



# Letting Marketing Plan

Our tried and tested way to get your property let, for the best price, keeping you relaxed, at a timescale to suit you.

Angmering | Marsh House, The Square BN16 4EA  
East Preston | 35 Sea Road BN16 1JN  
Rustington | 7 Broadmark Parade, Broadmark Lane BN16 2NE

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🌐 [cooper-adams.com](http://cooper-adams.com)

Welcome,

Since 2004 we've been serving the people of West Sussex and we've helped hundreds of clients let and sell their properties.

Anyone can sell or let a property and not get the best price. A great agent has to maximise the price.

This marketing plan details how we do that, as well as making it easy for you and reducing risks.

We are confident that our strategy of presenting your property via our marketing and exposing it to the biggest audience will result in you picking and choosing the best tenant.

Our plan is bespoke and can be changed to fit your requirements, your happiness is our priority.

Thank you for your time, and please get in touch with us if you have any questions whatsoever.



Shaun Adams MNAEA  
Managing director and owner  
Cooper Adams



A strategy for success.



\*Disclaimer: The information in this guide doesn't constitute legal advice.

# Why Cooper Adams letting?

When we first meet you at the property, we would discuss what needs to be done to prepare for letting, being legally compliant as well as making cost-effective improvements to achieve a higher rent with a better quality tenant.

We know the priorities for a landlord:

1. Maximise the investment returns.
2. A stress-free tenancy.

## How we maximise your returns

1. Advice on presenting the property to maximise returns with the most cost-effective outlay.
2. Marketing the property to the best with pro photography floorplans and video to the biggest audience.
3. Regular rent reviews.
4. Low or zero void periods.
5. Regular inspections to nip any repairs in the bud.

## We reduce your stress

1. Ultra stringent vetting on a tenant.
2. Rent guarantee and legal cover insurance all included.
3. Full landlord reporting on 'dealt with' repairs.
4. Regular inspection reports and statements sent to you.
5. Our landlords instruct us then relax while the money goes into their bank account monthly.
6. The landlord is always kept in the picture.



## Targetted Mailings

### Reaching the tenants

We have built up a very large database of tenants looking for a new home.

Once our team have seen your property, and we are ready to launch, we speak to everyone on our database who may be interested in your property, we then mail out the details to them, electronically or by post. We also would engage with other locals who may be interested, or they may know someone who is interested.

Quite often we will host an Open Day at your property and build anticipation and excitement to this. We will create a busy event to create demand for your home and encourage competitive bidding to maximise the value of your property.

## Website & Portals

[www.cooper-adams.com](http://www.cooper-adams.com)

We have won awards for our website - we have fine-tuned it to really show properties off to their best.

Large photos, video and packed with information on your property. We also show floor size area and plot sizes on each property.

Our website is updated 24 hours a day.

We have online chat which we can answer rather than outsourcing as our competitors do.

### Portals

We advertise on Rightmove, OnTheMarket, Boomin and other sites.

We have tried others, but the results were not as good.

Any enquiries from these web portals are instantly picked up, and our job is to convert these to viewings and then offers.



## Our offices

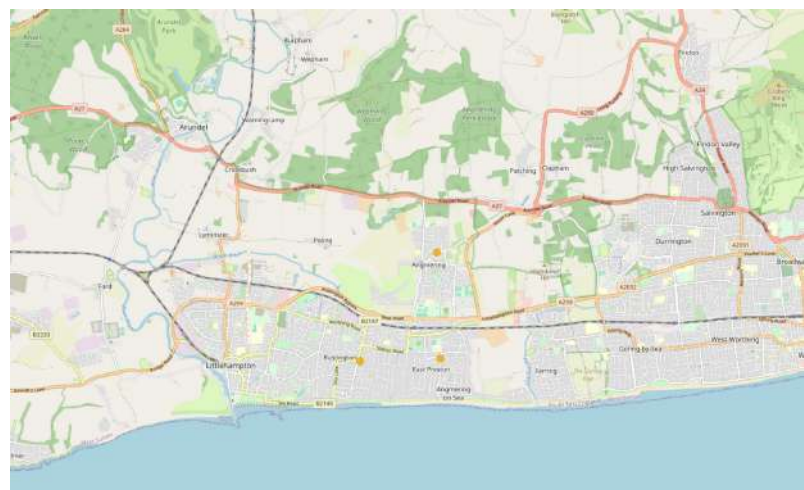
At the heart of BN16 but still successfully letting and selling from BN11 to BN18

Three local offices in Angmering, East Preston & Rustington, specialising in BN16 and BN17 but successfully letting and selling in BN11 - BN18.

When you instruct Cooper Adams to let or sell your property, you are instructing three branches with a large team.

All our properties feature in an office display as we still get many walk-ins, this is important.

Some agents nowadays don't have high street offices and work from their bedroom at home, but we still feel an easily accessible office, open six days a week with a team in each one will always offer a better service. Yes, it may cost us more, but if it benefits a landlord then that is paramount.



<h2>Compare our letting services</h2> <p>Our full lettings &amp; property management service provides complete peace of mind</p>	<b>FULL MANAGEMENT</b> 12.5% + vat 15% inc vat (£290 inc vat setup fee)	<b>LET ONLY</b> 60% of a month's rent + vat (72% inc vat) subject to a min fee £695 inc vat
Advice on maximising the market rent, prepare a floorplan & take professional photographs	✓	✓
Comprehensive local marketing and advertise on relevant national internet websites & portals as well as social media	✓	✓
Carry out accompanied viewings with next day feedback	✓	✓
Full tenant and guarantor referencing with legal right to rent checks	✓	✓
Prepare and submit Assured Tenancy Agreement as well as organise a full property inventory / schedule of condition	✓	✓
Administrate tenant's deposit in government approved scheme	✓	✓
Receive and remit rent received	✓	-
Send out full monthly itemised tax statements, annual statement reports by request.	✓	-
 We include a worry free fully comprehensive rent & legal expenses guarantee scheme for non paying tenants including up to 12 months' rent and obtaining vacant possession	✓	-
Operate rent arrears process & pursual should rent not have been received, serving legal notices if needed	✓	-
Renewals and Annual review of market rent and sale value for maximum Return on Investment	✓	-
Administrate Ground Rent and Service Charges	✓	-
Transfer utility suppliers	✓	-
Get repair quotes, chase contractors authorise works with photographs sent to landlord and deal with any problems	✓	-
Smoke alarm and carbon monoxide detector tests	✓	-
Administrate Energy Performance Certificate, Gas Safety & Electrical Safety	✓	-
Bi-annual property inspections and notify landlord of outcome with follow ups	✓	-
Manage the tenant check-out process and report	✓	-
Check the inventory at the end of a tenancy before any deposit release with deposit reconciliation & works	✓	-

Unlike most agents we don't charge extra for Rent Guarantee & Eviction Insurance and we charge no renewal fees. This can save hundreds of pounds per annum. We also get higher rents for our landlords maximising your investment fully.

## In Summary

### What makes us different...

- We include a worry free fully comprehensive rent & legal expenses guarantee scheme for non paying tenants including up to 12 months' rent and obtaining vacant possession.
- We only choose tenants we would be happy living in our own home.
- Our vetting procedures are second to none - we are extremely thorough (8x ref.).
- We are the only agents who do tenant home-checks before we reference.
- We inspect more frequently and try to sort our tenant's problems with the tenant first before bothering the landlord.
- We are local and always keep an eye on your property between inspections and tenancies.
- We offer a much more personal and a higher quality service - being a smaller agent we deal with less properties than our competitors allocating more time to looking after them properly.
- The team at Cooper Adams have vast amounts of experience.
- Cooper Adams' company owner, Shaun Adams, is always on hand overseeing all our tenancies.

If you have any questions or would like a free valuation or chat on how we work - we'll be pleased to help however we can.

*Ready to use us?*

*Call us now on  
01903 791 727  
to get the ball rolling*

### Google reviews

Check out our Google Reviews:  
Over 250 with an average of over 4.9  
Our clients love us!



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