

LANDLORD WELCOME PACK

Everything you need to know about working with us!



HEART & HOME
PROPERTY PROFESSIONALS

“There is no company
I’d recommend more
than Heart & Home.

Easily the most
attentive, caring and
supportive service I’ve
experienced”

Mr + Mrs Sherlock-Burke

ABOUT US



Abby & Michaela founded Heart & Home Property Professionals in 2021, with over 20 years experience combined in the sales and property industry.

In 2025, Heart & Home expanded further by partnering with Hortons, becoming part of a network of independent agents who share our core values and vision, while allowing us to continue delivering the bespoke service our clients know and trust.

Living in the area in which we service, Abby in Surrey, and Michaela in Hampshire, means we know all of the advantages of our local areas, and focus on offering a 'hand holding' style of estate agency covering all things property, including residential sales and lettings.

Abby & Michaela 

“We cannot rate Heart
& Home enough! If you
are in their catchment
then use them...you
will not regret it! They
really do buck the
trend of an estate
agent!”

Mrs C Baker

WHY WORK WITH US?

Experience – Over 25 years' experience combined in the property industry, previously working for market leading agencies and a conveyancing law firm.

Just Us – No longer are you required to deal with numerous colleagues from a number of offices. We are your personal Property Professional, from your initial Market Appraisal to key handover on Completion Day.

Unrivalled Marketing – Advertising on the four major property portals: Rightmove, Zoopla, OnTheMarket & PrimeLocation along with our own website and modern social media marketing.

Local Knowledge – All living locally, Abby in Surrey & Michaela in Hampshire we are best placed to share all the necessary local knowledge with your prospective buyers or tenants.

Limited Clients – Our business model means we work for only a handful of clients at any one time – thus not dividing our time by 50-60 people.

COMMUNICATION IS KEY

We use modern methods of communication to suit you and your needs. We utilise WhatsApp groups, email and of course telephone, always ensuring confidentiality in accordance with GDPR regulations.



WhatsApp



Email



Telephone



MARKETING

01

Professional
photography, drone
footage, floorplans &
EPC

02

We create bespoke
property brochures
for your home

03

Online marketing on
all major portals
including Rightmove
& Zoopla



PLAN

04

Modern property
videos and walk
through tours

05

Social media
campaigns across
Instagram, TikTok &
Facebook

06

We will erect our
beautiful To Let
boards

LANDLORD FEES

PRE-TENANCY FEES (ALL SERVICE LEVELS)

Arranging and facilitating statutory compliance, if not provided or undertaken by the landlord:

- Energy Performance Certificate (EPC) - £120.00 inc. VAT per property
- Gas Safety Certificate - subject to quotation
- Electrical Inspection Condition Report (EICR) - subject to quotation
- Portable Appliance Testing (PAT) - subject to quotation
- Legionnaires Risk Assessment - £120.00 inc. VAT per tenancy
- Installing Smoke alarms and Carbon Monoxide - subject to quotation
- Key Cutting Fees (per set)- £15.00 inc. VAT plus cutting cost

START OF TENANCY FEES (ALL SERVICE LEVELS)

Set-up fees: 8% + VAT of 12 months rent (9.6% inc. VAT)

To include:

- Full market exposure, listing your property on all property platforms and across social media.
- Drafting the legal paperwork, as well as contract negotiation (amending and agreeing terms) and arranging the signing of the tenancy agreement.
- Referencing for up to two tenants (£30 inc. VAT thereafter).
- Inventory organising (fee for inventory applies, subject to quotation).
- Accompanied Check-in: Attending the property to welcome the tenant(s), confirm the Inventory and Schedule of Condition, explain the operation of appliances, highlight the location of utility meters, stop-cocks etc and test that all smoke alarms and carbon monoxide detectors are present and in working order.

DURING TENANCY FEES

Monthly rent collection fee for rent collection service: 5% + VAT (6% inc. VAT) per month deducted from the monthly rent.

Monthly Management fee for Fully Managed Service: 10% + VAT (12% inc. VAT) per month deducted from the monthly rent.

Additional Property Visits: £70.00 inc. VAT per visit. Should the landlord request property visits in addition to those within their existing Terms of Business.

Emergency call out: £100 inc. VAT (Should we not manage the tenancy)

Company referencing: £50 inc. VAT

Tax year end Statement: £75 inc. VAT

OUR PACKAGES

	Tenant Find	Fully Managed
Rental appraisal & professional marketing advice	✓	✓
Property preparation & professional photography	✓	✓
Online marketing & property launch	✓	✓
Accompanied viewings	✓	✓
Tenant referencing & Right to Rent checks	✓	✓
Tenancy agreement preparation	✓	✓
First month's rent & deposit collection	✓	✓
Deposit registration & prescribed information	✓	✓
Inventory instruction before move-in	✓	✓
Legionella Risk Assessment		✓
Monthly rent collection		✓
Property management visits, twice yearly		✓
Property inspection reports		✓
Vacant property visits, where required		✓
Ongoing tenancy management		✓
Statutory compliance coordination		✓
Maintenance reporting & tenant liaison		✓
Repairs & contractor coordination		✓
Contractor invoice management		✓
Key management & contractor access		✓
Rent review & renewal management		✓
Check-out attendance upon departure		✓
Deposit deduction		✓

S U C C E S S S T O R Y



**Hill Farm Close,
Camlesdale**

Price
£2,500 pcm

Over 50
enquiries



WHAT'S NEXT?

- 
- STEP 1 ● We will send you our Terms of Business to review and sign. These set out our agreement and must be completed before we can begin marketing your property.
- STEP 2 ● To satisfy Anti-Money Laundering requirements, we will complete the necessary identity and ownership checks. We will let you know exactly what documents are required.
- STEP 3 ● Complete our pre-market questionnaire, which helps us gather the key information we need about your property before it is advertised.
- STEP 4 ● Take a fresh look at your property and consider any areas that may benefit from attention before marketing begins. First impressions matter, so this is the ideal time to complete any small repairs, maintenance or presentation improvements.
- STEP 5 ● Once everything is in place, we will arrange professional photography and floorplans, as well as any final preparation required before your property is launched to market.
- STEP 6 ● We will prepare your property brochure and marketing materials for your approval before launching across the relevant property portals and our own marketing channels.
- STEP 7 ● Once your property is live, we will manage enquiries, accompany viewings and provide feedback throughout. When a suitable tenant is secured, we will complete referencing and prepare the tenancy agreement ready for signing.

PREPARING YOUR

01

Declutter each room as much as possible.

02

Make up beds with neutral bedding.

03

Display fresh flowers and candles.



PREPARING YOUR

01

Ensure beds are made, washing up is done and bins have been taken out.

02

Try not to cook 'smelly' foods on the day of the viewing.

03

Ensure pathways are clear and doors can open fully.

HOME FOR PHOTOS

04

Accessorise using throws and cushions.

05

Open curtains/blinds and clear window sills.

06

Enhance kerb appeal.



HOME FOR VIEWINGS

04

Declutter each room as much as possible.

05

Remove pets and their belongings (beds/toys/food bowls).

06

Try playing subtle background music.



THE RENTAL

01

Ensure Compliance

We will ensure your property is compliant including EICR & Gas Safety certificates.

02

Find your tenant

We will conduct viewings, and report offers for your consideration.

03

Deposit & referencing

We will collect the holding deposit and begin the referencing process.



PROCESS

04

Tenancy agreement

We will send the tenancy agreement to your tenant including any additional clauses.

05

Inventory

We will organise the inventory, ensuring the condition of the property is noted upon move in.

06

Key handover

We will meet your new tenant to hand over the keys.

“If you want an agency
that is proactive,
professional, and
passionate about doing
property really well,
honestly, Abby and
Michaela are miles out
in front.”

Mr J Butcher

CONTACT US



Abby Wheeler

Director

Abby brings over 10 years' of experience to Heart & Home, having started work as an apprentice for a local independent agency and then moving onto a conveyancing law firm.

Moving to the area 18 years ago, Abby has lived in a number of our local villages including Lodsworth, Petworth and Midhurst, finally settling in Haslemere, and can usually be found walking her dog Arlo around the numerous National Trust spots we are lucky enough to have on our doorstep.

Call - 01428 483322

Email - abby@heartandhomeproperty.co.uk

Michaela Sanders

Director

Michaela started her bricks and mortar career actually selling bricks from a local, well known hand-made brick company. Having always taken enjoyment from customer service and sales, Michaela started selling property in 2011 and has been fascinated by it ever since.

Having lived in Surrey and Hampshire and raising a young family here, there is no-one better suited to sell all the benefits of our local area.

Call - 01420 257173

Email - michaela@heartandhomeproperty.co.uk



SURREY | HAMPSHIRE | SUSSEX





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