



Dawn Smith



Elayne Bagnall

With the property rental market in Cheshire booming, new measures set to be introduced by the Government mean it's good news for both landlords and tenants, writes Malcolm Storer.

Moving with the Times

If passed, regulations will require lettings and management agents to adhere to a strict new 'Code of Practice' and to obtain a nationally recognised qualification, with at least one person in every organisation required to have the higher qualification.

Enforcing the new legislation, announced on 1 April 2018, will be an independent regulator with powers to deal with rogue agents who regularly flout the law with unexpected costs, deliberately vague bills or poor quality repairs.

“We're available 24-7, unlike most high street agents who usually open from 9-5”

This is music to ears of the team at King Lettings, an independent, Knutsford-based, mobile lettings and property management company which prides itself on doing things by the book.

Set up two years ago by entrepreneurs Elayne Bagnall and Dawn Smith who, between them, have 40 years' industry experience, King Lettings offers a bespoke service which is specialised, personal and bespoke.

Add to that local knowledge and an impressive list of industry qualifications, and their clients can rest assured they are in expert hands.

I met up with Elayne and Dawn in Wilmslow. What immediately struck me was their passion for property and their thorough and professional approach: "We possess



Photos by Ailsa Bee Photography

all relevant qualifications," explained Dawn. "With a growing portfolio we feel it's important to continue to go on courses to keep up-to-date on recent legislation, including the changes in EPC's (Energy Performance Certificates) for example."

"These courses aren't compulsory," added Elayne. "We choose to do them to keep our knowledge up-to-date so we can give the best advice to our clients."

So what sets King apart from your average high street lettings agency?

"We're mobile for a start, and more competitive" says Elayne. "We're available 24-7, unlike most high street agents who usually open from 9-5."

We pride ourselves on having one-to-one contact with our clients; someone with experience instead of a person just being paid to answer the phone."

"We take our services to our clients," said Dawn. "They don't have to come to us."



So, instead of them having to drive to the agency to pick up the keys, we'll meet tenants at a property, show them around and go through all the relevant paperwork with a fine toothcomb.

Although based in Knutsford, we cover an area as far north as Ashton Under Lyme and as far south as Warrington, although our key areas are Knutsford and Wilmslow."

How do Kings differ from some of the online agents that advertise on TV?

"They sub-contract people to work as agents in each postcode so, unlike us, they tend to know little about the area. We provide tenants who are new to the area advice about local schools and amenities."

I asked Dawn about the services offered by King Lettings.

"Starting with the basics; we do a standard listing service, which means we put the property on Rightmove as well as our own website.

We offer a scale of services ranging from 'let only' where we advertise; find tenants and do all the paperwork, right through to a 'fully managed' property - where we advertise for, and find tenants; move them in, carry out regular inspections to make sure the property is being looked after, as well as generally maintaining the property for the landlord - taking care of general repairs and renewals."

With a rapidly growing portfolio encompassing a broad range of properties from studio apartments to five-bed detached houses, and everything in between, King Lettings has got the market covered. www.kinglettings.co.uk