

# YOUR CITY YOUR **LiFE**



LETTINGS

SALES

MANAGEMENT

# Our LiFE Story

Almost two decades since our creation, LiFE Residential have grown to become one of the UK's leading privately owned real estate agencies. We specialise in luxury new build property and offer services in lettings, sales and property management.

We have a comprehensive network of branches across London and international offices in Hong Kong and Singapore. We employ over 170 dedicated members of staff who speak over 32 languages.

LiFE staff receive the highest quality professional training and their in-depth knowledge about the London market guarantees you receive the most from your investment.

As the appointed lettings and management agent for a number of high profile London developers, we provide our clients with unrivalled access to the best residential property in London.



In 20 years, LiFE have



Let & managed  
over 10,000 properties



Rented to over  
29,000 tenants



Collected over £876m  
in rent for landlords



Safeguarded over £47m  
in deposits for tenants

# Testimonials

All of our branches  
are rated **5 stars** on



We are rated  
**Excellent** on



*“I am a landlord and have been using LiFE Residential for a few years now and they have been absolutely amazing. Mo, Harry and all the team are incredibly supportive and extremely attentive. I am very impressed with Mo who is very friendly and his communication skills have been superb. He has always kept me updated promptly and for that I am very grateful for his work ethic and professionalism. Top service 5 stars from me!”*

Chris Tavakkoli, August 2020



*“I am the owner of a property which LiFE Residential have been managing for me. Cristina has been my major point of contact for several years. I have found her friendly, professional, pro active, courteous and human. She has a real knack and ability to manage multiple things at once and keep everybody informed. Thank you Cristina.”*

Michael Thorley, July 2020



*“LiFE Residential has acted proactively throughout my communications with them - even when I hired another lettings agent initially, they continued to follow up with me. They are professional, efficient and prudent and their portal systems enable my quick access to information. James Handley deserves a special mention as he provides superb services and almost immediate responses to my endless queries. Truly appreciate it!”*

Yvette Leung, August 2020



*“We use a couple of real estate management companies in the UK and the service provided by Hannah Scrafton from LiFE Residential has been superior to any others we have received from anyone during the last 25 years. She has been professional, courteous and friendly, providing us with accurate information in a timely manner.”*

Michael Garbutt, July 2020



*“This is the second time we’ve used LiFE Residential Canary Wharf and we are very happy with our experience. This is one of the most experienced, professional leasing offices we have encountered. Matthew Harkin manages it well. He helped us resolve all our issues and his team is very attentive and helpful. Everything happens smoothly and fast, we recommend them to potential customers.”*

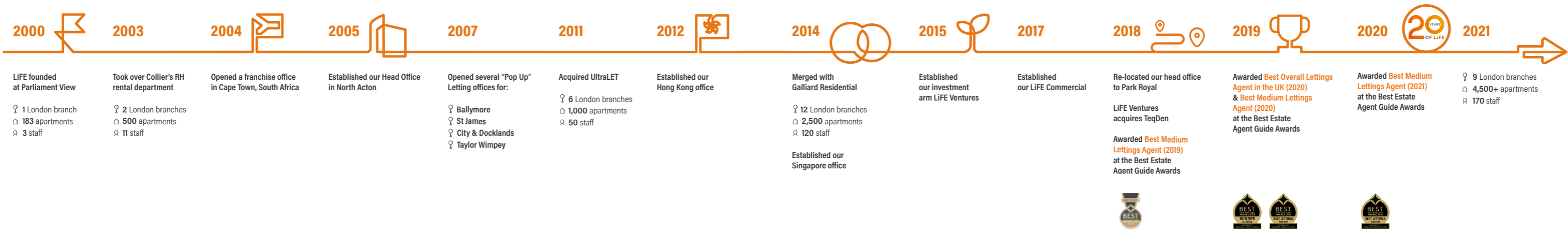
Alena Salistra, September 2020



*“Evelyn NtiGyan at LiFE Residential became my dedicated Property Manager in February of this year. Since then, she has been an excellent source of information and guidance, replying to messages in excellent time. She has communicated with tenants and contractors to resolve issues efficiently. Top work - thanks a million.”*

Lee G, June 2020

# 20 Years of LiFE

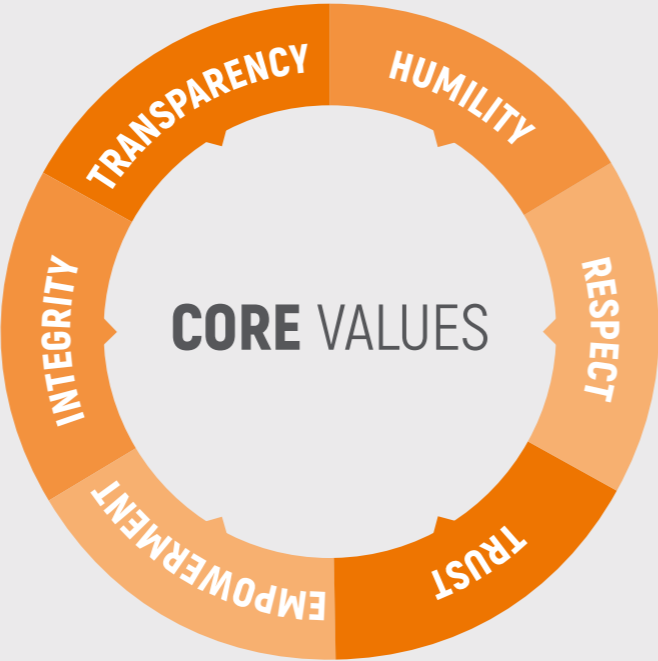


# Facts of **LiFE**

 <p>Appointed lettings and management agent for a number of high profile London developers</p>	 <p>Comprehensive network of London branches conveniently located close to Underground stations</p>	 <p>2 international offices in Hong Kong and Singapore</p>	 <p>Many of our clients have been with us for almost 2 decades</p>	 <p>Strong corporate relations in zones 1-3</p>	<p>450</p> <p>Together we have 450 years of combined experience</p>
 <p>We have rented to over 29,000 tenants</p>	 <p>We currently manage 4,500 properties</p>	 <p>All of our offices are either on-site or within 15 minutes of our properties</p>	 <p>Our current rent arrears are just 0.13%</p>	 <p>Completion and handover teams to advise throughout development completion</p>	 <p>Comprehensive inventory and check-out reports to ensure accurate condition of your property</p>
 <p>Over 170 members of dedicated staff who speak over 32 languages</p>	 <p>Our staff are qualified above the industry standard</p>	 <p>We recruit from hospitality and retail markets for staff with excellent customer service skills</p>	 <p>Established affiliations with trusted service providers</p>	 <p>Individual property and account managers allocated to deliver personalised service</p>	 <p>Asset management team to routinely visit the property and give long term investment advice</p>
			 <p>Bespoke Landlord Portal allowing clients to have direct access to all information regarding their property</p>	 <p>In-house marketing team of creative experts for bespoke campaigns</p>	 <p>Dedicated sales progression team for an efficient sales process with low fall-through rate</p>

# Our Mission & Values

*Exceeding expectations for our customers, staff and partners through our vision, knowledge and communication.*



# Lettings

## MARKETING:

### Qualified in-house marketing team:

- Professional photos, floorplans and 360° tours
- Copywriting
- Print and digital design
- Digital marketing expertise
- Unique advertising campaigns across wide range of channels
- Search engine optimization (SEO) for developments and specific property listings to maximise exposure
- Exposure on Facebook, Instagram, Twitter, LinkedIn, Youtube with paid targeted advertising
- Thorough data analysis and specific targeting to ensure high performance of property listings and campaigns

### Property marketing:

- External signage on developments, during the development stages
- Property listings on Rightmove, Zoopla, OnTheMarket and LiFE website
- Paid social media advertising
- Open days, supported by print, social and email campaigns
- Marketing properties within corporate and relocation agent network
- 10 London LiFE branches using a database of active and pre-qualified applicants

## VIEWINGS

- Professionally filmed online viewing videos and face-to-face viewings carried out by qualified and trained property consultants
- Negotiating and communicating tenants' offers to landlords
- Arranging cleaning/inventories and pre-tenancy inspections
- Advanced digital key management solution, securely tracking keys
- Live chat and out of hours chat bot to respond to tenant enquiries 24/7

## TENANT REFERENCING

- Use of the best digital tenant on-boarding systems to ensure tenancies processed in the most efficient way
- Checking credit records, any County Court Judgements (CCJs), debt or previous rent arrears in name

## TENANCY

- Conducting professional accompanied move-ins, welcoming and showing tenants how to operate main items in the property
- Informing tenants of their rights by law under the Government's "How to Rent Guide" and serving prescribed information
- Managing the legal regulations for Tenancy Deposit Protection and advising on new Zero Deposit offerings soon to be introduced

## The lettings & management process explained:



# Management Services

## Property Management

- Dedicated property manager dealing with all property related issues regarding general management and upkeep of the property:
  - minor repairs
  - redecoration
  - ensuring high service levels are maintained
- Sourcing comparable quotes and booking fully-vetted contractors ensuring they have:
  - public liability insurance
  - accreditations
  - service level agreements in place
- Planned preventative maintenance and servicing on ventilation units, heating/cooling systems, boilers, balcony doors/windows, plumbing
- Unoccupied property management for 28 days free of charge
- Gas and electrical safety checks
- Arranging Energy Performance Certificate (EPC)
- Energy supplier set up and management
- Ensuring all furniture meets the legal Fire and Safety Regulations
- Deposit negotiation/ disputes and full understanding of any justified deposit deduction allowances
- Serving any required legal notices, common examples being Section 8 or Section 21 notices
- Tenancy renewal negotiating and processing
- Ensuring necessary insurance policies are in place: Contents, Buildings, Rent protection etc.
- Processing insurance claims
- Ensuring necessary consents are in place to let the property, e.g. from freeholders

- Specific international liaison desks in London working hours more suited to Asia time zones and customer care offices in Singapore and Hong Kong
- Key, fob and permit handover
- Arranging check-out cleaning
- Best practice and compliance advice
- Risk assessments: smoke alarms, carbon monoxide detectors, PAT testing (for small appliances)

## Asset Management

- Periodic property inspections
- Inspections for insurance claims
- Inspections for quality control of repairs
- Inspections for the purpose of the renewal and notice to vacate process
- Sales valuations and advice

## Accounts

- Dedicated accounts manager, dealing with all financial issues relating to:
  - tax
  - overseas Landlord Status
  - mortgage and leasehold consent
  - rent arrears
- Regular itemised statement of accounts
- Paying bills (service charge and ground rent) and utilities
- Court appearances on behalf of landlords
- Rent and deposit money management
- Rent chasing to avoid rent arrears
- 24/7 access to our Landlord Portal

# Department Overviews

## PROPERTY MANAGEMENT

<b>HANDLES LL &amp; TT ENQUIRIES</b> 	<b>LEGISLATION &amp; COMPLIANCE</b> 	<b>PROPERTY MAINTENANCE</b> 	<b>SERVES NOTICE TO VACATE</b> 	<b>REPORTING &amp; CERTIFICATION</b> 
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## ASSET MANAGEMENT

<b>PROPERTY INSPECTIONS</b> 	<b>INSURANCE CLAIM INSPECTIONS</b> 	<b>QUALITY CONTROL OF REPAIRS</b> 	<b>RENEWAL &amp; NOTICE TO VACATE VISITS</b> 	<b>SALES VALUATIONS &amp; ADVICE</b> 
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## ACCOUNTS

<b>MANAGES RENT &amp; DEPOSIT MONIES</b> 	<b>REPORTS &amp; STATEMENTS</b> 	<b>HANDLES LEGAL ISSUES FOR ARREARS</b> 	<b>PAYMENT OF BILLS &amp; CHARGES</b> 	<b>HANDLES RENT &amp; LEGAL PROTECTION</b> 
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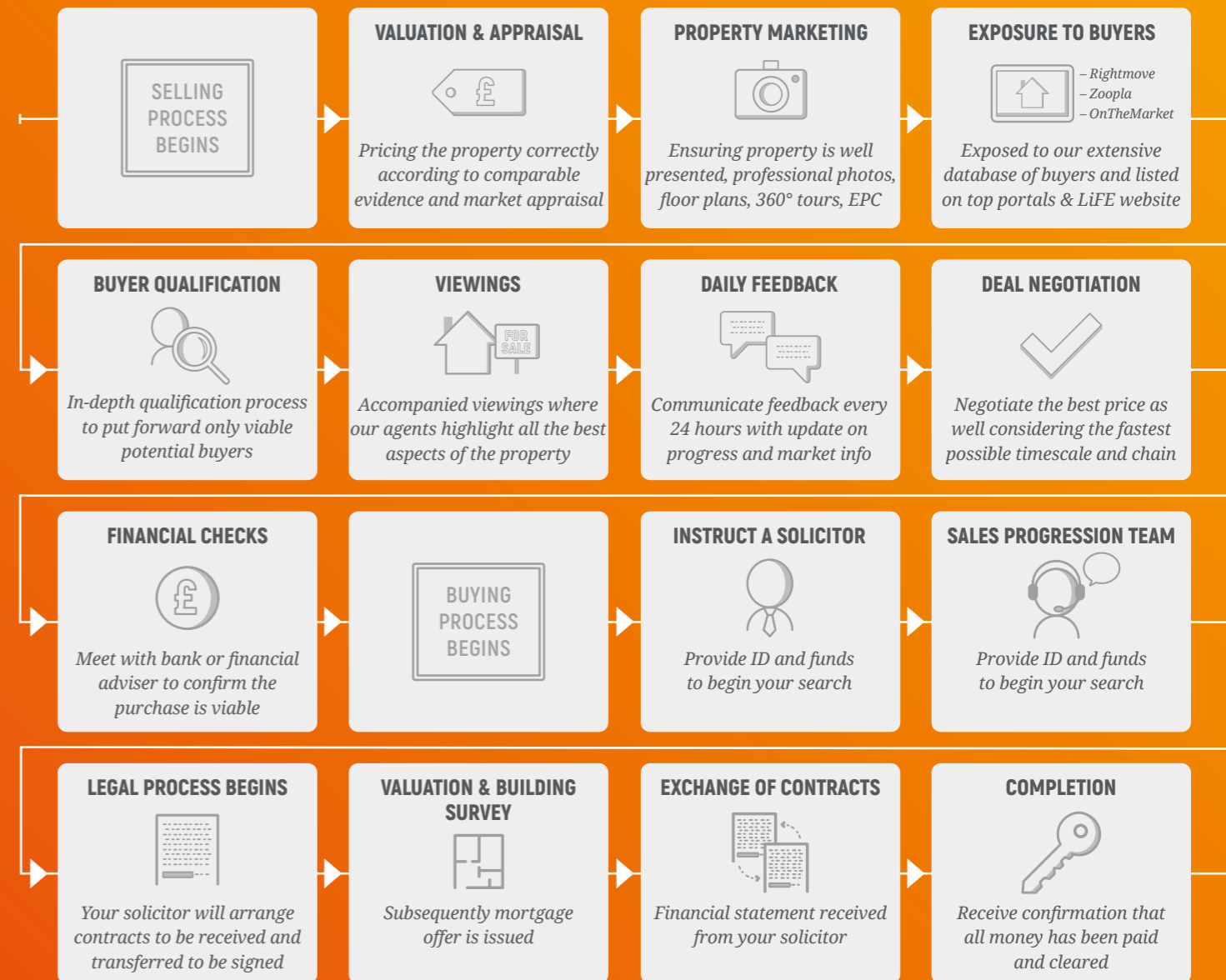


# Sales

Should you ever choose to sell your property in the future, LIFE Residential's dedicated sales division are on-hand to advise you at every step of the way.

- Valuation & appraisal
- Property marketing
- Detailed buyer qualification
- Viewings
- Daily feedback to vendor
- Deal negotiation
- Financial checks

## Sales Service Overview



# Service & Efficiency Through Technology

*We embrace the latest developments in technology to offer our clients the best service possible and provide them with the most cutting edge marketing tools available. Using the most up-to-date systems allow us to implement the most efficient processes, giving our employees more time to focus on their main priorities.*

## LANDLORD PORTAL

Our bespoke client portal allows our landlords to log in and have direct access to all information regarding their property, such as real time tenancy information, property details, statements and other documents as well as the latest news from LiFE Residential.

## ONLINE PROPERTY TOURS

Our clients can view our properties online, almost like in a real viewing with our online tours, created either as high quality mobile videos, or fully navigable 360° virtual tours. These immersive 3D versions of our properties allow tenants and buyers to experience their potential new homes online before arranging an in person viewing.

## ENQUIRY HANDLING 24/7

We engage with our clients 24/7, either via the live chat option on our website during working hours, or the chatbot option out of hours, to help pre-qualify leads before they get to the agent. This chat function allows us to gather all of our applicants' information easily, allowing our agents to use their time more efficiently.



## ONLINE TENANCY SET-UP

Goodlord is the fastest, most efficient and most secure online tenant sign-up and referencing system on the market. Processing tenancies with Goodlord cuts 50-75% of admin time and spend, allowing our agents to be more productive with their time.



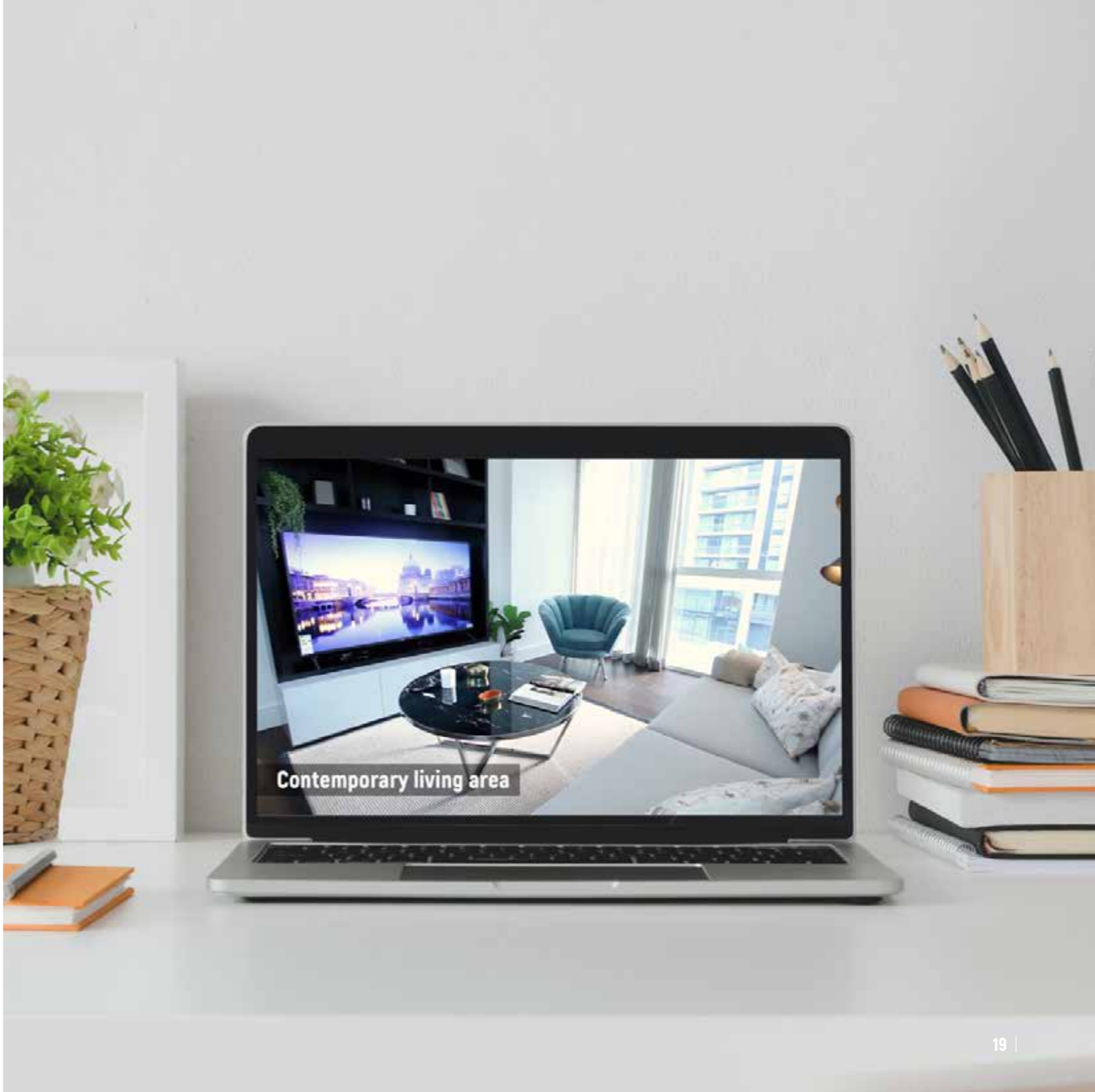
## SMART KEY MANAGEMENT

KeyNest provides flexible management solutions for staff to exchange keys efficiently and to always know where they are. This provides both landlord and the agent a sense of security as all relevant stakeholders are notified when the keys are picked up and dropped off.



## ONLINE MAINTENANCE REPORTING

FixFlo is an online maintenance reporting system for tenants. It provides help and advice on how to fix simple issues and allows 24/7 reporting of more complex issues for our team to investigate. Easy to complete, detailed reports help our team resolve issues much faster.

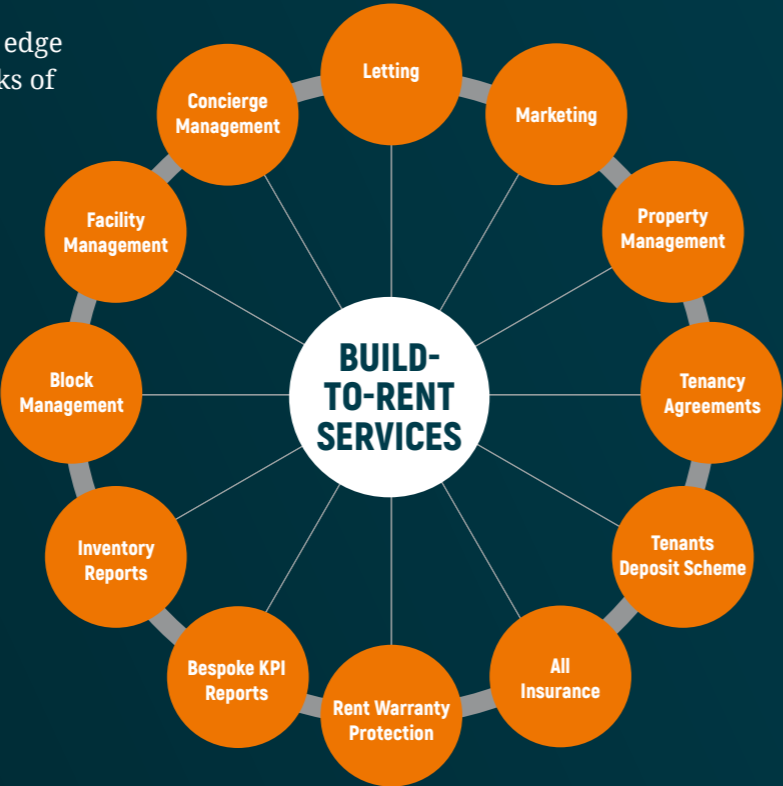


# Build-to-rent

LiFE also provides lettings, management and block management services for the growing number of build-to-rent developments in London.

We provide a comprehensive service that covers every aspect of servicing these developments from finding the right tenants to management of the facilities.

With this new offering we aim to be a cutting edge player in the market place for managing blocks of apartments within the private rental sector.



# LiFE Commercial



Building on the experience and trust gathered within residential property, in 2018 LiFE Residential launched a commercial property consultancy, LiFE Commercial.

The commercial arm of LiFE is led by the company's senior team and offers management, project management, renewals, rating and valuation services for commercial property in London.

Visit [lifecommercial.co.uk](https://lifecommercial.co.uk) for more information.



# LiFE Ventures



Having started in property before email and internet had taken off, LiFE's founders have embraced technology from day one, gaining vast experience in finding, growing and managing businesses. We are now perfectly placed to be at the forefront of the PropTech scene.

LiFE Ventures acts as a micro fund, offering seed investment and an accelerator programme to early stage start-ups, concentrating mainly, but not exclusively, on the property sector.

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## OUR INVESTMENTS

TECT  
risk services

goodlord

 KeyNest

 FalconDHQ



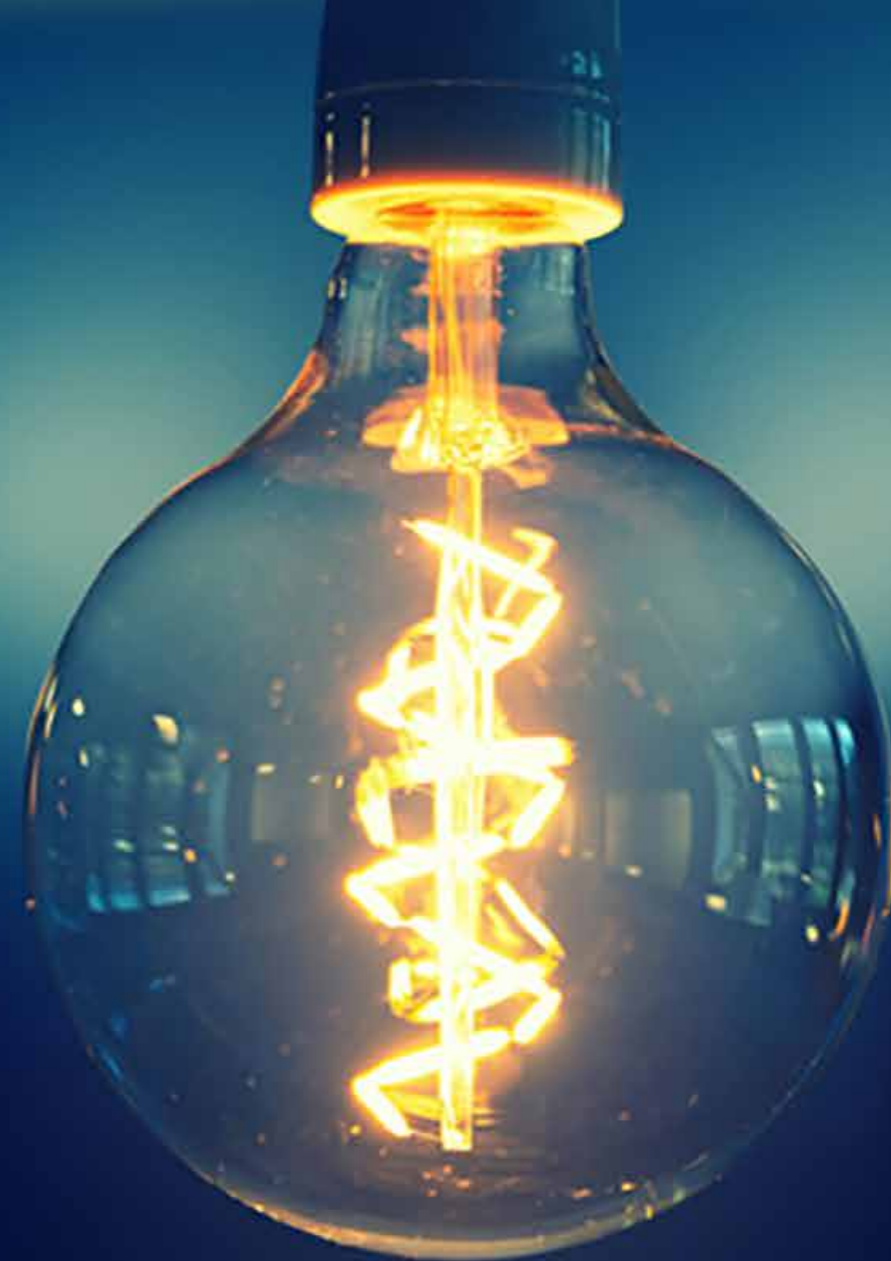
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forward

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WITNESS



# Partnerships

## Developer Partnerships

We are the **appointed letting and management agent** for these developers:



Galliard Homes is a division of The Galliard Group, one of London's leading property developers, which undertakes sales and marketing for the Group's portfolio of homes for private sale.

### City & Docklands

City & Docklands Property Group deliver high quality developments throughout key growth areas of London with approximately 400 new homes currently under development across the city.



Vabel specialises in design-led mixed use or residential developments in central London. They aim to imbue each project with its own creative vision, whilst maximising space, efficiency and value.



## Service Partnerships

We also work with a number of **trusted service providers** to ensure our clients are getting the best quality service:



Goodlord provide specialist services supporting the private rental sector such as online tenancy set-up, intelligent referencing and various solutions to improve the experience of both landlords and tenants.



Moneycorp are currency specialists and help our clients get better exchange rates when sending money to the UK. Their experts help save time and money by offering guidance on the best way to make your transfer.



Capricorn Financial is the largest independent mortgage brokerage in London and have a wealth of experience in the property finance sector. Their advisors can explore potential financing routes suitable to all situations.



Fusion are our recommended provider of tax services. They can offer our clients impartial advice on property tax and legislative changes that may affect your property investments.



New Concept Interiors manufacture and install handmade bespoke soft furnishings and provide high quality and competitively priced furniture packages to landlords and property investors.



One Global Property Services work closely with leading London developers and assist them with international sales of new build properties. We are their appointed lettings and management agent for properties in London.

## LiFE Accreditations



Investors in People is the standard for people management. Our standard defines what it takes to lead, support and manage people for sustained success.



Being a member of ARLA means the service we offer is in line with the highest industry standards and we adhere to a nationally recognised Code of Practice.



Membership of The Property Ombudsman demonstrates our commitment to Professional Standard and provides our staff with knowledge on property law.



This means that we comply with principles of effective customer service and protection and that we go above and beyond consumer law obligations to set a higher standard.

# WE'VE GOT LONDON COVERED



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#### South Bank

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Bridge Road  
London  
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#### Nine Elms Riverside

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