



B R U N S F I E L D

Property. Management. Performance.



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## ABOUT

Brunsfeld specialises in residential lettings, Private Rented Sector (PRS) Management and service charge structuring. We are also retained by both private and institutional clients to advise on residential investment opportunities throughout the UK.

We are straightforward to deal with and listen to our clients. Our approach is to act fairly in our dealings with investors and tenants alike in providing a service based above all on performance, value and attention to detail. We believe that property management should be considered as

an integral part of the investment process rather than as an afterthought and that pro-active, rather than reactive management will increase both rental yield and resale values. Brunsfeld is a member of the Property Ombudsman scheme.





## PROPERTY MANAGEMENT FROM A DIFFERENT ANGLE

Client > Property > Strategy > Management

Why are you investing in a particular property? We want to understand your outlook and plans so that we can implement a management strategy that complements your goals and offers you the best return.



### PERFORMANCE & REPORTING

The financial performance of our clients' properties is our key driver and the yardstick by which we would wish to be measured. We understand that every management cost will ultimately affect net income so we make sure that decisions are made with our clients' best interests and investment aims in mind. We provide quarterly reports with an additional online login to allow access to management information related to each property portfolio we manage 24 hours a day, 7 days a week.



### PRO-ACTIVE APPROACH & COMMUNICATION

Property management should not be about managed decline as is so often the case. We believe in a pro-active approach to keep rents rising over time and in keeping investor overheads to a minimum. We believe in doing things properly and hold a natural bias toward the longer term. Communication with our tenants is a key part of our approach as is an effective and quick response to maintenance issues using a trusted panel of proven and reliable contractors.



### RISK MANAGEMENT

The ownership of residential property can present significant risk for the investor and needs to be managed correctly. Ensuring that your property is compliant with current legislation and best practice guidelines is vitally important to ensure you are protected. On instruction Brunsfield will conduct a comprehensive health and safety review covering matters such as fire safety, gas safety, general risk and insurances. We then produce a risk matrix which is reviewed regularly and acted upon to ensure compliance.

The financial performance of our clients' properties is our key driver and the yardstick by which we would wish to be measured.



## TENANCY MANAGEMENT (RESIDENTIAL LETTINGS)

Tenancy management is our core business. We do our utmost to ensure that our landlords are receiving the highest possible rent while also ensuring that tenants are treated fairly.

We have a reliable and experienced property management team and panel of contractors. We use online reporting and consider health and safety and legal matters to ensure that our landlords are protected. Our fully managed service includes:

- **MARKET ANALYSIS**  
To ensure that your property stands out and achieves the best rent.
- **ADVICE & CONSULTATION**  
To ensure the efficient management of your property.
- **MARKETING**  
Using property portals including Zoopla and Rightmove as well as print advertising.
- **VIEWING**  
Conducting viewings until the property is let.
- **REFERENCING**  
Comprehensive tenant profiling.
- **PAPERWORK & DEPOSITS**  
Deposits protected by Deposit Protection Service.
- **INVENTORY**  
Detailed reporting and high resolution photography to protect all parties.
- **RENT COLLECTION & STATEMENTS**  
Via email and online login.
- **TENANCY RENEWAL OR EXTENSION**  
All relevant administration as well as rent review.
- **TERMINATION NOTICES**  
As per Section 21 of the Housing Act 1988.
- **PAYMENTS**  
Management-related outgoings organised.
- **PROPERTY INSPECTIONS**  
Carried out quarterly to check that your property remains in good condition.
- **24 HOUR EMERGENCY & MAINTENANCE SERVICE**  
To give landlord and tenant peace of mind.
- **ROUTINE REPAIR & MAINTENANCE**  
Using approved contractors.
- **TAX CERTIFICATION FOR OVERSEAS LANDLORDS**  
Preparation of all correct documentation.

We do our utmost to ensure that our landlords are receiving the highest possible rent while also ensuring that tenants are treated fairly.



## PRIVATE RENTED SECTOR MANAGEMENT

PRS has emerged as a serious new sector in the UK residential market. Although nothing new to overseas markets including the USA and some in Europe, it is an unfamiliar model in the UK.

Service delivery to tenants is vital to the success of a building as an ongoing PRS proposition. In simple terms if tenants are happy they are likely to stay longer and to pay more rent and conversely the opposite is true. Tenants need to feel that they are receiving value for money and a good service.

To provide an effective management service that achieves this aim is more labour intensive than the management of a traditional “built to sell” residential development and levels of service must necessarily be much higher. If approached correctly these higher levels of service will benefit tenants and investors alike as it will become a good place to live and the positive reputation of the building (as being well managed) should result in higher eventual resale values.

Brunsfeld is adept at striking the right balance between service levels and cost. There are no short cuts to managing a building effectively and we believe that significant effort needs to be put into such matters as the recruitment of the right building staff and getting the best value service contracts.

We believe that the integration of the service charge management with the management of the lettings allows a building to be run more efficiently and effectively with one team under the same structure able to easily communicate with each other and the tenants.

The key to successful PRS management lies not only in effective budgeting and cost management but good communication with the residents. Ultimately the service charge needs to underpin a building where people will want to live and, crucially, where people want to stay. This means creating a strong on-site team who listen to residents and communicate with them through face-to-face meetings and social media. This team should be tenant-focused, offer practical assistance when needed and help to create a good place to live.

All of the above encourages a sense of community which will result in tenants staying longer thus reducing rental voids and tenant turnover as well as increasing investor returns.

Tenants need to feel that they are receiving value for money and a good service.



## INVESTMENT BROKERAGE

Brunsfeld is retained by a number of private and institutional clients looking for Private Rented Sector (PRS) and residential investment opportunities throughout the UK.

Based in Mayfair at the heart of the UK property industry we are ideally placed to keep a close eye on the residential investment market and associated deal flow.

We effect discreet introductions and undertake detailed due diligence, where required, using our UK-wide network of local contacts to give our clients the full picture. These include private and institutional investors both in the UK and overseas, developers and banks.

We are well networked and often have sight of new and proposed residential stock in a wide range of locations. We act for both purchasers and vendors

on whose behalf we pro-actively seek investment opportunities or potential investors, according to individual requirements. We are transparent in the way that we work and only charge introducer fees in the event of a completed transaction. We are exceptionally discreet and are happy to sign non-disclosure agreements where appropriate.

If you are looking for investment propositions or to enact a sale please contact us. Equally if you are looking for investment or joint venture partners please get in contact and we would be happy to arrange a meeting to discuss your requirements.

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## SERVICE CHARGES

The structuring of an effective service charge is important to the successful management of all residential buildings but becomes vital in the case of larger projects.

Keeping service charge costs at a sustainable level without impacting service delivery to tenants is important both in terms of minimising service charge outgoings and maximising rents. There is often an inherent tension in this.

It is usually a mistake to reduce the service charge to the minimum. While this may seem attractive, capital is unlikely to be saved in the longer term and indeed the opposite may be true. Neglected maintenance issues can result in significant expense in future years and poor services may result in increased rental voids, dissatisfied tenants and downwards pressure on rents and resale values.

- **LEASE STRUCTURING**

Brunsfeld offers advice to ensure that the value of any ground rents are maximised and to ensure that the lease contains sensible provisions relevant to the building's management.

- **STAFFING**

Advice on suggested staffing levels, salaries and recruitment, where appropriate.

- **MECHANICAL & ELECTRICAL**

Advice on running costs and maintenance of mechanical and electrical equipment. We can make recommendations on what equipment to install (and what to avoid).

- **HEALTH & SAFETY**

Advice on management of health & safety matters within the communal areas including general risk assessments, fire risk assessments and emergency lighting testing.

- **UTILITIES**

Advice on the procurement of utilities and minimising costs through the use of energy brokers, energy efficient lighting and sensors.

- **SOFT SERVICES**

Advice on soft services such as cleaning and gardening including choosing contractors, employment considerations and hours of work.

- **INSURANCES**

To ensure your building is adequately covered at a competitive rate. We can organise valuations and ensure engineering cover is also in place to cover failure of equipment such as lifts.

- **CONTINGENCIES**

We recommend the implementation of planned maintenance programs, even for new build projects, to ensure that appropriate reserve funds are built up to maintain the building's fabric over time.

Neglected maintenance issues can result in significant expense and poor services may result in increased rental voids, dissatisfied tenants and downwards pressure on rents and resale values.



## CONSULTANCY

Effective residential property management is based on sound technical knowledge, a command of detail and good communication skills all of which are core to the Brunfield approach.

We offer an advisory service covering the full range of residential management from the integrated management set up of large PRS projects to improving the returns of under-performing portfolios. We are well versed in dealing with issues such as problem tenants, debt recovery and long term maintenance programs.

If we can't advise directly we will usually work with a subject matter expert (if the situation requires specialist legal advice for example).

In order to resolve many residential management issues a detailed understanding of current legislation is often required but equally important is a command of the detail and a willingness to get to grips with the problems. Whether you are trying to save costs, recover monies or find a solution to a difficult situation we can put together a strategy that suits your requirements and budget.

We offer an initial free-of-charge meeting in order to understand what is required and to see how we can help. We will always be honest, straightforward and forthright in our advice.

Areas of particular expertise include:

- SERVICE CHARGE STRUCTURING
- DEBT RECOVERY
- PRIVATE RENTED SECTOR MANAGEMENT
- TENANCY MANAGEMENT
- OBTAINING VACANT POSSESSION
- STAFFING REQUIREMENTS
- HEALTH & SAFETY CONSIDERATIONS

We are well versed in dealing with issues such as problem tenants, debt recovery and long term maintenance programs.

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