



**MARTIN&CO**

AROUND THE COUNTRY, AROUND THE CORNER



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# AROUND THE COUNTRY

**AROUND THE CORNER**



“ Feel safe in the knowledge that we have the local expertise and the national exposure to achieve your property solution, whether it be for letting, sales or investment. ”

**Richard Martin,**  
Chairman MartinCo plc.

## OUR PEDIGREE

Welcome to Martin & Co, where local business people who are passionate about property work within the framework of the UK's largest property franchise.

Established in 1986, the Martin & Co network has grown every year since and now consists of almost 200 offices in key locations across the UK. In fact, the majority of the nation's property stock is already within drive time of a Martin & Co office.

In December 2013, the Martin & Co Group began trading on the Alternative Investments Market of the London Stock Exchange through MartinCo plc.



LETTINGS AND SALES

INVESTOR IN PEOPLE

INDEMNITY INSURANCE

INDEPENDENTLY OWNED

ACHIEVE CONSISTENT RESULTS

## OUR PEOPLE

We are accredited 'Investors in People' and employ the best and brightest talent in the property business. Our Training Academy polishes their skills and deepens their knowledge and we encourage all staff to hold relevant professional qualifications and further develop their career with us.

All Martin & Co offices are independently owned, which means we keep our finger on the pulse of the local property market. Typically, we are property investors ourselves, so we understand the frustration of dealing with a merely average agent. We will be generous with our time and infinitely patient as we guide you through the selection of property available.

Whether you are looking to let or sell in the fastest possible time, or achieve the highest rent or sales price possible, our time-tested systems will achieve exceptional results.



**200** OFFICES

**4,000** 'TO  
LET' AND  
'FOR SALE'  
BOARDS

**15,000**  
WEBSITE HITS  
PER DAY

**40,000**  
ENQUIRIES  
PER MONTH

A PROPERTY  
LET OR SOLD  
**EVERY 7  
MINUTES**



## YOUR EXPOSURE

The facts speak for themselves; almost 200 offices, over 4,000 'To Let' and 'For Sale' boards on display at any time, peaks in excess of 15,000 visits to our website in a day, 40,000 enquiries for sales and lettings across our network in a typical month, and a property let or sold every 7 minutes during working hours!

We use cutting edge technology to maximise the effectiveness with which we deliver our services, and we already manage over 30,000 properties, which equates to a town the size of Maidenhead in Berkshire.



## EXCELLENCE IN BUSINESS

Since we first entered the Estate and Letting Agent Awards (ESTAS) in 2009, we have scooped eight national and 30 regional awards. The ESTAS are unique in that the award is based on customer feedback about the service they received.

Many of our owners are active in their local communities and support local hospices and schools. In addition to national charities, such as, Great Ormond Street, Crohn's and Colitis and Race for Life.

All Martin & Co offices hold Professional Indemnity Insurance (to protect you in case of our professional negligence), Client Money Protection Insurance (to keep your funds and your tenant's deposit funds safe) and are members of a redress scheme (to give you peace of mind that a serious complaint will be independently investigated).

You have the right to demand a swift, efficient and courteous service at all times. We deal with concerns promptly, effectively and in a positive manner. Should there ever be an occasion when you are not entirely happy with the service we provide, then our complaints procedure is called 'Our Commitment to You' and is available from any Martin & Co office.



**Excellent**  
is how 80% of  
Martin & Co  
landlords  
rated us



# LETTING & PROPERTY MANAGEMENT

Landlords vary enormously in their experience, portfolio size and the extent to which they want to be involved in the day-to-day management of their property. Our service starts with finding your first tenant and extends right up to the UK-wide management of a whole portfolio.

We provide excellent value for money and all our documentation is written in plain English with no hidden fees or small print, and our charges are made clear at the beginning of our relationship with you.

We handle everything from studios in modest neighbourhoods, prestigious penthouses in the smartest city centre blocks, to rural retreats. We are unpretentious and address our clients' needs directly and completely. People tell us they like the feeling of being included in a wider circle of well informed property investors when they become a client of Martin & Co.

**We don't believe in call centres, all of our property management is organised locally.**



## TENANT REFERENCING

There has been a marked increase in fraudulent activity, with a small minority of individuals applying for a tenancy with no intention of ever paying rent. Our thorough identity and credit checking is in place to help prevent this.

Tenant referencing used to be just a snapshot in time, but we have access to the latest technology, which allows us to monitor your tenants' general credit performance throughout the tenancy. If there is a change in your tenants' circumstances that may affect their ability to make rent payments on your property, we will inform you. This is part of our partnership with you to help manage the risk.

A landlord's biggest worry is a tenant who won't pay and won't budge, so we automatically include free eviction cover for the length of the tenancy, no matter which service level you choose. Rest assured, if we recommend a tenant and they fail to pay the rent, it won't cost you a penny in legal fees to remove them from the property.

## RENT GUARANTEE INSURANCE

If you are worried about the financial implications of your tenant not paying rent and the consequent cost, delay and stress involved when removing a non-paying tenant from your property, then you should consider Rent Guarantee insurance. As a company that receipts millions of pounds in rent each month, we have the buying power to secure comprehensive insurance cover at competitive prices.

The policy will cover payment of the full rent in the event of tenant default (subject to terms and conditions) and the cost of legal eviction for any breach of the tenancy (except anti-social behaviour).

We arrange Rent Guarantee insurance through the Landlord Hub Ltd, which is an Appointed Representative of ITC Compliance Ltd, which is authorised and regulated by the Financial Conduct Authority. (FCA registration number 313486).



# PROPERTY INVESTMENT

We often have existing management clients looking to dispose of tenanted properties that have a proven past record of high levels of occupancy and strong rental income. Our website quotes actual or estimated rental yields for many properties which we advertise for sale.

We deal with top developers of new homes and can often secure exclusive discounts for our clients on investment purchases.

## SALES

We have been selling properties since 1986, but in 2012 we stepped up the scale of our estate agency operation and the service is now available throughout the majority of our network. We recognise a property landscape where buyers, sellers, tenants, landlords and investors are increasingly inter-changeable.

We like to be innovative, so whilst we offer a full traditional estate agency service where we work hard and present your property to the highest possible standard, we also have a cost-conscious solution aimed at the canny investor. This is ideal for those who simply want to advertise on the well-known property portals, but are confident that they can handle the sale themselves.



# ESTATE AGENCY

We have a plethora of industry knowledge from over 27 years of experience to draw on, which makes us extremely savvy in terms of our property awareness. We understand what makes the local housing stock appealing at every price point. It might be architectural detail, proximity to transport links, off-street parking, school catchment or nightlife – we know what will make your property appeal to buyers.

Our staff are fully trained in modern estate agency practice. Their aim is to sell your property at the highest possible price, whilst providing great customer service for the buyer, so that the sale progresses smoothly to completion.

Our offices are fully equipped with the latest in 'cloud' based software. Buyers are matched to properties instantaneously and prompted by text, email and telephone to book a viewing. Our marketing suite includes top quality gloss printed brochures, professional photography, 2D and 3D floor plans, video tours and special promotions on the leading property websites. We have a contact database of over 400,000 (including international buyers and investors).

To complete the package, we can point you in the right direction when selecting a mortgage provider or local solicitor. We can even help to ensure that you have the necessary funding in place, so that your sale or purchase runs smoothly.

All our estate agency offices follow The Property Ombudsman Code of Practice for Residential Estate Agents. Estate agents who follow the Code of Practice are required to provide additional consumer protection that goes beyond that required by law.

At Martin & Co we take pride in being a little different from the rest. Our network is owned by the people who run it, and they rely on referrals and recommendations from satisfied clients to grow their business. These referrals are a testament to the level of service we provide, so you can trust us to handle the sale or purchase of your property.





## NEXT STEPS

In a survey we commissioned from Atomic Research, two out of three respondents said they believed that land and property still made the best investment, far ahead of savings, pensions, stocks and shares. If you share this view, you will find yourself amongst like-minded people at Martin & Co.

Our longevity, scale, and national coverage place us in a very select band of UK property businesses. We have satisfied the requirements of a great many clients in order to make this progress. Yet we still remember that every new client is a valued opportunity to make a good first impression.

**We hope this brochure has left you better informed and we look forward to meeting you.**







Martin & Co is a franchise group and each office is independently owned and operated under licence from Martin & Co (UK) Ltd.

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