



How it Works

Quick Explanation

We rent the property from you for up to 3 or more years and guarantee the rent each month paid on time. We can have a 1, 2 or 3 year contract with 6 month break clause for both sides, or alternatively rolling 6 month or 12 month contracts, whatever you are more comfortable with.

If needed, we bring the property up to the requirements of our customers. We then rent the entire property to companies looking for short term accommodation which we book direct or via search engines like Booking.com.

We take care of **EVERYTHING** including paying the bills each month. If you prefer to pay the bills yourself we are also happy with this arrangement.

When renting a property there are of course lots of variables to consider – as you can see from the chart. Too many hidden costs eat away at your monthly profit.

We start paying you your guaranteed rent as soon as the property is ready to let. This could be from the day we sign the lease or as soon as any refurbishment is carried out depending on what work we need to carry out.

Why Landlords are no longer holding on for the ideal family?

We sometimes find that when first making contact with our landlords a traditional mindset of renting to a family is seen as the best option. Ferndale Property challenge this traditional method with a modern approach.

Those Landlords that desire a completely hands off approach with their properties, guaranteed rent paid on time at the same time each month, long term leases and well maintained properties love working with us. We pride ourselves on providing truly passive income with no issues for our Landlords.

We only let the property to pre-qualified company clients and young professionals for the simple matter that they pay their rent and are out of the property for 80% of the day meaning much less wear and tear than a family.

Landlords

Where most of our landlords take advantage of, and benefit from our service, we have found that they never leave us, and instead choose to extend their contracts over and over again. We work hard to consistently retain the best standards in all areas.

We take such great care of the properties that they are often in better condition on the rare times that we are asked to return one to the owner.

If you have your own letting agent they will continue to manage us as your tenant and we will manage our own tenants and we will take over the management of the tenants and the property. You get the best of both worlds and still only pay the one fee to your current agent and no hassles whatsoever.

Tenants and Guests

We have been both Landlords and Agents for a long time and therefore really understand the importance of selecting only the best quality tenants for the property. All of our tenants are young professionals who are thoroughly vetted prior to moving in. At times we may need to fill voids with Holiday Lets for families. We tend to do a minimum of 3 night stays but many are much longer.

We also deal with calls, emergencies and in fact ALL tenant issues! You will never again have to worry about voids.

A recent survey by Spare Room showed that most properties have a void period of at least 6 weeks per year! We also know that many areas in and around London have less voids periods and we understand this but you will also have much higher tenant finding admin fees which also eat into your net profits."

Too Good to be True??

Some Landlords have initially said no to us as they can't see where we would make our money, and experience has taught them how tough this industry can be!

As we said it's a simple concept – this is an example of a typical Serviced Apartment rental;

	Your Typical Rental	Ferndale Property Offer
Monthly Rent - Asking	£1,150	£1,150
Annual Rent	£13,800	£13,800
<i>Minus:</i>		
Typical 6 weeks voids	£1,592	£0
Maintenance @ 10%	£1,380	£0
Annual NET rent	£10,828	£13,800
Your NET Monthly Rent	£902	£1,150
Additional Profit per month using Ferndale Property		£248
Additional Profit over 3 years		£8,917

We can offer Guaranteed rent for 1, 2 or 3 years or rolling 6 or 12 month's contracts, whatever suits you.

- As you can see from the chart, you actually earn more at the end of each month.
- We become completely responsible for management, with all/any risks.
- The high end service we offer attracts slightly higher rents
- We collect the rent, pay you, pay the utilities
- Our profit is the difference. Simple

Our Guarantee to You

- You will ALWAYS get paid even if the property should be empty.
- Money will arrive in your bank account on the same day every month.
- We will never charge you any fees or commission.
- There will never be any 'hidden' or 'unforeseen' costs.
- We will take great care of your property.
- You will at last have a truly 'Passive Income'

Gas Safe

Should you require us to, we will organise this on your behalf and be at the property to meet the engineer. We keep one copy of the certificate and send one to you.

This test is a legal requirement to ensure that all gas appliances in a property are safe. It must be renewed annually and there are heavy and serious penalties for not having a valid certificate.

Legislation

We will take care of any legal obligations and can help you to comply with all current relevant legislation, ensuring everything is current and up to date. This would include PAT certification, furniture/fire regulations and smoke/carbon monoxide detectors.

Deposits

We will pay a standard deposit for your property

Insurance

As the property owner you are responsible for building insurance which usually includes an amount of contents insurance for any contents you may have in the property. A residential insurance will not be adequate and you will need a buy to let policy. We have public liability insurance.

Inventory

Before we take over the property you may decide to obtain an inventory from an independent company. Or if you prefer we can arrange this for you.

Inspections

You are welcome to inspect the property at any time by giving us at least 24 hours notice.

We also carry out regular inspections and deal with any issues as they arise. We have good relationships with our customers and quickly deal with any issues they may have.

Legal

If you have a residential mortgage you will have to obtain 'Consent to let'. Otherwise you must have the correct mortgage product, a 'Buy to Let' mortgage.

During an on-going contract, allowances should be made for the standard of the property at the start of the tenancy and for fair wear and tear during the tenancy.

Maintenance

We will take care of the management and payment of maintenance jobs up to £100. For larger maintenance work we will provide you with estimates, take care of the management of the job and also obtain your permission before any work is carried out and keep you informed of the progress throughout the works and any payments you need to make. You will receive full invoices for your tax records. Alternatively you can use your own tradesmen if you prefer.

To Summarise

- We will require the property on a long term let
- We only rent to young professionals, corporate companies & family holiday lets
- We provide cleaners and maintenance staff
- We are happy to take care of small repairs and maintenance issues
- You will have no more rental voids
- No more late payments or missed payments
- No more management problems, chasing rents
- We pay all utilities from our own bank account
- No more having to deal with problem tenants
- If needed we will give your property a light refurbishment
- We will liaise with you to organise larger maintenance issues
- We take care of our own insurance
- We carry out our own regular inspections every 2 weeks
- Fully managed by our experienced team
- We will take all the hassle and stress away TODAY!

If you have any questions please feel free to contact any of our team on the numbers below:

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On 0208 191 7959 or email info@ferndaleproperty.co.uk

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