

2025

# Lettings Proposal

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Stratfords.

# 'Dedicated to excellence'



# Introduction

Stratfords is a family run business that has specialised in utilising the latest technology to enable the best possible customer service experience for over 30 years.

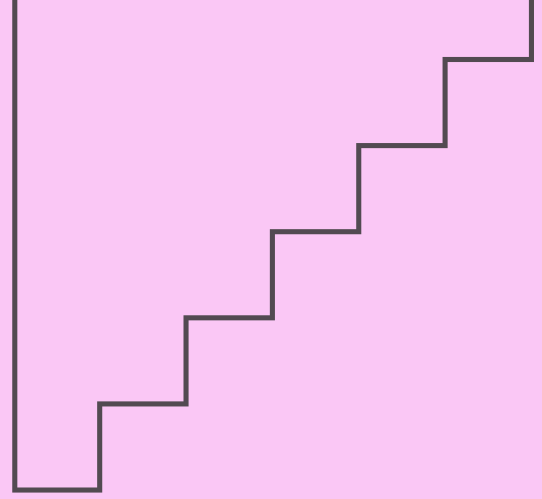
For over three decades, our family-run lettings business has been offering personalized and reliable property management services. With a deep commitment to fostering long-term relationships and ensuring client satisfaction, we have built a reputation for trustworthiness and excellence. Our extensive experience and intimate knowledge of the market enable us to provide tailored solutions that meet the unique needs of both landlords and tenants. At the heart of our success is a genuine passion for helping people find their perfect homes and creating lasting connections within the community.

Over the last 12 months we have been incredibly grateful to have all of the teams hard work recognised with several awards culminating in receiving a silver award for the entire east of England.

Luke Thirkettle - Director



# Meet the team



Our award winning team:



**Luke Thirkettle - Director**

Heading up the team with over 15 years of experience in the lettings industry, Luke is responsible for ensuring Stratfords is kept up to date with the latest technological advancements which allows the team to continue to operate to it's highest potential.



**Michele Thirkettle - Director**

Heading up the accounts side of the business, Michele is the one who keeps all the landlords happy with payments coming through on time...some would say she is the real boss!



**Lucy Griffin - Maintenance Manager**

Lucy has been with us for almost 6 years now and her role has developed in that time to manage the entire maintenance department. She also carries out regular inspections and manages the move out processes for tenants. You can rest assured your property is in safe hands with Lucy looking after it!



**Leon Hill - Tenancy Specialist**

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



**Margot Thirkettle - Office Dog**

Margot is the morale booster every office needs! Constantly looking out for treats and attention. She can be a bit noisy at times but the office wouldn't be the same without her!

# What makes us different

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

We have selected just a handful of areas that landlords and tenants tell us they love.

1

## Virtual Tours & Floorplans

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

2

## 24/7 Access

Our phones and booking platform are live 24 hours a day so you can be assured we will never miss an enquiry. Our out of hours maintenance team can also help to reduce expensive call outs with guidance via video call.

3

## Landlord & Tenant Apps

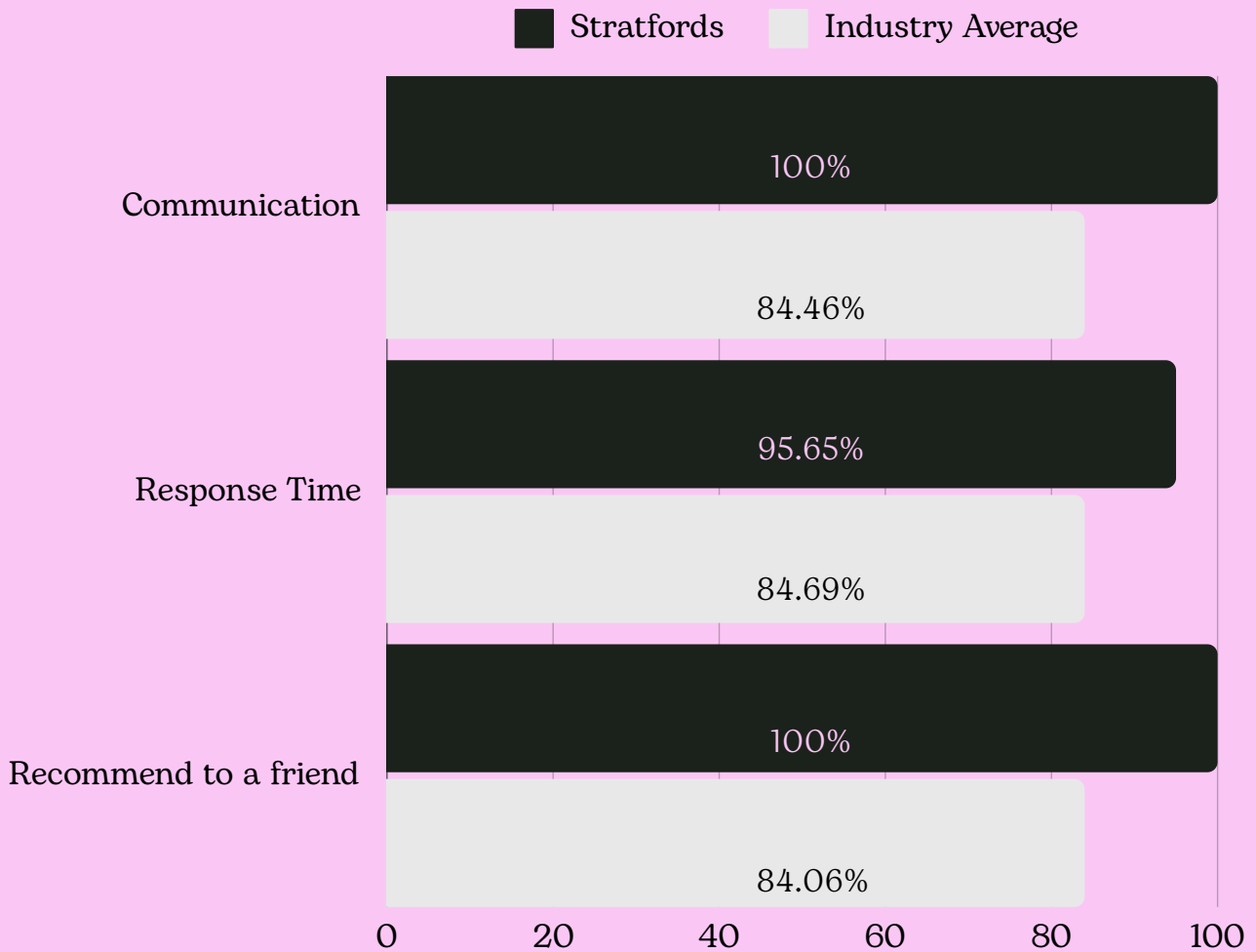
Landlords and tenants both have access to an app so that they can see all aspects of their tenancy at the touch of a button. Tenants can report detailed maintenance enquiries through this which means we can see which jobs actually need a contractor and save on call out charges.

4

## Detailed digital inspections with photos

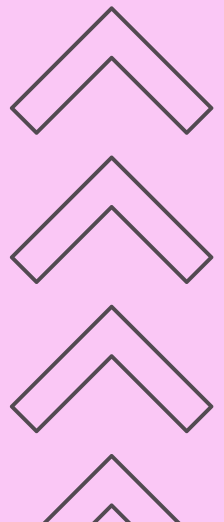
Property inspections are emailed to you with a breakdown of any issues including in depth photos so you can keep up to date with the condition of your property.

# The Numbers



The above figures show the percentage of landlords that rated agents service as 'Outstanding'. The data is taken from 'Estas' for the 2023/2024 year, 'Estas' are one of the largest review/awards platforms for property professionals in the UK.

We are proud to be part of the Estas platform which facilitates verified customer reviews across the property industry. The awards are powered by the ESTAS customer review platform which highlights the best agents, conveyancers, brokers and suppliers for customer service in the UK. The winners are determined purely on verified reviews from customers who are asked a series of questions about the service they have received.



# Our Fees

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

**8%**

of monthly rent (9.6% inc vat)

## Rent Collection

Rent Collection

Market Appraisal

Accompanied Viewings

Instant Viewing Feedback

Full Tenant Referencing

Right to Rent Checks

Tenancy Agreements

Set Up Cost - £350 (£420 inc vat)

**13%**

of monthly rent (15.6% inc vat)

## Essential

Rent Collection plus:

Organise All Repair Work

Deposit Protection

Full Digital Inventory

Compliance & Legal Updates

Deposit Dispute Resolution

Property Inspections\*

Set Up Cost - £350 (£420 inc vat)

**15%**

of monthly rent (18% inc vat)

## Premium

Essential Package plus:

Rent Guarantee Insurance\*\*

Preparation of Legal Notices

Set Up Cost - £350 (£420 inc vat)

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

\*\*Subject to successful tenant referencing

'Find a tenant only' service available for 50% (60% inc vat) of first months rent

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

Let only service also available. Charged at 50% of the first months rent +vat. Additional services charges as per 'Rent Collection' service level tier.

\*Subject to successful tenant referencing

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





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



Fantastic property management so far. Previously had my properties let with another agent and Stratford's are far Superior. Would recommend to any landlord. - Karl Kuhle



Excellent communication and efficient service. Stratfords are a friendly team and a pleasure to work with and helped me with every step of the way to get my first property tenanted. - Samuel Bailey



The best Letting agents i have ever came across. Excellent service and way of communication. - Amal George




Luke and the team at Stratford's are first class. The service is fantastic, good communication, you know what is going on throughout the process they are good at doing the best for the landlord and tenant. Extremely efficient we recommend them highly. - Emma Lowther




Stratfords have provided exceptional service from day one on our first introduction to today ...over 6 years later! I know my property is in the safest hands and I truly value the service. - Kimberley Bayliss

## Get in Touch

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