

# **ASK PROPERTY MANAGEMENT**

'Landlords and agents for flats, studios  
and houses in multiple occupation'

# About Ask Property Management

**ASK Property Management** work with numerous landlords across the city, and are proud to have been able to develop large portfolios for institutional and private landlords as well as individual properties for smaller private clients.

Our team have re-developed many properties in the last 12 months alone that are now considered amongst the most desirable houseshares and flats in the city whilst returning market breaking yields to our clients.

**ASK Property Management** has been established for many years. Our committed team has dedicated its enthusiasm to achieving comfortable high specification accommodation. APM provide studios, flats and individual rooms of all ranges such as Single, Twin and En-Suite bedrooms in comfortable house and flat shares in a number of different Birmingham locations, including Edgbaston, Hockley, Selly Park, Bearwood and Moseley.

We are helping our tenants to meet amazing people, make new friends, share daily expenses but at the same time having their own privacy. The best part of house-sharing is the opportunity to socialise with people from around the world, improve English language and communication, have lots of fun as well as enjoying living in one of the most vibrant cities in Europe. House-sharing has given our tenants lifelong memories and friends and we are happy we helped them make it happen, whilst at the same time achieving market leading profits for our client landlords.

# APM Managed Properties

## Service Levels

In broadest terms, we can do almost anything you ask of us to assist you as a landlord. We anticipate that the choice of four alternative services will satisfy most of our clients. However, one of the advantages of being independent is that we can be totally flexible and if the combination of services that we offer does not suit your particular circumstances, please tell us and we will tailor our service accordingly.

We have four basic levels of service:-

### Platinum Service

Property Acquisition, Renovation & Full Management

We can find a property to suit your investment requirements, oversee its acquisition, project manage any necessary renovation works, obtain necessary licenses and safety certificates where required. Subsequently find vetted tenants then fully manage the property to achieve higher yields than you may believe possible. In most cases appointing APM will result in greater net profits than the self management route whilst also removing the need for any involvement from the property owner. This increase in profit would also apply to the Gold Full Management service.

### Gold Service

Full Management

This is a fully comprehensive total Management and Letting Service, suitable for Landlords living out of the area or abroad or who, for whatever reason, do not wish to become involved in the day-to-day Management of their properties.

### Silver Service

Part Management

This service is only suitable for those Landlords who live close by, are able to keep an eye on their property and supervise maintenance and repairs, but do not wish to become involved in some of the more delicate areas of Management, such as rent collection, bringing Tenancies to an end, agreeing dilapidations with Tenants etc.

This is a half way house between Full Management and Letting Only, whereby we maintain an ongoing involvement with your property and are on hand if you go away on holiday or run into problems.

### Bronze Service

Letting Only / Tenant Sourcing

This Service is only suitable for those Landlords who wish to actively manage their property themselves, but would like us to find them suitable Tenants.

We also provide a set of comprehensive services to Landlords advising and aiding on the letting process and we are Buy to Let specialists.

# What others say about us

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As an independent landlord that owns a number of properties it was such a relief to find a company that could take the burden of sourcing new tenants away from me, your service, staff and advertising methods are second to none.

JD, a local Professional Landlord with a large portfolio of mixed HMO (multi-let) rental properties and flats.

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I had heard about Ask Property Management through a beneficiary to the Trust and so contacted them to see what they could do for us. Living over 200 miles away, I had to heavily rely on their experience and professionalism, which proved invaluable. Not only did they provide a property finding service, but they also negotiated a price that I was happy to pay and then saw it through to completion, whilst negotiating that we could complete the required refurbishment between exchange and completion. I could not recommended them more highly.”

Mr JC (trustee of a London based property trust fund) and Professional Property Agent.

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“We are absentee landlords, living overseas and unable to personally oversee the letting of our UK property. We have been using Ask Property Management to manage our property for 3 years now, having employed their services as we were not satisfied with our previous management company. (Who were at that point unable to find new tenants and were ignorant of necessary works required to the property.) The first benefit we noticed was their attention to detail with regard to maintenance and improvements required to make our 3 flats rent-able again. We followed their advice and gave them a free hand, allowing them to cost and action jobs they felt were required.

At all times, they kept us fully informed and only moved ahead after getting our approval on prices, which were all very fair.

Jim continues to furnish us with spread-sheets covering works carried out and projects planned so that we are aware of expenditure that will become due in the near future as well as works already completed. All three apartments are now rented out with suitable tenants found and vetted by Jim’s team. He has collected deposits and managed the My Deposit Scheme on our behalf. It gives us great comfort to know that our tenants receive prompt attention from Jim and his team; we also enjoy a fast response to any queries we may have ourselves. We would have no hesitation in recommending his services unreservedly to fellow landlords.”

Mr S and Mrs S, Private Landlords

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Looking for the Best Agent?





# Why APM?...

APM is the only agency that offers the complete package from identifying investment opportunities, negotiation on purchase price, renovating the new acquisition right through to fully managing the customers' investment in order to **maximise its income potential**

## What do other agencies do?

- Most letting agents specialise in either letting houses or modern city apartments on a single tenancy (to families/couples) which achieves a lower income.
- Other agencies dabble in APM's specialist field but often fail to reach the full income potential leaving the landlord out of pocket often without them knowing.
- Other agencies may not fully understand the complex legislation applied to this form of letting leaving the landlord on the wrong side of the law.

## Why use APM to manage your property?

- APM, in most cases, ensure you receive **40-70% more rent** than letting in a conventional manner.
- APM understand the complex legislation.
- APM know what the tenants are looking for so work with landlords to achieve highest possible rents.
- APM project manage the refurbishment or conversion of properties to achieve the highest possible rents.
- APM understands the seasonal movements of the market and work to offset this to the landlord's advantage.
- APM provide dedicated points of contact 7 days a week and a 24 hour emergency assistance number
- APM provides managed advertising on multiple websites and viewings to your property at no extra cost

## APM Professional services available

- APM can find a house, renovate it or just rent it to meet our clients' needs in our specialised format geared specifically to the market but in a way that will also increase the value of your property.
- APM's carefully selected houses can bring in **more profit than 4 regular houses!**
- APM check their client's properties several times a month to ensure all is well.
- APM provide maintenance staff, cleaners and gardeners where required.
- APM will create for you a **profitable business that you can live on without input.**
- APM can **increase the value of your property** even if the market is flat and ensure all your costs are recovered.

## Why is the APM way more profitable?

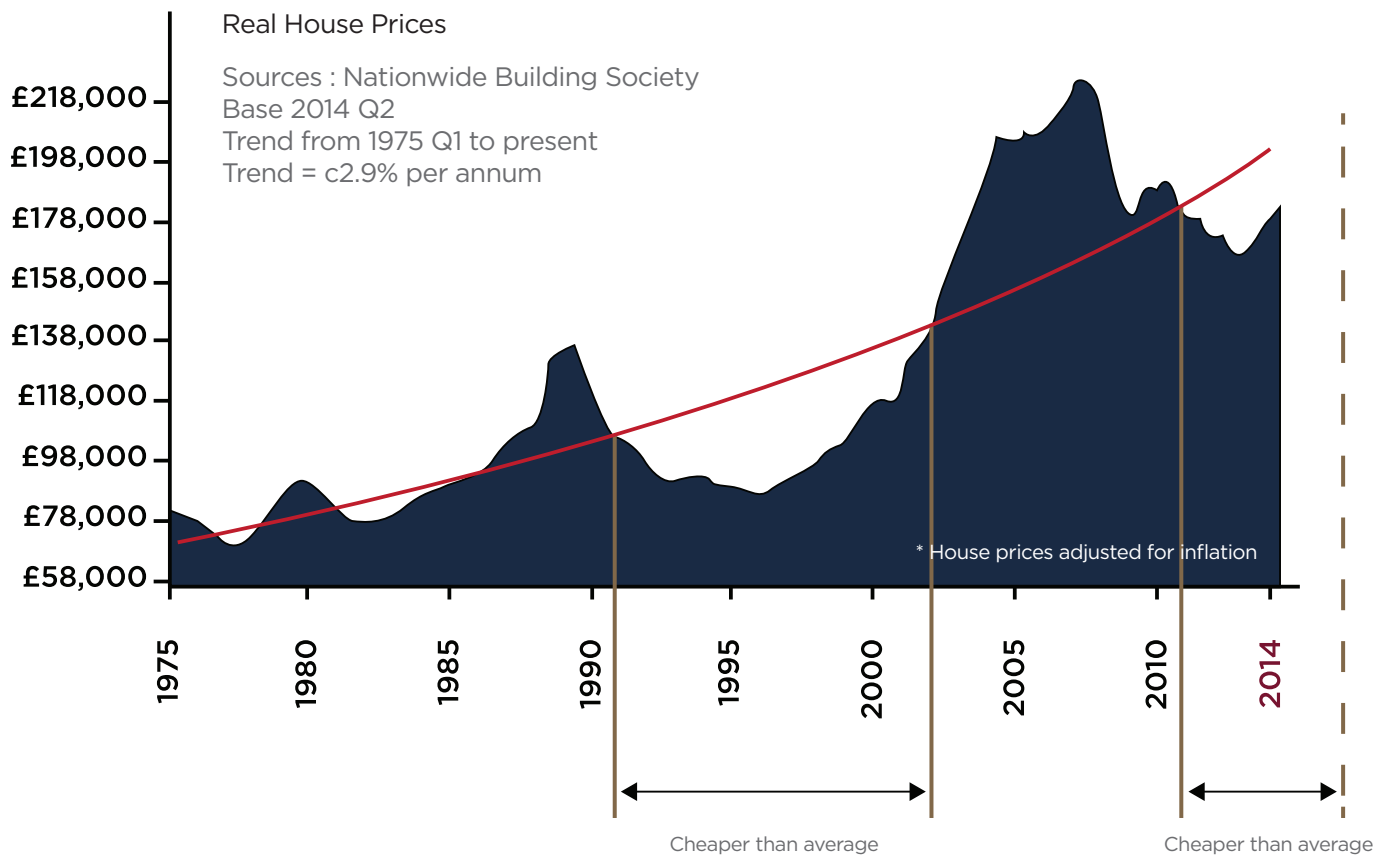
- APM brings together young professionals and matches them with similar people to share well managed accommodation.
- In a traditionally let large house/flat when your tenant leaves you can lose 100% of your income for 1-2 months e.g. £3000 lost.
- Let the APM way you typically loose only 13% of that if someone leaves, so you'd already be **£2600 better off**
- The high street agent way - Large house, single tenancy = circa £1500 per month (minus £300 management and minus tenant finding fee over 12 months ~ £63) = £1137
- The APM way - The same large house = £3000 per month (minus £550 utilities & £630 management) = £1920
- The APM way means £783 per month more or an **additional £9396 per year!**
- APM carefully selected houses can generate more income than 4 regular houses

What if you've already tried this yourself or with another agent and it hasn't worked?

Simple, **you need APM.** We'll visit your property and provide a consultation, we'll provide an action plan explaining how maximum rent can be achieved and then we'll do it!

APM will consult with you, the client and tailor our services to **meet your needs.**

# The Property Price Trend



Property prices remain under the long term historic average thus to maximise returns now maybe the ideal time to be buying. Population expansion is greater than housebuilding levels and the demand for shared accommodation has never been higher.

APM continues to receive more demand for accommodation than we can supply from prospective tenants anxious to move into one of our professionally managed and comfortably appointed properties.

## Why Now?

- Property prices are currently below the long term average.
- Property prices are expected to increase, above the rate of inflation, in the coming years.
- Demand for shared professional accommodation is at an all time high and rising.
- Demand for flats and studios for sole occupation has never been higher.
- A shortage of all affordable property types is unlikely to be reversed.
- The popularity of house sharing has never been higher and is still increasing

just... **ASK**

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