



Landford Guide

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Welcome to Rubicon

Rubicon Estates is an independent agency proud to offer a bespoke, personable and highly congenial service to all of our clients and investors. We are a local fresh alternative to larger corporate companies while possessing a cosmopolitan portfolio of clients from the UK, Asia and the Middle East.

Our hearts beat for London properties and particularly for those located in the captivating Docklands. Residents here get to enjoy an exceptional diversified infrastructure, reaching from state-of-the-art skylines to historical, idyllic marina views only minutes apart.

Accommodating the typically busy lifestyles of many landlords, we are determined to take over all the hassle that comes with letting a property, so that you can fully focus on your day-to-day responsibilities.

Watch your investment bear fruit, while retaining your peace-of-mind – that's how lettings should be!



Why choose us?

Office Prime Location

We think that location is everything. That's why our prime office spot on Narrow Street has led to a 57% share (2015) of our tenants who were 'walk-in' clients - this represents a higher share than both Rightmove and Zoopla. That's something that other agencies simply can't compete with.

Integrity as Maxim

We believe that genuine, reliable relationships are the cue to our continuing 20 year success. Accordingly, all our agents act upon the maxim of integrity and honesty in order to attract repeat business and further referrals. Happy and long-lasting clients are our primary goal!

Going the Extra Mile

We are not an agency that disappears once the contracts are sealed. Our priority is to keep taking care of our managed properties and we do so with help of the latest technology, like our new 24 hour online fault reporting system, together with our 24 hour emergency line.

Personalised Service

For us, you and your property are more than just a number. Our dedicated team are 100% committed to providing a service that is caring, professional and reflective of the fresh and hassle-free ideals that we pride ourselves on delivering time and time again. Electronic document signing and key collection from your office are amongst our time-saving ideas.

Recognised Agents

Our lettings and property management team have a wealth of experience, ARLA training and qualifications, and an unrivalled knowledge throughout Limehouse and Docklands. The minute you meet them, you'll instantly notice how much they put all their heart and soul into what they do!

High-Class Tenants

With us, your future tenant will be carefully selected from an extensive portfolio of verified professionals. With long-term relationships with HSBC, Credit Suisse and J.P. Morgan, we have a wealth of applicants.

Don't know how to prepare your home for viewings?

Secure our exclusive Home Staging guide!

Still no time to get your home ready for prospect tenants?

Make use of our Home Staging service!

Too busy to drop off keys?

We can collect them directly from your office!

No time for viewings?

Our team will arrange and accompany all viewings for you!

Hate paperwork?

Our contracts can be signed through DocuSign!

Want to meet us after work?

We offer extra-long opening hours until 7 p.m. and even open Saturdays!



Our services

We provide the option of two main services, so whatever your property needs, we can help. Choose from either Let and Rent Collection only or Premium Fully Managed and compare what they offer:

Let and Rent Collection Service

Our let and rent collection service is for landlords who wish to be involved in the maintenance of their property and take a more 'hands-on' approach when it comes to the day-to-day management side of things.

Premium Fully Managed Service

With our premium fully managed service you can rest assured that your property is in the exceptionally good hands of our property management team, who will take care of all the day-to-day management and maintenance concerns as well as any issues or queries raised by the tenant. This is a fully comprehensive service and as well as everything in our rent collection package.

“ I have been a Rubicon fully managed landlord for 2 years now, and what can I say: It's been one of the best invested money decisions I've ever made. This year one of my flats developed a water leak. Jason took action right away, contacted the contractors, calmed down the tenant and dealt with the insurance company on my behalf. I would highly recommend Jason and the team at Rubicon, I will definitely continue being a fully managed landlord at Rubicon. ”

- Fully managed client (November 2015)

Services Provided	Fully Managed	Let & Rent Collection
Property Marketing on Portals	✓	✓
Accompanied Viewings	✓	✓
Find Suitable Tenants	✓	✓
Negotiations of Offer	✓	✓
Rent Collection & Payment	✓	✓
Rent Arrears Check	✓	✓
Arranging Tenant References	✓	✓
Professional Photography	✓	✓
Preparing Tenancy Agreement	✓	✓
Key Holding Service	✓	✗
Arrange Inventory & Check-In	✓	✗
Arrange EPC	✓	✗
Arrange Gas Safety	✓	✗
Dealing with Insurance Claims	✓	✗
Dealing with day to day Tenant	✓	✗
Negotiate Deposit Returns	✓	✗
24 Hour Tenant Maintenance Hotline	✓	✗
Midterm Property Inspections	✓	✗
Online Statements	✓	✗
Serving of Section 21	✓	✗
Extra Clauses within Tenancy Agreement	✓	✗
Arranging Professional Cleans	✓	✗
End of Year Income and Expenditure Report	✓	✗

Finding a tenant

We know how important it is finding the right tenant and that's why we carefully screen all of our applicants to ensure that we find you a reliable tenant who will look after your property. Being based within walking distance of Canary Wharf financial district, we deal with professional tenants from corporate companies such as J.P. Morgan, HSBC, Credit Suisse, KPMG, Barclays and many more.

Marketing Your Property

Along with advertising your property on all the major portals such as Rightmove and Zoopla, we will also feature it in our office windows, located in a Limehouse prime spot on Narrow Street. Moreover, we will add it to our website, send it out via instant email alerts to a myriad of applicants as well as promote it via our different social media channels.

As soon as you instruct us to let your property we'll produce all the details, including professional photographs that showcase it at its very best. We'll do everything we can do to make this process hassle-free for our you!

Reference checks

Once we've found a suitable tenant that you're happy with, we'll have reference checks conducted by an independent company. They will provide a detailed assessment of the tenant's ability to afford rent, credit and ID checks, proof of residency and references from employers and former landlords (unlike other agencies that just carry out ID checks). Once you have received the comprehensive report and only if you're 100% happy then will we proceed to the next step.

Our Pre-Tenancy Services for You

Once you have instructed us with letting your property, we will carry out all following tasks on your behalf. This is again to keep everything as stress-free as possible for you. Should you select our Fully Managed service, our in-house property managers will meet you and carry out a handover service to ensure all information about your property is passed over to ensure we can maintain your property hassle-free.

Tenancy Agreements

All our tenancy agreements are prepared by Pain and Smith with clarity and transparency in mind to ensure every party is fully aware of the terms. They are designed to protect your rights as a landlord and are subject to regular review to take account of new legislation.

Deposit & First Rent Payment

Before the move in we will collect the first month's rent and deposit, and the deposit will be registered in accordance with MyDeposits' protection scheme. We will provide the tenant with the correct documentation as required by the legislation within the correct time limits to ensure you are always fully compliant.

Energy Performance Assessment Certificate (EPC)

Since the 1st October 2008 all properties being marketed as available to let are required to have an EPC. We can organise this for you if you are not in receipt of one.

Inventory Check

We will arrange a comprehensive inventory check to assess and document the condition of the property prior to the commencement of the tenancy. A copy of this report will be given to your tenant to check and sign, and will be used to compare with the condition of the property at the end of the tenancy.

Your Legal Obligations

As a landlord you are required to comply with certain legal obligations in order to ensure your property provides a safe environment for tenants - and the penalties for non-compliance can be very severe. We will always aim to guide you through the regulations and help ensure you are fully compliant, as well as keep you informed of any legislative changes that might affect you and your property.



Furniture and Furnishings Fire Safety Regulations 1988 (amended in 1989 and 1993)

Our in-house management team will work with you to ensure all furniture meet the current regulations before marketing



Gas Safety Regulations 1998

It's the landlords responsibility to ensure that all gas appliances and installation pipework in the property are kept in a safe condition. This involves annual checks by an approved Gas Safety registered engineer and a written record given to your tenant at move in.



Insurance

Not all insurance products cover rented properties so it is important to check your policy cover and ensure that you have the appropriate building and contents insurance in place for letting a property.



Electrical Equipment Regulations 1994

Electrical equipment must be safe and must satisfy the safety requirements of the 1994 regulations. This involves checks by a qualified electrician.

What makes our property management different...



Dedicated in-house Property Management

It's common for letting agencies to either outsource their property management functions or employ people at a non-local office to do it for them. We believe that this convolutes the process and we'd rather manage your property in-house. This means our team will always be nearby; and if there's anything you'd like to discuss just pop into our office and have a conversation face-to-face with the man of the hour: Jason Fox.



Let your tenants report faults 24h a day!

Rubicon use Fixflo, an online fault reporting system that not only enables tenants to report in detail, but also has a facility to upload photos to ensure that we fully understand their needs and send the correct engineer – benefitting both you and the tenant alike. Moreover, Fixflo is available in 39 different languages; so no matter the language your tenant wants to communicate in, quick help is guaranteed! This detail gives you the reassurance to meet the new Section 21 regulations.



Continuing property inspections

Rubicon carry out an initial 3 month inspection of all our managed properties followed by 6 monthly thereafter. This ensures that we protect the interests of our landlords by reporting on any required preventative maintenance issues, whilst ensuring that the tenants can enjoy a trouble free tenancy. They have built an excellent rapport with our tenants and are trusted to enter their homes with our management keys.

We also run our 24 hour emergency fault reporting service, so as a tenant of a managed property, you can rest assured that help is close by if needed.



Insurance claims?

Our Senior Property Manager Jason Fox is an expert in dealing with insurance claims and offers his services at no extra cost. We know about the aversion most landlords have to go through with those tedious insurance forms; they contain lots of technical issues and consist of countless pages. We'll take care of that for you.

What we do to show we care...

Refurbishment: We love to make your property shine!

Do you know what the concrete way to increase your property's sales/rental price and accelerate the time period on the market is? The keyword here is Home Staging, i.e. preparing your property in a way that emphasises presentation and appearance for potential buyers/tenants.

Decluttering, bathroom refurbishment, new carpets or new paintwork – contact us today and we can work out together how to showcase your property in the best possible way.



Before

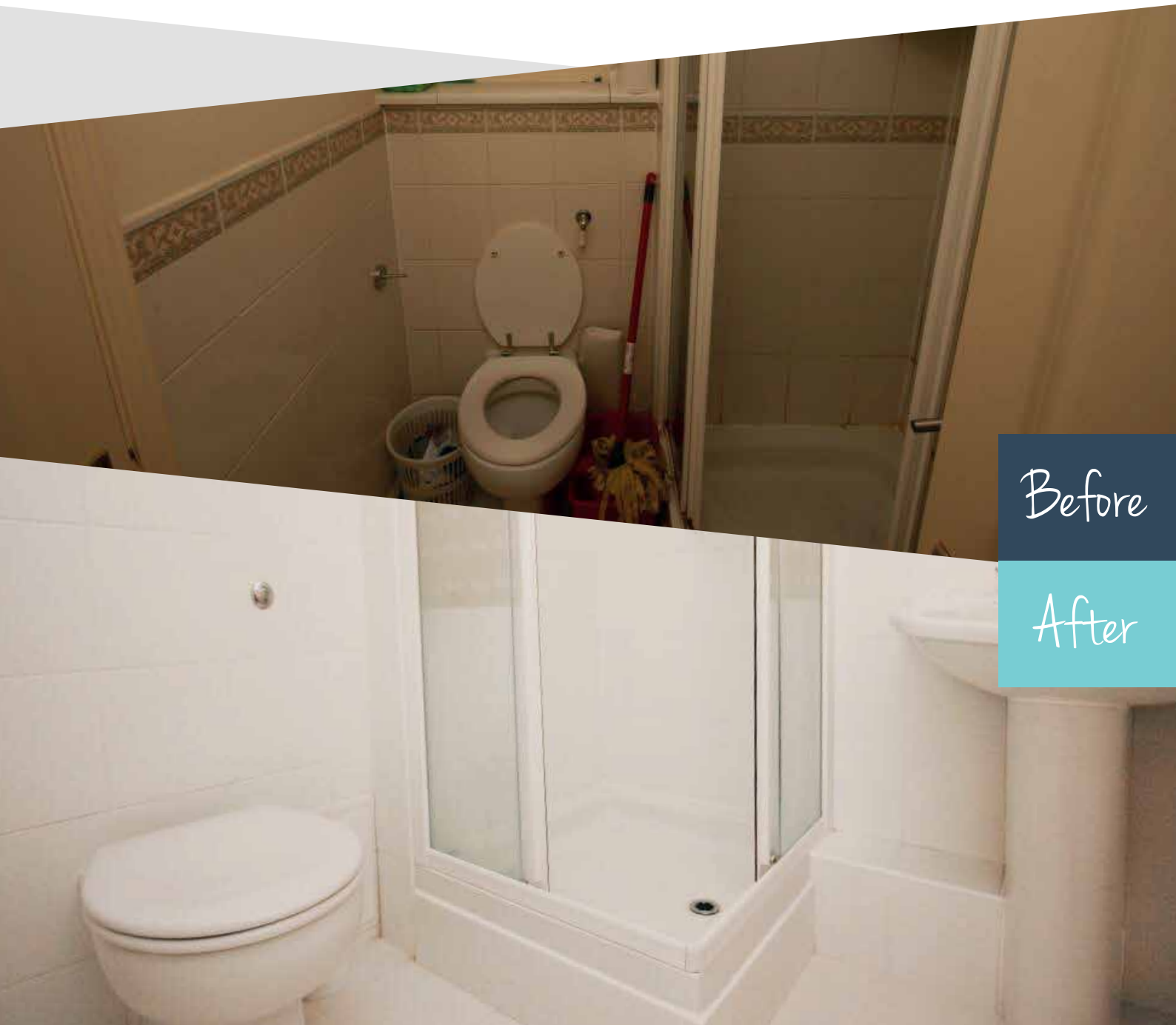
After



Dedicated Local Contractors

We have a 10-year long relationship with local contractors who carry out our maintenance work with full confidence that it will be completed to the highest of standards.

Rubicon has recently refurbished an apartment for a fully managed landlord residing in Hong Kong. During a four week period, the place got a facelift up with a completely new kitchen and new bathroom – including new carpets and vinyl throughout, as well as new paintwork. The results were remarkable; not only does the interior shine in new splendour, but the rental increase also soared by 49%.





“ I have worked in the industry in the past, but this was my first experience of being a tenant. I have resided in the property for almost three years and the management service provided by the company was outstanding. ”

- Gareth Jones, tenant of a fully managed property (November 2015)

Additional Services for Landlords

We are more than passionate about lettings, but our scope of service doesn't end there! Thanks to our one-source solution concept, many landlords enjoy our following additional services:



Sales: Become a multi-landlord!

Limehouse E14 area is a great location to build your portfolio. Situated adjacent to Canary Wharf financial district, it serves as a place of retreat for many professionals to unwind after a long working day. With the Thames itself, harbours, basins, boats and ships, this enchanting location offers a unique marina charm.

With an average of a 4% yield on property, the area is definitely worthwhile. This creates a smooth and stress-free transition from your purchase to having a professional tenant ready to move in upon completion. And on top of that, Limehouse even was chosen as Britain's Top Investment Hotspot twice in a row (2014 and 2015) by The Telegraph!

We believe that the key to a great sales team is communication, and this is something that we pride ourselves on at Rubicon. This dedication to quality service has allowed us to maintain a remarkably low fall-through rate of around 10%, whereas the national average is just over 30%.




Financial Services: Investment

We are aware that additional sales or refurbishment might not be in every homeowner's budget. To make those more than worthwhile investments affordable for everyone, we conveniently have a much recommended mortgage lender at hand: Censeo Financial—the triple winner of the "Best Specialist Mortgage Advisor" in the What Mortgage Awards. Contact them now, discuss your additional borrowing and tap up to 50% of your property's value using great services like the equity release program.

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