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HUDSON

Residential
Lettings

Landlord Guide



Brook Hudson Landlord Guide

Your Complete Guide to Letting Property Successfully

Welcome

Whether you are a first time Landlord or an experienced investor, this professionally designed guide from **Brook Hudson** will help you let and manage your property with confidence.

This guide will cover:

- How to prepare your property for the market
- Your legal responsibilities as a Landlord
- How to attract and secure the best Tenants
- Ways to maximise your rental income

1. Getting Started as a Landlord

Define Your Goals

Before you begin, it is important to be clear on your objectives:

- Generate consistent monthly rental income
- Achieve long term capital growth
- Decide how involved you wish to be

Your Legal Responsibilities

As a UK Landlord, you must:

- Provide a safe and habitable property
 - Protect Tenant deposits in a government approved scheme
 - Carry out Right to Rent checks
 - Ensure any rental properties remain complaint
 - Provide adequate property buildings Insurance
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2. Preparing Your Property

Compliance Checklist

Before marketing your property, you must have:

- Energy Performance Certificate (EPC) – minimum rating of E (currently)
- Gas Safety Certificate (CPI2) – renewed annually
- Electrical Installation Condition Report (EICR) – every 5 years
- Smoke alarms on every floor
- Carbon monoxide detectors where required
- Legionella Assessment

Presentation Matters

First impressions are crucial:

- Neutral décor appeals to a wider audience
- Ensure the property is cleaned before viewings
- Leave copies of any instruction manuals for appliances
- Fit light shades to any bare ceiling light fittings
- Any gardens and outside areas should be maintained and tidied
- Provide any gardening tools, such as a lawn mower for the Tenant to maintain the gardens



Top Tip: Well-presented properties typically let faster and at higher rents.

3. Setting the Right Rent

Pricing your property correctly is key to avoiding void periods.

Consider:

- Local rental demand in Stratford upon Avon
- Property condition and presentation
- Comparable listings in your area



Avoid overpricing – ultimately, this can result in longer marketing periods and more expense

4. Marketing Your Property

To attract quality Tenants quickly, your property should be marketed using:

- With online property portals
- Professional photography and detailed floorplans
- Engaging and accurate descriptions



At **Brook Hudson**, we ensure your property reaches the widest possible audience.

5. Finding the Right Tenant

Referencing Process

Every Tenant needs to be thoroughly checked through:

- Credit history checks
- Employment and income verification
- Previous Landlord references

Right to Rent

All Tenants need to be verified to ensure they have the right to rent in the UK. This is a legal requirement.

6. Tenancy Agreements & Deposits

Tenancy Agreements

Tenancies are set up using an **Assured Periodic Tenancy (APT)**.

Deposit Protection Rules

- Protect deposits within 30 days
 - Use a government-approved scheme
 - Provide Tenants with prescribed information
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7. Managing Your Property

At **Brook Hudson**, we offer three levels of Landlord service, tailored to suit your individual needs and level of involvement.



Fully Managed

Our Full Management service is designed to give Landlords complete peace of mind. From sourcing high quality Tenants to ensuring full legal compliance, we manage every aspect of the tenancy on your behalf.

This is a fully hands off solution for Landlords who value their time and want their property managed by experienced professionals. With over two decades of combined expertise in residential lettings, we provide trusted advice and a meticulous approach to protecting your investment.



Rent Collection

Our Rent Collection service is designed to simplify your income management, ensuring rent is paid on time, fully tracked, and promptly transferred to you. We oversee the entire process, including payment monitoring and professional arrears management, providing a clear buffer between you and your Tenant.

You receive detailed monthly statements and reliable payments, while maintaining control over your property and all maintenance choices.



Let Only

Our Let Only service is ideal for Landlords who prefer to manage their property day-to-day but want expert support in securing the right Tenant and setting up the tenancy correctly.

We handle all the initial stages, from professional marketing to thorough Tenant referencing and ensuring all legal requirements are met, giving you a strong, compliant foundation to manage your property with confidence.

8. Staying Compliant

UK property legislation is constantly evolving. Key areas include:

- Section 21 and Section 8 changes
- The Renters' Reform Bill
- Local licensing rules



With **Brook Hudson**, your properties are proactively managed to meet compliance requirements

9. Maximising Your Investment

Increase your returns by:

- Making strategic upgrades (kitchens, bathrooms)
- Targeting the right Tenant demographic
- Keeping your property well maintained

10. Why Choose Brook Hudson?

We are a modern lettings agency based in Stratford upon Avon, offering:

- Personal, proactive service
- Honest and transparent pricing
- Expert local knowledge
- Full compliance support

At **Brook Hudson**, we understand that compliance is essential to protecting your property, your income, and your peace of mind.

We are fully compliant with all UK lettings legislation and proud members of key regulatory bodies and protection schemes. This ensures your property is managed safely, professionally, and in line with the latest legal requirements.



Our Professional Standards

We operate under strict industry guidelines and maintain memberships with the following organisations:

UKALA (UK Association of Letting Agents)

As members of UKALA, we adhere to recognised industry standards and best practices, ensuring a professional and compliant service at every stage of your lettings journey.

Client Money Protection (CMP)

Your funds are protected through a Government-approved Client Money Protection scheme, ensuring all rents, deposits and client monies are handled securely and transparently.

Property Redress Scheme (PRS)

Brook Hudson is a member of the Property Redress Scheme, providing you with access to independent and impartial dispute resolution should it ever be required.

Tenancy Deposit Scheme (TDS)

All Tenant deposits are securely registered and protected with the Tenancy Deposit Scheme, ensuring full compliance with deposit legislation and offering structured dispute resolution if needed.

Information Commissioner's Office (ICO)

We are registered with the ICO and fully compliant with data protection laws, ensuring all personal data is handled securely and responsibly.



What This Means for You

When you instruct Brook Hudson, you can be confident that:

- Your property is managed in full compliance with current legislation
- Your rental income and deposits are fully protected
- Your data is handled securely and professionally
- You are working with a transparent, accountable letting agent

Ready to Let Your Property?

Download this guide, then take the next step.

Book your free rental valuation today.

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