

Property Industry needs a revolution

Tuesday 17 November, 2015

We are a group of professionals with many years of experience within the property industry and the wider business world. We have launched into the industry because we want to enact a change in market traditions.

For too long, the property market has charged exorbitant fees on the proviso that the more a service costs the better that service should be. We believe that the market has changed for the better and, as a result, we can offer a premium service that is also fairly priced.

We have analysed the market and found that there are some striking irregularities – for example, if you would like a lettings agency to manage your property, they will generally charge you more to manage the property if the rent is £10, 000 than if it is £1000 even though it does not cost the agency more to manage the property: so why should the service cost more?

Our business mantra is simple – Premium Service, Honest Pricing.

How can we offer competitive pricing and a premium service?

In the last 20 years the property industry has gone through something of a revolution. The industry and the technology available have developed to facilitate a more efficient process. This allows us as property professionals to become more competitive without compromising our service. It's not so long ago that when you wanted to find a home you would need to scour through countless property papers only to find that most publication runs would be submitted on a Thursday and by publication on the Tuesday after a busy weekend of activity over 50% of the properties were no longer available. New technology has progressed so that finding your perfect home has never been easier. Today this means when you are looking for your perfect home you can turn up in expectation rather than hope.

For many companies the business model is to squeeze every penny or cent from their customers: we are proud to be different. Focussing on creating a more efficient business model, our pricing structure is clear and up front and represents the way forward: for 3.6% inc. VAT we will find the perfect tenants, make sure they are suitably referenced and ensure all parties are ready to collect the keys on moving day. Of course there may be a number of additional services you would like to make the process smoother and if you would like to us to collect the rent and manage the property we can offer that service for £36 per month. It doesn't cost us more to provide our management service if your home is larger and therefore more expensive so why should we charge our clients more? And we don't!

Many companies have successfully set this precedent in the past in other industries: when web companies were offering 2-4MB free web mail, Google blew the market away with their 1GB mail service.

At launch our service will be exclusive to London. Our sales service is being perfected and will be available from next year and we also have a number of other property expansions in the pipeline.

Of course, these are big ambitions, but then again, it won't cost you a penny unless the promises are fulfilled. The proof is in the pudding!

For all enquiries, please contact me directly: my personal mobile is 07999317752 or lewis@andlettings.co.uk and at www.andlettings.co.uk.

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T. 07999317752

E. lewis@andlettings.co.uk

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