



OUR FEES

*Full details for the range
of services we provide*

OUR MISSION & VALUES

At LiFE, we help London landlords stay ahead of the ever-growing list of property rules and regulations, and more...

UK landlords have been getting accustomed to the increasing ream of laws and regulations, as well as changes to tax policy which the UK government has continued to introduce over the past couple of years. Landlords are under pressure and require solutions. We understand that.

As an ARLA propertymark accredited agent, we are up to date with complex legislative changes and best practice in the market, we therefore make sure our landlords receive exceptional service. After all, it is our mission to exceed expectations through our property knowledge.

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



ACCOMMODATION AGENCIES ACT 1953

ASSURED TENANCIES AND AGRICULTURAL OCCUPANCIES (FORMS) (AMENDMENT) (ENGLAND) REGULATIONS 2003

FIRST-TIER TRIBUNAL (PROPERTY CHAMBER) FEES ORDER 2013

FREEDOM OF INFORMATION ACT 2000

FURNITURE AND FURNISHINGS (FIRE) (SAFETY) (AMENDMENT) REGULATIONS 2010

CONSUMER PROTECTION FROM UNFAIR TRADING REGULATIONS 2008

PLUGS AND SOCKETS ETC. (SAFETY) REGULATIONS 1994 PREVENTION OF DAMAGE BY PESTS ACT 1949

CONSUMER PROTECTION ACT 1987 ENERGY PERFORMANCE OF BUILDINGS (ENGLAND AND WALES) (AMENDMENT) REGULATIONS 2014

ACT 1987

PROTECTION FROM EVICTION ACT 1977 CIVIL PROCEDURE RULES 1998

MHCLG HOW TO RENT GUIDE MONEY LAUNDERING REGULATIONS 2007 PROCEEDS OF CRIME ACT 2002

ANTI-SOCIAL BEHAVIOUR, CRIME AND POLICING ACT 2014 DEFECTIVE PREMISES ACT 1972

ENVIRONMENTAL PERMITTING (ENGLAND AND WALES) (AMENDMENT) (ENGLAND) REGULATIONS 2014

ANTI-TERRORISM, CRIME AND SECURITY ACT 2001

GAS SAFETY (INSTALLATION AND USE) REGULATIONS 1998 HEALTH AND SAFETY AT WORK ETC. ACT 1974 HOUSING ACT 1988

FIRST-TIER TRIBUNAL (PROPERTY CHAMBER) FEES ORDER 2013

GENERAL DATA PROTECTION REGULATIONS 2018

HOUSES IN MULTIPLE OCCUPATION (MANAGEMENT) (ENGLAND) REGULATIONS 2009 IMMIGRATION ACT 2014

BUILDING REGULATIONS PART P: GUIDANCE BOOKLET PROTECTION FROM HARASSMENT ACT 1977

ARE YOU

HOUSING ACT 2004 HOUSING AND PLANNING ACT 2016

ANTI-SOCIAL BEHAVIOUR ACT 2003

FIREARMS ACT 1968

COUNCIL TAX (LIABILITY FOR OWNERS) (AMENDMENT) REGULATIONS 1993

COUNCIL TAX (LIABILITY FOR OWNERS) REGULATIONS 1992

DEREGULATION ACT 2015

ENERGY ACT 2011

CRIMINAL LAW ACT 1977

ENERGY EFFICIENCY (PRIVATE RENTED PROPERTY) (ENGLAND AND WALES) REGULATIONS 2015

EQUALITY ACT 2010

FINANCE ACT 1995 HOUSING ACT 1985 PART 10

INCOME TAX (TRADING AND OTHER INCOME) ACT 2005

LANDLORD AND TENANT ACT 1985 (AS AMENDED) LAW OF PROPERTY ACT 1925 PARTY WALL ETC. ACT 1996

IMMIGRATION ACT 2016

DATA PROTECTION ACT 1998

DISABILITY DISCRIMINATION ACT 2005

NOISE AND STATUTORY NUISANCE ACT 1993 OCCUPIERS LIABILITY ACT 1957 PART P BUILDING REGULATIONS (ELECTRICAL SAFETY IN DWELLINGS)

COMPLIANT?

HOUSING ACT 1996

ENVIRONMENTAL PROTECTION ACT 1990 LANDLORD AND TENANT ACT 1987 MORTGAGE REPOSSESSIONS (PROTECTION OF TENANTS ETC.) ACT 2010 NOISE ACT 1996 OCCUPIERS LIABILITY ACT 1984 HOUSING ACT 1996

CONSUMER RIGHTS ACT 2015

CONSUMER RIGHTS ACT 2015 PART 2 ELECTRICAL EQUIPMENT (SAFETY) REGULATIONS 1994

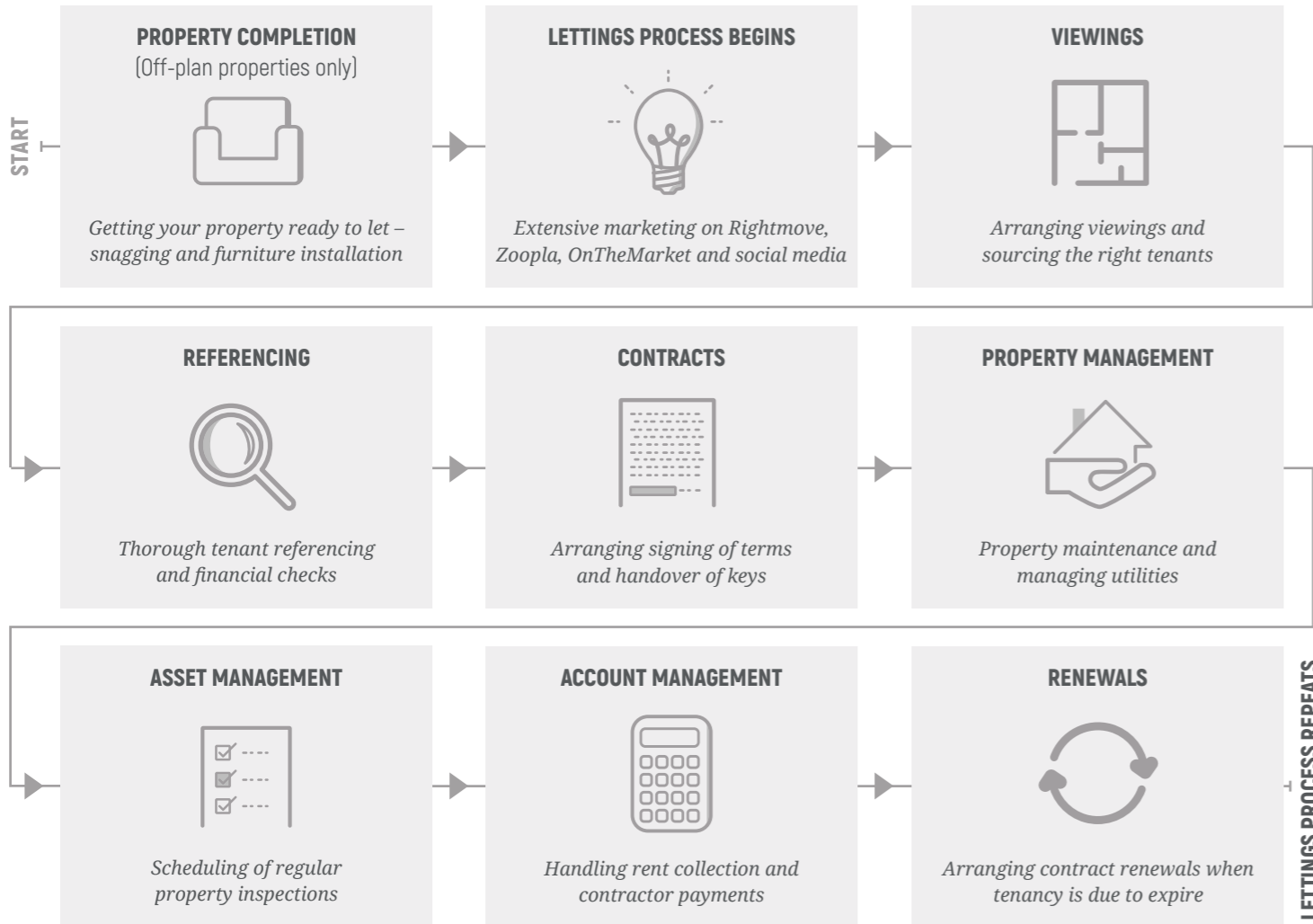
ESTATE AGENTS ACT 1979

HOUSING HEALTH AND SAFETY RATING SYSTEM (WALES) REGULATIONS 2006 LICENSING AND MANAGEMENT OF HOUSES IN MULTIPLE OCCUPATION AND OTHER HOUSES (MISCELLANEOUS PROVISIONS) (AMENDMENT) (ENGLAND) REGULATIONS 2012

LANDLORD REGISTRATION ACT 2002 HOUSING (TENANCY DEPOSIT) ORDER 2007

HOMES (FITNESS FOR HUMAN HABITATION) ACT 2018

YOUR SERVICE JOURNEY



Pre-completion Services (for off-plan purchasers)

PROPERTY PURCHASE:

- Pre-purchase investment advice at property launches
- Introduction to reputable mortgage advisors and FX brokers
- Investment updates through to completion, including face-to-face meetings (where possible)

PROPERTY COMPLETION:

- Dedicated completions coordinator: furniture arrangements, snagging, handover and de-snagging
- Advice on furnishings and introduction to reputable suppliers
- Pre-completion access to properties, allowing arrangement of furnishing, marketing and viewings ahead of completion
- Dedicated lettings agent: regular and fact-based updates on property performance in the market; pre-let marketing inspections; tenant check-ins



Lettings Services

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
- 11 London LiFE branches using a database of active and pre-qualified applicants

VIEWINGS

- Accompanied viewings carried out by qualified and trained consultants
- Negotiating and communicating tenants' offers to landlords
- Arranging cleaning/inventories and pre-tenancy inspections
- Advanced digital key management solution, securely tracking keys
- Virtual Artificial Intelligence (AI) assistant for responding to tenant enquiries 24/7, including the ability to book viewings instantly

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



Property Management

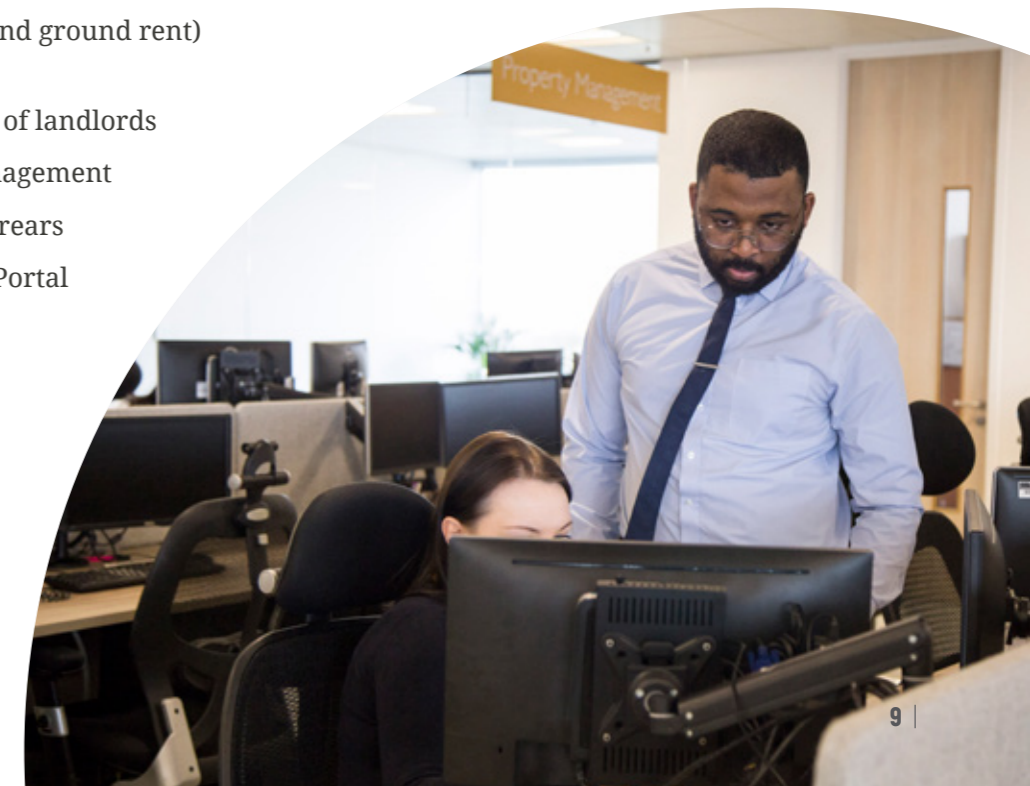
- Dedicated property manager dealing with all property related issues regarding general management and upkeep of the property:
 - minor repairs
 - redecoration
 - ensuring high service levels are maintained
- Sourcing comparable quotes and booking fully-vetted contractors ensuring they have:
 - public 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)

Account Management

- 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

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



Facts of LiFE



Appointed lettings and management agent for a number of high profile London developers



11 London branches conveniently located close to Underground stations



2 international offices in Hong Kong and Singapore



Over 4,500 properties currently managed



Strong corporate relations in zones 1-3

450

Together we have 450 years of combined experience



Our current rent arrears are just 0.13%



Completion and handover teams to advise throughout development completion



Comprehensive inventory and check-out reports to ensure accurate condition of your property



All of our offices are either on-site or within 15 minutes of our properties



Over 170 members of dedicated staff who speak over 32 languages



Winners of 2 industry awards and our staff are qualified beyond the industry standard



Established affiliations with trusted service providers



Individual property and account managers allocated to deliver personalised service



Asset management team to routinely visit the property and give long term investment advice



We recruit from hospitality and retail markets for staff with excellent customer service skills



Many of our clients have been with us for almost 2 decades



We have dealt with over 25,000 tenancies



Bespoke Landlord Portal allowing clients to have direct access to all information regarding their property



In-house marketing team of creative experts for bespoke campaigns



Dedicated sales progression team for an efficient sales process with low fall-through rate



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2 Lakeside Drive
Park Royal
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NW10 7FQ

020 8896 9990

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2 Lakeside Drive
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London
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020 7222 2005

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