



## OUR SERVICES



### **HEAD OFFICE**

3 Broadway Parade, Winchester Road,  
Highams Park, London, E4 9LG  
Tel 0208 804 7619

### **BOW**

391 Mile End Road, Bow,  
London, E3 4QS  
Tel 020 8981 3331  
bow@wjmeade.net

### **STRATFORD**

41 The Broadway, Stratford,  
London, E15 4BQ,  
Tel 020 8221 8161  
stratford@wjmeade.net

### **HIGHAMS PARK**

2 Broadway Parade, Winchester Road,  
Highams Park, London, E4 9LG  
Tel 020 8531 5454  
highampark@wjmeade.net

### **ENFIELD**

557-559 Hertford Road, Enfield,  
EN3 5UQ  
Tel 020 8804 8989  
enfieldwash@wjmeade.net



@WJMeadeEstateAgents

www.wjmeade.co.uk





W J Meade have been established for over 65 years and we are very proud to be only the third owners since its conception in Walthamstow by Mr William Meade in 1953!

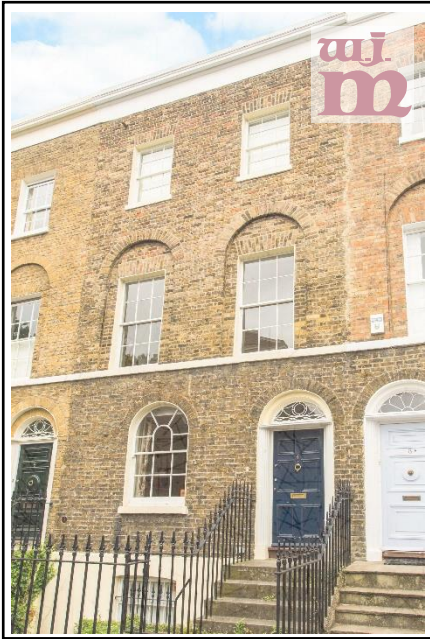
Celebrating being in private ownership for nearly 30 years, W J Meade is still run with the same care, pride and enthusiasm since when we first opened in 1992. Our experienced and established staff have continued to embrace the wave of changes to the property market and we are always prepared for the legislation and compliance being implemented by local and central government.

There has never been a more important time to take professional advice whether you are; selling, letting, buying or renting; W J Meade has it covered.

We sincerely hope that you will find this brochure helpful and informative and we look forward to helping fulfil your property needs!

Mike Maddin & Mike Breen  
Directors of W J Meade

# WELCOME TO meade



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# RESIDENTIAL SALES & MARKETING

Selling your home is probably the biggest transaction most people complete during their lifetime, so it is imperative you pick the right agent. Our integrity and reputation has kept us at the top of the property market since we started in 1953; so you won't be disappointed when choosing us.

When you decide to sell your home with W J Meade, an experienced sales consultant will inspect your property and provide you with a current sale assessment without obligation. Our opinion will be based on years of experience, a comparison on similar properties that have recently sold in the area, and of course a detailed home valuation. Any queries you have can be discussed at the time of our visit and we will advise you on all aspects of selling your property.

The property market is ever-changing, especially in London, therefore valuations on your property can change throughout the year. Unlike other agents, we won't over value a property in order to obtain the instruction, we give you real, honest advice.

Once instructed, we will arrange supervised viewings for suitable purchasers to visit your property, and when the ideal client has been established, we will conduct negotiations on your behalf, making sure we achieve the best possible price for you.



Our prominent town centre offices are open 6 days a week with late night hours on Thursdays, so that potential clients have every opportunity to visit one of our branches. We are proud of being a traditional estate agent, committed to providing a personal, professional service.

We understand the importance of marketing your property and to maximize its coverage, when you choose us, your property will be featured through a variety of channels. Our strategy goes much further than just advertising your properties on our website and third-party property portals.

We are a large independent agency and as such each of our offices throughout London has access to properties throughout the company. Our bespoke CRM system is accessible by all of our agents and regular alerts are sent when there is activity; including when new properties are added and price reductions agreed. This interlinked system helps ensure that your property is given the maximum market coverage and that no opportunities are missed.

It all starts when we are instructed and we do not hang around. Our professional photography will stage your home to maximise its potential, taking an array of external and internal shots, as well as conducting a detailed floorplan. We will then hand pick a selection of photos to draw up the property details (with your final approval) before uploading the property to our website and the property portals.

Our newest member of team;  
*The Meade Mobile!*  
Check us out whizzing round North & East London. If you take a snap of us, don't forget to tag us on Instagram @WJMeadeEstateAgents

Each of our offices are based in central high street locations with lots of footfall. Our prestigious window displays attract a lot of attention, ensuring properties are promoted to their full potential.

We use part of our marketing budget each month to maximise your properties exposure on Rightmove (perhaps the most well-known property portal). We have access to both *Featured* and *Premium* listings, which highlights your property and duplicates the listing. By doing this, it means your property is viewed more often and will in turn generate a larger number of leads.

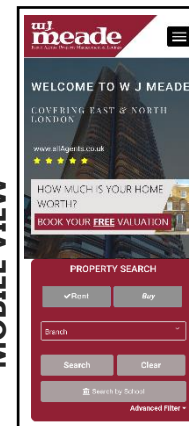
As well as our website being recently renovated, we are fully integrated with both Facebook and Instagram meaning we advertise your property on further channels. This not only helps boost market share, but also opens up other ways of communicating with customers, so that we do not lose any potential leads.

Going further than this, and to adhere to the premium nature of our branding, we will also promote superstar properties in other publications such as *Tatler*, *GQ*, *House & Garden* and *Vogue* (at your request). *An example of a recent publication is featured below:*

## VOGUE ADVERTISEMENT



## WEBSITE



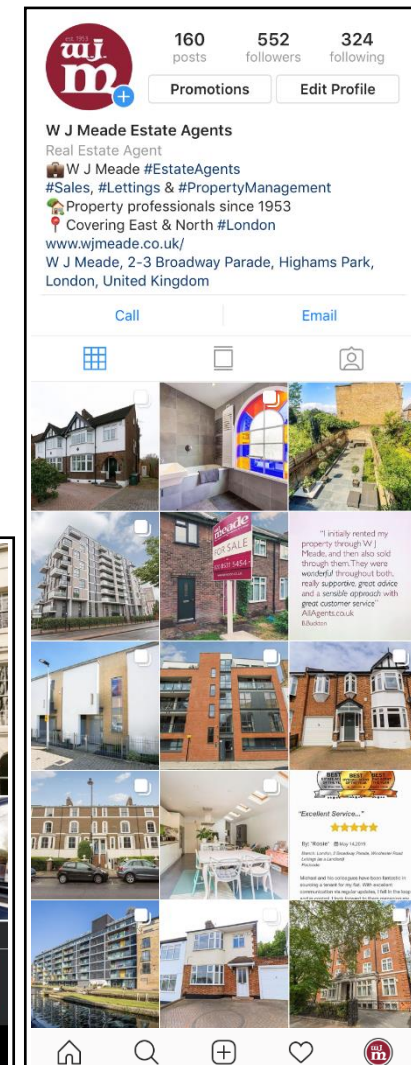
MOBILE VIEW

How much is your home worth?

CONTACT US TODAY TO BOOK YOUR FREE VALUATION

www.wjmeade.co.uk

## SOCIAL MEDIA: INSTAGRAM



## WHY CHOOSE US TO MANAGE YOUR PROPERTY?

Each of our branch offices has a fully trained, dedicated lettings consultant ready to assist and advise you with all aspects of letting your property; whether it is your own home, or a property you have purchased for investment purposes.

We aim to be as flexible as possible and appreciate that personal circumstances may require us to do more, or less than our standard service packages. We pride ourselves on being able to 'tailor make' a service that best suits your needs and requirements. Whether we simply find tenants, collect the rent or fully manage your property, you will benefit from our extensive branch network and marketing as a source of tenants and our established reputation.

With every service you choose as a consumer there are pros and cons; the same can be said with choosing a managing agent to oversee your property. There are a number of landlords who hold the view that they can let and manage the property themselves. In the short term, you could save money, would have full control over the property, and can meet tenants face-to-face, however the repercussions of not implementing this efficiently are vast. In short, you'll need to invest more time in being a landlord, have more responsibilities to manage, sort out all tenant issues and are potentially more at risk of legal issues.

When it comes to W J Meade managing your property, you are dealing with a letting agent that does so much more than just the minimum requirement. Our Property Management Head Office is based centrally amongst our branches and has a team of dedicated support staff to assist your every need. Whether it's legal enquires, advice on renting or maintenance issues, our experienced team of property managers will be able to answer your queries, or put you in contact with the right people.

When choosing a professional agent to let and manage your property, there are some important things to consider:

**Do They Belong To A Redress Scheme?**  
**Are They A Member Of A Professional Body?**  
**Do They Have Tenant Deposit Protection?**  
**Do they have Client Money Protection?**

**PROPERTY OMBUDSMAN** Belonging to a redress scheme is now mandatory for all estate agents dealing with residential property. It gives consumers the right to forward complaints to an objective third party. At W J Meade, we belong to *The Property Ombudsman*, perhaps the most well-known.

**UK ASSOCIATION OF LETTING AGENTS** Joining a professional body is becoming increasingly important for letting agents. When it came to decide, we wanted to belong to an association that not only represented our interests, but also those of our clients. UKALA is in partnership with the National Landlords Association, the leading independent organisation, who have over 20,000 members.

**DEPOSIT PROTECTION SCHEME** In April 2007, the law changed making deposit protection a legal requirement. At W J Meade we use the DPS and we protect all tenant deposits, making sure all of our landlords are compliant with the law.

**CLIENT MONEY PROTECTION** Client money protection is now mandatory for all agents. It provides clients with the security that the money agents hold on their behalf is held in a separate clients account, protecting them in an event of a theft by the business owners.



**HEAD OFFICE** Tel 0208 804 7619

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[maintenance@wjmeade.net](mailto:maintenance@wjmeade.net)

[deposits@wjmeade.net](mailto:deposits@wjmeade.net)

[rents@wjmeade.net](mailto:rents@wjmeade.net)

## OUR LETTINGS & PROPERTY MANAGEMENT PACKAGES

We offer a wide range of lettings services here at WJ Meade, based around LET ONLY, RENT COLLECTION & FULL MANAGEMENT.

Our Enhanced management package includes all of our standard management package as well as **free legal cover** on section 8 and 21 eviction (read our Property Recovery+ pamphlet to find out more).

Our Premium management package includes everything listed below and gives you ultimate protection through our **Guaranteed Rent** service.

	FULL MANAGEMENT	RENT COLLECTION	LET ONLY
PROPERTY INSPECTIONS	✓	✓	✓
ADVERTISING AND MARKETING OF PROPERTY	✓	✓	✓
PROFESSIONAL TENANT REFERENCING	✓	✓	✓
RIGHT TO RENT CHECKS	✓	✓	✓
DEPOSIT COLLECTION	✓	✓	✓
ARRANGING ENERGY PERFORMANCE CERTIFICATE	✓	✓	✓
ARRANGING GAS SAFETY CERTIFICATE	✓	✓	✓
RENT COLLECTION	✓	✓	
MONTHLY STATEMENTS	✓	✓	
FOLLOW UP RIGHT TO RENT CHECKS	✓	✓	
ARRANGE AND CONDUCT 6 MONTHLY INSPECTIONS	✓		
LOCAL AUTHORITY INFORMED OF TENANT'S ARRIVAL AND DEPARTURE	✓		
TENANTS RECEIVE 'GUIDE FOR TENANTS' PAMPHLET	✓		
MINOR REPAIRS COMPLETED	✓		
ESTIMATES FOR MORE COMPLEX REPAIRS	✓		
MANAGEMENT OF PROPERTY WHILST VACANT	✓		
RE-LETTING OF PROPERTY IF/WHEN VACANT	✓		
INVENTORY ESTIMATE	✓		
ADVICE ON DEPOSIT DEDUCTIONS	✓		
CHECK IN/ OUT SERVICE & SCHEDULE OF CONDITION	✓		
KEY HOLDING SERVICE	✓		
ORGANISE PROFESSIONAL CLEANING	✓		
LEGAL NOTICES SERVED <b>FREE LEGAL COVER (S.8 &amp; S.21 EVICTON)</b>	ENHANCED ○		
<b>GUARANTEED RENT SERVICE</b> COMPLETE LOCAL AUTHORITY PROPERTY LICENCE COURT ATTENDANCE LEGAL ADVICE HELPLINE	PREMIUM ●		



# LEGISLATION UPDATE

Over the past few years, the property industry has changed considerably, and this is set to continue. The forefront of these changes have been led by legislation being passed through local and central government; some of these changes have been for the better, whereas others are questionable. Responsibility continues to be placed on agents, with steep fines attached to non-compliance. In order to stay ahead of these changes, we make sure we are always in the loop.

Working with the local authorities in all of our catchment areas is incredibly important to us, which helps us keep on top of this legislation. We regularly attend local authority forums and other networking events out of business hours to continue developing our relationships with other property professionals. By putting ourselves in the know, we are always able to work in the best interests of our clients'.

## ENERGY PERFORMANCE CERTIFICATES

From April 2018 it became mandatory for all private rented sector lettings to have an energy efficiency of E or above. These minimum energy efficiency standards make it unlawful to let residential or commercial properties with an EPC Rating of F or G (the lowest 2 grades of energy efficiency). Landlords will only be able to let properties that qualify for a Band E rating under EPC regulations (scoring 39 or above). If a landlord (or 'responsible person') does not comply with this new legislation and a substandard property is re-let, you will face a penalty fine of up to £5,000.

## STAMP DUTY CHANGES

In the Autumn Budget on November 22nd 2017 the Government announced changes to stamp duty for first time buyers. The changes, which were applied with immediate effect, meant that stamp duty for most first-time buyers (up to £300,000) in England and N. Ireland has been permanently abolished.

## CLIENT MONEY PROTECTION

W J Meade are proud to announce, that we now offer our clients total loss Client Money Protection (CMP) through our membership with UK Association of Letting Agents (UKALA). This improved service comes in advance of a raft of changes for the private rented sector (PRS) in 2018 including the Government's intention to introduce compulsory CMP insurance. In recent news, a letting agent director who stole over £350,000 from landlords, has just been sentenced to 17 months in prison. Cases like this are a poignant reminder of the importance of joining a Client Money Protection membership scheme. The CMP available exclusively through UKALA members is not available to anyone else in the market.

## TENANT FEES ACT

The **Tenant Fees Act** prevents landlords and agents from charging any administration costs to tenants from June 1st 2019. The only permitted payments are; The Rent, 1 Week's Holding Deposit, 5 Week's Dilapidations Deposit, and some small default payments. The biggest change is that **deposits are now capped at 5 weeks' rent**, meaning any deposit already lodged will need to be reviewed when the tenancy is renewed or a new tenancy commences. If the deposit is higher than 5 weeks of the new agreed rent, the difference will need to be refunded to the tenant.

## TAXATION CHANGES

Up until the 2016/17 tax year, landlords could deduct mortgage interest and other allowable costs from their rental income, before calculating their tax liability. From 6 April 2020, tax relief for finance costs will be restricted to the basic rate of income tax, currently 20%. Relief will be given as a reduction in tax liability instead of a reduction to taxable rental income. The changes started to be phased in from April 2017, will be introduced 25% each year over a four-year period, finishing in 2020/2021. The changes mean that the basic rate tax payers could find themselves pushed into a higher rate band as a result.

# CLIENT TESTIMONIALS

"I have purchased a couple of properties through this office and both experiences were very positive. W J Meade went out of their way to support us. The way they accommodated both the vendor and us is greatly appreciated. Hopefully we can work together again in the near future."

Aneta, Buyer

"My experience was excellent since day one, me and my flatmate really felt welcomed in the agency and thanks to W J Meade, it was super easy and quick to find what we were looking for. We are really happy with the service and thanks guys for being so professional and welcoming."

D.Fida Tenant

"W J Meade were an absolute star right from when they first took on our property which has been on the market for six months prior. They recognised the niche area that we loved and appreciated the location and managed to find a buyer within 7 days. Our savours - hope you enjoy the champagne"

J.Miles, Vendor

"I initially rented my property through W J Meade, and then I also sold through them. They were wonderful throughout both services; really supportive, great advice and a sensible approach with great customer service."

B.Buckton, Landlord & Vendor

"W J Meade are the most helpful and knowledgeable agent I have come across. They provide 100% customer service and have a clear understanding of tenants, landlord, buyers & sellers."

V.Mackail, Landlord

"Very pleased with W J Meade who helped us all the way through the sale of our property and solved any problems that cropped up. They made sure we were always kept informed at each stage of the sale. Totally satisfied!"

J. Luciw, Vendor

"The staff are always willing to assist in any way they can with regards to viewings and answering questions about the property. Their approach to finalising the sale meant that the process was relatively straightforward."

K.Beall, Buyer

92% Recommended  
98% Fee Satisfaction  
91% Valuation Accuracy

Reviews from [www.allagents.co.uk](http://www.allagents.co.uk) 4.7/5 Star Rating ★★★★★

# LANDLORD PROPERTY LICENSING

With government legislation and new licensing regulations being rolled out frequently, the property market is ever-changing and here at W J Meade, we make sure we are at the forefront of these changes.

Part of our weekly responsibilities includes scrutinising new licensing regulations in all the local authorities we operate under. We regularly audit our files to make sure all relevant properties have the appropriate licensing, and we will even make the application for you (administration charges apply). Consumer group Which? has just revealed that over 70 local authorities now have selective or additional licensing schemes in place; it won't be long until every local authority has a scheme in place.

As a landlord, if you do not comply with the licensing regulations of your local authority, there are serious consequences; losing the ability to evict your tenants under a Section 21 notice, the possibility of an unlimited fine, and even imprisonment.

## LICENSING

Property licensing was introduced for the government to further regulate the private rented sector and improve housing conditions. Each local authority that we operate in have different licensing schemes, prices and specifications. Waltham Forest and Newham both run borough-wide selective and additional licensing schemes. Tower Hamlets operates ward based selective licensing and borough wide additional licensing, and currently Enfield have no plans to introduce any schemes.



## HMO LICENSING

Mandatory HMO (House of Multiple Occupancy) licensing was first introduced in 2006 which unlike the other two schemes (Additional & Selective) run throughout the whole of England. Originally only covering properties with 3 floors or more, in October 2018 this aspect was abolished. Now, properties that have 5 or more people, covering 2 or more households need to be licensed as a HMO. This update to mandatory licensing is projected to cover around 175,000 properties.

## ADDITIONAL LICENSING

Additional Licensing is a scheme that local authorities can choose to roll out if they want to extend mandatory HMO licensing to other houses of multiple occupancy. This covers properties with 3 or 4 tenants covering 2 or more households. The term "households" refers to a family, therefore properties with more than one family (in most cases; sharers) will need to be licensed. This means that even 2 bed properties could be covered by this regime, as a couple with a friend living at the property, count as 3 or more occupants over 2 or more households.

## SELECTIVE LICENSING

This type of licensing is set by local authorities once again, and applies to an area where all rented properties need to be licensed. If the local authority wishes to roll this out borough-wide, they must submit their request to the secretary of state. Both Waltham Forest and Newham have borough wide selective licensing.

# RECOMMENDED SERVICES

Mortgage Advisors –

**Robert Sterling**

Robert Sterling is one of the UK's leading mortgage & protection brokers which has over 950 offices nationwide. Mortgage products and lending criteria are changing daily. Robert Sterling keep on top of these changes, ensuring that you benefit from the competition between lenders and securing the most appropriate deal for you. Their expert advisers will take care of everything for you, giving you advice on which mortgage to choose and how best to protect your home, family and income should the unexpected happen.

Energy Performance Certificates –

**Domestic Energy Assessments & Inventories**

An Energy Performance Certificate is required for properties when constructed, sold or let. The EPC contains information about a property's energy use, typical energy costs and recommendations about how to reduce energy use and save money. An EPC gives a property an energy efficiency rating from A (most efficient) to G (least efficient) and is valid for 10 years.

Professional Cleaning –

**Top Marks Cleaning**

We have worked with Top Marks for a number of years, no job is too big or too small; they even do our office cleaning! Professional cleaning is a must when it comes to letting your property; whether it is just a general clean, ovens or carpets, Top Marks have it covered.

*Quality Cleaning At Competitive Prices*

Building and Plumbing –

**JLI and Principal Plumbing & Heating**

Both companies are our registered contractors; fully qualified and experienced builders specialising in small building works and general repairs across London. Skilled to undertake effectively the wide range of tasks involved in building projects we keep a client's needs uppermost in our thinking at all times.

Conveyancing –

**W J Meade Conveyancing**

We work with both corporate and local conveyancers, our own team that work nationwide, meaning we can recommend a variety of legal support to suit your needs and requirements. Their collective knowledge of New Build, Help to Buy, Re-mortgage, Shared Ownership, Buy to Let, Freehold and Leasehold transactions is at your disposal. Whatever your question or query, your own dedicated conveyancer will be on hand to answer it as quickly as possible – keeping you in control and your transaction moving forwards.

Inventories –

**Domestic Energy Assessments & Inventories**

Whatever type of accommodation you are moving into, it is important that you make an inventory of the furnishings, fixtures and fittings together with general condition on the day you move in. **Domestic** is in accordance with the Elmhurst Inventory Scheme, ensuring that the Inventory Report has been produced by a competent Inventory Provider.

Gas Safety –

**JLI and Principal Plumbing & Heating**

As a landlord, you are responsible for the safety of your tenants. The Gas Safety (Installation and Use) Regulations 1998 deal with landlords' duties to make sure gas appliances, fittings and flues provided for tenants are safe. You are also responsible for ensuring an annual gas safety check is carried out every 12 months of the original installation. Both our registered contractors are gas safe registered.

