

Press Release



Premier
Places

21 January 2010

Investment ‘health’ check from Premier Places

With property sales still slow across the county, city-based letting agent Premier Places welcomes an increasing demand for rental properties and launches a brand new investment health check service for property investors.

The brand new service takes the pain out of property investment by providing an independent search, selection and set up service for those wanting to get their foot on the buy to let investment ladder.

By using the free service, property owners avoid the common pitfalls associated with purchasing a property as Premier Places will guide them through the process from start to finish, ensuring that they are making the right choice for their investment and are one step ahead of the competition in an increasingly competitive market-place.

The property health check process, available to landlords who let their property through Premier Places, starts with a consultation during which a landlord's requirements, individual circumstances and investment budget are assessed. After which, an analysis of the market is undertaken as well as the initial viewing of potential investments. Investment properties are shortlisted, second viewings are arranged for the investor, who will be accompanied by the Premier Places' 'house doctor', who will outline what is required to maximise the rental return.

“If a property does require work the investor is made aware of this from the outset and understands the cost implications from the start. They will know how much the

investment is going to cost and how we intend to turn it around, securing a tenant for them as quickly as possible. We have access to a range of in-house contractors who can make a quick assessment of the property and provide quotes for any work required.” said Premier’s ‘house doctor’ and lettings and sales manager Dominique Tilly.

Once the investor has decided on a property, Miss Tilly will negotiate the purchase on their behalf, eliminating all of the stress and pressure from the purchasing process.

“With the expert advice and guidance from a property team with an unrivalled, in-depth knowledge of the market and a proven track record in sales, combined with services delivered by our skilled team of contractors, landlords can rest assured that they have made a sound investment.”

Miss Tilly continued: “While demand for rental properties is high, so is supply. Tenants are finding themselves in a position of strength and are demanding high levels of decor and finishing in their homes. In this competitive market-place first impressions are of the utmost importance. Unlike in the property sales market, potential tenants generally spend little more than a few minutes viewing a property and often view many properties in the same day as they perceive the rental home as a short term solution only. “

As an independent agent, Premier Places can tailor each package to suit the individual client. All landlords will receive a property health check tips and advice sheet as part of the service.

For advice or information on any aspect of property health check service, or to arrange a free consultation, contact Dominique Tilly at Premier Places on 01905 734174 or dominique@premierplaces.co.uk.

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For further press information contact Hannah Wylde on 07974 248255 or hannah@hwcommunications.co.uk

Notes to editors:

Originally established in 1996, Premier Places is the county's market leader in the independent residential property lettings sector with a portfolio of over 500 managed properties (achieving rental values of between £350 and £2000 each) and provides services to some 125 landlords on a let only basis. Premier Places operates from its office headquarters on the corner of Foregate Street and Castle Street in Worcester city centre.