

Martin Property Management

Latest News – July 2007

Kenilworth Letting Agent Martin Property Management has altered their fee structure to offer an even better incentive for Landlords to use their services.

Martin Property already offers a unique Flat Fee structure for all their Letting and Management services. This has proved to be very popular with Warwickshire Landlords requiring Tenant Finder only services or Full Management of Flats, Apartments and other smaller properties. An all inclusive Flat Fee based on the size of the property and not the rental value is perceived as a fairer way to charge for Letting Agent's services as it is directly related to the work involved.

It works well for properties with up to two bedrooms. This is because the range of rental values on smaller properties is lower. It is, therefore, relatively straightforward to calculate one Flat Fee that is fair to the majority of clients with this type of property.

For larger properties, however, this calculation is not so easy and customer feedback indicates one size does not fit all for this type of property.

Managing Director Steve Martin comments: "Our Flat Fee structure makes us unique and has been perceived by our clients as a much fairer way to charge for our services. On larger properties, however, there is a much larger spread of rental incomes and it is not really possible to pick one Flat Fee to cover the whole range. We considered that our Flat Fees charged for properties with 3 bedrooms or more was often too high for some or too low for others. After listening to customer feedback, we have introduced a more traditional but competitive commission structure for the larger properties".

"Due to its spreading popularity we will be maintaining our Flat Fees for our Tenant Finder, Tenant Finder Plus and Full Management of all properties with two bedrooms or less"

This demonstrates Martin Property Managements flexible attitude and fast response to market conditions.

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