

WATSONS
PROPERTY
LETTINGS

watsons®

We pull
the **pieces**
together

**Complete
management**
from single
property lets to
large portfolios





watsons®



Watsons have given us an outstanding service. Always quick to offer help and support. I cannot recommend highly enough. Thank you Watsons.



RACHEL STUBBS, NORWICH

More Than a Letting Agent



Since 1890, Watsons has supported property owners, landlords and investors with professional expertise that goes far beyond lettings. As Chartered Surveyors and property professionals, we bring together lettings, asset protection and property investment advice, supported by local knowledge and national expertise.

This wider perspective helps us look beyond the day-to-day management of a tenancy. We consider risk, compliance, market conditions and the long-term value of your property, helping you make informed decisions at every stage.

As a RICS-regulated practice, every recommendation we make is backed by recognised professional standards. That means independent regulation, professional accountability, robust financial controls and advice focused on protecting your interests and the long-term value of your property.



RICS-Regulated Chartered Expertise

Professional accountability and advice focused on protecting your property's long-term value.



ARLA Propertymark Protected

Recognised professional standards and added reassurance for landlords and tenants.



Local Knowledge, National Expertise

Practical market insight supported by wider property expertise across the country.



Asset Protection & Investment Insight

Informed guidance that considers risk, performance and the future value of your property.

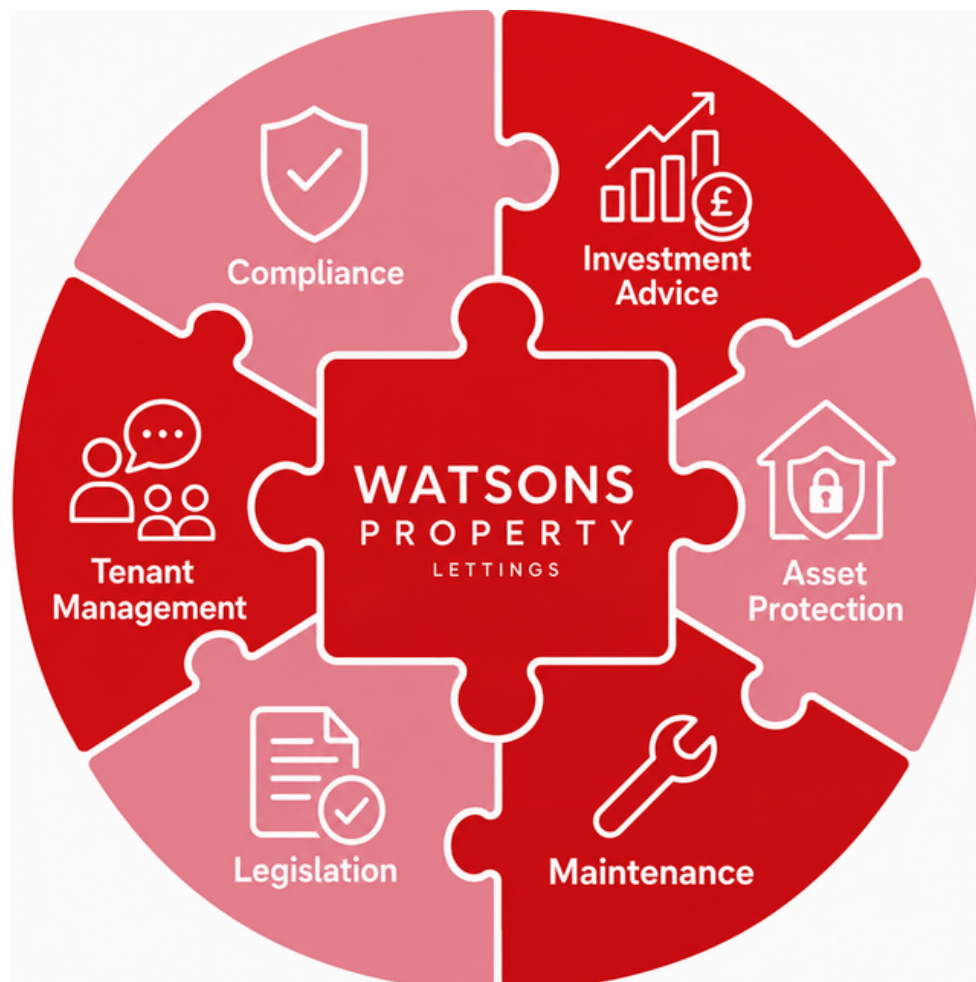


Established Property Professionals

Trusted expertise spanning lettings, surveying and wider property services.

Bringing Every Piece of Property Ownership Together

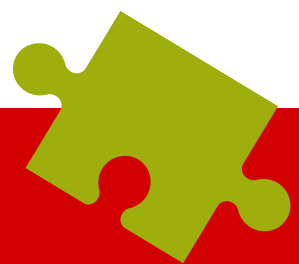
Whether you own a single property, manage several tenancies or oversee a growing portfolio, successful letting depends on many elements working together. Compliance, legislation, tenant management and maintenance all require careful oversight, while asset protection and informed investment advice help support the long-term value of your property. Watsons brings these areas together through one joined-up service, giving every type of landlord the expertise, structure and professional support needed to manage confidently and make informed decisions.



All the pieces. Working together. For you.

Local knowledge. Real care.

Results you can count on.



Today's Rental Market Rewards Professional Expertise

Today's rental market demands more than simply finding a tenant. Watsons combines professional lettings management with wider property expertise, helping landlords make informed decisions, meet their responsibilities and protect the performance and long-term value of their property.



Protecting Rental Income

Careful tenant selection, rent collection oversight and early action when issues arise.



Reducing Void Periods

Realistic rental advice, effective marketing and a proactive approach to securing suitable tenants.



Maintaining Compliance

Structured management of documentation, safety requirements, key dates and property records.



Responding to Changing Legislation

Clear, practical guidance to help landlords understand and adapt to new requirements.



Protecting Property Value

Regular oversight, inspections and coordinated maintenance to identify and address issues promptly.



Safeguarding Long-Term Investments

Professional insight that considers risk, property performance and future investment objectives.



The challenge isn't just finding a tenant.

The challenge is everything that comes afterwards.

That's where Watsons comes in.



Important Considerations



There are a number of key practical considerations when letting your property. Clearly understanding these helps protect your investment and supports a smoother tenancy experience for everyone.



Inventory & Schedule of Condition

A professionally prepared inventory and schedule of condition records the property's condition at the start of the tenancy. This provides an important point of reference at check-out when assessing fair wear and tear or any damage.



Void Periods

Vacant properties require ongoing attention to protect both the property and your investment. Regular inspections and proactive marketing can help minimise void periods and support a quicker re-let.



Council Tax & Utilities

Tenants are normally responsible for council tax and utility bills throughout the tenancy. Arranging for accounts to be transferred at the start of the tenancy helps ensure a smooth handover.



Property Information

Providing tenants with useful information such as appliance manuals, operating instructions and local guidance can reduce avoidable enquiries and encourage responsible occupation throughout the tenancy.



Every piece. In its place.

Professional Guidance. Better Protected.

Property & Safety Compliance

Meeting your legal safety responsibilities is an essential part of successful property management. Staying compliant helps protect your tenants, safeguard your investment and reduce unnecessary risk.



Electrical Safety (EICR)

An Electrical Installation Condition Report (EICR) must be carried out at the required intervals by a qualified person, with a copy provided to tenants in accordance with current legislation.



Gas Safety

All gas appliances and installations must be inspected annually by a Gas Safe registered engineer. A valid Gas Safety Record must be provided to tenants.



Smoke & Carbon Monoxide Alarms

Landlords are responsible for ensuring smoke alarms and carbon monoxide alarms are installed where required and are in working order at the start of each tenancy.



Housing Health & Safety

Landlords have a legal responsibility to maintain properties in a safe condition and address hazards that could affect the health, safety and wellbeing of occupants.



Fire Safety

Landlords should ensure any furniture supplied complies with fire safety regulations and meet any additional fire safety responsibilities relevant to the property.



Energy Performance Certificate (EPC)

A valid Energy Performance Certificate (EPC) is required before marketing a property. Landlords must also meet the current minimum energy efficiency standards where applicable.



Legionella Risk Assessment

Landlords should assess and manage the risk of Legionella within their property, following current Health and Safety Executive guidance where appropriate.



Maintenance & Repairs

Promptly addressing maintenance issues and carrying out planned repairs helps protect your property's condition, supports tenant satisfaction and can reduce the risk of more significant or costly problems developing over time.

Which Service Is Right For You?

We offer two levels of service so you can decide what's right for you.

Tenant Introduction Service

Start Your Tenancy With Confidence.

Perfect for experienced landlords who are happy managing the tenancy themselves. Watsons find the right tenant, complete the tenancy set-up and then hand back day-to-day management.



Professional support to find the right tenant for you:

- ✓ Effective marketing to attract quality applicants.
- ✓ Rental guidance based on current market conditions.
- ✓ Referencing and checks completed before the tenancy.
- ✓ Enquiries, viewings, offers and paperwork managed.
- ✓ Deposits secured and first month's rent collected.

Full Management Service

Professional Management That Protects Your Investment

Your property is a long-term investment, and effective management plays an important role in protecting both its income and value.

Through our Full Management Service, Watsons brings together rent collection, changing legislation, compliance, inspections, maintenance and tenant support within one structured service.

By managing issues proactively, maintaining clear communication and supporting positive tenancies, we help reduce risk, encourage tenant retention and keep your property performing as it should.



All the benefits of our Tenant Introduction package, plus:

-  Compliance support throughout the tenancy.
-  Maintenance, repairs and contractor coordination.
-  Regular inspections and 24/7 tenant support.
-  Rent collection, statements and landlord payments.
-  Move-out support, checkouts and deposit handling.

Our most popular package

FULL MANAGEMENT GIVES YOU...



Time

Less day-to-day administration. More professional oversight.



Confidence

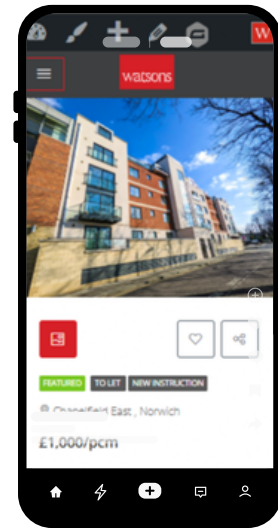
Professional support from a team you can trust.



Better Results

Effective marketing for stronger rental results.

Marketing That Attracts The **Right** Tenant



rightmove 

*Exposure on the
UK's No.1
Property Portal*



Great property marketing is about more than visibility. It means pricing the property correctly, presenting its best features clearly, managing enquiries properly and helping suitable tenants move confidently towards application.



Rental Valuation Advice



Professional Photography



Property Presentation Advice



Rightmove Exposure



Accompanied Viewings



Thorough Tenant Referencing

***Better** Marketing. **Better** Tenants. **Better** Results For You.*



Why Landlords Choose Watsons

Professional property
expertise, **established**
since 1890

Choosing the right letting agent is about more than simply finding a tenant. Watsons combines professional lettings management with chartered surveying expertise, RICS-regulated standards and secure handling of client money, helping landlords protect their rental income, maintain their property and safeguard the long-term value of their investment.

RENT & LEGAL PROTECTION

As part of our managed service, Watsons can arrange rent and legal protection to help safeguard landlords against tenant default, legal costs, eviction-related expenses and associated rental loss.



CHARTERED SURVEYOR EXPERTISE

Protecting your
investment beyond
the tenancy.

RICS REGULATION

Independent standards
and professional
accountability.

CLIENT MONEY PROTECTION

Rental income and
client funds handled
securely.

The Bigger Picture



A rental property performs best when the tenancy, property, finances and maintenance are all considered together. **Management+** connects lettings with wider property expertise to help landlords protect income, maintain condition and support long-term value.

THE CHALLENGE



The Bigger Picture Matters

The condition, upkeep and management of the property, together with any shared or estate responsibilities where applicable, can influence rental performance and long-term value.



Property Issues Are Rarely Isolated

Repairs, maintenance and compliance matters may affect the tenancy, the property itself or its external and shared surroundings.



Costs Need Joined-Up Oversight

Rental income, maintenance costs, service charges where applicable and other property-related outgoings all shape the performance of the investment.



Fragmented Communication

When different parties manage different elements of a property, decisions, responsibilities and responses can become harder to coordinate.

A JOINED-UP APPROACH

A. YOUR RENTAL PROPERTY

Tenancy management, tenant communications, rent collection and maintenance within the individual property

B. THE WIDER BUILDING

Communal areas, shared maintenance, service charges and broader compliance responsibilities.

C. ONE JOINED-UP VIEW

One experienced provider helping to coordinate both sides of management with clearer oversight and more informed support.



Management+ helps landlords approach their property as a long-term investment, bringing together specialist expertise to support rental income, maintain condition, manage compliance and protect its value throughout every stage of ownership.

Speak to Watsons about bringing your property management together.

SCAN TO FIND OUT MORE



Why Professional Advice Matters



Not all letting agents offer the same level of professional oversight.

Managing a rental property or larger portfolio involves more than advertising, collecting rent and arranging repairs. The right professional support can help protect rental income, maintain compliance, reduce risk and safeguard the long-term value of your investment.

THE WATSONS APPROACH

QUESTIONS TO ASK ANY AGENT



RICS-REGULATED

Independent professional standards, oversight and accountability



Are they independently professionally regulated?



CHARTERED SURVEYOR EXPERTISE

Advice shaped by wider property knowledge, not just the tenancy.



Can they advise beyond day-to-day lettings?



PROFESSIONAL ACCOUNTABILITY

Clear procedures, recognised standards, and a professional framework.



What standards govern how they operate?



COMPLIANCE-LED SUPPORT

Helping landlords stay organised as requirements change.



How will they help you manage compliance?



PROTECTING PROPERTY VALUE

A focus on condition, maintenance and long-term investment value.



Will they consider the property beyond the tenancy?



CLIENT MONEY PROTECTION

Rental income and client funds handled with care and protection.



What protections are in place for landlord and tenant funds?

The Watsons logo, featuring the word "watsons" in a white, lowercase, sans-serif font with a registered trademark symbol (®) to the upper right, set against a solid red rectangular background.

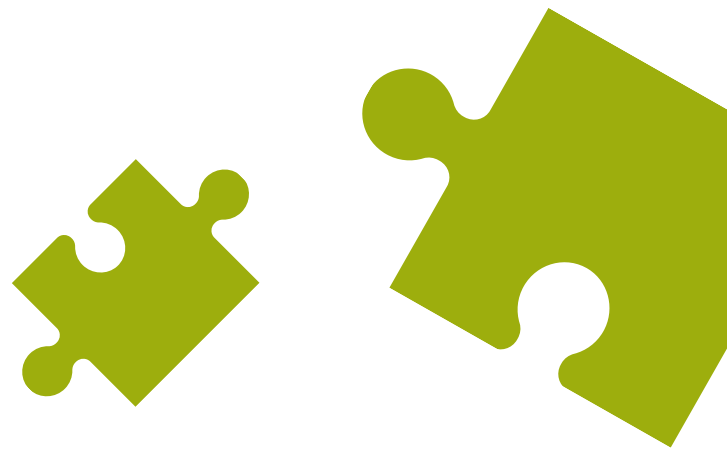
watsons®



My interactions with the team are first class. They are knowledgeable, courteous, friendly and very professional. A real credit to the company.



MR ROSE, NORTH NORFOLK



THINKING OF
SWITCHING AGENTS?

SCAN ME



*Scan to discover a smarter approach to
lettings and property management*

New Landlord Offer

3 months **FREE** property management*

Call our Property Specialists - 01603 751555

*Offer available to new fully managed landlord instructions only. *Terms & Conditions Apply.*

Ready to Pull the Pieces Together?

watsons®

Get a **FREE RENTAL VALUATION** and see what's possible.



0333 220 1234



letting@watsons-property.co.uk



watsons-property.co.uk/lettings



WATSONS
PROPERTY
LETTINGS



Regulated by
RICS



PROPERTY
PROFESSIONALS
SINCE
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