

daniels
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Enhancing sales to **buy-to-let investors**

Appoint a preferred lettings partner

A proud member of:



**LAND & NEW HOMES
NETWORK**



For improved sales at enhanced rates, appoint a preferred lettings partner.

At Daniels, we're proud to be known as a market leader and much of that success is built on the collaboration between our New Homes Sales operation and our Lettings and Property Management division.

In fact, Buy to Let investors are often responsible for 70% of purchases on new developments, which means that our lettings team will be involved throughout the sales process. They'll be responsible for both introducing new investor buyers and for reassuring existing investors that they have made a sound choice. And they'll do this by providing robust yield data

and comparable information for similar properties already let and managed in the immediate area.

Our lettings division is one of the biggest in the region, having been around for nearly 30 years we have built dominant market share. We're the local authority on lettings and property management and we apply our skills and insight in supporting investors at the point of reservation; between sale and exchange of contracts; after exchange of contracts; and at completion and beyond.

Working with Buy to Let investors

We recognise that Buy to Let Investors are professional people who consider their properties to be their business, and expect dynamic results and an outstanding service from their letting and managing agent. So that's exactly what we provide. We let and manage hundreds of properties from branches across North West London, and to many, we set the industry benchmark. Our clients really appreciate the lengths we go to such as lining-up tenants ready for completion, reducing potential void periods in the process.



We pride ourselves on tailoring a service that is specific to each investor's or landlord's requirements."



How we benefit house builders

Our involvement often begins by helping to create a successful development strategy, and setting optimum yield projections in consultation with house builders. We appreciate that better yields mean that more sales will be made to investors and at better prices.

We also know that having a preferred lettings partner helps ensure that investors are not bombarded and potentially discouraged with conflicting information. And when it comes to marketing materials, ours are professionally produced to the highest possible standards – often with development-specific details and dual branding. The yield predictions they contain are reviewed and updated on at least a quarterly basis, and we provide a single, dedicated point of contact for a house builder's site sales team and communicate with them regularly.

If required, we can provide incentives for sales staff or purchasers, such as an initial free property management period. This gives investors confidence and makes the development even more financially appealing. Naturally, we also provide accurate and positive feedback to enquiring investors regarding the rental prospects of the property they are interested in.

Ultimately, we operate one of the largest residential lettings operations in North West London, and we pride ourselves on tailoring a service that is specific to each investor's or landlord's requirements.

This is an award winning service that has been recognised by the Times and Sunday Times.



70%

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For further information on anything from our letting service to property management, please contact a member of our lettings team.

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