

P1 WELCOME 2017!

We've have a freshen up!
You may have already seen
our new branding, if not,
here's our new brand.

P2 WE CAN SAVE YOU MONEY!

We look at how the costs of
managing your own property
can tot up and the benefits of
employing a managing agent.

P3 SMART METERS

We update you on the smart
meter roll out

JASON'S PROMOTION

Exciting news for Jason....

P4 / MEET THE TEAM

We have expanded and
recruited some new faces to
the Sugarhouse Team.
So you can put a face to our
names, check out our pics!



QUARTERLEY NEWSLETTER
WINTER 2017 EDITION

Welcome to 2017 - We've had a freshen up!

Happy New Year from us all at Sugarhouse Properties. We hope that 2017 is a prosperous one for you all and we look forward to working with you in the year ahead.

You may have noticed that we have recently changed the design of our branding and artwork as we felt it was time to for a change and a slightly more contemporary look.

We have stayed true to the bright pink that we have become rather synonymous with over the years but hope you like the updated version with a newer design and some extra colours. We have also been working with an exciting Headingley based design company, Zeppo Creative, to create some fun, eye catching marketing material for 2017 which we're already starting to roll out. We are always looking at ways to improve our marketing and ensure that our branding, values and marketing campaigns are as visible and eye-catching as they can possibly be.

SUGARHOUSE PROPERTIES

SWEET AS.

STUDENT PROPERTIES WITH ALL THE TRIMMINGS

Better student properties, better service, better value and amazing bills-included pick 'n' mix packages*.

*Conditions and additional charges apply. Packages vary, 100mb broadband where available.

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UNIPOL CODE

It's Official... Letting Agents SAVE Landlords money!



A new survey suggests that a letting agent saves a landlord an estimated £1,910 a year.

The result of an investigation into 500 landlords by insurance firm Endsleigh suggests that there are widespread misconceptions among landlords about the value for money offered by letting agents.

Of those landlords suggesting that they could save money by not using agents, the average sum 'saved' on fees was £159 per month.

However, comparative analysis of the rental income and void periods for those landlords with, and those without, agents suggested that in fact agents saved their clients an average of almost £2,000 each.

Most of the savings for landlords are created by agents minimising void periods when compared to landlords who go it alone marketing their property.

Some 76 per cent of respondents to the survey reported that their agent helped them pro-actively find tenants, as well as providing other services such as help with legal and financial matters and so contributing to a reduction in overall costs.

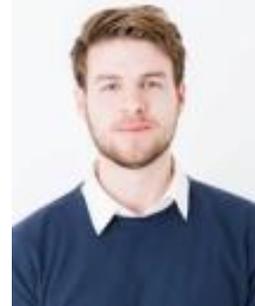
The survey suggests that relationships between letting agents and landlords are not about financial benefits alone.

Of those landlords who use an agent, 50 per cent were most attracted because of their local knowledge, and more than two in five claim that excellent service is a deciding factor. Some 41 per cent feel the main benefit of working with an agent is that it provides peace of mind, and 25 per cent say they communicate with their letting agent on a weekly basis.

We really hope that you enjoy working with us; the relationship we have with our Landlords is hugely important to us and we really appreciate your trust in placing your investment in our hands. We pride ourselves on our successful lettings history with no managed property remaining unlet and zero voids once again this year on all of our fixed managed tenancies. On top of this, our dedicated accounts department has managed to resolve all rent arrears issues on all tenancies, meaning none of our landlords have been out of pocket by the end of a tenancy; a feat that is almost unheard of in our industry with most agents running a percentage loss on their rents each year. We're always look at ways in making our service for landlords even better and as always welcome any and all feedback that you may have. We hope that you've found your experience with a Letting Agent to be a positive one!

Congratulations to Jason; our new Lettings Manager!

We're delighted to announce that Jason Bellwood, one of our senior Lettings Negotiators, has been promoted to the role of Lettings Manager.



This is Jason's third year with the company and over that time he's become familiar with all aspects of the industry and has unrivalled knowledge of Sugarhouse's property portfolio.

Jason will continue to carry out viewings during our busy student lettings period but is now also managing our growing team of full and part time lettings negotiators.

As one of our current landlords, you've probably already benefitted from Jason's hard work in helping to make sure that once again all of our managed properties were let, virtually void free, last year.

This year Jason is backed up by a great team with bags of experience and enthusiasm as we've increased the number of lettings negotiators to cope with the increased demand in our properties.

If he's not dashing out the office with a bag full of keys, Jason is always available for any of our landlords who want to chat about their properties and answer any questions you may have.

Broken Boiler Warning from Direct Line- It is still winter!

Specialist insurer Direct Line for Business is issuing warnings to agents and landlords that while winter has so far been relatively mild, February - which starts next week - is historically the peak month for boiler problems.

It says boiler repair claims are typically up 163 per cent in January compared to the monthly average. Last winter the insurer saw a 27 per cent increase in claims on broken-down boilers overall compared to the previous year.

With the average malfunctioning boiler costing several hundred pounds to fix, the firm says agents and landlords should not be complacent.

"[Agents and] landlords should make sure their properties have fully serviced boilers to help ensure their tenants don't have heating issues. Landlords are legally responsible for securing a safety certificate for gas appliances each year and they also need to ensure the heating and hot water systems are maintained and functioning properly."

The firm says agents and landlords should keep heating on low to avoid frozen pipes should temperatures drop suddenly, with insulation helping provide a longer-term solution.

It also urges bleeding radiators to release air - an easy way to improve energy efficiency if a property is not as warm as it should be.

Sugarhouse offer regular boiler servicing and checking for warning signs such as leaks, cracks or noises in addition to the Annual Gas Safety Certificate. If you would like to arrange an annual service, please get in contact with the office.



We're getting smarter! Smart meters update.

We spend a lot of time looking at the best products and services for our increasingly popular Bills Included Packages and we're also always on the look out for ways in which we can allow our tenants to better monitor their consumption and become more responsible in terms of their usage. As such, we have recently completed the first stage of our plans to introduce "Smart" meters in the majority of our managed properties. These meters allow tenants to track actual consumption and produce accurate and meaningful data and readings. By reducing meter read errors and allowing tenants to have a real time gauge of their own consumption, we hope this will reduce a number of recurring issues for tenants (and also landlords).

By 2020 the Government wants all homes to have smart meters fitted. We made the decision, funded by Sugarhouse and our suppliers (and with therefore no cost to our landlord clients), to be slightly more proactive and now around half of our managed properties benefit from having smart meters installed. We hope to continue with this program in 2017 with a second wave to follow later in the year with a view to having this technology available to all of our managed tenants well in advance of the 2020 timeframe.



Integrating Social Media



FACEBOOK- facebook.com/SugarhouseProperties

With the student letting season in full flow, we have seen a huge increase in engagement and post reach with our page. We currently have an audience of over 60,000 tenants! We are advertising properties on this medium and finding that it is directing tenants to our website in far greater numbers!

TWITTER - [@SugarhouseLeeds](https://twitter.com/SugarhouseLeeds)

Twitter is really useful for keeping up to date with events, offers and even to see what the Leeds population is up to. We regularly receive tweets from local businesses who are looking to promote their products / services which we find is great for our students

YOUTUBE - youtube.com/sugarhousepropeties

In production at the moment are some more helpful videos for our tenants. We often find that sending them a self-help video can solve the problem without the need to send a contractor. We are going to be issuing a large number of new videos with a broader range of information for our tenants, these include Light bulb types to unblocking washers!

INSTAGRAM - www.instagram.com/sugarhouseproperties

You'll be surprised at what we see on a day to day basis! Our Instagram account has loads of photos while we are out and about and our students frequently like and comment on our snaps. We've had our own Friday Lunches, to an office Birthday Party, to Jason promoting a brand new refurbished house and even Pokemon Go catching!

2017 – New Year – Meet The Team

We often speak to you on the phone or via email and we like to put faces to names. We have introduced pictures to our email signatures so you can see who we are. As we welcome 2017, we'd like to introduce our team.

**Richard,
Director.**



**Charlie,
Director.**



Josh, General Manager



Jason, Lettings Manager



Laura, Company Bookkeeper



**Fi, Senior Lettings Admin &
Social Media Co-Ordinator**



**Helen,
Maintenance Administrator**



**Chris,
Maintenance Co-Ordinator**



**Lucy,
Lettings Administrator**



**Oli,
Lettings Administrator**



**Gav,
Lettings Negotiator**



**Tom,
Lettings Negotiator**



**Charlie,
Lettings Negotiator**



We'll have loads more news to bring you in the next newsletter; Here is a snip of what we'll be looking at;

SMART METERS

As the government pushes on with their roll out of these meters, we look at our plans to integrate smart meters into all of our houses.

MARCH BUDGET

We will look at the proposals in the chancellor's budget and see what benefits and impact the latest changes will have on the rental market.