

letting your property through McCarthy Holden

In some ways it's what you will not find at McCarthy Holden which distinguishes this agency as something different.

For example you will not be badgered and pressurised into buying financial services. There is a distinct absence of inexperience and waffle, but instead a very real focus on professional negotiating.

In representing our clients (landlords), we deliver a service to potential tenants and buyers which is underpinned by a desire to treat all of our customers with honesty, respect and courtesy.

Tenants will receive fast efficient delivery of services, providing information by interactive web, email, telephone and one to one meetings within one of our high street branches.

We firmly believe in the integrity of deal making, whereby both parties to a transaction should strive to deliver what was agreed at the outset.

Above all, we encourage our landlords to talk to our negotiators because the closer the working relationship the better the service outcome.



Michael Clarke (MARLA)
Director McCarthy Holden



Nicola Bremner (MARLA)
Director McCarthy Holden

Nicola Bremner and Michael Clarke are both A.R.L.A. members and Operational Directors of McCarthy Holden, so for experienced market insight or general enquiries, you can contact them on 01252 622550.



the service menu and fees

Tenant Find Service and Fees

The service profile includes:

- offering the property to registered tenants
- providing extensive web marketing
- targeted marketing to relocation companies
- carrying out viewings at the property
- negotiating the best possible terms
- taking up tenant references including credit rating (*see note opposite page)
- collection and holding of the dilapidation deposit (see Terms & Conditions)
- registering the deposit with an approved Tenancy Deposit Scheme
- local authority notification for council tax purposes at commencement / termination of the letting
- notification to service companies (electricity, gas and water) at commencement / termination of the letting

The Fees:

The Tenant Find fee is calculated at 10% plus V.A.T. of the gross annual rental for the full term of the tenancy. This fee is deducted from the first two months' gross rental income with the remainder being paid directly into the landlord's bank account. After a period of twelve months, should the existing tenant renew the tenancy, then the commission fee reduces to half of the original fee plus V.A.T. for the remainder of the letting.

Tenant Find / Rent Collection Service and Fees

In addition to Tenant Find, the Rent Collection service profile includes:

- preparation of monthly rental statements

The Fees:

The Rent Collection fee is calculated at 12.5% of the gross rental which is deducted on a monthly basis for the term of the tenancy from the gross amount of monthly rent. If the existing tenant wishes to renew the tenancy after the initial period, the tenant find and rent collection fee will remain at 12.5% plus V.A.T. for the remainder of the term of any further tenancy agreements between the landlord and the tenant.

Full Management Service and Fees

In addition to Tenant Find or Tenant Find/Rent Collection this service profile includes:

- quarterly inspections of the property
- quarterly report sent to the Landlord stating the condition of the property and listing any problems and remedial action (this inspection is not a structural survey and will only extend to apparent and obvious defects only and we do not accept responsibility for hidden defects)
- we will deal with day to day management of the property and instruct minor repairs up to an agreed maximum (normally £200.00)
- in an emergency, it may be necessary for us to instruct a repair over the agreed maximum and in such circumstances the Landlord is required to pay McCarthy Holden or the service provider within seven days from receipt of the repair or service.

Premium Full Management - Exclusively for property renting in excess of £4,000 p.c.m - in addition to the services shown left the following marketing will be provided.

- web film tour
- 300 gsm quality brochure
- in brochure dvd presentation
- exclusive magazine advertising
- professional photography
- email campaign

The Fees:

The Full Management and Management Plus Fee is calculated at 15% plus VAT and is deducted on a monthly basis for the term of the tenancy from the gross amount of monthly rent. If the existing tenant wishes to renew the tenancy after the initial period the full management fee will remain at 15% plus VAT for the remainder of the term of any further tenancy agreements between the landlord and the tenant.

Additional costs to our fee structure: The following additional fees will be charged as Initial Tenancy Charges for setting up each individual tenancy.

- Preparation of the Tenancy £95.00 plus VAT, plus stamp duty at the prevailing rate
- Checking out tenant minimum £100.00 plus VAT (fee will increase depending on the size of property)
- Inventory/Schedule of Condition minimum £100.00 plus VAT (this fee will increase depending on the size of the property)
- At tenancy renewal should there be any amendments to the tenancy a new Agreement will be raised with a minimum charge of £25.00 plus VAT plus stamp duty •

All charges will be deducted from the first months rent unless otherwise agreed.

*Taking up reference including credit check. Despite extensive referencing procedures it is not possible to give a warranty as to the suitability of a prospective tenant

for a Country House or Modern Apartment


effective property marketing tailored to our individual client and a recommended route to being a successful landlord

Firstly and most importantly, we like to establish exactly what is the best and most appropriate property marketing approach for our client, the landlord. We will then deliver a service which is ongoing and adaptable, reacting swiftly to market conditions.

Attracting tenants - Whether a country house or modern apartment, you should ensure that your property is in the best possible condition so that you can attract quality tenants. Make sure that the property is spotless even if it means painting rooms in a neutral colour to help potential tenants to imagine their lives in the property. Above all, make time to do your research and pitch the property at the right price. Look on the internet, in local newspapers and speak to a professional letting agent such as McCarthy Holden. Importantly, it is generally recommended that internal redecoration should be carried out professionally every three years and externally every five years



We have links with multi-national corporations, relocation agents and search agents all of whom produce an abundance of potential tenants.

A modern living room with a red tufted sofa on the left and a white tufted sofa on the right. A large window on the right side offers a view of a green landscape with trees and a path. In the foreground, there is a glass coffee table with a decorative vase and some plants. The ceiling features a complex, geometric lighting fixture.

Avoid voids - Do not be greedy! Remember that the enemy of every experienced landlord is not a slightly lower monthly rental income, but long void periods in which the property is not rented at all. This is the most common mistake a landlord can make, but the experienced landlord will always keep an open mind on exact rental revenue in order to avoid the void.

Investment landlord - Your head must rule your heart, as there is a tendency for people to become emotionally attached to a property, especially if they have lived in it prior to letting it. You have to look at the property like a business and run it as such.

Employ professionals - At the heart of McCarthy Holden's service is our investment in professional and experienced personnel. You can feel secure in the knowledge that we assist with every aspect of residential lettings, investment and management.

Understand your legal obligations - You need to inform your mortgage lender of your intention to let your property. If it is a leasehold property, you will need to obtain permission from the freeholder, too. If you are renting the property furnished, the furnishings must comply with fire and safety regulations. Gas appliances must be checked by a qualified Gas Safe-registered professional and electrical appliances should be checked regularly by a qualified electrical engineer.

All tenant deposits must now be registered with a Tenancy Deposit Scheme. There are three companies to choose from and two types of scheme to select - custodial or non custodial. This must be done within 14 days of the tenancy commencing and details must be given to the tenant of how their deposit is protected. The following pages provide further details, please note however that legislation can change frequently, so speak to McCarthy Holden about up to the minute legal compliance.

the London connection, helping you find the best tenant



Our London connection, the Mayfair Office, is based in central London and represents the finest independent estate agents in the U.K. With around 300 agency offices working together, the Mayfair Office is a very credible network.

This London investment provides an excellent shop window into the London market and a ready supply of tenants from London and overseas.

This extension of McCarthy Holden's team is operated by three directors, Nick Churton, managing director (centre), Susan Hawkins, media director (left) and Annette Reeve, marketing director (right).

