

Landlord Services



keatons



Reviews

We are delighted to be rated excellent by our customers in 1,000s of reviews on Trustpilot.

“From a landlord’s perspective, swift, friendly and accurate professional support. Also good to see an agent listening to their tenant’s needs and making tenant/landlord communication easy. Nice people.”

John

“During our 15 years in London we have rented from Keatons. We also bought a home through them. Each time we have found them to be a cut above the rest. They are professional, friendly, honest and give good advice. The properties they handle are of good quality and fairly priced. They are very good at listening and finding out exactly what you want. All their agents are well trained, and they work well as a team. Also, their fees are very reasonable in comparison to other agents. We really can’t fault their service and we often recommend them to friends.”

Pascale S. (a repeat customer for over 15 years)

“We have several properties rented through several different agents, but I have to say that whenever we deal with Keatons it is always a pleasure. They are always polite and helpful, as well as always being available, which has become a rarity these days. If Keatons had branches in other parts of the country, we would use them there also.”

Andrew

“Consistent and reliable service – always available to discuss matters and willing to help.”

Dominic



Service Checklist and Fee*

Service	Service and charges - Sole agency*		
	Comprehensive	Financial	Essential
**Term 1	16.8% (14%+VAT)	13.2% (11%+VAT)	9.6% (8%+VAT)
***Term 2	14.4% (12%+VAT)	10.8% (9%+VAT)	7.2% (6%+VAT)
Keatons arrangement fee £360			
Marketing			
Professional photography	✓	✓	✓
Comprehensive marketing	✓	✓	✓
Accompanied viewings	✓	✓	✓
Marketing feedback and updates	✓	✓	✓
Tenant finding	✓	✓	✓
Progression			
Comprehensive referencing	✓	✓	✓
Right to rent	✓	✓	✓
Tenancy agreement	✓	✓	✓
Paperless legal process	✓	✓	✓
Professional cleaning arranged	✓	✓	✓
Certification and compliance arranged	✓	✓	✓
Inventory and check-in arranged	✓	✓	✓
Tenancy			
Negotiate tenancy extensions	✓	✓	✓
Collection of rent	✓	✓	
Rent arrears advice	✓	✓	
Rent guarantee policy available	✓	✓	
Monthly and yearly financial statements	✓	✓	
Deposit registration	✓	✓	
Arrangement of outgoings	✓	✓	
Overseas landlord tax	✓	✓	
Management			
Management fees paid monthly	✓	✓	
Repairs and maintenance	✓		
Recommended contractors	✓		
24-hour emergency service	✓		
Key holding service	✓		
Periodic property check-up	✓		
Legal notices	✓		
Management of the check-out	✓		
Deposit deduction advice	✓		
Project management available	✓		

*An additional 2.4% will be added to any of the above sole agency charges should you instruct more than one agency. **Charges are based on minimum tenancy term of 12 months. Term 1 is the length of the first tenancy. ***Term 2 is applicable when tenants remain after Term 1. Comprehensive and financial service fees are taken monthly for the duration of the tenancy term. Essential service fees are payable up front.

Marketing

Professional photography

We use qualified photographers to ensure the best possible images of your home, complete with a detailed floor plan, all of which can be viewed and downloaded from Keatons.com and other property portals.

Comprehensive marketing

At Keatons, we understand that it's important to reach the widest possible audience when letting your property.

Keatons.com, our award-winning website, has powerful search tools to help tenants find exactly what they're looking for.

We utilise the main property portals: OnTheMarket, Rightmove and Zoopla

Your property is presented 24 hours a day on our office LCD screens and on glossy window displays.

We share your property across our local network of offices and social media platforms.

Accompanied viewings

Our consultants will meet tenants at your property to conduct a professional and welcoming viewing. Property particulars will be provided, and the finer details discussed and communicated while exploring the property. This process enables us to engage with tenants and gain a clear understanding of their position, while ensuring your home is kept safe and secure.

Marketing feedback and updates

We recognise that being kept informed during the marketing process is essential. Our team of consultants will provide weekly feedback to advise you of enquiry levels, how many viewings have taken place, and the comments and observations made by prospective tenants. This allows us to effectively evaluate progress and deliver a broader insight into the market, together with our industry knowledge.

Tenant finding

We will work towards selecting the most suitable tenants for you and your property. Before you agree to an offer, the terms will be clearly presented to you in writing, detailing all of the important aspects of the prospective tenant proposal. You may even wish to meet them before deciding if they are suitable.

With a large network of offices and hundreds of properties being marketed at any given time, we maximise the exposure of your property by offering it to our entire database of potential tenants. Each property we market, every board displayed and every office we have is a potential avenue to find your next tenant.

Keatons has extensive links with corporate clients and a network of global relocation agents, giving us exclusive access to high-profile international tenants.

We have been renting properties in London for over 20 years. This invaluable experience allows us to offer each client a bespoke marketing strategy to ensure rental returns are maximised and void periods are avoided. Market fluctuations in an ever-changing, fast-paced London rental sector occur constantly. Our local knowledge is vital to provide the best possible plan for your property.

“Really great agency and everyone I dealt with both as a potential tenant and landlord were incredibly helpful, responsive, friendly and great to deal with. They were brilliantly efficient, professional, responsive, flexible and friendly. I rate all of them five stars as they have been completely excellent”

Laura

Progression

Comprehensive referencing

Once an offer has been agreed, Keatons will carry out a comprehensive referencing process to validate the prospective tenants. This includes their credit history, employment status and a previous/current landlord reference, while taking into account any other information to help assess their affordability and suitability. A report summarising this information will be sent to you for approval before matters are progressed further.

Right to rent

Before a tenancy commences, Keatons will take the necessary steps to carry out the compulsory tenant checks that ensure that they have the 'right to rent' a property in the UK and have the necessary visa/documentation to reside here. Landlords who let in the UK could be liable for a civil penalty if they enter into a tenancy agreement that does not meet the necessary requirements.

Tenancy agreement

Once the tenancy terms have been agreed, a bespoke contract will be compiled that includes the correct details and conforms to current legislation. We will use the appropriate type and length of agreement to suit your needs.

Paperless legal process

We arrange for all legal documents to be signed electronically, including the tenancy agreement and terms of business, to make matters more efficient and convenient for both landlords and tenants.

“We had a great experience with Keatons! Since the first viewing they were very professional and helpful. They took notes of what we were looking for and found a lovely and cosy flat for us. The tenancy team helped a lot with the admin and everything was pretty straightforward, easy and professional. We are very pleased!”

Gaston

Professional cleaning

This may be required before or after a tenancy. We have long-standing relationships with a number of cleaning companies and can happily arrange this for you. This will be noted on the inventory, which also ensures that the property is cleaned to the same standard by the tenants when they vacate.

Certification and compliance

We can arrange a variety of tests and certificates to meet regulatory standards, such as gas safety, electrical reports, PAT tests, smoke and CO alarms property licensing applications and energy performance certificates.

Inventory and check-in

A professional comprehensive inventory will be arranged on your behalf. This is a report of the condition and contents of your property. This will ensure absolute proof at the start of the tenancy and protect you should any deductions be required from the deposit once the tenants have vacated. Typically, tenants are checked in and out to minimise disagreements. The landlord is liable for this cost, which is dependent on the size of the property.



Tenancy

Negotiate tenancy extensions

We contact the tenants prior to the end of their tenancy to ascertain whether they would like to stay or not. This enables us to negotiate any changes to the tenancy that suit you, or, if the tenants wish to move out, market your property immediately to minimise the potential void period between tenancies.

Collection of rent

We will collect your rent, on your behalf, by a single Direct Debit. Rental defaults within Keatons are considerably lower than the industry norm, which is testament to our stringent procedures.

Rent arrears advice

If the rent is not received by the due date, we will pursue the tenants for the arrears on your behalf. We will also advise and assist should legal proceedings be required.

Rent guarantee policy available

Rent Guarantee and Legal Expenses insurance cover you against unpaid rent and the legal expenses associated with a non-paying tenant, or a tenant who must be evicted for other reasons. Should action need to be taken, our recommended partner will pursue the tenants once the tenants are one month in arrears.

“Fantastic agency. Everyone was helpful, knowledgeable and efficient and I highly recommend them. I have used them several times for lettings and I have complete faith in them. They really do know their local market”

Rosemary

Monthly and yearly financial statements

A monthly statement will be emailed to you showing any financial changes to your account. This will be accompanied by any relevant invoices for maintenance, certification, etc. At the end of the financial year, we can arrange a summary for your tax purposes should you require us to do so.

Deposit registration

Keatons will collect a five week security deposit from the tenants. This must be registered with a government-approved scheme within a specified time frame from the date the initial deposit is received. We will register the deposit with the Tenancy Deposit Scheme if you opt for our Financial or Comprehensive Management services, and a certificate will be provided to both you and your tenants. This will also be updated should the tenants change or the contract be extended.

Arrangement of outgoings

We can arrange for your ground rent, service charge, tax and other fees/payments to be paid from the rent we receive.

Overseas landlord tax

Should you be based overseas with a requirement to pay tax from your rental income, we will deduct the income tax rate set by HMRC, showing this on your monthly statement and accruing over a quarter. We'll then ensure payment is made on your behalf directly to HMRC.



Management

“Friendly, efficient and organised. We have bought and let through Keatons and we highly recommend them.”

Lynn

Fees paid monthly

If you opt for our Comprehensive or Financial Service, the agreed fee will be deducted from the rental income spreading the cost over the duration of the tenancy.

Repairs and maintenance

Our maintenance team will liaise directly with you and your tenants to arrange quotes, reports and the necessary repairs.

Recommended contractors

Keatons uses a wide range of trusted and verified contractors. Whether your property requires general maintenance, fault-finding or a full refurbishment, our maintenance team can recommend an appropriate contractor, arrange quotations and oversee any work, suitably maintaining your property and ensuring your rental income is maximised.

24-hour emergency service

Tenants have the peace of mind of being able to contact a 24-hour telephone number for out-of-hours emergencies. We also utilise Fixflo, an award-winning repair reporting application, which enables tenants to clearly log their maintenance issues and fault-find a host of regular household issues.

Key holding service

Our local branch will require a full set of keys, including alarm codes and fobs, for contractors and staff to gain access to the property. This enables us to manage your property quickly and efficiently.

Periodic property check-up

Keatons will check your property during the tenancy. This will be summarised and presented in a report that includes a number of photographs, comments on the condition, notes on cleanliness and any other important information.

Legal notices

We will serve notice to your tenants at the appropriate time to ensure the tenancy runs for the agreed period. Should you require possession of the property before the end of the fixed term, in line with any stated break clause, we will advise you of the notice requirements at your request. The accuracy of a notice and how and where it is served, is crucial in ensuring it is legally accepted and not refused by the tenants or a court.

Management of the check-out

Tenants will be checked out of the property at the end of the tenancy which will provide the evidence to propose deductions from the deposit, if required. The landlord is liable for this cost, which is dependent on the size of the property.

Deposit deduction advice

At the end of the tenancy, we will examine the check-out report and advise the landlord on any suggested deductions from the tenants' deposit. We will then enter into negotiations with the tenants and, if an agreement cannot be met, we will present the evidence to the Tenancy Deposit Scheme to make an independent adjudication.

Project management

Keatons can project manage any major works at your property for an additional charge of 12% inclusive of VAT.



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