
Our approach
to renting your property



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2 million+

over 2 million website views
per year

7k

followers on TikTok

1.5 million

views across social media
channels

Our approach to marketing your property will not only be robust in approach but also varied, utilising the many tools and channels we have available to us. Whether it be our extensive use of technology, digital marketing, social media and video or the use of offline marketing and portals, we will ensure your property is marketed across all channels.



Bidwells

Founded in 1839, Bidwells is one of the largest firms' of property consultants based outside of London.

Our Head Office is in Cambridge where we employ over 250 staff and offer a versatile and comprehensive range of facilities for all aspects of property. Cambridgeshire is a thriving, advancing city with a number of large corporate businesses, science and tech industries and research facilities relocating to Cambridge. The continued growth of the city ensures a high volume of tenants.

In addition to Cambridge, we have offices in London, Oxford, Milton Keynes, Norwich and Scotland.

Bidwells. Well informed

£5.2bn

Value of managed property

500+

People working for Bidwells

185+

Years in operation

20

Specialist teams

Our residential office – LED window display screen



1. Technology

Our marketing approach will include a range of technology including 360 tours, video tours, floorplans and photography.

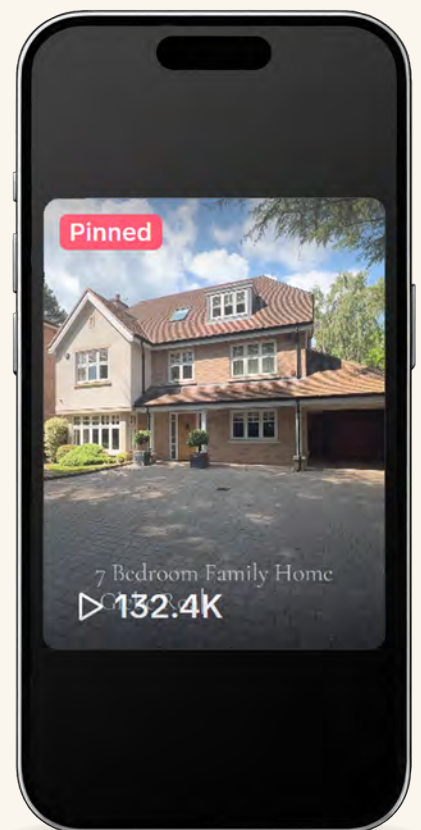
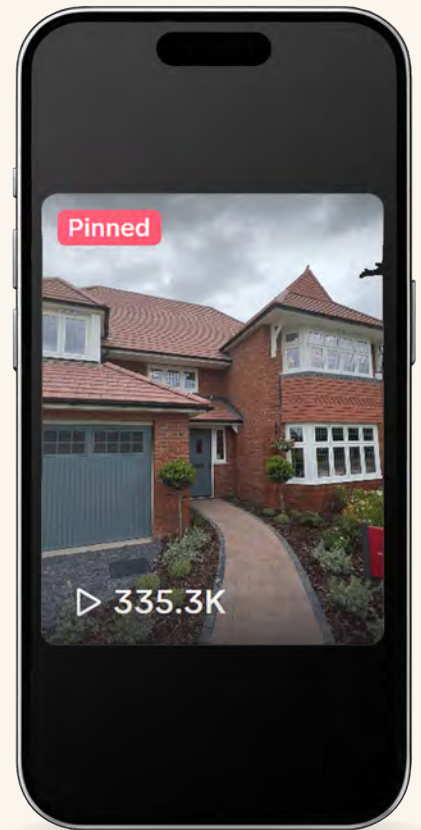
Video tours and floor plans are the perfect way to showcase your property to its fullest potential.

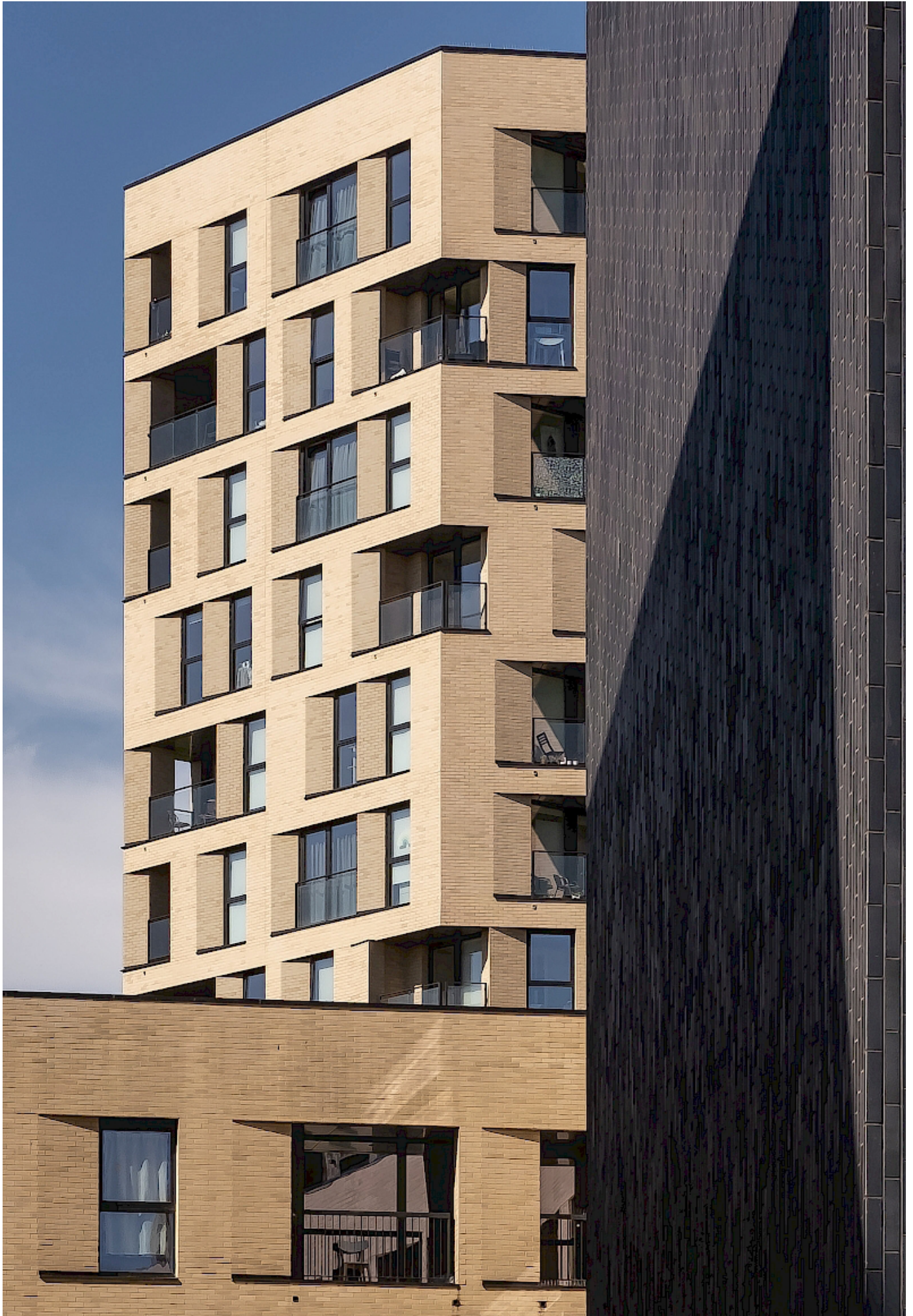
Property tours

Our marketing approach is driven by technology, with a strong focus on video and social media. Using platforms such as TikTok and Instagram, we create short-form, mobile-first content to increase visibility for our properties.

Our presented video tours, led by our agents, offer a more personalised and engaging way to showcase each home. These tours have achieved hundreds of thousands of views, helping properties reach prospective tenants earlier in their search journey.

This is supported by 360° virtual tours, professional photography and floorplans, ensuring your property is showcased effectively across social media, portals and our website.



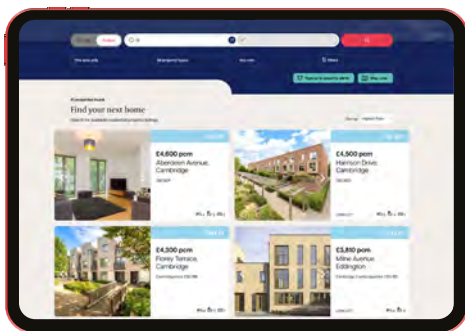
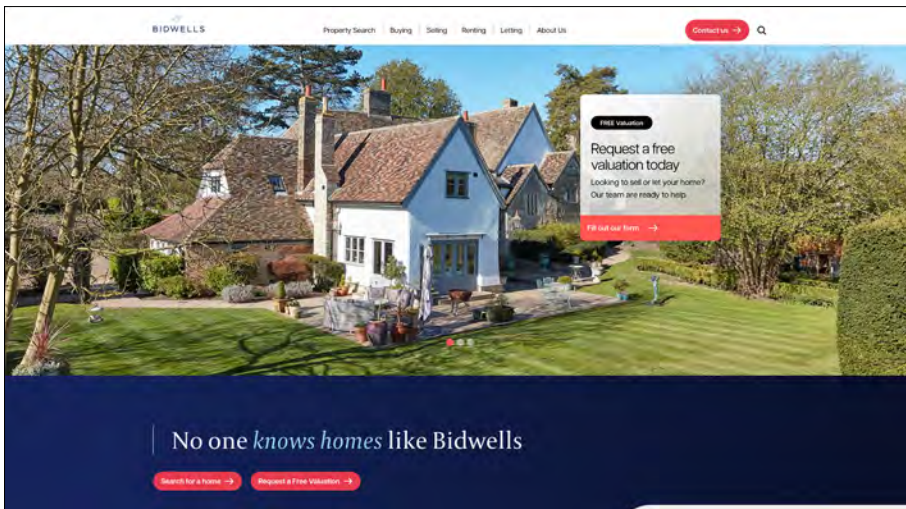


2. Digital online marketing

Website

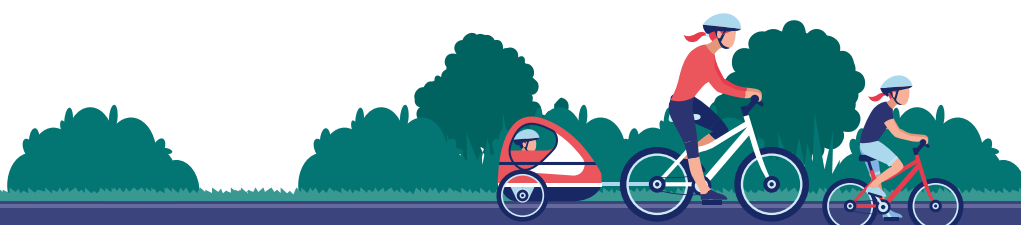
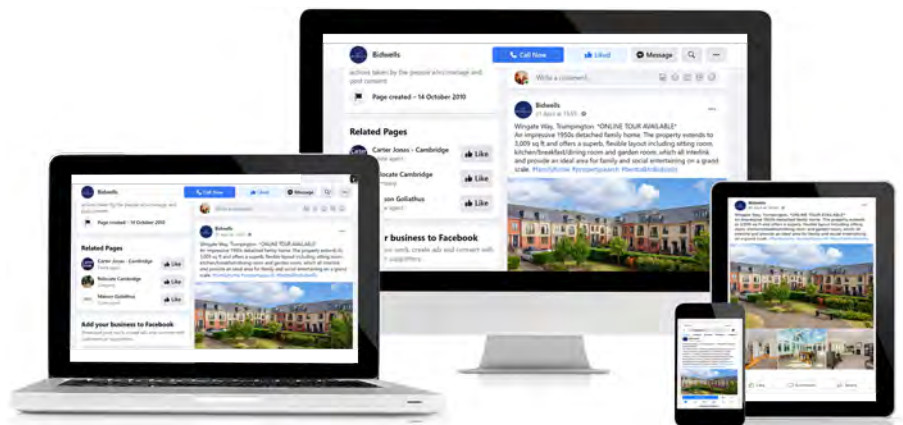
Our properties are displayed on our website and through portals such as Rightmove, OnTheMarket and Zoopla, this provides exposure across all channels for your property.

Our website not only displays your property to rent, keywords and phrasing is also used to ensure organic traffic is driven to relevant landing pages and properties.



Social media

We will promote the rental of your property across our social media platforms using imagery and video where appropriate, engaging at every opportunity with the Cambridge market and beyond.



3. Our track record

What our customers say about us:



I am impressed with the efficiency on the work Bidwells has delivered. It only took 2 weeks from handover upon completion to the conclusion of tenancy agreement. I appreciate the advice and guidance throughout. As an overseas investor, it is important that we could find someone reliable who is on the ground and can provide timely response. I have no hesitation to recommend Bidwells to my friends.

Just finished the process with letting a property in Cambridge with Jake Jackson and Bidwells. Fantastic process with all the post offer particulars. Delightful experience and very professional dealing by Jake and his team. Super easy to work with and was very accessible to us for answering questions and helping things move smoothly. Highly recommend.

My rental experience was made significantly smoother and more enjoyable thanks to their exceptional service. I would not hesitate to recommend Bidwells and James, Alex and Amber to anyone in need of rental assistance.

Thank you, for your dedication, professionalism, and outstanding service. You have set a high standard for what a rental agent should be, and I am grateful for your assistance.

Matt Kirkland was our property manager and he was fantastic. Any issues were sorted quickly and he contacted the landlord when appropriate. Any property inspections were sorted in advance and were painless. When we left there were no hidden fees or attempts to "deposit snatch" like some companies. Would recommend bidwells.



Please note that Bidwells are 4.9 on Trustpilot

Can I live in a town that feels like a village?



Best talk to Bidwells

No one knows Cambridge like Bidwells

The advantage to you

How we will deliver value

Accurate valuations

We are well placed in the market to be able to advise on current market rents. This means that we are able to ensure your property is reaching it's maximum potential yield.

Applicant database

Our extensive pre-qualified applicant database ensures that we are able to find you the most suitable tenants for your property.

Marketing

Our strong marketing approach ensures that properties are let within a good timeframe, keeping void periods to a minimum and giving you maximum return.

Centralised office

Our lettings and accounting team are based locally in our Trumpington office, working closely with one another to provide our clients with a consistent level of service.

Our unmatched local knowledge

Bidwells is one of the largest property consultancies in the UK and has been in operation for over 180 years from its HQ in Cambridge. As such, we can offer access to unrivalled knowledge of the Cambridge market, and as a client, we will use this to deliver a proactive approach to ensure delivery of your goals, and ultimately value.

You will also have access to other divisions of Bidwells, from sales, rural and planning through to building consultancy and our sustainability service offering.

We are a safe pair of hands

We are confident we have delivered on, and exceeded our clients' expectations.

We are members of the following professional bodies: ARLA Propertymark, NAEA, The Property Ombudsman and RICS.

The benefits of working with Bidwells:



Please scan the QR code for further information on our services.

4. Experienced team

We have been renting properties in Cambridgeshire for many years' and have an extensive team who help facilitate the letting of your property.

Our Lettings Team



Alex Bloxham
MARLA
Partner, Head of Residential Lettings



Lisa Davis
FARLA
Associate, Leasing Manager



Tanya Dennison
Senior Lettings Coordinator



Irene Platt
Lettings Coordinator



Lily Boodhoo
Lettings Coordinator



James Galloway
Tenancy Coordinator

Our Property Management Team



Olivia Davies
MARLA
Partner, Head of Property Management



Matt Kirkland
MARLA
Senior Property Manager



Edward Disley-Stevens
Senior Property Manager



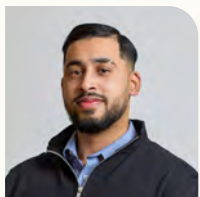
Brandon Nascimento
Senior Property Manager



Anne Sorrell
Property Manager



Sarah Blackburn
Property Manager



Shaheen Miah
Property Manager



Becky Davis
MARLA
Assistant Property Manager

Our Accounts and Marketing Team



Sarah Jacklin
Residential Lettings, Client Accounting Services



Hatty Dunham
Digital Marketing Assistant

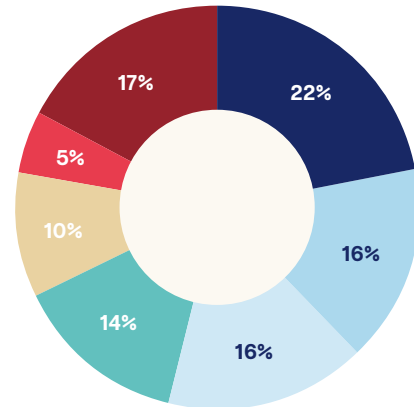
5. The Cambridge market

The Cambridgeshire residential market consistently performs well, impacted by the 'global brand' of Cambridge and the diversity of its market demands.

Breakdown of our current letting demographic

At Bidwells we see a direct correlation between the areas in which the local population works and our tenant demographic.

- | | |
|----------------------|------------|
| ■ Science & Research | ■ Military |
| ■ Medical | ■ Finance |
| ■ IT | ■ Other |
| ■ Academic | |



6. Tax benefits

Did you know that a landlord can offset allowable expenses against their rental income which can significantly reduce tax liability?

Allowable income tax expenses

Allowable expenses are any costs that are deemed to be essential to you performing your duties as a landlord and are things that you need to spend money on as part of the day to day running of the property, including:

- Fees for services by professionals like accountants, letting agents, solicitors or surveyors
- Buildings and contents insurance
- Repairs to and replacements for the property (but not home improvements)
- Utility bills and Council tax whilst the property is unoccupied
- Rent, ground rent and service charges
- Services like cleaning or gardening
- Any other direct costs incurred, such as phone calls, advertising or stationery
- Mileage to inspect the property carry out repairs or collect rents
- Bad debt such as rent arrears

Please note that capital expenses cannot be deducted from your income tax bill and include those expenses which will increase the value of the property, such as renovations.

Domestic items relief

You may be able to claim tax relief on money spent replacing a 'domestic item', such items include:

- Moveable furniture – beds, wardrobes etc.
- Furnishings – curtains, carpets
- Household appliances – washing machines, fridges etc.
- Kitchenware for example crockery and cutlery

Overseas landlords

Lettings agents deduct tax when they pay rent to a UK landlord who lives inside the UK. The rent is not exempt from UK Income Tax. If you're an individual landlord of a UK property and normally live outside of the UK you can get your UK rental income paid without deduction of UK tax. You will need to complete a NRL1 form which can be found on the inland revenue website.

For additional personal tax advice tailored to your specific requirements and circumstances, we would recommend you seek professional advice from a tax specialist.

7. Our ESG strategy

Strong values have always run deeply through our business. We strive to act ethically and responsibly in everything we do, reducing our impact on the planet and enhancing the wellbeing of our staff and the communities we work in.

We all want to work in a sustainable business with an inclusive culture where everyone belongs and we are proud of our recent achievements in making this happen.

We know how important community is, which is why we support through a central fund with small local charities across the Cambridgeshire area.

In addition, we provide support through our staff volunteering days, giving our time to charities who require a little support.

Download our ESG strategy by clicking here.



As a B Corp in the real estate sector, we're counted among businesses that are leading a global movement for an inclusive, equitable, and regenerative economy. B Corp status demonstrates our social and environmental responsibility commitment, with its underlying belief that business can be a compelling force for good.

It's the most advanced corporate sustainability certification and is currently awarded to just 2,000 businesses in the UK.

2030

Our target for becoming a Net Zero business

2

Volunteering days now allocated to all employees

6%

Of employees on apprenticeships by 2025

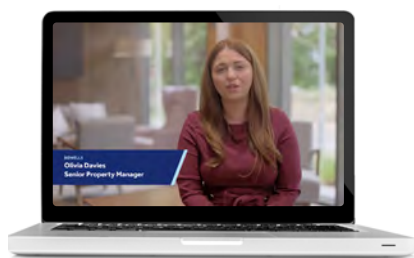


8. Our Management and Lettings services

Bidwells can tailor the service to suit your requirements, from sourcing the right tenant through to a comprehensive fully managed service. Our considered, pro-active and effective approach to residential lettings will produce the exceptional results that you are looking for.

Our lettings services

	Let only	Rent collect	Fully managed
Produce property marketing and advertising material	✓	✓	✓
Securing a suitable tenant and carry out referencing and right to rent credit checks	✓	✓	✓
Ensure all property safety and Legionella checks are carried out (additional charge applies)	✓	✓	✓
Arrange an Energy Performance Certificate (additional charge applies)	✓	✓	✓
Prepare tenancy agreement	✓	✓	✓
Collect deposit and rent in advance	✓	✓	✓
Register deposit in accordance with the TDS (additional charge applies)	✓	✓	✓
Arrange inventory and schedule of condition (additional charge applies)	✓	✓	✓
Contact utility suppliers	✓	✓	✓
Arrange check out report		✓	✓
Collect rent and issue statements		✓	✓
Property inspections (1st inspection 3 months - then 6 monthly)			✓
Day to day management of property			✓
Tenancy renewals and rent increase negotiation			✓
Deposit reconciliation			✓
Serving and hand delivering legal notices (additional charge applies)			✓



Let only service



Rent collection service



Fully managed service

9. Residential lettings - landlord fees

- Management fee: To be agreed under separate negotiation dependant on the service you require.
- Initial administration fee (for new properties only): £195.00 inc. VAT.

This covers professional photography, floorplans and video tours, marketing, viewings, contract negotiations and initial tenancy set-up. To be paid upon signing the terms of business. Additional arrangement fees may apply.

- Energy Performance Certificate (EPC): £100 inc. VAT.

If you do not already have a valid EPC we can organise the assessment on your behalf.

- Tenancy referencing fee: £125 inc. VAT for one applicant (+ £25 inc. VAT for each additional applicant).

Fully comprehensive referencing checks including employment and income, credit, Right to Rent and landlord references. To be paid from first month's rent.

- Tenancy renewal fee: £125.00 inc. VAT

To cover administration costs for negotiation of tenancy renewals and issuing section 13 rent increase notices. To be paid from the rent once the new contract has been signed by the existing tenants.

- Inventory and check out fee:
Please see payment schedule below.

A detailed schedule of condition report carried out by an independent inventory clerk at both check-in and check-out. Inventory to be paid from the first month's rent or invoiced separately. The check-out will be paid from the last month's rent.

- Deposit registration fee: £45 inc. VAT

To register the deposit with the Tenancy Deposit Scheme, paid from first month's rent.

Inventory fee (inc. Vat)

	UF	FF
Studio	£120	£140
1 bed	£130	£150
2 beds	£160	£180
3 beds	£190	£210
4 beds	£220	£240
5 beds	£250	£270

Check-out fee (inc. Vat)

	UF	FF
Studio	£150	£180
1 bed	£170	£200
2 beds	£200	£230
3 beds	£230	£260
4 beds	£260	£290
5 beds	£290	£320

Price on request for 6+ bedroom properties.

UF: Unfurnished FF: Fully Furnished

- Legal notices: £150 inc. VAT
To issue a Section 21, Section 8, and where applicable, to post and to hand deliver to rental property.
- Handover and visual inspection of new build properties: £300 inc. VAT
Attending the property handover with the developer to collect keys upon completion day, and addressing any issues identified upon initial visual inspection.
- Deposit management service: £300 inc. VAT
Review end of tenancy check out report, negotiate deposit deductions where applicable with the out-going tenant and landlord. This additional service is offered for our Let Only and Rent Collect clients, if requested. Our fully managed service includes this service.

*Checkout fees apply as listed.



We look forward to helping you on your journey. Please get in-touch if you need any more information.

Bidwell House
Trumpington Road
Cambridge CB2 9LD

01223 841 841
info@bidwells.co.uk
bidwells.co.uk

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