



Exclusively Letting & Management Specialists

Edition 3

PHIL SPENCER ANNOUNCES TOP AGENTS IN THE UK

DIRECT RESIDENTIAL HAS WON AN AWARD AT THE PRESTIGIOUS ESTATE & LETTING AGENT AWARDS

The Epsom based agency who received the Bronze in the South East was recognised for its excellent customer service as voted for by their clients during the course of 2011/12.

The award was announced by Phil Spencer, the TV property expert at a lavish luncheon & ceremony at the Hilton Park Lane London attended by 550 of the UK's top estate and letting agents.

Phil Spencer said "The ESTAS are the most important and valuable awards in our industry. An ESTA is not an easy accolade to pick up, to win one requires a lot of hard work, over a very long period of time."

Simon Brown, owner of the awards added "Agents that take part in the ESTAS believe passionately in providing the highest quality customer service. They are prepared to go that extra mile, prepared to take criticism as well as praise and



"Everyone here at Direct Residential are absolutely delighted to have won an award at the ESTAS. The awards mean so much because it's our clients who have rated us not a judging panel. We pride ourselves on high levels of customer service as this award shows we must be getting it right!"

prepared to invest and develop their businesses accordingly".

The results of the competition were determined by research carried out amongst customers who are asked a series of questions about the service they have received from their agent. Over 33,000 votes were received making it the biggest consumer survey of its kind in the property industry.



Lettings is Not Part of Our Business...

...It is Our **ONLY** Business

SPONSORSHIP FOR ASHTEAD COLTS



Direct Residential have been chosen as the proud sponsors for Ashtead Colts 9-a-side team under 12's for the 2012

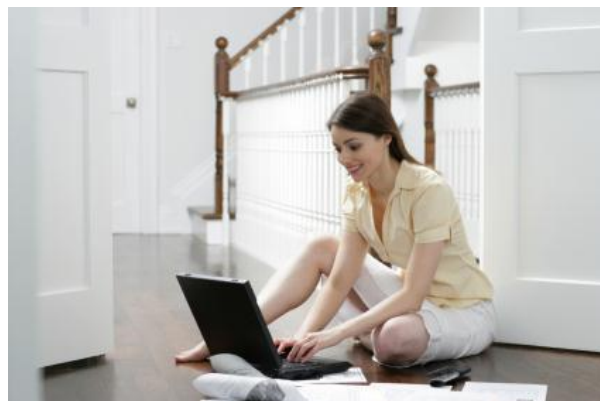
season. Manager Chris Gamble said 'We are delighted that Direct Residential can offer a first class kit for a first class team'. Last year Chris coached his team to the final of the league. Go Ashtead!

MARKETING

The secret to any business success is marketing. We have a proven and unique formula by advertising with the widest net to ensure we offer the best possible quality tenants to our clients. In addition to this, we have recently signed up to further enhance this with **Exclusive Epsom** quality publications.



RIGHTMOVE BEATS BBC TO BECOME EIGHTH MOST POPULAR WEBSITE



A record-breaking month of traffic in January has moved Rightmove up to become the eighth busiest website viewed by UK users.

In ninth place was BBC News. In top place was Facebook, followed by Google, eBay, You Tube, Yahoo, Amazon and Microsoft MSN.

Direct Residential advertises all properties available to let on Rightmove and in addition, Find-a-Property, P-primelocation and Zoopla to name but a few, ensuring your property has the maximum coverage.



THE FLEET CONTINUES TO GROW

Two new A Class Mercedes have joined the fleet for Direct Residential. These work horses with their distinctive quality branding will be based in the Epsom branch and seen covering the area. You may see one of the cars accommodating viewing requests or Property Management inspections on the large portfolio of managed properties. Make sure you wave!



LETTING AGENCIES SEE TENANT RISE

The Association of Residential Letting Agents (ARLA), which Direct Residential are members of, has reported that a rising number of people are using the professional services of letting agencies to find their ideal property lettings.

ARLA has reported that the number of tenants renting property from its landlord members has reached a record high.

Now more than ever, there are record numbers of people looking to rent a house rather than buy, being priced out of the property market or reluctant to risk buying in the face of an uncertain economic climate.

Three out of four members of ARLA are noticing demand outstripping the supply of residential lettings as a result of the higher number of renters. Many looking to rent property in a specific area cannot due to low supply and are having to move further afield to other areas, away from jobs and schools.

ARLA have noted that lettings agents are finding tenants who are choosing to stay put rather than risk moving. Two years is now the average time a tenant stays in their rental home according to the Tenancy Deposit Scheme, supported by Direct Residential.



DEPOSIT PROTECTIONS RISE

Tenancy deposit scheme mydeposits.co.uk has seen a sharp increase in the number of protections taken out by letting agents over the past year.

Agents purchased 65 per cent more deposit protections in 2011 compared with 2010 a firm indication that the rental sector is still a good investment.

If you're letting or renting a property through an agent, check that the agent is a member of an organisation such as ARLA, which ensures landlord and tenant money is protected by a client money protection scheme. ARLA agents are also required to be members of an ombudsman scheme which can offer redress if things go wrong.



DIRECT RESIDENTIAL CONTINUES TO GROW

As probably the largest independent lettings specialist in the Epsom and Ashted area, we plough our resources in to quality staff and training. This ensures the best service for our customers, proven by repeat business and recommendations.

The Team to Assist You:



Ian Plumb MARLA *Managing Director*
Ian started Direct Residential in 2004 with an aim of providing a better service than currently available to landlords, as a private landlord himself. Previously working as a Director of a national lettings operation responsible for training and brand standards, with a background spanning over 26 years.



Eleanor Plumb *Administration*
Eleanor joined Direct in 2005 to assist in the day to day collection of rents and accounts. Eleanor has extensive experience in the administration side of property gained through investment ownership and accounting.



Bob Simmonds *Accounts/Bookkeeping*
Bob qualified as an accountant in the mid eighties whilst working for MEPC, the second largest property company in the UK at the time, he then went on to work for Capital and Counties and WestCity, both prominent property companies.



Cheryl Lee-White *Assistant property Manager*
Cheryl has been in the industry for 5 years dealing with contracts, administration, processing agreements and the associated systems. Cheryl supports both departments to ensure efficiency and timeliness to meet deadlines ahead of schedule!



Sara Ockenden *Property Manager*
Sara has over a decade of customer service and client management experience with over five years of dealing with the property industry. Sara has extensive knowledge of accounting systems and management.



Emma Kerr *Property Manager*
Emma has over a decade of customer service skill and over five years in dealing with the property industry. Emma has intricate knowledge of the accounting system and management



Helen Barnes *Business Development*
Helen joined us at the end of 2007 and has in-excess of twelve years' experience in the lettings industry and area. Helen now heads -up the new business development side, relocations and corporate lettings.



Mark Thompson *Lettings Consultant*
Mark has many years experience in the Surrey lettings market and since 2009 worked within the Epsom area. He also deals with the London portfolio and short lets.



Becky Carlile *Lettings Consultant*
Becky brings the light in to the office! Her bubbly personality makes everyone she deals with happy. Becky has been in the property letting business for many years and brings to our team excellent customer service experience from previous positions and forward customer facing roles.



Marion Gardner *Branch Co-ordinator*
Marion joined Direct Residential with over 25 years of Sales, Customer Service and Management experience. This extensive knowledge means that Marion can adapt her versatility to our business. Her position as Branch Co-Ordinator is to firstly direct the huge volumes of lettings being processed on a day to day basis and to make sure that the customer service is where it should be.

PROPERTIES RECENTLY LET BY OUR EPSOM OFFICE



Manor House Lane, Bookham £4,500 pcm
An exceptional five double bedroom detached house with a sweeping driveway and a one acre garden.



Grey Alders, Banstead £2,350 pcm
A spacious four bedroom detached house, with stunning landscaped gardens set in a private cul-de-sac.



John Watkins Close, Epsom £3,100 pcm
Executive five bedroom detached house, located on the sought after Clarendon Park development. With four reception rooms and triple garage.



Parkers Close, Ashted £2,150 pcm
Substantial five bedroom detached house with neutral décor throughout and beautiful rear gardens.



Meadow Walk, Ewell £1,695 pcm
A beautifully presented three double bedroom property situated in a quiet cul-de-sac.



Capitol Square, Epsom £1,295 pcm
A modern, luxury two double bedroom first floor apartment, finished to a high specification and close to Epsom town centre.