

goview
LONDON





These guys are really responsive, supportive and genuinely helpful.

MR TURNER

Efficient, polite and accessible. Experienced at getting results.

MR & MRS PARISSIS

Always available, supportive, sympathetic and informative.

MRS LUDLOW

WELCOME

Thank you for taking an interest in our company. We value and appreciate your business.

Having grown organically since our creation in 2010, we are now one of the leading independent estate agents in West London.

We take great pride in the number of years our team members have been with us, and we believe this continuity ensures the best framework possible for us to make a real difference to your moving process.

Our company's values of integrity, transparency and professionalism are implemented day in, day out ensuring our success as an estate agency servicing our clients.

Everything we do is geared towards achieving the best result for our clients in the most efficient way possible.

Since our estate agency began in 2010 we have:

- **Attained over 500 reviews from satisfied clients happy to publicly promote our firm**
- **Achieved unparalleled business and employment growth**
- **Annually, we now collect over £8m in rent on behalf of clients**
- **Worked with a number of local charities, groups and community initiatives**

This handbook, in addition to giving general property market advice, helps gain an insight into our company and we look forward to welcoming you as a client.

CONTENTS

3	WELCOME	11	TESTIMONIALS
4	OUR OFFICES	12	LETTING YOUR PROPERTY
6	THE SELLING JOURNEY	14	LANDLORD'S RESPONSIBILITIES
8	THE ART OF THE VALUATION	16	LETTINGS FAQs
9	THE LEGAL PROCESS	17	LETTING FEES & SERVICES
10	SALES ROUND UP	18	IN THE COMMUNITY



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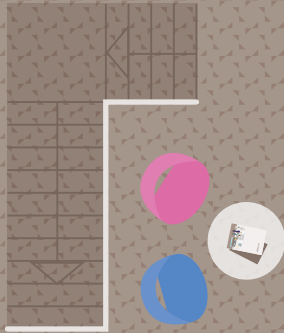


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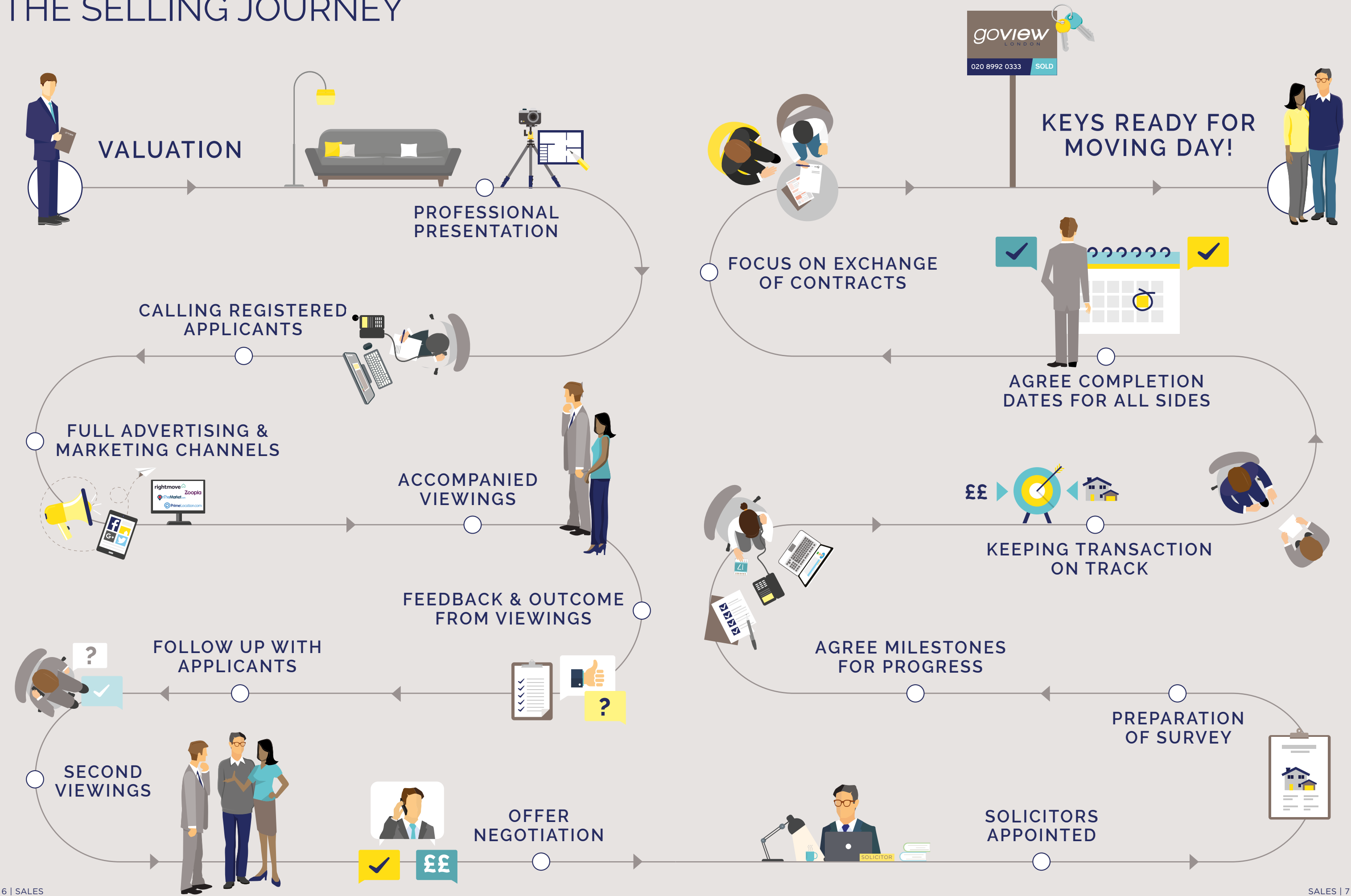


OUR OFFICES

With two local offices we are in a great position to receive more enquiries, generate more viewings and negotiate increased offers for your property. All of our team give objective advice, tailored to meet the needs and aspirations of our clients.



THE SELLING JOURNEY



THE ART OF THE VALUATION

These are some of the principle questions that we can help guide you on through a valuation.

How do previous sales act as a comparable guide to value?

How will potential buyers see your property against others available to purchase?

Key value points of your home – how can our team use them to create maximum value?

What are particular buyers prepared to pay for your home?

What’s the best asking price to create a momentum of viewers and ensure the maximum sale price?

After the valuation appointment you should have a good understanding of the above, and we pride ourselves on the detailed, knowledgeable advice we impart on our clients.



THE LEGAL PROCESS

A brief summary

Part of the offer negotiations will relate to your proposed buyer’s timeframe for purchase, and we will align the purchase process accordingly. Below gives a brief overview over the legal process.

WEEK 1

Transaction agreed – sales memorandum sent to all parties.
Please ensure your seller’s pack is returned to your solicitor as soon as possible.

WEEK 2

Draft contract documentation should now be received by the buyer’s solicitor.
The buyer’s mortgage survey (if applicable) has usually been completed by now and local authority searches paid for.
Please note that some lenders do a full underwriting process prior to survey which may in turn be later than expected.

WEEK 3-4

The solicitors should be in dialogue over the draft contract documentation and there may be clarification needed from you in regards to information derived via the local authority search.
Selling a leasehold property? Please make sure your managing agents are prompt with their replies to enquiries.
Please be prepared and at the ready to answer enquiries from the buyer’s solicitor: the speed you can turn these enquiries around will help the transaction.

WEEK 5

We would expect the buyer to be in receipt of a mortgage offer at this stage which will also be sent to their solicitor to verify in accordance with the property’s title.
Start firming up on the completion date, depending on your onward move or chain length this can be a long or short process, but the transaction will be working to an approximate completion date from the outset.

WEEK 6

Formal contracts should be getting prepared for signing by both sides, there may be additional enquiries at this stage, or what can be termed ‘final enquiries’.
Exchange of contracts should take place around now, the buyer deposits 10% of the purchase price unless another amount is pre-agreed and now all parties are legally bound by the completion date of the transaction.
Working through this process you would also have quotes from removal firms and now is the time to finalise these arrangements.

WEEK 7 ONWARDS

Working towards the completion date make sure you inform all utility companies, complete final meter readings, put your mail on redirect and inform the local council of your exit date.
On completion day your solicitor will receipt monies from the buyer’s solicitors and their mortgage lender if applicable.
Your solicitor will then proportion your onward move monies accordingly, sending you any remaining balance.



You can now go and enjoy your new home! We work with our clients every step of the way to make the process as smooth as possible enabling you to concentrate on realising the excitement of the move.

SALES ROUND UP



Contract length for marketing

Depending on the type of property, your expectations on value and prevailing market conditions we will agree a timeframe with you as your sole agency representative or as one of your representatives in the marketing and sale of your property.

ID and Anti-Money Laundering (AML) checks

Under various legislative measures under the banner of money laundering and prevention of fraud we are legally obligated to confirm the identity of all clients and secure proof of ownership upon instruction of your property to sell or let. We will require copies of identification upon instruction.

Appointment with our professional photographer

The professional photographer will generally take pictures, spanning approximately 160', of each principal room focusing on the window aspect to ensure a great visual impact.

Try to de-clutter as much as possible and keep surfaces clear, this can help profile the depth of the room. Please also remove any personal items/pictures you don't wish to be photographed.

Progress on marketing

After listing your property for sale, we will keep you well-informed about the marketing progress and individual viewing feedback.

We will also give general guidance on how we view the interest in your property compared to other properties we are marketing and in the context of properties available across the market.

Considering an offer?

We understand that each client's circumstances are different and depending on your onward move we will put forward each offer and its timescale for your consideration.

If you are looking for a chain-related move whereby you are buying a property to coincide with the sale of your existing home the onward move must be given equal weighting to the offer received, and we pride ourselves on giving proven, best-practice advice in these circumstances.

Offer agreed

When we agree an offer for sale we will release the sales memorandum to all parties involved in the transaction. The solicitors or licensed conveyancers involved are very important to ensuring an effective transaction and we aim to keep in close contact with all parties involved.

We can recommend professionals from our panel who we have worked closely with over the years. Go View London is not affiliated to a body or group of solicitors and will recommend purely on the basis of our past working relationships and their service standards.

Fee on successfully selling your property

There is no upfront fee for our professional photography, detail production or advertising.

- SOLE AGENCY
1.5% plus vat of the achieved selling price.
- MULTIPLE AGENCY
2.5% plus vat of the achieved selling price.

Please see our terms and conditions for full conditions over fees and payment.

Go View's service is staggeringly good. Professional and prompt at all times - estate agents like this will seriously give the industry an excellent name in Ealing - I would not go anywhere else to sell a house.

MR HOPE

Consummate professionals who know the market better than most.

MR LEUNG

Every aspect from the photos to the viewings was smooth and well run. They also gave us great advice and support throughout.

MRS GILLETT

The Go View Ealing team has done a great job. They helped me sell my property and took care of everything. They were always available and helped me out through the whole process. I highly recommend them.

MR NOUIRA

The contrast once we changed agents was huge; so much more dynamic and detailed, and the contact from your team too has been brilliant. Clear and timely and just the right balance between positive and realistic.

MRS HALL

A number of viewings in a short period of time which we hadn't seen previously with alternative agents.

MR SCOTT

We have worked with Go View London as both buyer and seller, and working with them has been a hugely positive experience.

MRS GEORGE

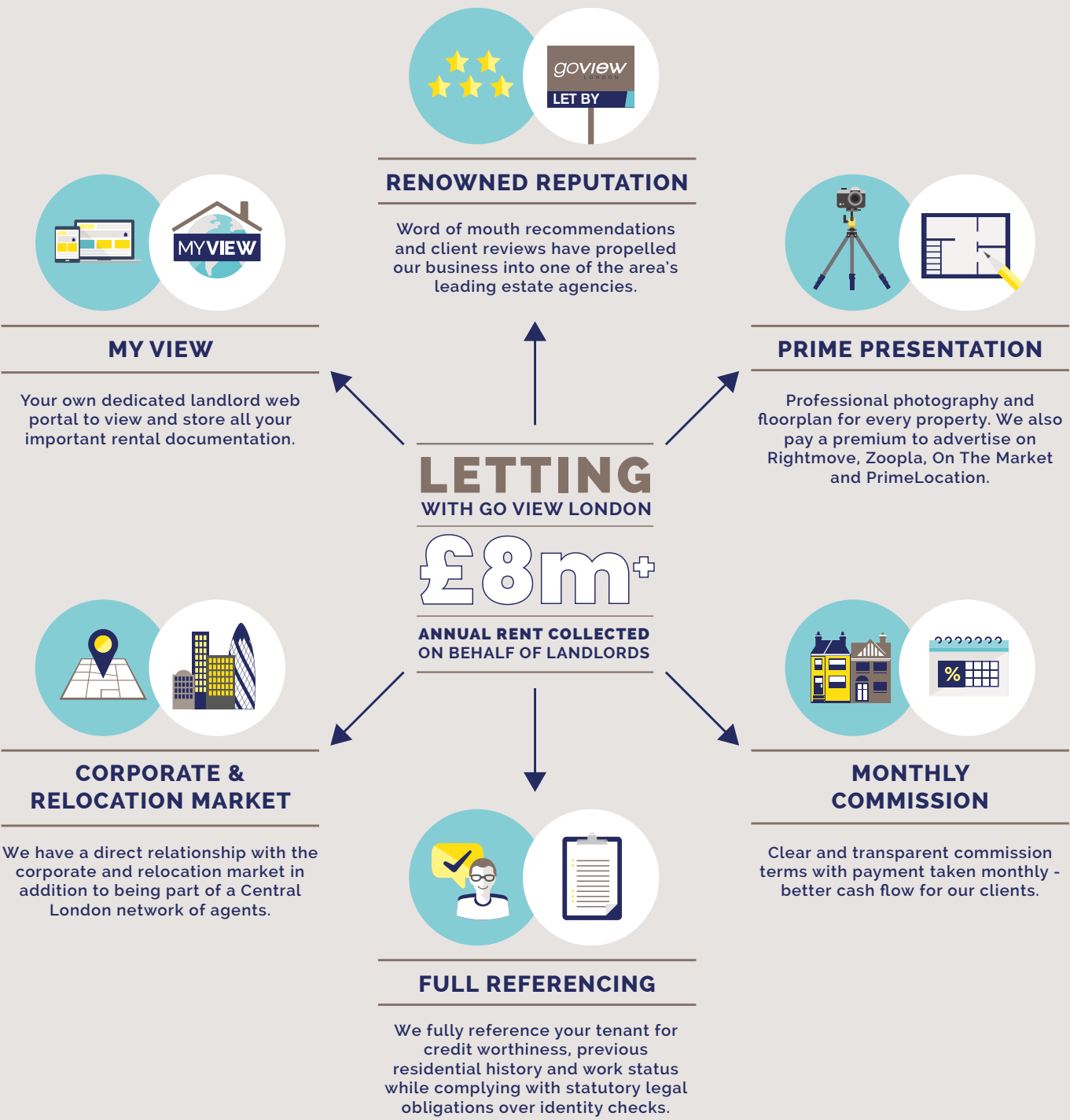


TESTIMONIALS

We place a great emphasis on client feedback and testimonials. Our pride in our work is a reflection of who we are as property professionals and we have only grown our business to the level we have achieved through referrals from old to new clients. We are committed to not just transacting on property but also ensuring our service is worthy of a great testimonial and recommendation.



LETTING YOUR PROPERTY WITH GO VIEW LONDON



Letting your property with Go View London

Monthly Commission

Our commission is taken in line with our rent collection service as standard. In the vast majority of cases, tenants pay their rent monthly and accordingly this is termed 'monthly commission.'

Each month our commission is proportioned off the rental amount received with the balance sent by BACS to your nominated account. You can expect payment within three working days.

The above is a progression from the 'traditional' agency model where commission is taken up-front without reference to any possible 'break-term'.

Clients comment how straight-forward and clear our system is with account statements available on the 'My View' online portal to view and access anytime.

My View & 24/7/365 cover

'My View' keeps all your important documentation such as ASTs, tenancy certificates, monthly account statements and maintenance works all in one place. This information can be viewed anywhere with a simple log-in and password system.

'My View' applies once we find your tenant. At the start of the tenancy the relevant documents are placed in the portal and you will receive an ongoing monthly account notification when rent is paid and your statement is available to view.

The investment we have made into this portal underlines our commitment to obtain for you the optimum market price with the best-available tenant, managed the most efficient way possible.

To gain a quick introduction into 'My View' please click on the icon on the top right of our website home page.

We manage your property every minute of the year. Our out of hours call centre will alert us to any emergency.

Types of Tenancy Agreement

Assured Shorthold Tenancy (AST)

Assured Shorthold Tenancy (AST) is the standard agreement used in England. Its minimum term is six months and anything over three years must be executed as a deed.

Short Let / 'Holiday Letting' Agreement

This is used for contracts of six months or less. The agreement is specifically excluded from the Housing Act 1988, so tenants have no security of tenure and must vacate the property at the end of the fixed term, or if found to be in breach of the terms of the agreement.

Company Let

This is where a company will take on the obligation to ensure the rent and associated bills are paid on behalf of the tenant. As the tenant is technically not an 'individual' a Company Let Agreement as opposed to an AST is used as the company is excluded from protection afforded to individuals under the Housing Act 1988.

Non-Assured Shorthold Tenancy

In England and Wales non-assured tenancy agreements are also known as 'common law' tenancy agreements as they are governed by underlying common law and are not regulated by the Housing Act 1988.

These have to be used when: your annual rent exceeds £100,000 a year, the premises being let is self-contained within the landlord's main residence, or the property is not the tenant's principle home (i.e. pied-à-terre for two/ three days a week).

LANDLORD'S RESPONSIBILITIES

Get ready to market:

- ✓ If applicable, you should gain permission from your mortgage lender to ensure you are able to rent the property out under their loan conditions.
- ✓ Letting a flat? You may also require permission from the overall freeholder.
- ✓ Specialist landlord's insurance.
- ✓ A valid Energy Performance Certificate (EPC).

Get ready to let:

- ✓ A copy of the Dept. Of Communities and Local Government (DCLG) 'How to Rent Guide'.
- ✓ A Deposit Certificate and Prescribed Information.
- ✓ A valid Gas Safe Certificate.
- ✓ Any property license required by your local authority.

As a landlord you are legally obligated to ensure your tenant(s) live in a property which is well maintained and you undertake any major repairs that are required.

Under the Landlord and Tenant Act (1985) you are legally responsible for the safe working order of space heating, hot water, gas, electricity and sanitation.

In addition to the above you must also maintain the structure and exterior of the property (including drains, gutters and external pipes).

GAS SAFETY



Rental properties must have an annual gas safety check carried out by an engineer registered with Gas Safe Register. This is a check on each appliance and flue.

A copy of the gas safety check must be given to the tenant at the start of the tenancy, and within 28 days of the check.



ELECTRICAL SAFETY

Landlords must ensure the electrical installation is safe when tenants move in and is maintained in a safe condition throughout the tenancy.

If you rent a House of Multiple Occupation (HMO) you need to have a periodic inspection every five years, and this is good practice in our view for all landlords. You must also ensure that any appliance is safe and has at least the CE marking.



FIRE SAFETY

Landlords must provide a smoke alarm on each storey and a carbon monoxide alarm in rooms with a usable fireplace or woodburner. You must ensure your tenant has access to escape routes at all times.

You must ensure that the furniture and furnishing you provide are 'fire safe'. All furniture sold in the UK must comply with Furniture and Furnishings (Fire) Safety Regulations 1988 so it is generally simple to follow the procedure and labels are attached for ease of reference.

If you are a HMO landlord you need to provide fire alarms and extinguishers.



VALID ENERGY PERFORMANCE CERTIFICATE (EPC)

This contains information on a property's energy use, typical energy costs and includes recommendations for how to reduce energy use and save money. The certificate is valid for 10 years.

Landlords must ensure that their property reaches an energy EPC rating of at least E. We can consult with you to help attain this level of performance.



RIGHT TO RENT

If the tenant has a legal right to be in the UK they have a right to rent. It is the landlord's responsibility to ensure the tenant has the legal right to be in the UK, and if that right is dated then to conduct repeated checks. You must also give the tenant the current version of the Government's 'Right to Rent' booklet.

Do you need a license to rent out your property?

Ealing Borough Council's licensing scheme affects all HMOs and certain other types of property depending on size or location.

The Council's aim behind the licensing scheme is to raise standards in the private rental market, ensure adequate facilities and to check the background of landlords in The Borough. There is a fee to pay depending on the number of habitable rooms on offer.

There are three types of licence, administered by Ealing Council that may be applicable to your rental.

1. Mandatory licence for larger houses in multiple occupation (HMO)

An HMO is deemed three or more storeys high, and is occupied by five or more tenants in two or more households that share sanitation, washing or cooking facilities.

2. Additional licence for smaller houses in multiple occupation (HMO)

Rented property that is two or more storeys high, and has four or more tenants in two or more households that share sanitation, washing or cooking facilities requires a licence. This excludes houses in multiple occupation that require a mandatory licence.

You will also need an additional licence if you are a freeholder, leaseholder or a person in control of a building that:

- has been converted entirely to self-contained flats, and;
- where the conversion works do not comply with the appropriate building standards (Building Regulations 1991 or later).

Such converted buildings only need to be licensed where all flats are under the same ownership or control and the building has more flats than storeys or it contains a mix of commercial and residential uses.

3. Selective licence

You will need a selective licence for all other privately rented properties within certain wards in the Borough of Ealing. Find your ward location by using the postcode finder on Ealing Council's website, or our property management department will be pleased to help you.

Handling the tenant's deposit



The tenant's deposit, normally five weeks' worth of rent, must be registered with one of the Government's authorised tenancy deposit protection schemes. As a company we utilise the my|deposits Group, a government-licensed operator of custodial and insurance-based Tenancy Deposit Protection (TDP) schemes in the UK.

my|deposits Group has safely protected over £2bn worth of tenants' deposit money.

The certificate and prescribed information must be given to the tenant within 30 days of tenancy start. If you fail to adequately protect the deposit and communicate this protection to the tenant the result could be a court ordering the full return of the deposit plus a fine of between one and three times the value of the deposit. An unprotected deposit could also mean you will not be able to easily regain possession of the property from the tenant.

Unless in formal dispute with the tenant over all or part of the deposit, the landlord has 10 days at the termination of the tenancy to return the deposit to the tenant.

Providing the inventory



A professional and comprehensive inventory is deemed best practice to ensure successful administration of the tenant's deposit.

By completing an inventory prior to the tenant's move in you are safeguarding your ability to claim back from the tenant's deposit should the need arise.

A detailed inventory prepared at the start of the tenancy enables a fair measure at the end of the tenancy. The tenant must be given sufficient time to read and comment upon and sign the check-in report and inventory, and given a copy.

If the tenant fails to sign and return the inventory within the prescribed timeframe they are deemed to have accepted the inventory as accurate.

LETTINGS FAQs



Is it better to rent the property furnished or unfurnished?

Tenants can be 50/50 between selecting a furnished to an unfurnished property. Some tenants have their own furniture and those on corporate relocations from abroad generally prefer to bring their own belongings.

Our advice is always to keep flexibility in your approach, i.e. If you are providing an unfurnished property but you find the perfect tenant and they are looking for a couple of items.

How do you value property?

Our highly-trained, experienced team will look at comparable evidence to what has let in the area and how it compares to your property.

This provides the basis of the valuation, but importantly we need to consider the specific style of your property on offer, the quality of the internal finish, the external environment and location and also our register of qualified applicants.

What differentiates Go View London to landlords?

This brochure is a great place to start to understand about our services and what sets us apart from the marketplace.

We take a very pro-active approach to getting your property let as soon as possible, producing full professional details with floorplan and we keep you informed every step of the way.

Our company has attained over 500 positive reviews, and we constantly receive feedback over how our clear, transparent and communicative service makes life so much easier for our landlords.

How quickly will my property rent out?

The market for rental properties can vary depending on requirements from a broad range of applicants and the amount of property available at any given time. We work with a range of corporate and relocation agencies and our first port of call is to contact these organisations to introduce your property to them.

Our lettings team also take a pro-active approach to keeping on top of their prospective tenant database lists. Most of these tenants will be looking for a move-in date around 6-8 weeks into the future to coincide with their move to London or out of their existing property.

What does the term ‘corporate tenant’ mean and why do you actively market to them?

Corporate tenant is the term used for tenants from FTSE 100 and FTSE 250 companies, and also tenants through relocation agencies working on behalf of large companies.

The corporate market is happy to pay a premium price for the right product with the right infrastructure of management services behind it. Our services are geared towards this market as we have a 24/7 emergency telephone line for any issues, online portal system for tenancy management and maintenance jobs are completed promptly.

Why would you recommend our property being ‘managed’?

Landlords have to deal with over 150 applicable pieces of legislation that govern the rental of their property. We are not suggesting that our management services, as detailed on page 17, are required by every landlord but if this is not your main business or you don’t have the time to devote to the management process, it could be an attractive proposition. While the commission is higher than a let only service, it can provide great value in the longer term and lettings fees are fully tax deductible.

LETTING & MANAGEMENT Fees & Services



	Go Bronze	Go Silver	Go Gold	Go Platinum
	9%	12%	15%	17%
SET-UP FEE: £125 + VAT (£150 INC. VAT)	10.8% inc VAT	14.4% inc VAT	18% inc VAT	20.4% inc VAT
1. Comprehensive referencing procedure including a credit reference on your tenant	✓	✓	✓	✓
2. Drafting of tenancy agreement, updated with best practice and latest legislation	✓	✓	✓	✓
3. Compliance with Right to Rent legislation	✓	✓	✓	✓
4. Compliance with Anti Money Laundering (AML) legislation	✓	✓	✓	✓
LETTING & MANAGEMENT FEE				
5. Initial valuation visit and report	✓	✓	✓	✓
6. Assessment of your requirements and presentation of suitable marketing strategy	✓	✓	✓	✓
7. Discussion on market conditions and compliance with legal framework	✓	✓	✓	✓
8. Dedicated marketing through our offices by specialist letting staff	✓	✓	✓	✓
9. Enhanced marketing through Go View London networked offices	✓	✓	✓	✓
10. Details to relocation and corporate market as appropriate	✓	✓	✓	✓
11. Rightmove, OTM, Zoopla and Primelocation listing - the most popular online portals	✓	✓	✓	✓
12. Exposure via our dedicated social media channels	✓	✓	✓	✓
13. Professional photography and full floorplan	✓	✓	✓	✓
14. Property marketed to our dedicated applicant database	✓	✓	✓	✓
15. Viewings accompanied by a member of our dedicated lettings division	✓	✓	✓	✓
16. Prompt feedback to your required level	✓	✓	✓	✓
17. Negotiation to secure the best possible tenancy on your behalf	✓	✓	✓	✓
18. Negotiation, in light of current market conditions, on renewal of the tenancy	✓	✓	✓	✓
19. Automatic re-marketing at least 2 months before the existing tenant vacates	✓	✓	✓	✓
20. 24-hour online access to your tenancy data including financial statements ‘My View’	✓	✓	✓	✓
21. Rent collection with rent transferred by BACS into your account electronically	✓	✓	✓	✓
22. Emailed monthly statements	✓	✓	✓	✓
23. Service of the correct legal notice as the tenancy end approaches		✓	✓	✓
24. Transfer of utilities and council tax at tenancy start date		✓	✓	✓
25. Professional inventory inspection with a comprehensive report, including photos		✓	✓	✓
26. Check-in of your tenant at start date with reference to this report		✓	✓	✓
27. Check-out of your tenant at the end of the tenancy with reference to inventory report		✓	✓	✓
28. Mid-term inspection of your property with a comprehensive report, including photos		✓	✓	✓
29. Handling all repairs and maintenance, liaising with tenant and contractor		✓	✓	✓
30. 24/7/365 management		✓	✓	✓
31. Payment of service charge and ground rent on your behalf			✓	✓
32. Six monthly property inspection and report			✓	✓
33. Deposit registration with MyDeposits			✓	✓
34. Negotiation of the deposit release and evidence report to MyDeposits			✓	✓
35. Energy Performance Certificate (EPC) provided				✓
36. Gas Safe Certificate provided				✓
37. Rent guarantee insurance provided				✓

Fees are expressed as a percentage of the agreed rent for the period of the tenancy and are subject to VAT. Renewal fees are a 2% reduction on the above fees.

IN THE COMMUNITY

As an independent estate agent, we are proud to contribute to the local, active community to which we serve and have been closely associated with various groups and incentives since our launch as a company in 2010.

Below is an example of some of the work we have been involved in over the years. If you would like us to get involved in your community organisation, please email, hello@goviewlondon.co.uk.



We have an established track record in sponsoring Trailfinders and their associated youth set-up.



We supported Twyford High School in bringing the professional Player's Theatre group to the school for the performance of Much Ado About Nothing.



St Vincent's PTA approached us to help support their Christmas Fair and we were delighted to assist.



A wonderful community art project for Acton saw the installation of this mural in the heart of Churchfield Rd, bringing the area enhanced appeal from an artistic and cultural standpoint.



We were delighted to support Springhallow School for children with autism and aspergers in their efforts to raise funds to complete their new playground.



Since the opening of our Ealing Common office we have supported St Martin's Church through advertising in their Parish magazine and supporting Christmas fetes.



We have a proud association with the Creffield Area Resident's Association, and we sponsored a children's entertainer for their Big Royal Birthday celebrations.



We have been associated over the years with Grange School PTA, North Ealing PTA, Acton ARK Priory PTA (pictured), Drayton Green PTA, St Vincent's PTA, St Benedicts, Notting Hill and Ealing High School, Queensmill and Springhallow.



We sponsor the Ealing Common Society through their website design and maintenance. This great organisation also organises an annual tree planting at Ealing Common.



We sponsored the Old Priorian's Rugby Club, who play in the North 1 League and home games are at St Benedicts Playing Field, Perivale Lane.



We work closely with Pitshanger Playcentre, a community organisation and sponsor their Halloween kids party in addition to other activities.



We hold regular seminars which are free to attend and these help provide market news and property legal updates to local residents.

As a landlord, I found Go View's policy of deducting commission on a monthly basis very useful from a cash flow basis.

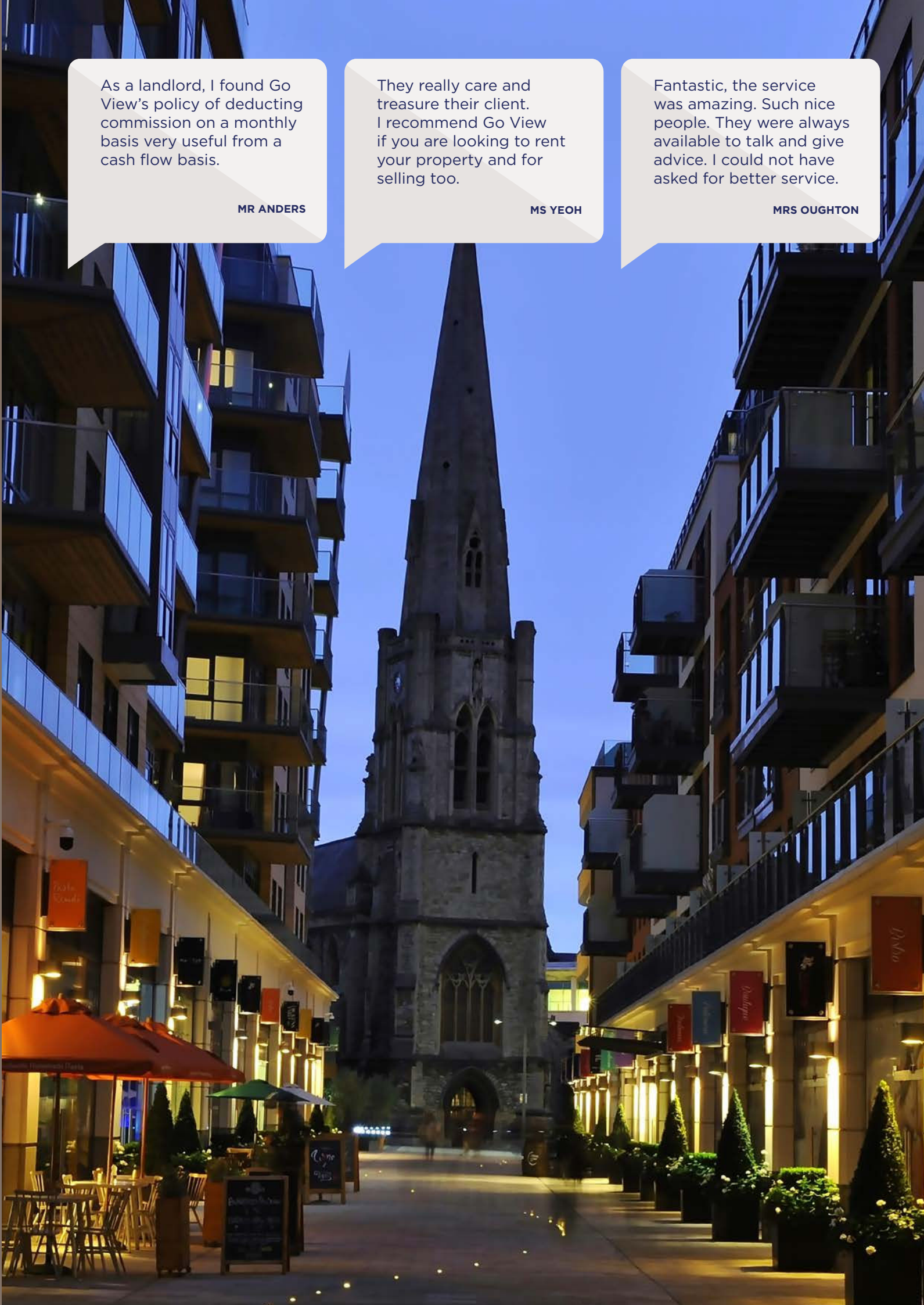
MR ANDERS

They really care and treasure their client. I recommend Go View if you are looking to rent your property and for selling too.

MS YEOH

Fantastic, the service was amazing. Such nice people. They were always available to talk and give advice. I could not have asked for better service.

MRS OUGHTON



SALES | LETTINGS | PROPERTY MANAGEMENT



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