

MARILLA GARLAND

Just five months after the launch, Marilla Garland Property is proving that you don't need a shop front to let property But you do need to offer a service that is second to none and go the extra mile.

Based just outside Cambridge which actually allows incredibly easy access to all areas of Cambridge and the surrounding villages, we would rather spend the money on first class advertising for our clients than on rent for a shop. With a two page spread every week in Property Plus we are able to make sure that the properties we are entrusted to let out and look after, receive the highest level of magazine coverage in the area. This is backed up with extensive marketing of every property on Right Move, our own web site and also Prime Location. Our rental list is also available on Regent Street.

**But why choose a smaller agent?
One word Service.**



You will constantly be told that in a competitive market, presentation of your property is paramount to help it stand out and attract the attention of a good tenant. Modern fixtures and fittings and a high standard of cleanliness are essential but there is something else that is very often

overlooked – the ability of your agent to present the property in the correct manner and to attract the right tenant.

Therefore when choosing your agent, why not ask the following questions:-

1. Will my property receive extensive advertising both on the internet and in a good local property magazine?
2. Will my agent show prospective tenants around in the evenings and at weekends, as well as during normal working hours?
3. Will my agent move my new tenant in at the weekend if this is what suits the tenant best?
4. Will my agent collect tenants from the train station and bus station in Cambridge and drive them around from property to property?
5. Will my agent offer my new tenant a service whereby on request they can make up beds and stock the fridge thus giving my new tenant good reason to want to use my agent?
6. Once let and depending on the service I have opted for, will my agent pay over rents quickly and carry out thorough quarterly inspections?

If you ask us, the answers are YES. Why not put us to the test and try a different approach to Letting and Management. You can reach Don Wheeler or myself, Marilla on 01223 291 242 or 0845 602 1116. You can also check out what we do on www.marillagarlandproperty.co.uk

For further information go to www.marillagarlandproperty.co.uk

WHAT TO LOOK FOR IN A BUY-TO-LET PROPERTY

Ever wondered about investing in a buy-to-let property? Trevor Hames, Managing Director of Cambridge Property Lettings, offers some advice.

Purchasing a buy-to-let is not the same as buying a home. You must think "Investment, investment, investment" not "Do I like this property?" or "Can I imagine living here?". So what should the canny investor look for instead?

Location, location, location

Apart from obvious factors such as access to communications, facilities and workplaces, popularity is key. Established, sought after areas, such as the central 'kite' area of Cambridge, may be a safer buy, but are expensive and may not deliver such a good



return. Spotting the up and coming areas- often on the edges of the currently popular areas - is slightly riskier, but if you predict a winner, the property value will rise much faster.

What needs doing...

Obviously you need to examine the fabric of any property very carefully, looking out for problems such as damp or a leaking roof which needs attention. Also consider how easily it can be adapted to follow current health and safety regulations.

...and what could be done

Look for potential improvements. A fresh lick of paint, a new bathroom - or even knocking down a wall - could transform a property and significantly increase its renting potential and market value. However, don't overestimate what you can handle with your experience, skill and budget, and remember it will not be earning rent while the work is being done.

A broad appeal is best

The demand from different types of tenant ebbs and flows so aim for a property you could potentially let to a single person, a couple, a family or to sharers. This increases demand and rent and minimizes void periods. For example, to include sharers ideally all bedrooms should be double, as singles are less popular.



Good return on the capital outlay

In Cambridge, over 5% is considered a reasonable rate of return.

'Return' is calculated like this:

$$\frac{\text{Predicted annual rental income}}{\text{Capital outlay}} \times 100$$

$$= \% \text{ return}$$

Remember capital outlay is the purchase price plus expenses such as solicitors' fees, stamp duty, land registry fees and any expenses incurred getting the property ready such as renovation costs.

Want advice and help?

I am always delighted to advise potential buy-to-let investors, or even search for a suitable property for you at a modest charge.

Trevor Hames ARLA

For further information go to www.cambridgepropertylettings.co.uk