



Cooper Adams
AS GOOD AS OUR WORD

Lettings Marketing Plan

Getting your property let, for the best price
maximising your investment.

AS GOOD AS OUR WORD

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STRATEGY FOR SUCCESS

All information correct at the time of printing. Any item in this booklet is subject to change at a later date.

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

Welcome

We're Cooper Adams.

You're why we're determined to be better.

We exist to help landlords and tenants feel more secure in the letting process.

It's not about profits. It's not about having the most properties. It's not even about everyone knowing our name.

Our vision is simple:

Total peace of mind for our landlords, looking after your investment.

We won't stand for overpromising and underdelivering. Instead, we will make you feel heard, take on your stress as if it were our own and be completely transparent in every aspect of your let. We will give you the service that we'd want to receive.

This is our promise. And we're as good as our word.



A handwritten signature in blue ink, appearing to read 'S Adams'.

Shaun Adams MNAEA
Managing director and owner
Cooper Adams

Meet Sam

Head of Lettings

I head up the lettings at Cooper Adams, I have a team assisting me with the property management, viewings, photography, videography, marketing, administration and legals. I started my property career in 2005, how time flies! I have been in lettings since the start and love the fast pace of it. Renting can be just as tricky as buying so I love to help people find their next dream home and onward move.

I have been in a management role for 16 years now, which gives me a wealth of knowledge when it comes to valuing homes, the latest law changes and ultimately finding the best tenant for your property.

I enjoy keeping healthy and going to the gym in my spare time, I love my house and garden and in the summer I will always be the chef at the BBQ.

Sam's top property tip:

When advertising your property, you need to entice tenants, make sure the front door is clean and tidy, the porch clear of leaves and cobwebs and if there is space a pretty plant will give it that extra something to welcome them into their potential new home.



Our coverage

Successfully letting in West Sussex

When you instruct Cooper Adams to let your property you are instructing three locally based prominent branches with a huge local coverage.

- ✓ Easily accessible offices
- ✓ A high level of walk-in prospective tenants
- ✓ In office feature displays for all properties
- ✓ Open 6 days a week
- ✓ Educated, professional teams on hand to answer any and all queries



Our service

Cooper Adams exists to help tenants, buyers and sellers feel more secure in the homemoving process.

Our mantra is 'How does it benefit the client?'.

Whether the client is the seller or landlord, buyer or tenant. We aim to provide a five-star experience by offering forward-thinking services that we ourselves would like to receive.

Our mission

TO GIVE
YOU THE
SERVICE
WE'D WANT
TO RECEIVE

We know that part of earning our fee means you have to be 100% satisfied with our service throughout. So in all our dealings with you, we try to offer the sort of service we'd like to receive if we were letting.

Our Values

S.E.R.V.I.C.E

Our values are what everyone who works at Cooper Adams strives for each day. Our mission is to provide the service we'd want to receive, which is defined by our core values:

SECURE

We are committed to ensuring our landlords, tenants, buyers, sellers and developers each feel secure in their transactions with us.

ETHICAL

We will always act in accordance with the highest possible standards for ethical conduct or practice.

RESPECT

We promise to be respectful to each other, to our suppliers, to our community and to our customers.

VALUE

We will look to provide value in everything we do.

INSPIRE

Our actions should always inspire trust within our customers. We also aim to inspire our industry as a leader in ethical estate agency.

CONNECT

Relationships are everything to us; we connect people to their homes and to their communities.

EMPATHISE

We promise to listen carefully and demonstrate empathy in all conversations.



Leave us your feedback!
SCAN THE QR CODE

Why Cooper Adams lettings?

Finding the right tenant at the best price is our promise to you.

It is widely known that the best marketing and viewing processes will get more enquiries and a wider choice of tenant.

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 are:

- 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 professional 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

What we do as standard



Floor plans



Professionally taken and enhanced photos



Property Video



Open house viewings



Externally fully vetted tenants



Enhanced inventories

Full management...

Rent guarantee included as standard for complete peace of mind!

Once the tenant moves in:

- 1 In house property management
- 2 Two routine visits per year
- 3 Enhanced check outs

Free Rent Guarantee Insurance

We include FREE Rent Guarantee Insurance on all our managed properties

What is Rent Guarantee?

Rent guarantee insurance is a type of insurance policy designed to protect landlords from financial losses caused by tenants failing to pay rent.

Rent guarantee insurance can help if your tenants face financial difficulties and are unable to pay rent. But how likely is this to happen? With rising prices due to the cost of living crisis, tenants missing rent payments could be a real risk that you might want to consider covering yourself against.

If the tenant does not pay the rent for any reason...

- 100% of rent paid up to 12 months
- 100% paid 28 days after due day
- 100% of all costs paid to obtain vacant possession

Please ask us for a copy of the terms.

What our landlords have to say...

The free rent guarantee offered by Cooper Adams gives me peace of mind. I have had severe problems from another agency and meeting Sam has proved to be the right decision. A friendly and efficient letting agency.

- STEPHANIE GREEN

Tenant community approved

The Tenant's Voice Approved

We are the only local agent approved by The Tenants' Voice (www.thetenantsvoice.co.uk), which offers support and advice to UK tenants. We are proud to be recognised as a caring letting agent, always prioritising tenants' needs.

The Tenants' Voice has vetted our procedures and approved us, emphasising that happy tenants respect their landlords and properties. They believe good letting agents improve the rental industry by providing valuable services like local knowledge, trained staff, and efficient property maintenance.

At Cooper Adams, we prioritise tenant safety and compliance with tenancy laws, ensuring prompt repairs, privacy, and respect while managing landlords' investments.

Why Choose a Tenants' Voice Approved Agent

Letting agents often struggle with a tarnished reputation due to widespread reports of poor service and unprofessional conduct.

We believe renters should trust their agent. The agent should care for the tenant and make sure they are safe.

This is where The Tenants' Voice approved agents come in. Our vetting scheme ensures that only the best agents, who meet rigorous standards, are recommended. Agents must belong to a government body and ombudsman, and adhere to our strict code of conduct, which emphasizes duty of care and professional service. Membership is limited to 30% of the market and cannot be bought, ensuring only the top-performing agents are included.

Choosing a Tenants' Voice approved agent means you are selecting from the best in the industry, offering peace of mind, better service, and a commitment to tenant care. A whopping 80% of survey respondents agree that such a scheme would enhance their renting experience. For a better, more reliable renting journey, opt for a Tenants' Voice approved agent.



Why stringent referencing is paramount

At Cooper Adams we only offer one reference service – fully comprehensive

We believe it's quality rather than speed that counts when it comes to tenant references. While we provide tenant referencing and credit check reports as quickly as possible, we will not compromise on quality. Waiting an extra day for a reference is a small price to pay for the peace of mind that securing quality tenants brings.

What we check

- ✓ Employment status, history & income
- ✓ Additional income
- ✓ Verification of address or addresses
- ✓ Assessment of affordability
- ✓ CCJs, IVAs and bankruptcy data
- ✓ Bank account validation
- ✓ Landlord/letting agent reference
- ✓ Guarantors

Why it's important for landlords

- 1 Financial Security**
 - Ensures tenants have a reliable income and are able to pay rent consistently.
 - Minimises the risk of rent arrears and financial loss.
- 2 Property Protection**
 - Helps verify tenants' history, ensuring they have a good track record of maintaining properties.
 - Reduces the likelihood of property damage and associated repair costs.
- 3 Legal Compliance**
 - Confirms tenants' legal right to rent in the country.
 - Protects landlords from legal repercussions and fines associated with non-compliance.
- 4 Tenant Stability**
 - Identifies tenants with a stable background, likely leading to longer tenancies.
 - Reduces turnover and the associated costs of finding new tenants.

Why it's important for tenants

- 1 Community Quality**
 - Ensures all tenants in a building or community are reliable and responsible.
 - Creates a safer and more pleasant living environment.
- 2 Reputation Protection**
 - Helps maintain the reputation of the property and landlord.
 - Attracts quality tenants who care about their living conditions and neighbours.
- 3 Fair Treatment**
 - Ensures a consistent and fair process for all potential tenants.
 - Reduces discrimination and bias in tenant selection.

Learn more about our referencing process
SCAN THE QR CODE



Why our inspections are important

Our regular inspections are a proactive approach to property management, fostering a positive and responsible renting experience for both landlords and tenants.

We like to conduct regular inspections whilst respecting the laws around the tenant's quiet enjoyment of their home. We inspect after three months, then a further six months, and every six months after. We have to give at least 24 hours notice and the tenant has to agree.

After our inspection, we send the landlord a full report with photos.

Benefits of Regular Inspections for Landlords

- ① **Property Maintenance**
 - Identifies maintenance issues early, preventing costly repairs.
 - Ensures the property remains in good condition, protecting the investment.
- ② **Tenant Compliance**
 - Confirms tenants are adhering to the terms of the lease.
 - Helps avoid disputes over property condition at the end of the tenancy.
- ③ **Peace of Mind**
 - Provides reassurance that the property is being well looked after.
 - Helps maintain a positive relationship with tenants through regular communication.
- ④ **Legal Compliance**
 - Ensures the property meets safety standards, like smoke alarms and gas safety.
 - Keeps the property in line with legal requirements, reducing liability.

Benefits of Regular Inspections for Tenants

- ① **Living Conditions**
 - Helps ensure any necessary repairs are identified and addressed promptly.
 - Maintains a safe and comfortable living environment.
- ② **Communication**
 - Provides a regular opportunity to discuss any concerns or issues with the agent.
 - Builds a good relationship with the letting agent, which can be beneficial for any future renting needs.
- ③ **Support**
 - Offers tenants assurance that the landlord is attentive and responsible.
 - Helps tenants feel supported, knowing that property issues will be taken seriously.
- ④ **Lease Terms Clarity**
 - Ensures tenants understand their responsibilities.
 - Helps prevent misunderstandings or conflicts regarding property care.



Our fees

	Full Management 12.5% + VAT (15% inc.VAT) (Setup fee from £360 inc.VAT)	Let only 60% of a month's rent + VAT (72% inc.VAT) subject to a minimum fee of £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	✓	✓
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	✓	
Organise the check out at the end of a tenancy before any deposit release with deposit reconciliation & works	✓	

What do clients think of us?

Google reviews

Unlike many review platforms you don't need an invitation to leave a Google review and businesses cannot delete them. Here is a handful of ours...



Steph Green

★★★★★

Sam is behind efficient and knowledgable. We had a very bad experience with another letting agent we had been with for years so was anxious about letting again. Sam has given us the courage to try again. Sam notices every detail and is super efficient. He always deals with everything immediately. The advertising was impeccable and encouraged interest immediately. Very thorough referencing and with the rental guaranteed takes away worries. I really like Sam and his energy and know we have made the right decision. Thank you Sam.



Andy Waplington

★★★★★

We recently rented out our house and are very happy with the service we received from Sam Dunnings. From listing the property, tenants were found very quickly and everything that was needed to get the property ready was coordinated well. Sam was always available to answer any questions and I look forward to continuing our relationship in the years to come.



Ham Manor Farms

★★★★★

Sam has assisted our company in securing new tenants. Sam has made the experience very easy. Communication is great. Sam is always at the end of the phone/email and is friendly and efficient.



Pankaj Shukla

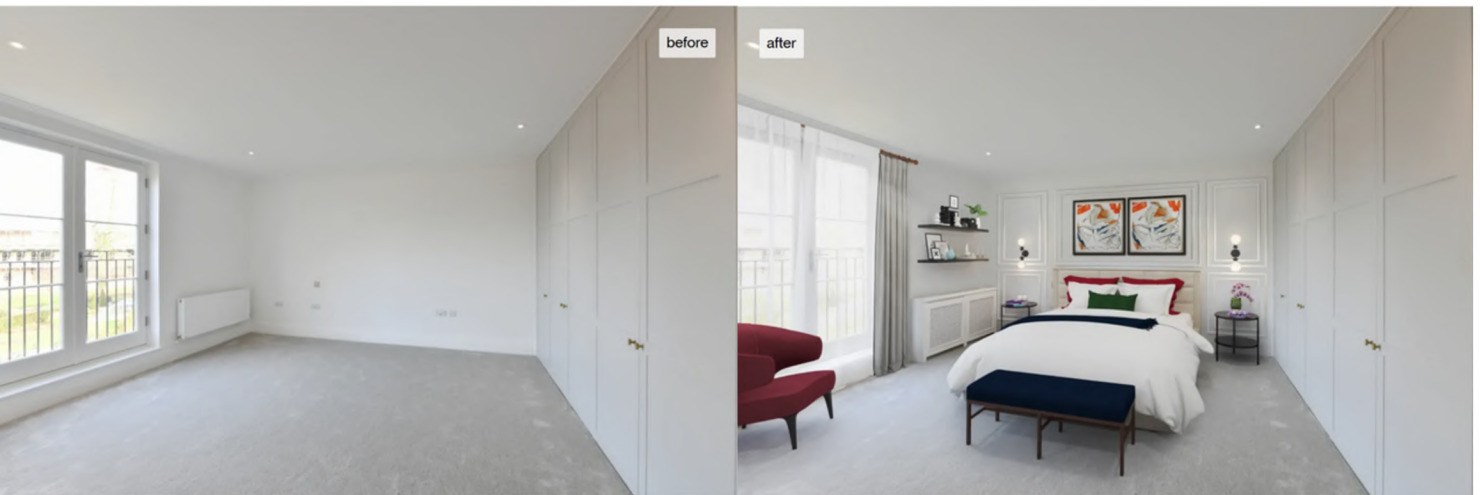
★★★★★

From the moment I contacted Cooper Adams, I was impressed. They found a great tenant for my property in just two weeks!

My dedicated contact, Sam Dunnings, is always on top of things. He's friendly, approachable, and clearly very experienced. He responds promptly and clearly to my emails and calls, and he's very proactive in addressing any maintenance issues that come up. For example, when there was a minor leak in one of the rooms, Sam arranged for a plumber right away to investigate and kept me updated throughout the process. This identified the source of the leak before it became a major problem, saving me time, stress and money.

Renting out a property can be a headache, but thanks to Sam's professionalism and proactive approach, it's been a stress-free experience. On that basis alone, if a friend or relative was looking for a letting agent to manage their property in the area, I wouldn't hesitate to recommend Cooper Adams, and especially Sam.

Virtual staging



Images from DCTR

Add the 'wow' factor

Virtual staging is a digital process that can make an empty property look like a home.

Some tenants really struggle to visualise empty spaces filled with furniture. This can have an effect on how many viewings and offers a vacant property receives.

By digitally furnishing an empty property, we can portray rooms in the best possible light.

The photos above show what an incredible effect virtual staging can have on a property's marketing.



Website and portals

When you list with Cooper Adams, your property is listed on our award-winning website.

 cooper-adams.com

- ✓ Large, professionally taken photographs
- ✓ Property videos and tours
- ✓ Floorplans, floor area and plot size
- ✓ Website updated 24 hours a day
- ✓ Online chat facility
- ✓ Optimised for mobile

Portals

We advertise on the UK No.1 portal:



Rightmove tends to yield the best results, so a lot of our efforts are concentrated on promoting our properties as best we can here.

All enquiries from Rightmove are instantly picked up, and our job is to convert these to viewings.

Measuring Success

Click-through rate measures the ratio of people seeing your online advert that go ahead and click it.

Our aim is to always improve click-through rates on the properties we advertise, because:

- More clicks = more leads.
- More leads = more viewings.
- More viewings = more offers.



Social media

Nationwide reach

Social media allows us to present your home to tenants on a national scale.

Over 82% of UK adults use Facebook; for an average of 33 minutes a day.

At Cooper Adams we utilise and pay for the services of a professional social media company that only specialise in social media advertising. Your property is targeted to potential buyers.

Social media is powerful. By using algorithms, platforms, such as Facebook, get to know their users. The information they collect will determine which people see your property, whether they are an active or passive homebuyer.

The butterfly effect then begins to take hold once people start commenting and reacting to your property's post; resulting in higher-reach and the views of more prospective tenants.

Our targeted social media approach is included in our service as standard.

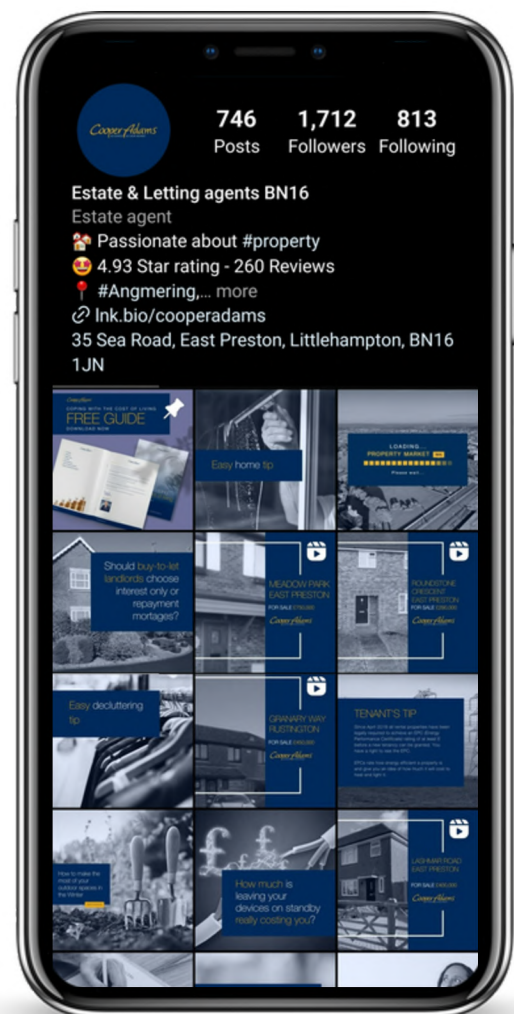
At Cooper Adams we don't just target active tenants who are already looking online; but also tenants who aren't even looking yet.

OVER 5600
FOLLOWERS
ACROSS
SOCIALS

Broader local reach

We've worked hard to build a local digital following that know and respect the Cooper Adams brand.

Our followers aren't all looking for property for themselves. But they will share your property posts with their friends and family, broadening your online presence and reaching more prospective tenants.



Our community

Donating to local food banks

Contributing to our community is an essential part of our day-to-day. It connects us with the people we serve.

For years, we have contributed to Littlehampton & District Foodbank; making weekly collections and drop offs. More recently, our Angmering branch has begun donating to an Angmering based foodbank.

Local litter-picking

As part of our commitment to our local community, our teams get out and about weekly to conduct local litter picks.

Living and working in the area, we feel it's important to contribute to our communities in one way that providing property services.



Community Events

We often get involved with local schools, clubs and collaborate with other local businesses.

We sponsor these events with financial investment, but also through volunteering.

If you have an event you would like us to get involved with, please contact your local branch.



In summary: what makes us different



We include a fully comprehensive rent & legal expenses guarantee scheme



We only choose tenants we would be happy living in our own home



Our vetting procedures are second to none - we are extremely thorough



We inspect more frequently and try to sort our tenant's problems with the tenant, before bothering the landlord



We are local and always keep an eye on your property between inspections and tenancies



Our service is personal and higher quality. Being a smaller agent we deal with less properties, allocating more time to looking after them



The team at Cooper Adams have vast amounts of experience



Cooper Adams' company owner, Shaun Adams, is always on hand overseeing all our tenancies

AS GOOD AS OUR WORD



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