



PROPERTY INTEL

CLIENT — GENERAL

Property Intel — Let Only Service: Client Brochure

Property Intel is a London-based property management and lettings company built on precision, compliance, and measurable results. We serve private landlords, portfolio investors, overseas property owners, and institutional clients across Tower Hamlets and wider London.

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1.0

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Client — General

OWNER

Head of Marketing

REVIEW CYCLE

Bi-annually

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Introduction

Property Intel is a London-based property management and lettings company built on precision, compliance, and measurable results. We serve private landlords, portfolio investors, overseas property owners, and institutional clients across Tower Hamlets and wider London.

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Our Let Only service is designed for landlords who want to manage their own tenancies but require expert support to source, reference, and place high-quality tenants — quickly, compliantly, and without compromise.

We treat every instruction as a professional engagement. No shortcuts. No guesswork. Every property is marketed to its full potential, every applicant is thoroughly vetted, and every legal requirement is met before we hand the tenancy over to you.

2.0

What the Let Only Service Includes

The Let Only service provides end-to-end tenant placement, from initial marketing through to move-in and handover. Once the tenant is in place, you take over the day-to-day management.

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STAGE	WHAT WE DO
Market Appraisal	Data-led rental valuation using live comparable analysis from Rightmove, Zoopla, and our internal database
Property Preparation	Professional photography (minimum 15 images), measured floorplan, and a factual, compelling property description
Multi-Portal Marketing	Listing on Rightmove, Zoopla, OnTheMarket, Property Intel website, and targeted social media where appropriate
Applicant Sourcing	Proactive outreach to our registered applicant database alongside inbound enquiry management
Accompanied Viewings	All viewings conducted by a trained Property Intel negotiator with local area knowledge
Offer Management	All offers presented to you transparently, with our recommendation and market context
Tenant Referencing	Comprehensive checks: employment and income verification, previous landlord reference, credit assessment, affordability analysis
Right to Rent Compliance	Full Immigration Act 2014 compliance — original document verification, record retention, and follow-up scheduling for time-limited permissions
Tenancy Agreement	Preparation of a legally compliant Assured Shorthold Tenancy agreement, tailored to your property and requirements
Deposit Handling	Collection of the tenant's deposit (capped per Tenant Fees Act 2019), registration with a government-approved scheme, and service of Prescribed Information — all within the statutory 30-day window

Move-In Coordination

Professional photographic inventory, meter readings, key handover, smoke and CO alarm testing, and provision of all required documents to the tenant

Landlord Handover

A complete handover pack containing every document you need to manage the tenancy independently

3.0

How It Works

You contact us, and we arrange a property visit within 48 hours. We assess the property's condition, advise on any preparation that could improve lettable or yield, and deliver a written market appraisal with a recommended asking rent.

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STEP 1: INSTRUCTION

You contact us, and we arrange a property visit within 48 hours. We assess the property's condition, advise on any preparation that could improve lettable or yield, and deliver a written market appraisal with a recommended asking rent.

STEP 2: MARKETING

Within 5 working days of instruction, your property is live on all major portals with professional imagery and optimised listing copy. We monitor performance weekly and advise on adjustments if needed.

STEP 3: VIEWINGS & OFFERS

We conduct all viewings and provide you with weekly feedback reports. Every offer is presented to you with our assessment. You make the final decision — we provide the intelligence.

STEP 4: REFERENCING & COMPLIANCE

Once you accept an offer, we initiate full referencing and Right to Rent checks. We keep you informed throughout and present the reference outcome with a clear recommendation.

STEP 5: TENANCY SETUP

We prepare the AST, collect signatures, handle the deposit, and coordinate the move-in. Everything is done in compliance with current legislation.

STEP 6: HANDOVER

You receive a comprehensive handover pack with every document related to the tenancy. We walk you through the key dates and your ongoing obligations. From this point, the property is in your hands.

Why Property Intel

Letting regulations in England are detailed and frequently updated. Non-compliance can result in significant financial penalties and the inability to regain possession of your property. Property Intel embeds compliance into every stage of the letting process, not as an afterthought but as a foundational principle.

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4.1 COMPLIANCE-FIRST APPROACH

Letting regulations in England are detailed and frequently updated. Non-compliance can result in significant financial penalties and the inability to regain possession of your property. Property Intel embeds compliance into every stage of the letting process, not as an afterthought but as a foundational principle.

COMPLIANCE AREA	OUR STANDARD
Right to Rent	100% completion rate before tenancy commencement
Deposit protection	Registered within 14 days (target), always within 30-day legal maximum
How to Rent guide	Provided at every tenancy commencement
EPC verification	Confirmed before marketing begins
Gas Safety & EICR	Verified as current before listing
Consumer Protection	All descriptions factual and substantiated

4.2 LONDON MARKET INTELLIGENCE

Our team operates across Tower Hamlets, Canary Wharf, the City fringe, and wider London. We understand micro-market dynamics: how rental values shift between E1 and E14, which developments attract corporate tenants, and how seasonal patterns affect demand. This intelligence informs every pricing recommendation and marketing strategy.

4.3 TRANSPARENT COMMUNICATION

You will never be left wondering what is happening with your property. We provide structured weekly updates during the marketing phase, immediate notification of all

offers, and clear explanations at every decision point.

4.4 QUALITY OVER VOLUME

We do not operate on a high-volume, low-touch model. Each instruction receives dedicated attention from a named negotiator who understands your property and your objectives.

5.0

Who We Work With

Property Intel's Let Only service is designed for a range of client profiles:

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CLIENT TYPE	HOW WE HELP
Private landlords	Professional tenant sourcing and compliance handling for single-property owners
Portfolio landlords	Batch letting services with consolidated reporting across multiple properties
Overseas investors	Digital-first processes (video appraisals, DocuSign, email handover packs) for landlords who cannot attend in person
RTM companies & freeholders	Letting services for common parts or retained units within managed blocks
SA operators	Tenant placement for serviced accommodation units transitioning to AST lets
Ethical & Shariah-conscious investors	Tenancy structures reviewed for compatibility with Islamic finance principles; interest-free default clauses where applicable
Commercial landlords	Residential letting support for mixed-use or converted commercial properties

6.0

Our Standards

Every Property Intel listing meets the following minimum standards:

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6.1 MARKETING STANDARDS

Every Property Intel listing meets the following minimum standards:

- 15+ professional photographs (wide-angle, natural light).
- Measured or schematic floorplan.
- Factual property description with transport links and local amenities.
- Published on Rightmove, Zoopla, OnTheMarket, and our own website.
- Compliant with Consumer Protection from Unfair Trading Regulations 2008.

6.2 REFERENCING STANDARDS

Our referencing process covers:

- Employment and income verification (minimum income-to-rent ratio of 2.5:1, or 3:1 for higher-value lets).
- Previous landlord reference (covering payment history, property condition, and conduct).
- Credit check and adverse credit history review.
- Affordability assessment against current financial commitments.
- Right to Rent verification (Immigration Act 2014).

Where references are conditional, we advise on guarantor arrangements or alternative risk mitigation. We never recommend proceeding with a tenancy where references are unsatisfactory.

6.3 TIME STANDARDS

MILESTONE	OUR TARGET
Market appraisal delivered	Within 48 hours of enquiry

The Handover Pack

When the tenant moves in, you receive a complete documentation pack containing:

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- Signed Assured Shorthold Tenancy agreement
- Tenant contact details
- Reference outcome summary
- Deposit certificate and scheme details
- Signed Prescribed Information
- Professional photographic inventory and schedule of condition
- Check-in report with meter readings and key log
- How to Rent guide confirmation
- Gas Safety Certificate, EPC, and EICR (where applicable)

This pack provides everything you need to manage the tenancy from day one. We also offer a handover call to walk you through the key dates, renewal timelines, and your ongoing obligations.

8.0

After the Let

Once the handover is complete, Property Intel's active involvement concludes. However, we remain available to you:

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- **Rent Collection add-on:** If you decide self-management is not for you, we can activate our Rent Collection service to handle monthly rent, arrears management, and financial reporting on your behalf.
- **Full Management upgrade:** For landlords who want comprehensive, hands-off management including maintenance, inspections, and compliance renewals.
- **Re-let service:** When the tenancy ends or renews, we are ready to assist with tenant replacement or renewal negotiation.
- **Ad-hoc compliance support:** EPC renewals, Gas Safety Certificate coordination, EICR arrangement, and deposit dispute guidance.

Pricing

Property Intel's Let Only fee reflects the depth and quality of service provided. Our pricing is structured to be transparent, with no hidden charges.

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9.1 WHAT IS INCLUDED

The fee covers every stage of the letting process from instruction to handover, including:

- Market appraisal and property visit
- Professional photography and floorplan
- Multi-portal marketing
- Accompanied viewings
- Full tenant referencing
- Right to Rent compliance
- Tenancy agreement preparation
- Deposit collection, registration, and Prescribed Information
- Move-in coordination and professional inventory
- Handover pack

9.2 FEE BASIS

Our fee is a single, transparent payment based on a percentage of the achieved annual rent or a fixed fee — whichever structure best suits your circumstances. There are no additional charges for compliance checks, document preparation, or portal listings.

9.3 PORTFOLIO & MULTI-PROPERTY TERMS

Landlords instructing multiple properties benefit from a structured fee arrangement. Contact us to discuss portfolio terms.

9.4 PAYMENT TERMS

The Let Only fee is payable upon successful tenant placement. No fee is due if we do not let your property.

Contact & Next Steps

We welcome enquiries from landlords at any stage — whether you are preparing a property for the rental market, seeking a replacement tenant, or evaluating your current letting arrangements.

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HOW TO REACH US

CHANNEL	DETAILS
Telephone	07586479847
Email	contact@property-intel.co.uk
Website	property-intel.co.uk
Office	30 Churchill Place, London E14 5RE

WHAT HAPPENS NEXT

1. **Initial Conversation** — We discuss your property, objectives, and timeline.
2. **Property Visit** — We visit the property within 48 hours to conduct a formal appraisal.
3. **Market Appraisal** — You receive a written report with our recommended asking rent and marketing strategy.
4. **Instruction** — If you choose to proceed, we issue our Terms of Business for signature and begin immediately.

We look forward to working with you.

Property Intel — Precision Lettings for London Landlords

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NEXT ACTION

Discuss this service

For scope, fees, onboarding timelines, or portfolio-fit questions, route the next conversation through Head of Marketing or the relevant Property Intel service lead.

DOCUMENT OWNER

Head of Marketing

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