as check everything is ticking along smoothly in your property and nothing is being damaged before it becomes too expensive to fix.

Whilst your dedicated Property Manager is the backbone to protecting your investment, they could not do it all alone. We have a comprehensive, qualified and loyal team of diverse contractors supporting us daily, many of whom have worked with Relocation PA from day one and know our properties as well as we do. All works are carried out efficiently, to agreed timescales and to a level matching the standards that Relocation PA set. We agree with all our Landlords a level of authority to ensure that there is a mutual understanding in what we can agree on, only then needing to consult on larger issues. Tenants are able to report any maintenance 24/7 through our online portal

## Client Case Study

### **Boutique HMO**

21 Meyrick Street, Hereford

(on new website), which is available in a wide variety of languages, and provides information on common, everyday maintenance queries.

This ensures that we are only acting on the necessary maintenance enquiries and that your Property Manager is able to efficiently act on any required maintenance that is reported.

One of our most important aspects to managing your property is not only keeping the property in the best order but also keeping the tenants happy to ensure they enjoy living in your property. This reduces the likelihood of voids as well as making sure the tenants are more likely to pay their rent on time. We do this through several means, our most popular one being tenant parties where we gather all the tenants from all our properties we manage and put on BBQs and parties for them. This also means they get to meet the other tenants and make friends. We also have a number of relationships with local bars and restaurants and have negotiated deals for our tenants such as drink vouchers at The Shack Revolution and Coffee Cart. We feel the small gestures count so all our tenants receive welcome cards as well as Christmas and Birthday presents. This might seem insignificant but it makes for a much smoother management process whilst reducing the likelihood of damage and voids in your property.

A London based property Investor sought guidance from Miles and Hugh Pattison-Appleton in order to expand his existing portfolio of single lets and branch into a high end boutique nine bedroom HMO, following recommendations from previous Relocation PA clients and seeing an opportunity in Hereford.

Once the property was purchased, 21 Meyrick Street was completely refurbished. A brand new kitchen and sitting room were fitted along with the complete redecoration of seven bedrooms all of which are en-suite, as well as the cellar being underpinned and tanked to provide further space enabling 21 Meyrick Street to become a high end boutique HMO actively managed by Relocation PA.



# Relocation PA Services at a Glance

We provide a fully managed service for your property to ensure peace and mind

## What's included?

	TF	L&R	FM	PF
Rental advice & review of the current market	✓	✓	✓	✓
Preparation of property marketing	✓	✓	✓	✓
Listing on our website & prominent local, national and international property websites	✓	✓	✓	✓
Marketing through offices, applicant matching from our database, direct mailings & local press to source suitable tenant	✓	✓	✓	✓
Regular feedback to landlords	✓	✓	✓	✓
Accompanied viewings by knowledgeable team member or online viewings	✓	✓	✓	✓
Full tenant referencing, including credit check	✓	✓	✓	✓
Collection of first month's rent & deposit	✓	✓	✓	✓
Arrangement of HMO License and EPC/GSC/ESC and PAT testing if required		✓	✓	✓
Comprehensive professional photography & floorplans package (6 photos)		✓	✓	✓
Preparation & execution of the tenancy agreement		✓	✓	✓
Registration of tenant deposit with the TDS		✓	✓	✓
Collection of rent, remittance to your chosen account & preparation of monthly statements sent to you by email		✓	✓	✓
Management of late rent payments including legal advice		✓	✓	✓
Proactive contact with landlord & tenant to discuss renewal requirements		✓	✓	✓
Negotiate, prepare and execute renewal agreements including administration of TDS account Refund of tenant deposit less any agreed deductions		✓	✓	✓
Property preparation prior to commencement of tenancy			✓	✓
Annual Gas safety certification as required			✓	✓
Arrangement of inventory			✓	✓
24 hour emergency phone line for tenants, arranging required maintenance & supervising repairs			✓	✓
"Meet & Greet" new tenants on arrival (Check in)			✓	✓
Regular property visits by a Property Manager with report & recommendations for improvements throughout tenancy			✓	✓
Formal Monthly Inspections			✓	✓
Payment of invoices & regular outgoings through rent account usually Bills			✓	✓
Pre-departure property visit & arrangement of inventory check out			✓	✓
Arrangement of inventory check out			✓	✓
Full negotiation of deposit return & closure of deposit account			✓	✓
Arrange between tenancies cleaning & maintenance			✓	✓
Arrangement of Landlords Insurance			✓	✓
Online maintenance reporting system				✓
Annual meeting with management team to discuss property performance, further investment & disposal management				✓
Annual refurbishment assessment & report				✓
Dedicated property manager providing sole point of contact				✓
Discounts from contractors for maintenance, certification & insurance				✓

## Tenant Find (TF)

Designed for professional landlords who manage their own property, but wish to benefit from Relocation PA's marketing expertise.

### Relocation PA provide:

- Rental advice and review of the current market
- Assessment of the property and whether or not any maintenance/improvement work is required
- Safety regulations
- Relocation PA service and marketing options
- Standard property marketing package including professional photographs (landlord to supply EPC and floorplan)
- Listing on websites such as Sparesroom and Relocation PA plus prominent national and international ones
- Mailshots to matched applicants, relocation agents and companies registered on our database
- Accompanied viewings with knowledgeable team members
- Regular feedback with you to discuss progress
- Negotiation of the tenancy terms on your behalf
- Full tenant referencing and credit checks (UK) and global referencing (overseas tenants)
- Prepare and execute the tenancy agreement

- Collect the first rent payment in advance
- Collect, register (with Tenancy Deposit Scheme, TDS) and hold the tenant deposit as stakeholder
- Final statement of account after deduction of our fees and remittance of any funds to your chosen bank account

### Landlord to provide prior to marketing:

- Energy Performance Certificate (Required)
- Gas Safety Certificate (Required)
- HMO Licence if applicable (Required)
- Certificate of buildings, contents and public liability insurance (Required)
- Portable Appliance Test and Electrical Installation Condition Report (Recommended)

### Landlord's responsibilities:

- Preparation of inventory and subsequent inventory check out (Relocation PA recommend the use of a professional independent inventory clerk)
- Ensuring that the property is presented in a suitable standard of repair and cleanliness

- Transfer of utilities and council tax between tenancies
- Track monthly rent payments from tenants
- Tenant "Check in" at the property, provision of keys and emergency contact telephone number
- General ongoing maintenance and management throughout the tenancy
- Serving required possession notices
- Negotiation of renewal agreements
- Negotiation of the tenant deposit at the end of the tenancy, including preparation of submission in the event of a deposit dispute

### Optional Ancillary Services

- Negotiation and preparation of renewal agreement and update deposit registration
- Serving of possession notices

It is essential that landlords understand their obligations when letting and managing their own property. Please ensure that you have read the Relocation PA Terms of Business and this Handbook prior to registering for the Tenant Find Service.



## Let & Rent Collection (L&R)

Designed for professional landlords who manage their own property, but wish to benefit from Relocation PA marketing and accounting expertise.

**In addition to the Tenant Find service, Relocation PA provides the following:**

### **Initial meeting to discuss**

- Rental advice, review of the current market & marketing options and safety regulations
- Assessment of the property and whether or not any maintenance/improvement work is required

### **Marketing**

- Comprehensive property marketing package, including six professional photographs and floorplan
- Arranging for preparation of an Energy Performance Certificate (EPC) unless already provided
- Mixed media advertising through social media, Hereford Times and The Admag.

### **Legal and Finance**

- Collect ongoing rent directly from the tenant
- Remit rent to your nominated bank account after the deduction of our fees
- Issue a monthly statement of account by email
- In the rare event of non-payment of rent, sending appropriate letters and advising

you on legal procedures

- Automatically contact both parties to discuss a potential renewal of the tenancy for a further term
- Serve legal notices if required

### **At the end of a tenancy**

- Once you have arranged the inventory check out and have reached agreement with the tenant on any proposed deductions (and we have been informed in writing of acceptance by both parties) Relocation PA will release the deposit appropriately, together with a final statement

### **Landlords to provide prior to marketing**

- Energy Performance Certificate (Required)
- Gas Safety Certificate (Required)
- HMO Licence if applicable (Required)
- Certificate of buildings, contents and public liability insurance (Required)
- Portable Appliance Test and Electrical Installation Condition Report (Recommended)

### **Landlord's responsibilities**

It is essential that landlords understand their obligations when managing their own property.

- Preparation of inventory and subsequent inventory check out (Relocation PA recommend the use of a professional independent inventory clerk)
- Preparation of property to suitable standard of repair and cleanliness prior to tenant arrival
- Administration of utility transfer between tenancies
- Tenant "Meet & Greet," including provision of keys and emergency contact telephone number
- General ongoing maintenance and management throughout the tenancy
- Negotiation of the tenant deposit at the end of the tenancy including preparation of submission in the event of a deposit dispute

**Please ensure that you have read the Relocation PA Terms of Business prior to registering for the Let & Rent Collection Service.**

## Full Management (FM)

For Landlords who wish to gain peace of mind by benefiting for Relocation PA comprehensive management from start to finish.

In addition to the Let & Rent Collection service, Relocation PA provides the following:

### Marketing

- HMO Licencing advice and application processing where necessary
- Enhanced marketing where appropriate including editorial, micro-sites, blogs and social media

### Legal and finance

- Payment through the rent account of invoices and regular outgoings (including insurance, block service charges and ground rent where applicable)
- Remit rent to your nominated bank account after deduction of fees and maintenance invoices
- Access to rent protection and legal expenses (subject to cover conditions)

### Management

- Preparation of property to suitable standard of repair and cleanliness prior to tenant arrival
- Ensure that all safety checks are carried out and the property complies with any updates to legislation
- Arrange preparation of independent inventory and schedule of condition
- Tenant "Check in" at the property to hand over keys and provide our comprehensive property information pack
- Notify utility companies at start of tenancy

(gas, electricity, water and council tax)

- Arrange and supervise running repairs and maintenance
- Genuine 24 hour emergency call-out service for tenants
- Regular scheduled property visits by the property manager, with detailed landlord reports
- Continual assessment of the condition of the property and ongoing advice regarding improvements ensuring the property remains competitive within the local marketplace

### Tenancy Renewals

- Negotiate, prepare and execute renewal agreements
- Renewal of TDS deposit account

### At the end of a tenancy

- Visit to be completed by lettings staff and property manager to assess condition of property prior to marketing
- Commence immediate re-marketing in the event that the tenant does not wish to renew the tenancy
- Two weeks prior to the end of tenancy, visit the property to advise the tenant on how to pre-

pare the property for departure and what to expect from the inventory check-out and deposit return procedures

- Arrange for the inventory check-out to be carried out and issue a report
- Full negotiation of deposit return including preparation and submission of information to the TDS in the event of a dispute
- Closure of the TDS deposit account
- Arrange and supervise any maintenance, cleaning and final preparation for each new tenancy



## Portfolio Management (PM)

For Landlords who have three or more properties under Relocation PA's management - a bespoke, centralised management package.

### Why do you need a Portfolio Service?

Hereford's buoyant rental market continues to provide a unique and attractive opportunity for Investment landlords. Relocation PA is the only agency in Hereford able to capitalise on this market with vast experience and knowledge to hand. Relocation PA has responded to the demands of our large scale investment clients and offers a defined service in Portfolio Management for landlords with three or more properties.

We appreciate that the needs and expectations of a Portfolio client (whether they are individual landlords, companies, institutions or family trusts) are different to that of other landlords. With this in mind, we offer exclusive and competitive pack-

ages tailored to suit different needs and maximise returns.

This service offers clients one single point of contact to ensure that their property portfolio is managed, and the investment is secured as efficiently as possible, regardless of location. Therefore, if your portfolio is spread across the city or county, your sole point of contact will be on hand to assist you during Letting, as well as Management, as opposed to a number of different branch contacts throughout our company.

**Portfolio Landlords are able to benefit from all aspects of the Full Management service, as well as the following additional benefits:**

- Annual meeting with our management team to discuss: your portfolio, property performance through a detailed review, further investment opportunities and disposal management
- Annual sales valuation update driven by our Residential Sales team
- Discounted fees from local contractors (which are only available to our portfolio clients)
- Discounted fees on new tenancy agreements, renewal agreements and preparation of inventories
- Advanced notice of potential investment opportunities

The Portfolio department ensure that their landlords' properties achieve a good rental yield, void periods are kept to a minimum and that capital values are protected through efficient property management and maintenance.

Our Portfolio clients also benefit from exclusive investment opportunities from Hugh Pattison-Appleton. These opportunities deliver excellent yields and are often not available to the open market. Equally, when it is time to sell, both our in-house Investments and Residential Sales teams are on hand to help.





## Additional Services

### Design and Refurbishment

Relocation PA provides a skilled refurbishment service which includes everything from full refurbishment through to redecoration, kitchen and bathroom installations and furnishing packages. Although not every property will require work, refurbishment to some degree is often crucial to achieving the full rental potential of a property.

Many landlords find it impractical to take on such projects, which is why Relocation PA offers this complete service. We can advise you on the potential of your property, and how to make the most of it. We carry out a large number of refurbishment projects every year and have many years' experience.

The first stage is a full appraisal to identify exactly what is required. We don't simply recommend throwing money at the problem. Indeed, little may be needed; this is where our know-how can make the difference between incurring a substantial cost and making a sensible investment. We ensure that any refurbishment work is in sympathy with the style of the property and appropriate for the intended long term use.

We obtain quotations from proven contractors and then co-ordinate and manage the work as it progresses. All our contractors and suppliers have been carefully



selected over the years, so we know that they can be relied upon to deliver quality results, on time and on budget - attributes which are all too rare. All HMO regulations are dealt with as well as providing furnishing if required.

For more information on our Refurbishment, Furnishing and Project Management Service please contact Alex Pattison-Appleton at 01432 880891 at our Head Office on or by email at [alex@pa-holdings.co.uk](mailto:alex@pa-holdings.co.uk).

# Property Investment Search and Acquisition

The Relocation PA Property Investment Search and Acquisition Service is tailored to the needs of landlords who wish to start or expand their portfolios but lack the time, experience or desire to make the considerable commitment required to research the market and undertake the necessary legwork for viewing potential properties.

At Relocation PA Investments we have our finger firmly on the pulse of the Hereford and West Midlands investment markets. Not only do we have access to tried and tested investment properties but we also hand pick outstanding opportunities from the open market, solely for the benefit of our investor clients. The Relocation PA team brings over 60 years of combined property experience, both in Hereford and the West Midlands, and specialises in sourcing and securing prime investment properties for our investment clients.

The investment market place can be a minefield of potential hazards. Competition for the best oppor-

tunities is fierce and we see an ever increasing number of dazed and confused clients looking for guidance and a head start against competing buyers. Our involvement does not end at the point of acquisition. Advice with ongoing finance, refurbishment, furnishing and eventual disposal are all part of our comprehensive service. See our Design and Refurbish Package to see how we can assist you in the conversion of your property into an HMO or with a whole refurbishment. Many of our investor clients have never set foot in their own properties. Their relationship with Re-

location PA is based entirely on trust. An endless stream of academic, medical and professional tenants ensures demand. With the contracts we have obtained with Hereford Hospital as well as demand from the Council and the new university, enquiries are as strong as ever for HMOs within Hereford. Yields of 15-20% are readily available and whilst house prices are relatively static the window of opportunity to invest is now."

Relocation PAs Investment Search and Acquisition service embodies the very essence of our company. Our established clients benefit from every single one of our company facet in an all-encompassing service unmatched by any other Hereford agent.

To contact Miles Pattison-Appleton, please call 077728 14468 or email [miles@relocation-pa.co.uk](mailto:miles@relocation-pa.co.uk)



## Seamless switch to Relocation PA Lettings

We accept that not all landlords choose Relocation PA Lettings first time. However, we are often asked to look after properties that are already on the market with other agents which should have been let, but haven't, or ones which are not excelling in their onward management. We understand the disappointment of these landlords, whose experiences of the lettings process has fallen short of their expectations.

We usually find that poor communication causes the frustration, not necessarily a lack of tenant applicants. If your property is being let and managed by another agent, but you are feeling undervalued, you might like to ask yourself the following questions:

- Is your agent still as enthusiastic as the day they took on your property?
- Do they keep you regularly updated with constructive feedback?
- Do they contact you or do you have to

chase them?

- Do they accompany viewings to make sure they are maximising applicant contact and feedback opportunities?
- Do they keep you informed of what is available and actually letting in the area - and not just their own stock?
- Have they provided you with practical marketing advice on how to present your property to let?
- Do they meet your expectations in management?
- Do you feel like a valued customer with an important property?
- Are they taking responsibility or making excuses?

We believe we offer the very best customer service to our clients including clear and concise communication and exceptional marketing. Switch to Relocation PA Lettings and Management today and we will show you how.

## Considering a switch to Relocation PA?

Through our Switch service we offer a seamless and hassle free transition to Relocation PA, with the overall aim of ensuring that Landlords experience no loss as a result of moving agent. Therefore, we manage the whole process for you, from liaising with

your current agent, to seeking expert legal advice on your current contract, with any costs incurred covered by Relocation PA.

If you are considering switching to Relocation PA, please contact us today and we can start the process for you.





## Contact Us

Relocation PA Ltd

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## FEES

Tenant Find	<b>£95</b> Per Room
Let and Rent Collection	<b>8%</b> Per Month
Fully Managed	<b>12%</b> Per Month
Portfolio Management	By Negotiation
Additional Services	By Negotiation

## The Team



### **Kate Chapman-Jones, Property and Lettings Manager**

Kate runs the day to day operations at Relocation PA, more specifically letting rooms, dealing with tenants and inspections. She has been working within the property industry for the past 17 years. She is a landlord herself giving her a real understanding of the importance of choosing the correct tenant combined with a smooth management service, for both tenants and landlords.

Kates hobbies include running around after my two young children, swimming, netball, country walks, watching rugby and enjoying the sunshine home or away. Always the social butterfly, and loves nothing more than spending time with family and friends.



### **Miles Pattison-Appleton, Managing Director**

Miles studied commercial property at university and is currently training to become a Chartered Surveyor. He set Relocation PA whilst still at university due to needing a solution for his ever expanding residential property portfolio. He now is a full time property investor, developer and entrepreneur focusing on expanding the innovative Relocation PA brand.

Miles is a keen shot and fisherman occupying his free time in the countryside when not in the office. Miles is a regular rower and squash player and enjoys traveling, wine and reading.



### **Alex Pattison-Appleton, Finance Director**

Alex oversees the finances for the whole company from, incoming rent from tenants, paying all invoices, bookkeeping and mainly making sure Miles doesn't spend too much! Alex has previously consulted for a local accountancy firm in their payroll and booking keeping department and is an experienced bookkeeper. She is also an experienced property investor with a large portfolio of her own.

Alex enjoys running, cooking, walking the dogs and getting away on holiday when she can.



### **Hugh Pattison-Appleton, Chairman**

Hugh oversees the business as a whole, working on the long term vision and strategy for Relocation PA, focusing on the rapid growth of the company with the help of Miles. He has a background in both property and running companies. Hugh is an ex-army officer serving in the Queens Dragoon Guards, a trained chartered surveyor and has had over 30 years in the property industry as well as owning a portfolio of single lets and HMOs in Telford and Hereford. Hugh has set up and continues to run three other companies alongside Relocation PA which are going from growth to growth. Hugh has also completed an MBA course.

Outside of Relocation PA, Hugh is a keen sportsman, enjoying Rugby, Hockey and Squash. He enjoys walking and countryside pursuits, as well as traveling, trying new wines and collecting antique furniture.







**RELOCATION PA**

HMO Lettings & Management

ΗΜΟ ΓΕΝΙΚΗΣ & ΔΙΑΧΕΙΡΙΣΗΣ

ΚΕΡΟΚΑΛΙΟΝ ΠΑ