

# DRUCE

PRIME LONDON RESIDENTIAL PROPERTY

## London Bridge and City

21 – 27 St Thomas Street  
London SE1 9RY

Sales  
+44 (0)20 7036 2330  
Lettings  
+44 (0)20 7036 2340

## Marylebone, Mayfair, Fitzrovia, Regents Park and North Hyde Park

61 Weymouth Street  
London W1G 8NR

Sales  
+44 (0)20 7935 6535  
Lettings  
+44 (0)20 7935 6535

## South Kensington, Kensington, Chelsea, Knightsbridge and Holland Park

10 Gloucester Road  
London SW7 4RB

Sales  
+44 (0)20 7581 3771  
Lettings  
+44 (0)20 7581 3772

“

*Our primary focus is residential properties,  
new developments and maintaining  
our long-established reputation as  
a major player in the Central London  
property business.*

Greg Verhoef – Managing Director, Druce Properties



[DRUCE.COM](http://DRUCE.COM)



**PRIME RESIDENTIAL  
LETTINGS**



## OUR SERVICES

The client can be assured of a premium quality of letting service which reflects unparalleled expertise and understanding of the prime central London property market.

### **Let Only Service**

- Looking after clients' properties and interests, each applicant will be carefully vetted
- Each viewing will be personally supervised by a Druce member of staff
- Once a verbal agreement has been reached, references will then be secured.

### **Let and Managed Service**

- All services relevant to the Let Only Service
- Professional management of the property or investment on a daily basis
- Looking after all routine tasks and duties (please see our Property & Estate Management brochure for more details).

### **Rent Collection**

- The rent is collected by Druce and then deposited into the client's account.

### **Furnishing Service**

- An interior designer can recommend enhancements to the property therefore maximising rental income.

### **Enhancement Service**

- Minor cosmetic repairs such as minimal painting, grouting, lighting to maintain the properties aesthetic appeal and maximisation of rental potential.

“

*Druce found a Mews property for me to let, and the service provided by them was simply superb.*

Margaret Dabbs – Tenant

## THE LETTING PROCESS

A step by step guide to letting:

- **Verbal Offer**  
Agreement is subject to the clients' preferences and negotiation with the tenant is conducted by Druce on their behalf. Inclusions such as conditional terms, rent, payment terms and length of tenancy are all crucial aspects of the agreement
- **Reservation Fee** (to be paid by applicant)  
Secure the property subject to contract and references. Offers the client an assurance of the applicant's financial commitment
- Client to submit all necessary safety certificates and permissions to let the property
- On the clients' behalf, Druce will source and secure references
- Tenancy Agreement is prepared
- Inventory and Pre-Tenancy preparation of the property i.e. cleaning
- Funds are received from the applicant which is normally six weeks security deposit and initial rental payment: monthly, quarterly, half-yearly, or full fee in advance
- Upon receipt of funds and signed contracts, keys are released to the applicant.  
NB: 3 sets of keys are required per property.

“

*I have turned to Druce on several occasions, and have always been impressed by their knowledge about every aspect of Marylebone life.*

Private tenant – Mr C.

## THE DRUCE APPROACH



A crucial decision when letting a property whether home or an investment, is to assure the client the property is safe, carefully maintained, and that the tenants are professional, responsible and financially secure.

Each member of the team is trained in order to maintain the highest standards expected of Druce's loyal database of clients:

- Thorough understanding of the local area
- Marketing knowledge and understanding of the correct rental structure
- Experience and detailed knowledge of the local area of each office
- Ongoing and respectful relationships with premier relocation agents
- Highest calibre of customer service.

Each member of the team is experienced, professional and many are voluntary members of the following governing organisations:

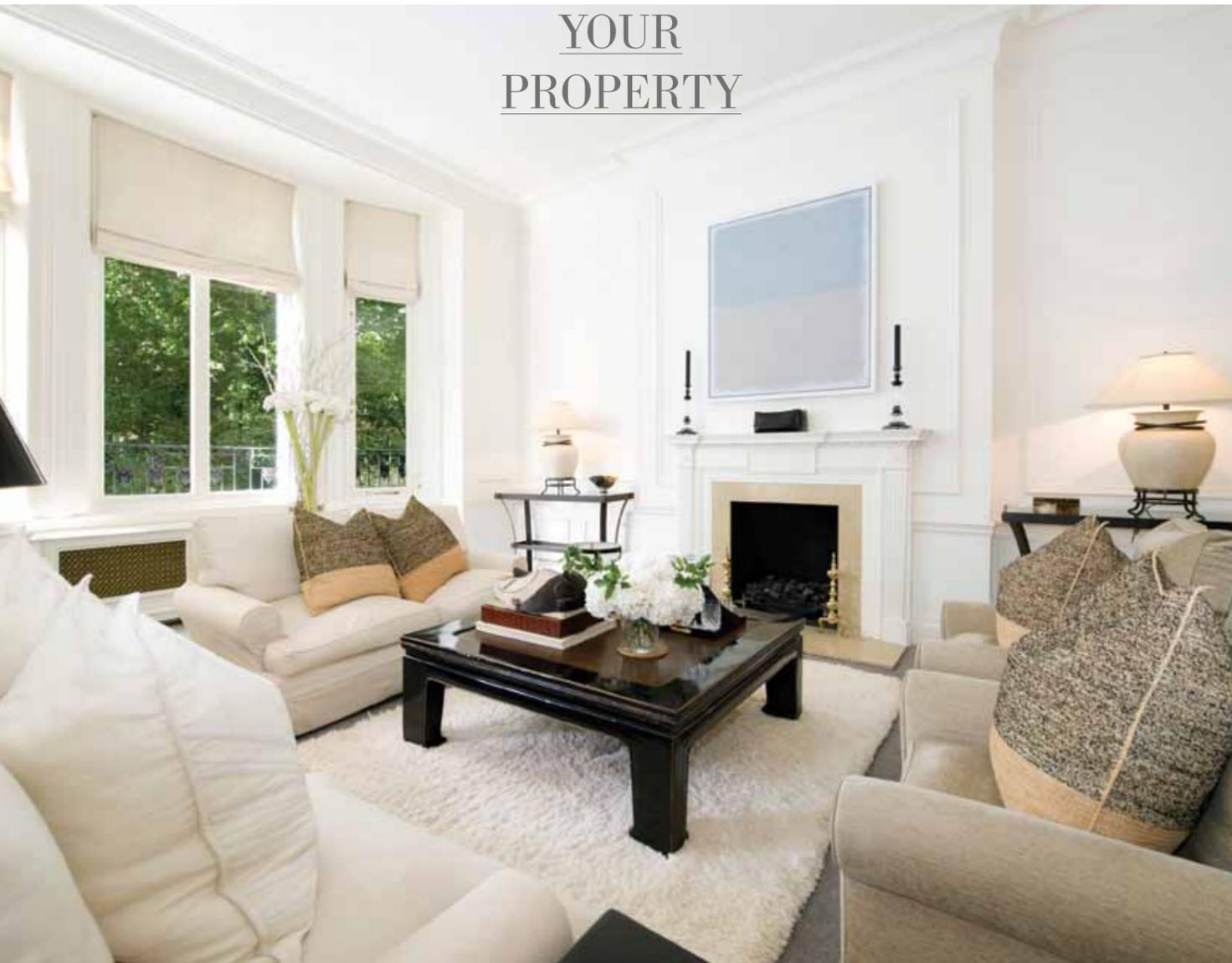
- ARLA – Association of Residential Letting Agents
- NAEA – National Association of Estate Agents
- ARMA – Association of Residential Managing Agents

These governing bodies ascertain strict regulatory guidelines and membership requires attendance at regular in-house training programmes and ongoing skills development.

Through Druce's reputation and expertise within the Central London areas, there are many associations with some of the most prestigious banks and blue chip companies in London. These include (but not limited to):

- HSBC
- Statoil
- Conocophillips UK
- Barclays Bank Plc
- Shell Plc
- GAP
- BNP Paribas
- Plus many more London based, international companies.

## MARKETING YOUR PROPERTY



“

*Druce is a high quality estate agency who deliver excellent customer service and professionalism in their field. Right from the start, Druce impressed us with their efficient and confident manner, providing us with an excellent calibre of tenant for our rental properties.*

Kerstin Bowers – Property Manager

To ensure that each property reaches its target audience by maximising visibility, Druce work alongside the award winning public relations company – Four Communications.

Druce take responsibility for the preparation of a beautiful portfolio which includes (at Druce's cost) elegant photographs\* and detailed floor plans which can facilitate a vast range of marketing opportunities such as inclusion on property portals, highly

visible LED window displays, computerised window LCD TV screens, glossy publications circulated to HNWIs such as The London Magazine, Conde Nast, Fabric, The Marylebone Journal, The Portman, The Hill and The Resident, plus many more...

Printed details and lists are available from all branches.

\*Dependent upon access

Property Portals include:

 PrimeLocation.com

 rightmove.co.uk  
The UK's number one property website

 Zoopla.co.uk

## MAXIMISING PROPERTY RETURNS

Just a few professional touches can truly enhance a property's appeal and can improve potential rental income:

1.

### **Wood floors**

Wooden floor boarding is aesthetically enhancing and also improves marketing photos. Tenant friendly in respect to minor spills like coffee and wine and more hygienic.

2.

### **Splash out**

An en suite or wet room is currently very popular and appealing.

3.

### **Accessorise**

Furnishings, décor and quality brands will always maximise an aesthetic appeal.

Druce offer an elegant, Furnishing and Enhancement Service:

Siding and exterior painting

Windows and doors

Landscaping and lighting

A full range of flooring options

Fashionable and elegant kitchens

Beautiful and relaxing bathrooms

A full range of lighting accessories

Interior painting to freshen up walls and ceilings

Roof and foundation systems

A deep clean to give the property a new home feel...



## 3 TYPES OF TENANCIES & CONTRACTS

### 1.

#### **Assured Shorthold Tenancy (Ast)**

The most popular tenancy in Central London, whereby a private individual's annual rent does not exceed £100,000.00.

Protected by the Housing Act 1988  
(as amended by the Housing Act 1996)

### 2.

#### **Company Tenancy**

A company has selected to be the tenant and the tenancy is bound by Contract Law (not Housing Act 1988)

### 3.

#### **Contractual Tenancy**

A private individual's tenancy with an annual rent which exceeds £100,000.00.

This is not covered by the Housing Act 1988 and is bound by the terms contained within the agreement itself\*

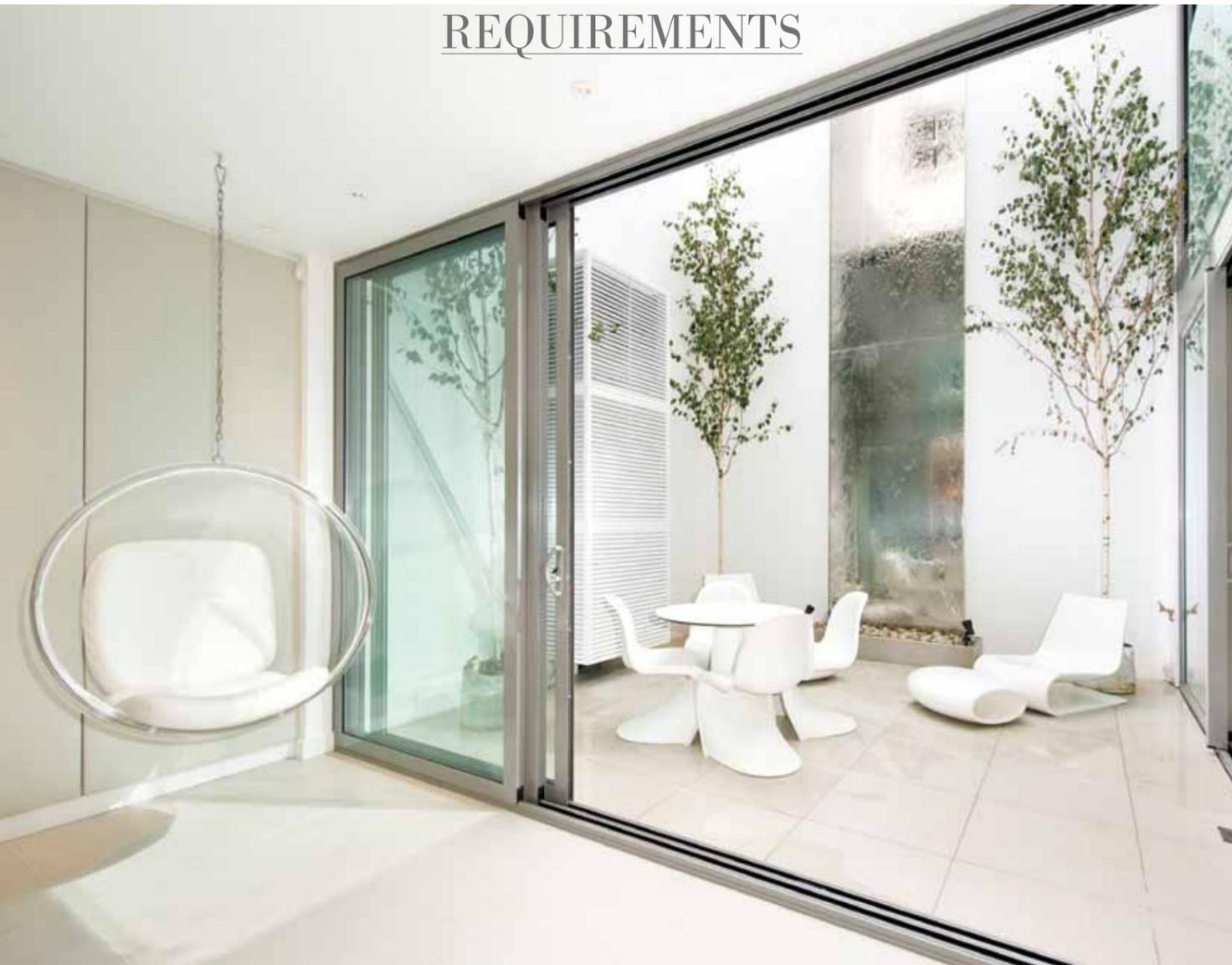
\*<http://www.legislation.gov.uk/ukpga/1988/50/contents>

“

*Druce have been reliable at finding tenants for my properties for several decades. They keep the hassle to a minimum and are a pleasure to deal with. I have tried other agents but always regretted it.*

Landlord

## LEGAL REQUIREMENTS



Landlords' responsibilities include:

- The Gas Safety (Installations and Use) Regulations 1988
- The Electrical Equipment (Safety) Regulations 1994
- The Building Regulations 1991
- The Furniture and Furnishings (Fire (Safety) (Amendment) Regulations 1993
- Taxation for overseas landlords.\*

For landlords who have not applied, Druce is required (by law) to deduct the tax at the basic rate from net rental income and pay this to the Inland Revenue on a quarterly basis, plus an applicable charge.

Druce recommends that all overseas landlords take professional advice from a qualified accountant regarding these regulations.

\*Under the Finance Act 1995, the Inland Revenue introduced a system of self-assessment. Druce recommends that all overseas landlords apply to the Inland Revenue for a Certificate of Self-Assessment so that rents can be paid over gross.

## OUR REFERENCES



To ensure the clients' property is protected and that all tenants are professionally vetted, only upon receipt of excellent references, can Druce ascertain a tenant's suitability.\*

### Employment

Druce will approach the tenant's employer for official confirmation of applicants position, employment status and remuneration package.

### Bank Reference

This is called a 'Status Enquiry'. The Applicant completes an internal application which is then forwarded by Druce, to the applicant's bank for processing.

### Current Landlord Reference

If the applicant is renting, Druce will require a reference from the current landlord regarding payment history and suitability.

### Character Reference

This is a formal reference from either a colleague or long-term acquaintance.

### Credit Check

Druce will also consult with a referencing company for a full credit check to ensure the applicant does not have an adverse credit history and is therefore financially sound and able to meet their rental commitments.

## IMPORTANT NOTES FOR LANDLORDS

1.

### **Do you have a mortgage on the property?**

If so, you should request permission from the Lender and forward to Druce as applicable.

2.

### **Is your property leasehold?**

It is essential to ensure you have permission to sublet your property and with provision for any licence and other conditions that may apply.

3.

### **Insurance**

As the legal owner – it is essential to pay the relevant buildings/contents insurance. Tenants' contents will insure their belongings only.

4.

### **Inventory reports**

A full inventory is required before tenants move into the property so there is a clear division between landlords and tenants' property. This is relevant if anything is broken or damaged. The inventory report is prepared by a third party contractor.

“

*The team at Druce have become our trusted agents in Marylebone. Our portfolio in Marylebone has been exclusively purchased through Druce and all properties rented by their rental team. The team at Druce is certainly able and willing to travel the extra mile for their clients.*

Shakib Family

# THEO FENNEL



TANZANITE SUITE

LONDON . 169 FULHAM ROAD . HARRODS . BURLINGTON ARCADE . SELFRIDGES . ROYAL EXCHANGE  
FOR UK AND WORLDWIDE STOCKISTS PLEASE CONTACT +44 (0)20 7591 5000

[WWW.THEOFENNEL.COM](http://WWW.THEOFENNEL.COM)