



# LANDLORDS

GUIDE TO OUR SERVICES

[www.adam-hayes.co.uk](http://www.adam-hayes.co.uk)



# OVERVIEW

HISTORY  
OUR ETHOS  
EXPERTISE  
LETTINGS SERVICES  
MARKETING  
WHY CHOOSE US  
PERFORMANCE  
REVIEWS  
CODES OF PRACTICE



## INTRODUCTION

Adam Hayes are a Multi Award Winning Estate Agency that have been selling and letting property in North London for over a decade.

Our motto of Helping People Move originated from a letter of thanks from a returning client. It has long been our business philosophy, but we now display the words on our advertising, marketing and sales material and even on the walls of our offices.

We provide a comprehensive range of property services dealing with Residential Sales, Lettings, Property Management and Financial Services.

# HISTORY

Adam Hayes is built on hard work, our ability to adapt, professionalism and knowledge. A continual and unswerving dedication to these four principles has helped us establish ourselves as one of the leading independent Estate Agents in London. Underpinned by a people-first approach and founded on good old-fashioned customer service, we aim to provide the best levels of service to make renting property in North London as enjoyable and rewarding as possible.

Adam Hayes was set up in the economic downturn of 2009 by the two founders of the company alongside a part time secretary on the front line and a tight financial budget. With a high number of our competitors closing down due to the tough economic climate, our proactive approach, hard work and embracement of innovative technology has today allowed us to become a market leader in North London and acquire a strong market share that specialises in a range of property services including Residential and Commercial Sales and Lettings, Property Management and Financial Services.

Today we have three offices - in North Finchley, East Finchley and Finchley Central. We are proud of our excellent reputation of being hardworking, honest and ethical and our philosophy of continually improving the way we operate has been fundamental in our growth and establishing ourselves as serious players within our industry.

# OUR PHILOSOPHY

At Adam Hayes 'we work around you, not the other way round', we aim to provide our clients with an exceptional level of service and strive to exceed our clients' expectations. Whether you are upsizing or downsizing, moving abroad or are in a complex chain, whatever your reason for selling, Adam Hayes is the name that you can trust and rely on.

With three prominent office locations in North Finchley, East Finchley and Finchley Central, an eye catching website, extensive marketing and advertising, our telephone lines open 24/7 and excellent local knowledge to our advantage, we have the necessary edge required when marketing your property.

Working around and anticipating, our clients' every need, we aim to provide a remarkable level of service with a truly personalised, respectful and professional approach to our precious customers and clients. This experience also means we've had a long time to get it right. We've refined our way of doing business and developed a reputation for achieving great results for our clients, through our intimate local know-how and our highly effective and connected office network.

The background image is a soft-focus photograph of a modern interior. It features a light-colored wooden table with a simple design, a matching wooden chair, and a patterned rug. On the wall, there are several hexagonal shelves, some of which are empty. A large, leafy plant is visible in the upper right corner. The overall color palette is muted and earthy, with a greenish-yellow tint.

# OUR FORMULA FOR SUCCESS

FROM APPRAISAL TO SELLING

# EXPERTISE



Director Amir Haddadi has over 15 years experience working in North London within the residential letting sector. He has a wealth of experience dealt with all types of properties and has a strong understanding of industry legislation. His expert knowledge, honesty and professionalism has enabled him to build long lasting relationships with clients and grow the business to what it is today. Whether you are an accidental landlord, a corporate investor, or a build to rent developer he is on hand to offer you the best advice to help maximise and grow your investment



**Norbert Sobczak**  
**Senior Negotiator**

Norbert joined the company in early 2016 and very quickly proved himself to be a valuable addition to our North Finchley office as a Lettings Negotiator. Growing up in East Finchley, his local knowledge has helped him identify with our tenants and prove valuable in assisting them make informed decisions.



**Anand Mehta**  
**Senior Negotiator**

Anand joined our Lettings Team in Finchley Central team with over 10 years experience. Having worked locally, Anand is familiar with the North London area and wanted to challenge himself by working in a fast paced lettings environment.



**Perrie Fairclough**  
**Property Manager**

Perrie joined our team in February 2017 and is based in the East Finchley office. Having worked in the industry for over 6 years Perrie has been able to adapt very quickly to her role and environment and today deals with the company inspections and renewals.



**Sophie Rice**  
**Co-Ordinator**

Sophie joined the lettings team in 2021 having 8 years' experience within the industry. Sophie has been able to build relationships with both landlords and tenants in progressing the deals and also deals with all our managed properties.

# OUR SERVICE



PRE MARKET APPRAISAL



MARKETING



FINDING TENANTS

The background image shows a modern office environment. A large, detailed map of London is mounted on the wall, with a circular light fixture hanging from the ceiling. In the foreground, a bright green chair is visible on the left, and a person with dark hair is seated at a desk on the right, working on a computer. The text is overlaid on a semi-transparent green rectangle in the center of the image.

## BEING AVAILABLE

We realize that living in London can be very demanding and appreciate that a large number of our applicants work during the day making it difficult to view properties during this time, therefore losing potential opportunities. It is for this reason that we can arrange viewings **7 days a week** and that our team are prepared to do late night viewings when necessary.

We pride ourselves on maintaining relationships with our clients which we have successfully built over the past decade. All our calls are answered within two rings and our phone lines are open 24/7, 365 days a year.

As Lettings Agents we maintain a substantial client roster and work closely with a network of relocation agencies to ensure quality tenants for our landlords. We work hard for our clients and are agreeing tenancies at an average of 97.5% of the asking prices despite the highly competitive climate. Looking after tenancies the results speak for themselves: 75% of tenants in managed properties chose to renew their tenancy last year.

In a recent survey, over 99% of respondents would recommend us both as sales and lettings agents and use us again in the future.



## PRE INSPECTION

Our valuers will research the market and find comparable evidence of similar properties that are being marketed and that have recently sold. We will also assess Risk ratings for things like environmental risks as well as market risks.

## ACCURATE VALUATION

An accurate valuation is the ideal starting point. By overpricing the property, you will likely find that tenants hold no interest in your home. Under-pricing the property can help you to rent the property quickly but you will lose out on money and this may hamper your ability to maximise your rental investment.

## ADVICE & SUGGESTIONS

Our team will be on hand giving tips and suggestions on how best to market your property. Our honest advice will be all the difference between you renting for one price and another.

## PROACTIVE APPROACH

As soon as we are instructed to rent your property, our marketing will begin and our experienced negotiators will start contacting our large database through our three offices of prequalified tenants and viewings will be arranged immediately

# CODES OF PRACTICE

The list of legal requirements for landlords can sometimes seem endless, making it a challenge for landlords to understand and navigate through. However, it is the landlord's responsibility to ensure that the property being let is compliant with current regulations. We advise landlords on various matters and ensure all tenancies are set up according to current standards.

As part of the letting process, we will also make sure that your tenancy agreement is drafted correctly and incorporates details of what has been agreed at the start including any special clauses, so there are no misunderstandings.

With regulations constantly changing and becoming increasingly more complex, unregulated agencies popping up and going bust and a growing number of stories from buyers and sellers falling victim to 'scams', it has never been more important to ensure you use a professional, regulated and established estate agency.

Adam Hayes are regulated by The Property Ombudsman and follow a strict code of conduct approved by the Office of Fair Trading, providing landlords and tenants with an assurance that they will receive the highest level of customer service.

I



# MARKETING

When you market your home with Adam Hayes you can be assured that it will be advertised extensively and your property will automatically benefit from our comprehensive marketing package.

We cut no corners when it comes to marketing, we invest heavily in marketing to ensure your property gains maximum exposure, we advertise on our own website and on a majority of the UK's largest and most popular property portals.

We understand the importance of using Video in our marketing campaigns. Our buyers are deeply familiar with video as most people have a video on their smartphone.

They are the next best thing to a real-life viewing and complement our 360 degree virtual tours and existing photos to help build engagement and interest amongst web visitors. Providing a video avoids unnecessary viewings and is the perfect aid for attracting buyers from further afield and foreign investors



## PROFESSIONAL PHOTOGRAPHY

We have invested in the latest professional photography equipment and training enabling us to take exceptional photos of our property providing consistency across our brand while fulfilling our marketing potential for our clients.

## 360 DEGREE VIRTUAL TOURS & VIDEO TOURS

Each of our properties benefits from a high quality virtual tour, which our buyers love. Virtual tours make it easy for buyers to view virtually and because they have a good idea of the property before they physically visit, it helps eliminate the timewasters.

## COLOUR FLOORPLANS

From providing information about the size of the rooms to the general layout of the property, a floor plan usefully allows prospective buyers to understand how the space flows as well as the relationship or proximity of one room to another.



SERVICE	LET ONLY	RENT COLLECT	FULLY MANAGED
Full Valuation And Market Appraisal	YES	YES	YES
Property Brochure and Digital Photos	YES	YES	YES
Floorplan	YES	YES	YES
Property Listed On TNA Website and Major Portals	YES	YES	YES
To Let Board	YES	YES	YES
Accompanied Viewings	YES	YES	YES
Professionally Reference Tenants	YES	YES	YES
Arrange Legally Binding Tenancy Agreement	YES	YES	YES
Start Of Tenancy Compliance	YES	YES	YES
Deposit Protected In Government Approved Scheme	YES	YES	YES
Arrange Inventory And Check In *	YES	YES	YES
Key Release	YES	YES	YES
Rent Collection		YES	YES
Statement Of Account		YES	YES
Rent Arrears Managed		YES	YES
Manage End Of Tenancy Deposit Disputes		YES	YES
Deal With All Maintenance Requests			YES
Emergency Out Of Hours Maintenance Service 24 Hours			YES
Instruct And Manage/Oversee All Works			YES
Pay All Contractors			YES
Right To Rent Completed			YES
Access To Legal Support			YES
Key Holders			YES
Annual Rent Reviews			YES
Check Annual Safety Certificates			YES
Serve Notices inc Section, 21, 13 and 8			YES
Handle Tenants Notice To Vacate			YES
Complete End Of Tenancy Checks			YES
* Additional Charges May Apply			

## What happens if there is a problem?

We work with a number of reliable and reputable tradesmen that we have used for many years. We repeatedly check and monitor their work and pricing to ensure our landlords get a fair deal. We only use companies providing the very best quality of workmanship on behalf of our clients, however if you have a particular tradesman you wish to use then we are more than happy to implement this for you.

## Rental paperwork

To ensure the tenancy runs smoothly from the start, it is essential that a professional tenancy agreement is in place. We will draw up the relevant paperwork based on years of experience, ensuring all the necessary documents are signed.

We also advise for all tenancies to have a comprehensive professional inventory carried out which states not only the contents in the property but also the condition with photographs at the start of the tenancy. This is now required as essential evidence in proving any damages or claims against a tenants deposit. Adam Hayes can arrange this on your behalf.

## **GLOSSY BROCHURES**

Our glossy brochures include a wide range of eye catching photos, colour floorplans and a well written description to get buyers engaged.

## **NEWSLETTERS**

We produce 30,000 glossy newsletters every quarter which are hand delivered to local homes in the area showcasing our properties and giving readers tips on moving.



## **PROPERTY PORTALS**

Ensuring your property is on all the main property portals including Rightmove, Zoopla, On The Market and Boomin we get your property noticed.

## **OUR WEBSITE**

With over 20,000 visits to our website a month your property is bound to get the right exposure. Our mobile and tablet friendly site allows users to navigate with ease.

## **SOCIAL MEDIA**

With over 8000 followers on Twitter, Facebook and Instagram we will get people talking. Our followers will also see your property highlighted as 'Property of the Week'

## MULTI AWARD WINNING

Adam Hayes are Multi Award Winning Estate Agent – having over a dozen awards since 2016. Acknowledgement from industry awards independently validate the strength of our people, our service and the quality of our brand marketing. Since we entered our first estate agency awards in 2016, we've just kept on winning.

However, being recognised as the best in the business has not gone to our heads. To quote some of the judges, it ensures we continue to demonstrate our "excellent initiatives and strong community activity" and our "energy, enthusiasm and commitment" in matching people and property.

In fact, everything the judges say about us, we couldn't say better ourselves. We're proud of the award-winning results we get for our clients.

## Full Management Services

Many more tenants are requesting agency managed properties as it allows for a more professional service, eliminating the emotion from both sides.

If you are a landlord that would prefer not to deal with the day to day involvement of the tenancy or perhaps you reside overseas or are planning to work overseas for a period of time and want to ensure your property is in good hands, our comprehensive Full Management Service is suited for you and can often be tailored to suit your needs.

At Adam Hayes we believe that maintaining the long term value on your rental investment is just as important as getting a good tenant for your property. We also know how time-consuming it can be to be a full-time Landlord dealing with tenants' telephone calls and resulting work. Adam Hayes offers a management service which ensures that we not only deal with any maintenance issues that may arise, but that we also keep an eye on your property for you to ensure that it is kept in good condition.



## Our Full Management Service also includes the following:

- Right to Rent Checks
- Hand EPC, Gas Certificate and Government HTR guide to tenants
- Check the tenants into the property
- Dedicated Property Manager for the tenant and landlord
- Arranging deposit protection and Prescribed Information to be given to the tenants
- Monthly and Yearly Rent Statement - by post or e-mail.
- Chase late payments of rent
- Manage the transfer of utilities
- Dealing with any tenancy matters
- Handel routine maintenance
- Monitoring of small issues
- Rent reviews
- Arranging for any legal notices
- Check the tenants out of the property
- Resolve any deposit disputes and submitting cases to DPS





## PERFORMANCE

In a recent survey, over  
99% of respondents  
would recommend us  
both as sales and lettings  
agents and use us again  
in the future




We work hard for our  
clients and are agreeing  
tenancies at an average of  
97.5% of the asking  
prices despite the highly  
competitive climate\*

\*Lets Agreed between January 1st 2021- May 1st 2021

A smiling man with a beard and blue eyes, wearing a blue and white checkered shirt, is the central figure. To his right, a woman with brown hair tied back is partially visible, wearing a light-colored top. The background is a plain, light gray.

"PLEASURE IN THE JOB  
PUTS PERFECTION IN  
THE WORK"

ARISTOTLE

A smiling woman with brown hair and green eyes, wearing a white top, is looking up and to the right. A man in a light blue shirt is handing her a set of keys. The background is a soft, out-of-focus indoor setting.

"Absolutely phenomenal service from start to finish. Not only was everyone I spoke to friendly and cheerful, they were all absolutely fantastic at taking all the stress out of what normally is a stressful process. I was completely blown away by the level of care every member of staff showed and every time they spoke to me it was to make sure everything was going as smoothly as possible".

Mr D Ludlow



HUNDREDS OF VERIFIED GOOGLE  
REVIEWS



# Adam Hayes

ESTATE AGENTS

## NORTH FINCHLEY OFFICE

365 Ballards Lane  
North Finchley  
London N12 8LL  
020 8445 4008  
[northfinchley@adam-hayes.co.uk](mailto:northfinchley@adam-hayes.co.uk)

## EAST FINCHLEY OFFICE

158 High Road  
East Finchley  
London N2 9As  
020 8883 2621  
[eastfinchley@adam-hayes.co.uk](mailto:eastfinchley@adam-hayes.co.uk)

## FINCHLEY CENTRAL OFFICE

348 Regents Park Road  
Finchley Central  
London N3 2LJ  
020 8189 6333  
[finchleycentral@adam-hayes.co.uk](mailto:finchleycentral@adam-hayes.co.uk)

[www.adam-hayes.co.uk](http://www.adam-hayes.co.uk)