FOR OUR CLIENT

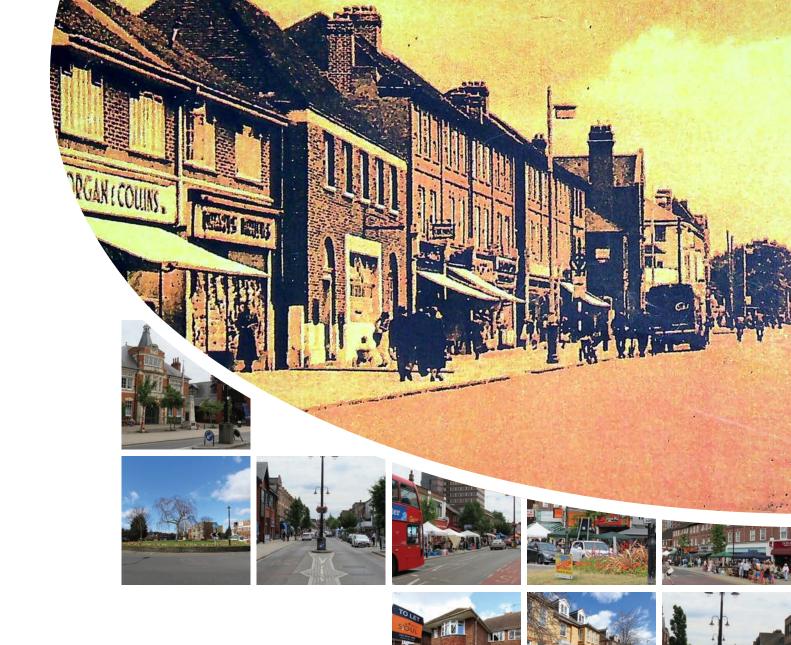
INFORMATION PACK



GOLD WINNER

LETTING AGENT IN NEW MALDEN









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	WIID IS SCOUL

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Who is SeOUL?



Since it was established in 1987, SeOUL Residential has grown exponentially over the years from its headquarters at 158 High Street New Malden to become one of the area's leading estate agents.

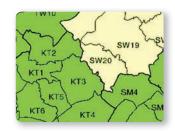
An independent estate agency with high local recognition, we specialise in residential Sales and Lettings & Property Management and Maintenance.

We cover a large portion of South-West London including New Malden, Worcester Park, Wimbledon, Kingston upon Thames, Surbiton, Raynes Park, and other neighbouring boroughs.

With a large network of international investors and corporate tenants from renowned companies, you are guaranteed to find the most suitable person for your property. Professional customer service can be sought

through our multilingual agents operating in English, Mandarin, Italian and Korean languages, ready to meet the demands of the ever-diversifying market.

With our fast, reliable, and competitive approach and the market expertise of our dedicated agents who are themselves knowledgeable long-term residents of the area, you can rest assured we'll always find the 'best solution' for you.







* We are proud to be Gold Winners at the British Property Awards for 2 years in a row due to our outstanding local customer support and service based on trust and loyalty.

What do our landlords say about us?

Where good landlords meet good tenants

Find out what our landlords have to say about using SeOUL Residential as a letting agency. We contacted some of our landlords asking if they would like to leave a review and the response was phenomenal! Below are the comments landlords and vendors have left us (un-edited) on Google reviews where there are literally hundreds of reviews to look through...



Dr Ganesh

"Our property in New Malden UK is managed by Seoul Residential for more than 10 years. We are very pleased with their management style. I never had the property vacant for a single week during this time and all the tenants who rented our property looked after it very well. They are very caring and looked after their tenants very well as well."

Dr Saunders

"As promised Ian got a very good tenant at a higher rental as soon as the renovation was completed and to our surprise he even managed to get a year's rent in advance. I couldn't have asked him any more than this. We recommend Seoul Residential to anyone without any reservation; they are so good!"



Mrs Lee

"Seoul Residential is the most wonderful estate agents that I have ever met. Their letting manager Ian and Chris help us a lot. I need to give our special thanks to them

We have some properties for them to let out. Ian really treats our properties as his own. He is excellent and gave me a lot of advice how to upgrade the properties to satisfy the market need as well as he carefully help me to choose kind and stable tenants. Therefore we don't need to worry about any trouble about our letting houses. Moreover, they help us to take over all the affairs and chores. We strongly recommend Seoul Residential if anyone wants to let out their property. They are the most safe and wise choice"





Mr Lila

"We contacted 5 Estate Agents to sell. All seemed very mechanical except for Mr Tao Feng of Seoul Agency. Mr Tao's kind, courteous and professional approach is worthy of praise. He telephoned or came to meet us almost every day. Even after the sale completion he kept in touch with us on a weekly basis. To this date if we need any advice on property matters, we will only contact Mr Tao, as we value is honesty and sincerity. Any one who contacts Mr Tao Feng, will find extra value"

Why choose SeOUL?

FAST

We realise how precious your time is, and value it as our own. We specialise in residential Sales and Lettings, Property Management and Maintenance. In particular, we focus on providing a time-efficient service and ensuring an experience that is tailored to your needs. As you work in partnership with our team, you will find they always have time to listen, understand, and deliver the service your time deserves.

For every maintenance request by the tenant, our dedicated project management team is ready to respond. Our expert in project management will receive and handle every enquiry from your tenant (for full management only). We operate a contractor platform and have hundreds of registered contractors to cover your every need. Also, by operating the maintenance contractor platform, we are proud that we are able to mobilise the contractor as fast as possible, even for emergency cases.

RELIABLE

With more than 34 years of combined experience in the area, we have an unrivalled knowledge of the local market. As a qualified estate agency, the client will be protected under the Propertymark regulations. Our property managers always follow government regulations, and in the event of major changes, we share these with you in order to meet the new laws. We are also pleased to record that no accidents have ever occurred in relation to deposits.

To become a PropertyMark estate agents,

- Using MyDeposit Scheme
- Certified member of ARLA propertymark
- Certified Client Money Protection
- Certified ICO (Information Commissioner's Office)
- Certified member of TPO (The property Ombudsman)









- **Deposit Scheme**: From 2007, UK landlords have been legally required to protect their tenants' deposits in a government-approved tenancy deposit protection scheme. This scheme keeps your tenants' money safe.
- ARLA Propertymark: The Association of Residential Lettings Agents (ARLA) is a regulatory board which ensure that members maintain good standards. ARLA Propetymark membership ensures maximum protection for clients.
- Client Money Protection: The scheme reimburses landlords and tenants should an agent misappropriate their rent, deposit, or other client funds. This scheme makes sure landlords and tenants are compensated if an agent cannot repay their money, for example, if an agent goes into administration.
- ICO: the ICO is the UK's independent body set up to uphold information rights and demonstrate a focus on the essential role data protection can play in innovation, and the importance of organisations understanding the growing impetus on companies to be accountable for what they do with personal data. This forms a central part of the General Data Protection Regulation, which came into force in May 2018.
- **TPO**: The Property Ombudsman (TPO) scheme has been providing landlords, tenants, buyers and sellers with a free, fair and impartial alternative dispute resolution service since 1990. More than 27,000 sales and lettings agents are currently registered with TPO, which is estimated to represent 95% of sales agents and 85% of letting agents within the UK, making it the largest property redress scheme.

COMPETITIVE

As a local agent based in the Royal Borough of Kingston upon Thames, our expertise is in attending to the needs of corporate customers looking for properties in suburban areas of South West London. We have a large network of international investors and a wide range of corporate tenants from renowned companies from all around the world, especially from South Korea, Japan, China, and Hong Kong to name but a few. You are guaranteed to find the most suitable tenants for your property.

Professional customer service can be sought through our multilingual agents operating in English, Mandarin, Italian and Korean languages, ready to meet the demands of the ever-diversifying market.





Interested in Renting out?

Letting Process to find a new tenant



• Booking a Valuation

Our qualified letting team knows that 'the best possible price in the shortest possible time' is the most important aim for landlords. We remain committed to the principles of transparency and openness based on local trends and the current conditions of the housing market.

• Arrange a free no-obligation visit for a valuation and discuss your requirements with our team.

• Choosing a Service Level

We have 3 different levels of service (ref. page 13). In particular, our property management service gives you peace of mind that both your property and tenant will be cared for 24/7. Many tenants insist on renting managed properties and are prepared to pay a premium for this.



- Provide us with all of the following documents in order to prove you are the legal landlords and comply with legal requirements: Photo ID, proof of address (bill statements), ownership (title register or recent mortgage statement), NRL number (if applicable) and signed service contract.
- Ensure that your property's buildings insurance cover is adequate and that it will remain in force for a let property.



Marketing your property

We know that giving a good first impression is important. Based on specialized and coherent marketing strategies, our dedicated teams create a suitable description, photographs, and a video clip and are willing to declutter to make your property appear in the best condition. We present not only through leading portals but also through a wide range of on/off-line media channels including our website, local magazines and Chinese and Korean newspapers to maximise exposure. We also send direct email and SMS alerts to matching clients. We also have a strong high street presence with shopfront display and provide a highly visible 'TO LET' board as well.

• A landlord has responsibility for making an Energy Performance Certificate (EPC)* (ref.page 11) available when renting out a domestic property before a building is put on the market.

Accompanied Viewings

We arrange a viewing within 24 hours after a request and all viewings are pre-arranged and accompanied. We also provide online (virtual) viewings for convenience.





• Offer management

Once a tenant makes an offer, we will deliver offer details to help you decide whether or not you wish to accept. We should provide to a potential tenant a copy of the 'How to rent' checklist from HM Government, EPC and a copy of the tenancy agreement when we confirm the offer, but also you need to prepare a Gas Safety Certificate (GSC) & Electrical Installation Condition Report (EICR).*(ref. page 11)



• Conducting reference checks: Van Mildert with Rent Guarantee Insurance

We arrange integrated tenant reference checks through a 3rd party company, Van Mildert (www. vanmildert.net) and if you would like to take out additional insurance for further security when the reference check is completed successfully, you can visit the website to get more information.

• Check-in

Once you accept an offer, we will do the following, regardless of whether your property is managed: tenants' reference checks, signing of Tenancy Agreement, and collection of moving-in payment (rent + five weeks deposit)*.



According to the Tenant Fee Ban* which started on 1st June 2019, the maximum tenancy deposit is five weeks' rent where the annual rent is less than £50,000 per annum and the maximum holding deposit is one week's rent.

We can also, subject to a fee, get your property ready for move-in: carry out inventory check-in which is charged depending on number of bedrooms, organise Gas Safety Checks, and arrange professional cleaning.



Congratulations, your property is now let!

Upon completion, keys will be released to the tenant on moving-in day. For fully managed properties only, we will provide the tenant with contact details of our dedicated Property Manager.

- "If you are a non-resident landlord (NRL): The Non-Resident Landlords (NRL) Scheme is a scheme for taxing the UK rental income of persons whose 'usual place of abode' is outside the UK. If you are a landlord who is living outside the UK for over six months of the tax year, you must report it to HMRC by joining the "Non-Resident Landlord Scheme' before the start of a tenancy."
- Taking care of Maintenance Issues: For fully managed properties only, we can arrange any repairs that the landlord is responsible for, in accordance with your wishes regarding preferred contractors, expenditure limits etc. Quotations and prior approval are upon your request.

We also provide a guidebook that contains our accumulated experience and know-how in order to maximise convenient and efficient management.

· **Periodic Inspection:** For fully managed properties only, periodic visits are conducted upon your request so as to ensure that the property is being looked after and the terms of the tenancy agreement are being adhered to. Written reports are submitted to landlords where deemed appropriate, and these reports also include photographs.



Renewal

We will contact both the landlord and the tenant two months before the expiry of the fixed term in order to ascertain whether both would like to renew or finish the contract. If all parties wish to renew, renewal rent negotiation and renewal documents will be dealt with by SeOUL Residential.



SeOUL SMART CARE

Connecting Landlords Properties and tenants

'SeOUL SMART CARE' gives landlords all the key information they need to fulfil their landlord responsibilities and provides easy access to tenancy data. Moreover, via 'SMART CARE', tenants can easily report maintenance issues directly to us and can view all their important documents.

Once your tenancy starts, we will send you a link so that you can register immediately (only for Fully Managed and Letting & Management Service). Once you have completed registration, you can log in through "Client login" in the upper right corner of our website www.sr4u.co.uk.

What can you get from 'SeOUL SMART CARE'?

• Landlords



Documents

It gives you 24-hour access to key information such as Service Contract, Tenancy Agreement, EICR certificate and Check your gas safety certificates, and ensure your deposit has been registered, protecting both you and your tenants.

Statement History



All the monthly statements produced for landlords. You can download copies of statements (since Oct 2020). It helps you with tax returns and other general queries and enables you to be organized and stay informed on every aspect of your tenancy.

Work Order



All outstanding work orders for landlords. Keeping your property in good condition benefits you and your tenant by reducing large costly repairs that you will have to address and helping to keep the property's overall value. With Client Login your tenants can report any issues straight away so you'll be able to plan for any expenditures and get issues resolved quickly.

Tenants



Documents

it gives you 24-hour access to key information such as, Tenancy Agreement and Deposit certificate.



Report Maintenance

We understand just how annoying maintenance issues can be, so get them resolved quickly with 'Client Login'. You can even include pictures, meaning that your pesky problem will get fixed quickly and without all of the hassle.



Current Tenancies

current tenancies' information



Private Landlords' Duties

There are certain legal requirements you will have to comply with as a landlord. For your convenience, SeOUL Residential can arrange and forward the process with accredited assessors.

• Energy Performance Certificates

The purpose of the EPC regulations is to make the energy efficiency of buildings transparent and monitor usage by showing the energy rating of a building when sold or rented. It is valid for 10 years and shows the energy efficiency rating from A (the most efficient) to G on the rating scale for a building. As of April 2018, any property with a rating of F or G will banned from being let to tenants so landlords need to improve energy efficiency. If we put a property on the market without an EPC, it could result in a fine of £200 per advertisement.



Gas Safety Check

Gas Safety (installation and use) Regulations 1998 state that landlords must ensure that gas appliances, fittings and flues are safe for tenants' use, and that installation, maintenance, and annual safety checks are annually carried out by a registered gas installer to make sure your gas appliance is working correctly, efficiently, and safely.



• Electrical Installation Condition Report (EICR)

The new regulations require private landlords to undertake 5 yearly checks on electrical wiring, sockets, consumer units (fuse boxes) and other fixed electrical parts in rented homes.

The regulations came into force on 1 June 2020. They apply to new tenancies from 1 July 2020 and existing tenancies from 1 April 2021. The relevant date for determining when the new requirements apply is the date on which the tenancy is granted. A new tenancy is one that was granted on or after 1 June 2020. Landlords must provide a copy of this report to each of the existing tenants within 28 days of the inspection and also supply a copy within 7 days to the local authority. Local authorities also have the power to fine landlords up to £30,000 if they do not comply with their legal obligations under the Regulations.

• Furniture and Furnishings (Fire) (Safety) Regulations

Landlords who supply furniture, furnishings and other products containing upholstery when renting a property must ensure they are compliant with the regulations 1988. Some furniture and furnishings do not need to comply with the regulations, but these are limited in number. If a landlord does not comply with the regulations, they can be fined up to £5,000.



• Smoke and Carbon Monoxide Alarm (England) Regulation 2015

From 1 October 2015, landlords are required to ensure that at least one smoke alarm should be installed on each storey of the premises, and to install at least one carbon monoxide alarm in any room used as living accommodation where a fixed combustion appliance such as a coal fire or wood burning stove is used (excluding gas cookers). In addition, the landlord must make sure the alarms are in proper working order at the start of each new tenancy. The requirements will be enforced by local authorities who can impose a fine of up to £5,000 where a landlord fails to comply with a remedial notice.

• Tenancy Deposit Scheme

All landlords in England must protect their tenants' deposit and serve the prescribed information within 30 days of receiving it. Therefore landlords need to provide a Tenancy Deposit Scheme which is required by Government Regulations. If instructed by the landlord, we will arrange the Tenancy Deposit Scheme through my deposits (MyDeposits.co.uk).

Tenant's Right to Rent Check

You must check that a tenant can legally rent in England. Before a new tenancy starts, you must check all tenants aged 18 and over, even if they're not named on the tenancy agreement, or there's no tenancy agreement, or the tenancy agreement is not in writing.

Landlords who are found to be letting to a tenant without the right to rent could face a civil penalty of up to £3,000. You can be liable for an unlimited fine or be sent to prison for renting your property to someone who is not allowed to stay in England.

There are 3 steps to conducting an initial right to rent check

• Check which adults will use your property as their main home (your 'tenants') · they live there most of the time · they keep most of their belongings there · their partner or children live with them · they are registered to vote at the property · they are registered with a doctor using that address Check original documents that prove they have the right to live in the UK · the documents are originals and belong to the tenant · their permission to stay in the UK has not ended · the photos on the documents are of the tenant · the dates of birth are the same in all documents (and are believable) · the documents are not too damaged or do not look as if they've been changed · if any names are different on documents, there are supporting documents to show why, such as a marriage certificate or divorce decree • Make and keep copies of the documents and record the date you made the check

EEA and Swiss nationals

EEA and Swiss nationals can prove their Right to Rent by showing acceptable documents such as a 'Sharecode' for the online service so that agent can check their status.

Our Services

	Full Management (inc VAT)	Letting & Management (inc VAT)	Letting Only (inc VAT)
Valuation & Advice	√	√	√
EPC Arrangement (upon request)	√	√	√
Property particulars	√	√	✓
To let Board	√	√	√
On/Off-line Advertisements	√	√	√
Phone/Mail-outs	√	√	√
Tenant Finding	√	√	√
Viewing Management	√	√	√
Negotiation of offers	√	√	√
Draw Contract	√	√	√
3rd Party Inventory Check Arrangement	√	√	√
On-line System Log-in	√	√	- n/a -
Contract Renewal	√	√	√
Rent Management	√	√	- n/a -
Rent Arrears Control	√	√	- n/a -
Statement	Monthly	Monthly	Annual
Gas Safety Check Arrangement (upon request)	√	√	- n/a -
Electrical Inspection Arrangement (upon request)	√	√	- n/a -
Maintenance	✓	- n/a -	- n/a -
Call Taking	√	- n/a -	- n/a -
Arrangement	√	- n/a -	- n/a -
Cost Validation	√	- n/a -	- n/a -
Expense Payment	\checkmark	- n/a -	- n/a -
Utility Bill Payment	√	- n/a -	- n/a -
Tax Payment (on request)	✓	- n/a -	- n/a -

^{*}https://www.sr4u.co.uk/landlords-fees.htm

Meet our Sales team!

Key points of our sales team can provide

- More than 3 decades of local experience & knowledge
- Diverse marketing channels
- Network of international & investment buyers
- Free instant valuation at www.sr4u.co.uk
- Dedicated Multilingual Service (English/Mandarin/Cantonese/Korean)

SeOUL Residential comprises our experienced sales staff, who are qualified and members of the National Association of Estate Agents (NAEA)*, providing sales valuations and marketing in both print and online form. This enables our clients to generate optimal gains from their investment.



As local market experts for the letting and sales of residential properties, we are always prepared to provide reliable market knowledge. We showcase your property on our website (http://www.sr4u.co.uk), on Zoopla, Rightmove, our High Street shop front, local weekly newspapers and property magazines to ensure that your property is seen by the widest audience possible.

*What makes naea property mark protected estate agents different?

1. INTEGRITY

NAEA Propertymark estate agents are experienced and trained professionals who abide by a nationally recognised Code of Practice.

3. PEACE OF MIND

They hold all the correct insurance and protection to give you peace of mind through your move.

2. COMPLAINTS PROCEDURE

Ruling on complaints through independent ombudsman services and regulated by Propertymark.

4. COMPLIANT

Registered with HMRC to ensure compliance with money laundering regulations.

NAEA Propertymark estate agents don't just sell houses – they help you move.

Our diversity & unique marketing channels

















MOLO

Large network of International & Investment Buyer

Dedicated Multilingual Service (English/Mandarin/Cantonese/Korean)

33 years' of Local Experts

Free Online Instant Valuation from www.sr4u.co.uk or scan this QR code



▲ Korean newspaper

▲ Previous flyer S*OUL



更多的香港家庭选择居住在本地区 不要错过印花税优惠的期限!

地区的房产销售和租赁专家

🗸 优越的生活环境, 全英人口寿命最长 交通便利, 优秀的学校 大伦敦犯罪率最低

🕗 房产价格合理,投资回报高

在2018~20年内服务了 数百亚裔家庭

冯先生: 020 3876 5955 078 5228 3777

SeOUL Residential 158 High St., New Malden, KT3 4ES sr4u.co.uk | sales@sr4u.co.uk



▲ Chinese newspaper

Trusted local agent since 1987-

Residential

Sales Progress & Our Services

1 Marketing Proposal

Free Instant Online Valuation Tool (Website) Free Expert Agent's valuation Tailor-made sales strategy No Fee No Obligation

3 Marketing

Free Photography / Video /
Floorplan / Description
Free Signboard
Publish your property on a
diversity of Marketing Channels
include Zoopla, Rightmove,
Facebook Marketplace, and our
website. Exclusively in this locality —
Korean and Chinese newspaper ads

6 Offers

Real-time updates of offers Generating Memorandum of Sales and sending it to both sides' solicitors

Exchange

Set the exchange/ completion date between seller and buyer Monitoring



2 Instruction

Decide marketing price Sign Contract (Both Digital and Paper copy available) Arrange EPC assessment if needed

4 Viewings

Match and target potential and 'right' buyers based on their requirements Customised Brochure Viewing confirmation by emails/text Deliver Buyer's feedback



Support the booking of Buyer's Mortgage valuation / Survey Follow up & update each stage of the process



8 Completion!

Release the key(s) to the buyer once complete/ Support the final meter reading

Our speciality



According to our internal data, SeOUL Residential Sales has an ideal buyer portfolio. It is helpful to find a 'right' buyer by matching properties based on their requirements. 40 % of our property is sold to investors (local and international), an ideal portfolio ratio. *Source: 2020 Sales Internal Data



1 in 4 applicants* who registered with us come from Asia, a speciality SeOUL Residential can provide to our clients in the local area (Kingston – New Malden - Wimbledon). SeOUL Residential is the first agency that Korean expatriates come to in order to request a place to buy/rent. We have a large network and many connections. We can provide secure and committed tenants for our investors so that they can save time looking for tenants. *Registered applicants in Q4 2020



5.4 million of BNOs (British Nationality Overseas) are expected to come from Hong Kong*. This can be seen as a big new opportunity for the real estate industry in the UK. *Source: Home Office (2021)

Safety First

SeOUL Residential adopted strict safety measures when the Covid-19 crisis started to keep all of our clients safe. Our staff are conducting any appointments including valuation and viewings under strict social distancing rules in accordance with government guidelines. Our staff wear PPE (personal protective equipment: gloves and face masks) not only when they are conducting viewings, but also in the office to ensure the safety of everyone.

Additional Services

Financial services At SeOUL Residential, we work with independent financial advisers, who have no ties to any one provider. This means they can offer you impartial advice on a wide range of services, specialising in personal advice on mortgages and protection policies. For more information, please contact us.

Legal support Throughout the years, selling numerous properties we understand the importance of having a reliable conveyancer for both buyers and sellers to ensure a smooth transaction. We are keen for our customers to have the best services from all parties in the sale, therefore we can recommend several conveyancers that we have been working with.

Auction You can choose your preferred method to sell your property based on your priority. Auction is one of the ways to sell your property faster than traditional sales. SeOUL Residential partnered the largest auction service provider in the UK*. Please contact us to find out more. *Essential Information Group results. 2019

3D tour During the lockdown, we offer free video tours including editing, but if you are looking for an even higher standard of advertisement for your property, we are offering a discounted deal from 3D tour experts. For more information, please contact us.

Testimonials



Our house sale was conducted with professionalism from start to finish. Tao was the best agent one could have asked for, he liaised promptly with all the parties involved and kept us informed at all times. He and his team were very responsive and ensured the sale went smoothly. – Natalia





Tao was absolutely brilliant, constant reassurance throughout the whole process and always available to answer any questions we had. Made the journey of buying our first home a delight. Would recommend Tao to ANYBODY wanting to buy or sell a property. 5 Star from us! Wishing him all the best and will be in touch when we are ready to move. — Alexandra





SeOUL estate agent was definitely the best I have ever used. Tao Feng worked tirelessly, arranging and conducting viewings for our property, always texting or emailing to update us on progress. His experience and professionalism was what contributed to the sale coming to completion as he played a vital role of communication and guidance between buyer, seller and solicitors. Having the added difficulty of lockdown in the middle of the whole process and us selling from a distance, I found Tao a constant source of reassurance that things would be managed and held together at his end. My husband and I would highly recommend SeOUL Estate Agents, truly professional. - Marian





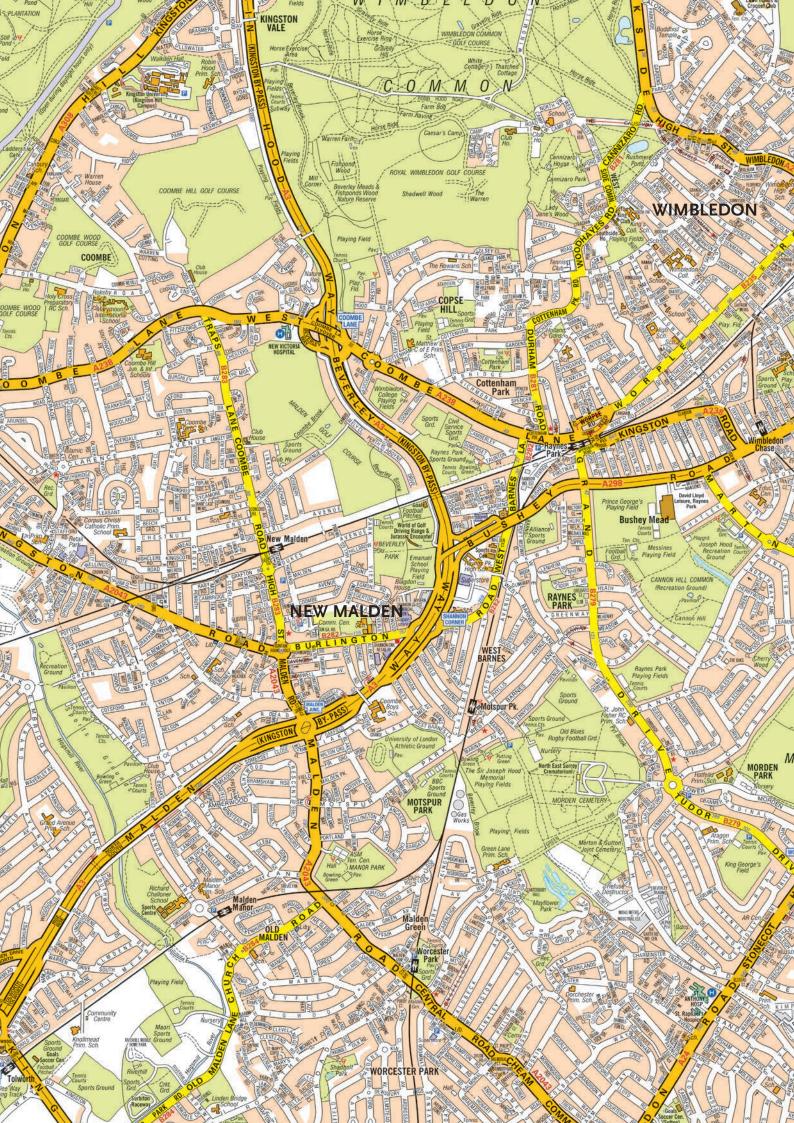
We contacted 5 Estate Agents to sell. All seemed very mechanical except for Mr Tao Feng of Seoul Agency. Mr Tao's kind, courteous and professional approach is worthy of praise. He telephoned or came to meet us almost every day. Even after the sale completion he kept in touch with us on a weekly basis. To this date if we need any advice on property matters, we will only contact Mr Tao, as we value is honesty and sincerity. Any one who contacts Mr Tao Feng, will find extra value. — Dilip





Tao from Seoul helped me find a buyer for my flat in new Malden. He was very efficient and a pleasure to work with. I would definitely recommend him and his company to anyone wanting to sell their property. - Sheila





Contact Us

Address 158 High Street, New Malden, KT3 4ES TEL 020 8949 4989

Letting Team: info@sr4u.co.uk Sales Team: sales@sr4u.co.uk Management & Maintenance :

admin@sr4u.co.uk



seoulresidential

Naver Blog



