



**Russell Baldwin
& Bright**

We guarantee your property matters



10 good reasons to let your property with Russell Baldwin & Bright

You want to let through a reputable company dedicated to realising the full value of your investment. We are one of the UK's largest independent letting agents, whose professional, qualified staff know the market inside out. We can provide invaluable advice, secure the highest rent, draft tenancy agreements and guide you through your landlord obligations. Here are ten more compelling reasons to let your property with Russell Baldwin & Bright.



1 Our Rent Guarantee Scheme

We want to take the risk out of letting for you and we understand how important cash flow is. So, depending on certain conditions, if a tenant that we have vetted fails to pay the rent, we will do so on their behalf within 10 working days. Should issues arise after we've given our unique Seal of Approval to tenants, our Chairman will also give the matter his personal attention.



2 We let people know about your property

See for yourself if we have registered interest in a property of your type using our unique 'Find a Tenant' online database. Once instructed we adopt a proactive approach and a wide variety of media to contact prospective tenants, including text message and email alerts.



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3 Google adwords for your property

We understand how many prospective tenants search online, so when managed by us their property will benefit from a sponsored Google adword. This creates the fast link to your property which is being constantly optimised to ensure maximum exposure.



7 You stay in the know

Your property will be seen, on average, more than 100 times per day* through our website and leading partner sites. You will receive email and SMS updates on marketing as well as rent confirmation and monthly statements. You will also be able to check the status of rent or works orders at any time via your online account.



4 Recognition within the industry

The 11 prestigious Daily Mail Property awards we have received in the past 3 years speaks volumes, as well as winning the Cartus Cup for Best Independent Estate Agent 2006 from the Home Sale Network of over 750 of the UKs most successful agents, which recognises the "Best of the Best".



8 We conduct ourselves responsibly

You can feel assured in the knowledge that we belong to the following regulatory bodies: the National Approved Letting Scheme (NALS), the Tenancy Dispute Service (TDS), the Association of Residential Lettings Agents (ARLA) and the National Association of Estate Agents (NAEA), abiding by all of their strict rules of conduct.



5 We show your property at its best

It is vital that your property is as attractive as possible. This is why we produce full-colour particulars as standard, with the option of professional photography and floor plans working alongside an online and newspaper presence, 'To Let' boards and window displays.



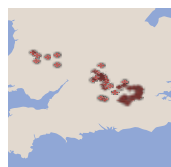
9 A devoted Property Management Team

A dedicated team of professional property managers will coordinate our network of trusted contractors, 24/7 emergency repair service and periodic inspections.



6 We can enhance your property's appeal

You would be amazed how a makeover can boost the appeal of your property, especially to professional tenants. We know what makes them tick and can advise on – and arrange – everything from small improvements to installing new suites.



10 Networking across the UK

Our widespread connections through the Home Sale Network ensure a nationwide presence, including our own network of 50 computer-linked offices, so that people relocating to your area will naturally see us as the agent to contact for their property needs.

*Please note that we make no guarantees that all properties marketed through Russell Baldwin & Bright will be advertised on all partner sites. Site advertising is carefully monitored to optimise the exposure to the Internet on the basis of property type and geographic location.



Please call us for your free market appraisal on 0000 123456
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