



Sales & Lettings Done Properly



Positive: Professionalism, Quality, Responsiveness, Value

The staff at Northwood should be cloned and replicated in all estate agents. They are always super friendly, helpful, efficient and supportive. Sometimes when you buy or sell a house, everything goes swimmingly and estate agents do not get a chance to shine. In this case, Northwood in general had plenty of opportunities to shine. Obstacle after obstacle prevented the smooth transition for the house sale.

Each one met with polite, enthusiastic and highly effective responses from Northwood. Susan held our hand through every step of buying our first property, I can't thank the Northwood team enough. Friendly, responsive and informal, but not afraid to chase the solicitors! They've been fab.



northwood

Over & Above

Why Northwood?

We're committed to going over & above in everything that we do: providing an outstanding service to all of our clients. We believe in weaving this philosophy through every aspect of the Northwood service.

Established in 2007 in Carlisle, Cumbria, our clients benefit from expert local knowledge with the power and support of our national brand.

My team are trained professionals, passionate about property & compliant in all they do. They get to know their clients and deliver a timely first class service with a sincere personal touch.

Our commitment underpins everything we do, so much so that Northwood Carlisle has been recognised locally and nationally with Best Agent Awards from The British Property Awards and The All Agents customer review awards.

We offer a fully comprehensive estate agency service with two distinct services. Our unique Lettings service offers Traditional Management services as well as our signature Guaranteed Rent scheme.

Each and every client has my personal pledge to uphold our service levels and deliver a sale at the best possible price or a property managed without hassle.

K. Doree

Kerry Doree, Managing Director





The importance of local knowledge

We pride ourselves on our extensive knowledge and understanding of our local area. Every member of our team know their postcodes inside out. We not only work in our territory, we live in it and were brought up in it.

They know the best bits, the up-and-coming areas, the side streets, the green spaces, the dog walks. They know where the good schools are, how far you are from the cinema, the bus stops or train stations, the hidden gems and where the best coffee can be found. They know the best parks with the best swings, they even know the trendiest bars and restaurants to eat.

So you know you're consulting the right people when it comes to understanding the local property market. Whether it's advising on your first time purchase or a down size, a family home or a buy-to-let, we know we have the knowledge needed to give key information to prospective buyers and tenants and ultimately getting the best outcome for our vendors and landlords.

Meet the team

Kerry Doree - Managing Director



Kerry has been with Northwood since day one. Promoted to Managing Director in 2021, Kerry's knowledge of the local property market is second to none. She lives locally in Carlisle but you'll find her in the lakes most weekends.

Ruth Thomson - Property Consultant



Ruth joined Northwood from public sector housing, giving our office an extra dimension. She's the friendly face you'll meet when entering our office.

Emily Short - Lettings Manager



A real success story, Emily joined Northwood in 2017 as an apprentice. What Emily doesn't know about lettings isn't worth knowing. She has attained a Propertymark Level 3 Residential letting and property management qualification. Emily is also

a dance coach, consuming most of her time away from Northwood.

Dee Burgess - Property Consultant



You've got more chance of seeing Dee out and about in the Northwood car than in the office. Dee does most of our viewings and property visits as well as behind the scene, ensuring your rental is good to go.

Susan Taylor - Head of Sales



Suze has over 11 years experience in Estate Agency and knows her stuff. From valuations, offers, progression, and completion, Suze loves every aspect of her job. It shows in her 5 star google reviews as well.

Abi Shannan - Property Consultant



Our newest member of staff, Abi commenced her Lettings apprenticeship in 2022 and is progressing very nicely and is already showing her passion in property.

Jenna Phillips - Property Consultant



A long standing and key member of the Northwood team. Jenna has done most roles in our office but is much more than an "all rounder". She lives in Brampton and is a busy mum of two boys.

Gordon Adamson



Owner of Northwood but extremely happily retired.

We offer two distinctive service offerings Property Professional & Bespoke.

Property Professional

from northwood



Property Professional

This proposal sets out our scenario to find a suitable buyer for your property with the minimum of fuss, with no upfront fees, as quickly as possible and at the highest realistic price in today's market, whilst offering our vendors great value for money when it comes to seller's costs.

What we quote is what you pay. No add on for viewings or withdrawals. You'll do well to find this from any other Carlisle Estate Agent.

Service Offering

- Professional property photography (exterior and interior)
- Property particulars
- Social media sneak peak launch
- Listing on the major online websites
- Mailing all our relevant house hunters
- Handling all viewings, offers, price negotiations and once a price has been agreed with a buyer, pushing the sale through to completion with the conveyancing solicitors.
- No set up fees



BESPOKE

by northwood

You only get one chance to make the right impression to prospective buyers. With our BESPOKE service, we know this does just that.

We use the most modern technology on the market, carefully crafted kit which enables us to produce the highest quality property photographs, floorplans and virtual tours.

As well as offering everything for our Property Professional service, we offer the following:

- State of the art photography
- High resolution professional walk through tour
- Free Energy Performance Certificate
- Free 2D floorplan
- A unique stand out board with your property headlining it
- Featured or Premium property listing on Rightmove, ensuring your property gets more views than other standard listings*

BESPOKE
by northwood

01228 534000
BESPOKEBYNORTHWOOD.COM

32 Orchard Way

 **FOR SALE**



*Featured listings get 100% more views and Premium listings get 20% more views. Information given by Rightmove March 2023.

Sales Process

A step by step guide to selling

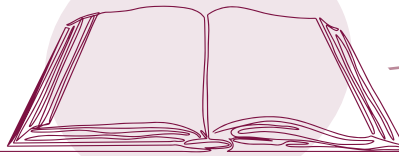


02. Measure Up & Detail

A second visit to write up the marketing materials, such as room measurements, a written description, property photographs, 3D floor plan and an online video tour using our state of the art 360 camera.

01. Market Appraisal

Our initial meeting at the property to discuss our marketing strategy and suggested marketing price, and to answer any questions you may have.



03. Preperation of Marketing Materials

We want you to be happy - that's what sets us apart, after all - so only once you're happy with all of the marketing materials will the property go live and a professional brochure be printed.



04. Negotiator Introduction

You will receive a call from your allocated negotiator to introduce themselves and answer any questions you may have at this stage.



05. Viewings & Feedback

We strive to provide you with feedback on every viewing within 24 working hours.

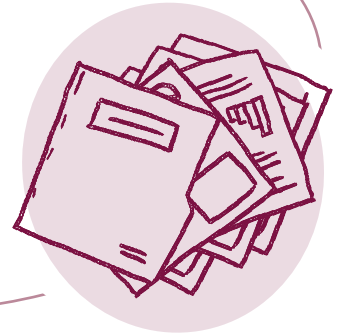


06. Bi Weekly Reviews

A dedicated call with your allocated negotiator to discuss interest levels and change in marketing strategy if required.

07. Offer Management

We will act on your behalf when negotiating the offer received on the property. Not only to get you the best price, but the best buyer overall.



08. Solicitors Instructed

Choosing a Solicitor is as important as choosing your Estate Agent. We have relationships with some of Carlisle's best Solicitors to help find the right one for you.



09. Our Sales Progressor

You're in the most capable hands with Northwood, who will work closely with solicitors, mortgage advisors and surveyors, to ensure the progression of the sale runs smoothly as possible.



10. Completion - Finally!

Completion and key handover is the day we've all been waiting for. Hopefully we reached this final stage stress free, but if not, we'll be there to assist you, every step of the way.

Lettings

We're proud to offer a range of services based on what you need from us in terms of support for letting your property. The philosophy behind all these services remains the same: we go over & above to offer you the lettings experience you are looking for, providing all the support you need.

Guaranteed Rent Service

Our exclusive Guaranteed Rent Scheme offers the ultimate peace of mind. The scheme offers you as the landlord the benefit of a guaranteed fixed monthly income from your property. You are guaranteed to receive your rent - even if the property is empty, or if the tenant stops paying.

The way that it works is that your local Northwood branch essentially become your tenant.

We guarantee to pay your monthly rent, that means no more rent stress for you. We take on that responsibility.

Fully Managed Landlord Service

The Fully Managed Service is ideal for landlords who have limited time to manage their property. We look after every aspect of the tenancy - organising contractors when they are needed, managing day to day issues with the tenants - just as we would with the Guaranteed Rent service - the key difference is that we do not provide guaranteed rental payments.

Some landlords prefer to be completely hands-on. If you are willing to take on the full responsibility of running the tenancy and simply want help finding a suitable tenant, or assistance with some of the financial and administrative tasks, then these next two services are aimed at those landlords who are more hands-on:

Tenant Find Service

This service is designed to help you manage one of the most important challenges with Letting a property - finding suitable tenants. We charge a small set-up fee for finding the tenant, assisting you with property preparations, interviewing tenants, drawing up the necessary agreements and preparing the inventory.

Rent Collection Landlord Service

Collecting rent can be one of the most time-consuming and potentially stressful aspects of being a landlord.

We charge a set-up fee for finding the tenant, assisting you with property preparations, interviewing tenants, drawing up necessary agreements and preparing the inventory. We then take responsibility for rent collection and payment to the landlord by BACS.

Throughout everything, good communication remains at the heart of our service. We keep you updated and informed without overwhelming you. We're here to help you throughout every part of the process of letting your property.

Here's a handy summary of what our services include:

	Tenant Find	Rent Collection	Fully Managed	Guaranteed Rent
Full inventory preparation including photographs*	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Advertise property and interview prospective tenants	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Organise tenant references and contracts	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Oversee tenant move in	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Collect rent and pay landlord by BACS	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Online Landlord portfolio management	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Conduct regular property inspections and reports	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Handle all tenant queries	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Full maintenance service	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Legal costs covered	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Guaranteed rent if tenant in arrears	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
No set up fees or commission charged	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Guaranteed start date	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Guaranteed internal condition**	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Northwood Guaranteed Rent Scheme

Our Guaranteed Rent Scheme is loved by many of our landlords for the certainty, security and hassle-free approach it offers. With Northwood's exclusive Guaranteed Rent Scheme there are no nasty surprises during the tenancy. The rental income we promise you is what you get at the end of the day and, because we are experts in the rental market, this is usually more than you'd get if you decided to go it alone or use a traditional service.

How does it work?

You'll get fixed monthly payments regardless of whether the property is 'let' or 'vacant' and even if the tenant stops paying. We offer a minimum 12 month contract* during which we manage every aspect of the tenancy for you. There are absolutely no fees, commissions or hidden extras to pay. The key difference between Guaranteed Rent and more traditional services is that it is a contractual agreement between us and you (the landlord) in which we, effectively become your tenant.

Why Guaranteed Rent?

Letting a property is an unpredictable process, you never know what might affect your rental income. This can be a bit of a shock, particularly for new landlords, who expect to have 12 times the monthly rental in their pockets at the end of the year. Unfortunately this is rarely the case.

Unexpected costs

There can be empty or 'void' periods between tenancies when no rent is coming in, tenants can be late in making payments (sometimes very late), properties might need repairs after damage or other unexpected costs. Occasionally there is even a need for legal action.

Demands on time

Being a landlord can take considerable time and effort. Dealing with questions, requests or complaints from tenants on top of all the normal demands in life can become a real source of frustration for landlords.

* Subject to terms and conditions



I have used Northwood over the past 6 years to help me let my small house in Carlisle. I can honestly say that they have not let me down once. They are always efficient and ladies are without exception friendly and welcoming. Well done them,

What you get with our Guaranteed Rent Scheme

Our Guaranteed Rent Scheme is unique in that it takes away all of the hassle and risks normally associated with being a landlord. It brings peace of mind and all these excellent benefits.

Guaranteed Rent

If the property is vacant or the tenant doesn't pay the rent, you still get paid. You will know exactly what will arrive in your bank account each month for the duration of the contract.

Tenants deal with us

You won't be bothered at any time by the tenant. No requests in the middle of the night to deal with a burst pipe or broken boiler! We organise this all for you.

No fees or commissions

There are no charges for setting the contract up, no tenant introduction fees, no commissions and absolutely no 'hidden extras' to pay.

Flexibility

To make your life as easy as possible, we can be flexible with rental payments and maybe even help with any up-front costs like your EPC or gas safety certificate.

We cover damages

Things inevitably get broken or damaged in any property. If that happens we will guarantee the internal condition of the property (up to 11/1 month's rental value) at the end of the tenancy (subject to fair wear and tear).

Maintenance management

We deal with all the hassle. If there is an issue that needs fixing, we will organise for it to be sorted out. A copy of the invoice will be sent to you and the cost deducted from your next payment.

Legal costs are covered

Not every tenant plays by the rules. Sometimes there is a need for court action to recover unpaid rent or to evict a tenant. This can be costly and time-consuming. Should anything like this happen, we will meet all the legal costs, and liaise with the courts whilst you still receive continuous rental payments.

Multi-year options

We offer a range of multi-year contract options for landlords who prefer the additional flexibility and security of longer contract periods.

Guaranteed start date

No matter how long it takes for us to find the right tenant, we promise to start paying you the rent on or before a set date.

Your Legal Requirements

There are certain laws governing the Letting of properties which you need to be aware of as it will be your responsibility to make sure you comply with these procedures. We've listed a few examples of legislation below that will apply to you. Your local team at Northwood will be able to help you understand these and any other regulations that you need to be aware of.

Energy Performance Certificate (EPC)

All tenants need to be provided with energy efficiency information when they first view the property and must then receive a paper copy of the certificate should they decide to move in. **We can instruct a contractor to complete an EPC for you.** In some parts of the UK, the tenant has a right to request that work is carried out in order to improve the energy efficiency of the property. Although the landlord will not be able to unreasonably refuse the work, it is the tenant's responsibility to ensure the work is funded.

Gas Safety Certificate (GSC)

The Gas Safety Certificate is a legal requirement to ensure that all gas appliances in a property are safe. You must ensure that this is **renewed every twelve months** and that a copy of the certificate must be forwarded to those who require it. We can organise this on your behalf.

Smoke and Carbon Monoxide alarms

In most parts of the UK, there is a requirement to have a suitable system in place for detecting smoke and the escape of carbon monoxide. Although the requirements vary across the country, **your local office will be able to advise on what you need to do in order to comply.**

Electrical checks

Scotland is currently the only part of the UK where it is a legal requirement to complete electrical checks on rented properties. However, **all landlords across the UK have an obligation**

to ensure the property and its electrical system is safe, so an electrical check is recommended.

PAT tests

As landlord **you are obliged to ensure that all electrical appliances are safe and fit for purpose.** This can be done by arranging a PAT test, which is renewed annually.

Furniture and fire regulations

It is your duty to make sure that **any soft furnishing left in the property comply with current regulations.** For further information visit www.direct.gov.uk

Prepare inventory

This is a thorough record of your property and its contents. **We take a full photographic record of the property inside and out.** Like all important documents, this needs to be kept in a safe place for future reference and regularly updated.

Register with the deposit protection service

There are three government- approved providers available. You are required by law to register all tenant deposits so that they are protected by a third party for the duration of the tenancy. **We can organise this on your behalf.**

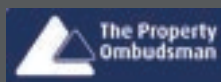


Fantastic service from Ruth and Dee at Northwood. We were looking for our dream home and they helped us achieve that and get the keys within 10 days! All with the highest standard of professionalism, discretion and efficiency. Who can ask for more! Highly recommended!



Over & Above ✓

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northwooduk.com/carlisle