

HOMEFINDERS

WWW.HOMEFINDERS.NET

HOMEFINDERS - THE FUTURE OF ESTATE AGENCY **STARTS HERE**



homefinders.net

Our heritage

Homefinders is a family-run company with more than 30 years of experience. Known for our professionalism, respect and courtesy, we are proud to represent both homeowners and home seekers in North and East London. As we have grown over the years, we have maintained the core values that separate us from our competitors. We have High Street offices in Dalston and Stratford, and we are proud to offer a personalised and specialised service to all of our clients.

Whether you are buying, selling, renting, or letting, we do everything possible to provide you with a truly outstanding level of service and get you the best price possible.

We always combine the most **advanced technology** with a traditional human touch. As the market changes, we adapt along with it, providing you with precisely what you need at every step of the way.



The Homefinders team were brilliant from start to finish. We sold and bought through them and they kept us up to date all the time, chased things on our behalf and were positive and supportive throughout. Never had such a pleasant experience with estate agents!

Grace Garland

As the market changes we adapt, providing you with precisely what you need.

Celebrating 30 years

WE KNOW WHERE YOU LIVE

we are proud to call Dalston and Stratford home. We know the local Communities, customs and markets and we love saying "hello" to the many friends we have made over the years



"The after contract service I received from Gassan was great. Immediately after receiving the keys I was looked after and he made sure everything I needed was arranged promptly."

"Asdaq and his colleagues were very responsive to my requests and effectively let my property. Thanks Homefinders!"

"Homefinders let my property on a 3 year lease, it was such an efficient and professional service."

"Homefinders let my property on a 3 year lease, it was such an efficient and professional service. I will give them few more of my properties."

"Rose was extremely efficient and helpful. Every time that she said that she would get back to me she did and was very proactive and got answers to all of my questions."

"Very Easy to be dealt and great communication. Youcef was really helpful in every matter and provided very friendly service."

Where we advertise your property



Website

homefinders.net

Email

info@homefinders.net

Benefits of using Homefinders to sell your property

1 WE DO NOT TIE YOU DOWN

We are so sure of our ability to sell, there is no time limit on the contract, you can give us 28 days notice any time you like to end the contract.

2 3D VIRTUAL TOURS

Properties sell much faster with 3d Virtual tours, and it is available for all our properties with no extra charge. We recently sold a property to one of our overseas investors with virtual tour only.

3 DIGITAL PROPERTY BROCHURES

We create digital property brochures with 360-degree VR tours and floor plans that are accurate to the millimetre. These brochures allow applicants to 'walk through' your property in their own home before booking an appointment.

4 24/7 ONLINE APPOINTMENTS

Our offices are open until 6.30pm, with live chat available until 10pm and our website is designed to handle inquiries and book appointments 24/7, meaning that your property will never miss an inquiry from an interested buyer.

5 SPECIAL RIGHTMOVE AND ZOOPLA FEATURES

We use the 'Featured and Premium' features on Zoopla and Rightmove to make sure your property gets seen first. Premium listings get 44% more detailed views, resulting in robust inquiries from interested buyers.

6 HUNDREDS OF QUALIFIED FIRST TIME BUYERS AND MORE THAN 5,000 INVESTORS

All of our applicants are vetted when they register with us, meaning that no one will waste your time. Over the past 30 years we have acquired a long list of property investors across the UK, China, Russia, Turkey, and the Middle East.

7 EXPERT PROFESSIONAL ADVICE

All of our managers and senior negotiators are members of ARLA or NAEA, and their expert advice comes from years of experience and training in the local market. From the initial viewings to the final paperwork, we handle every detail and close the sale quickly and accurately.

8 FREE ACCURATE MARKET APPRAISAL

When we appraise your property we will give you an honest market appraisal, and back this up with examples of market comparable properties that have been sold recently in your area.

9 OPEN HOUSE MARKETING

We create competition between buyers, buzz and excitement by showing everyone the property at the same time. When interested buyers see the competition for the property, offers start to pour in, and it generates the highest price possible.

10 CASH BUYERS

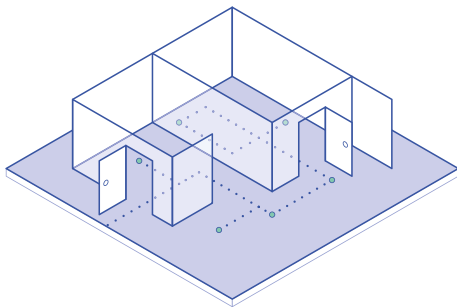
We have many cash buyers who can facilitate a purchase within 48 hours if you require an urgent sale for whatever the reason.

11 WE ARE PART OF THE NEIGHBOURHOOD

We have been in East London since 1988. We regularly contribute to local initiatives and our senior staff are all long-time residents in East London.

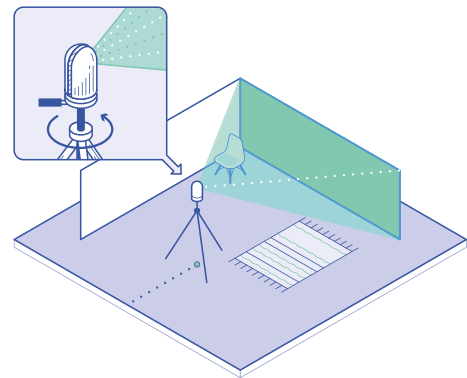
Preparing your property for our digital surveyors for 3D Virtual Tour

We use a 3D camera to capture a 360-degree view of your property, and create a VR Experience, room measurements, and floor plans. This results in floor plans that are accurate to the millimetre, and are accepted by RICS. We want to present your home in the best possible light, and the best person to prepare your home for this is you.



1. PREPARATION

If you are present – our Digital Surveyor will explain what they need to do and ensure each room is prepared.



2. CAPTURE

Using a 3D Camera, the Digital Surveyor will then go from room to room scanning measurements for floor plans and your digital assets.

WHAT YOU NEED TO DO

We recommend spending some time ensuring each room is ready for our visit. Our 3D Camera will capture everything in sight so please refer to our preparation checklist opposite.

DON'T FORGET

Please make sure to leave all balcony or garden keys in a visible location as we will need to take measurements for these areas. If we fail to do so then we will have to come back again.

DON'T WORRY - WE KNOW...

...you may be moving shortly, and appreciate you may have packing boxes around your home. We do our best to work around these.

...you may not have much storage space to tidy away the suggested items. Clearing surfaces and putting away even the smallest of items can help us immensely.

PREPARATION CHECKLIST

- ✓ Clear all surfaces
- ✓ Tidy duplicate items into neat piles (magazines, books)
- ✓ Tidy away clothing, childrens toys and pet items
- ✓ Remove personal items from view as these will be visible (e.g photographs, jewellery)
- ✓ Hide any personal hygiene items or toiletries (e.g towels, toothbrushes, razors)
- ✓ Make all beds
- ✓ Leave the keys to the balcony / garden out.

Ideal preparation

Please see below photographs of rooms before and after to demonstrate ideal preparation and presentation required for the property capture. This will enable us to carry out our work efficiently and easily meaning that we will not have to move items or spend more time than necessary in the property.

BATHROOM

Before



After



Towels / toiletries & make up / toilet brush

BEDROOM

Before



After



Clothing / laundry / laundry baskets / electrical items (phones chargers, hairdryers)

360° 3D Virtual Tour experience

The new gold standard for the property industry. We offer this free of charge for all properties.

WHY WE USE DIGITAL SURVEYORS:

- ✓ Floor plans that are accurate to the millimetre
- ✓ They are able capture the intricacies of any space
- ✓ They enhance listings and make your property stand out
- ✓ Increases the number of property viewings

IT ALSO INCLUDES

PROFESSIONAL PHOTOGRAPHS



SPEC FLOOR PLANS



360° EXPERIENCE

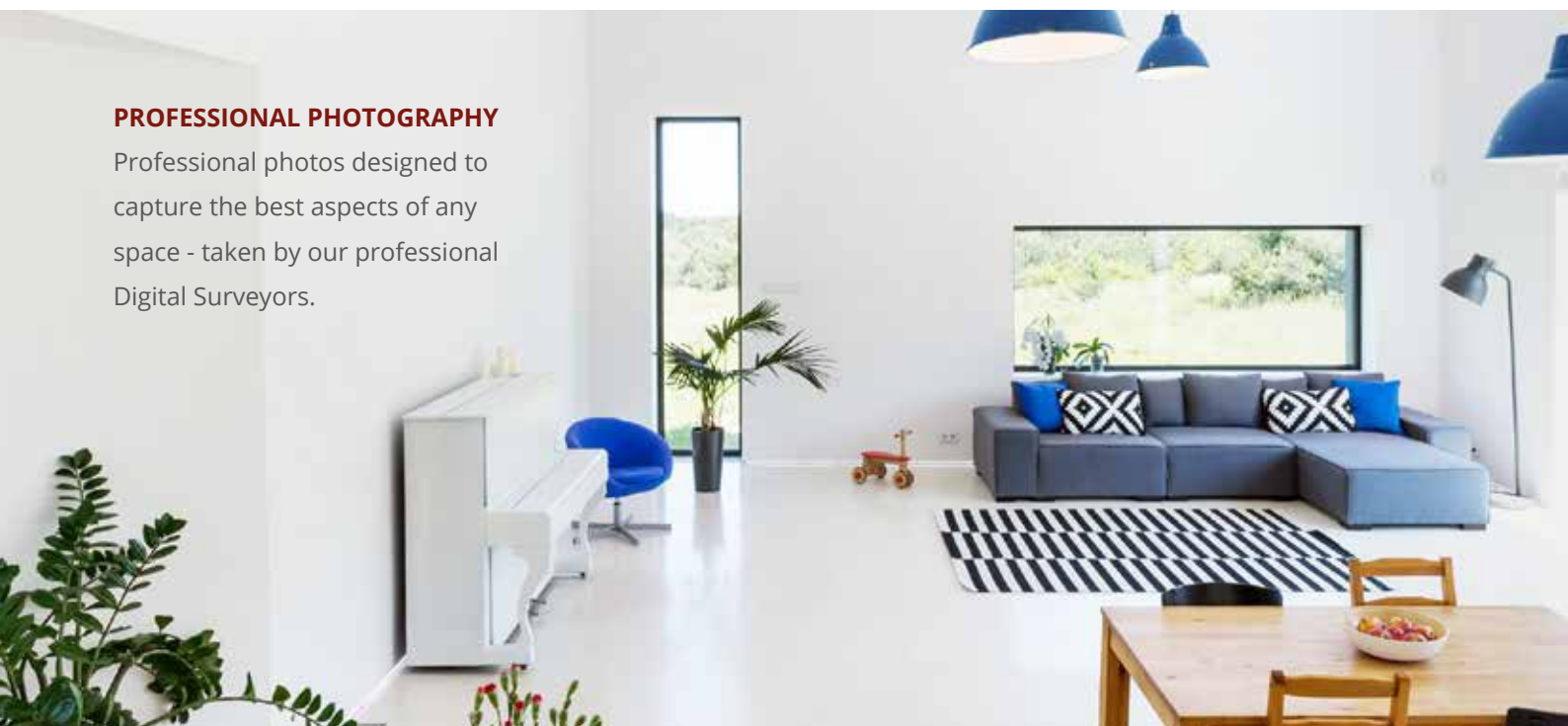


VR EXPERIENCE



PROFESSIONAL PHOTOGRAPHY

Professional photos designed to capture the best aspects of any space - taken by our professional Digital Surveyors.



Website

 homefinders.net

Email

 info@homefinders.net

What is different about our floor plans?

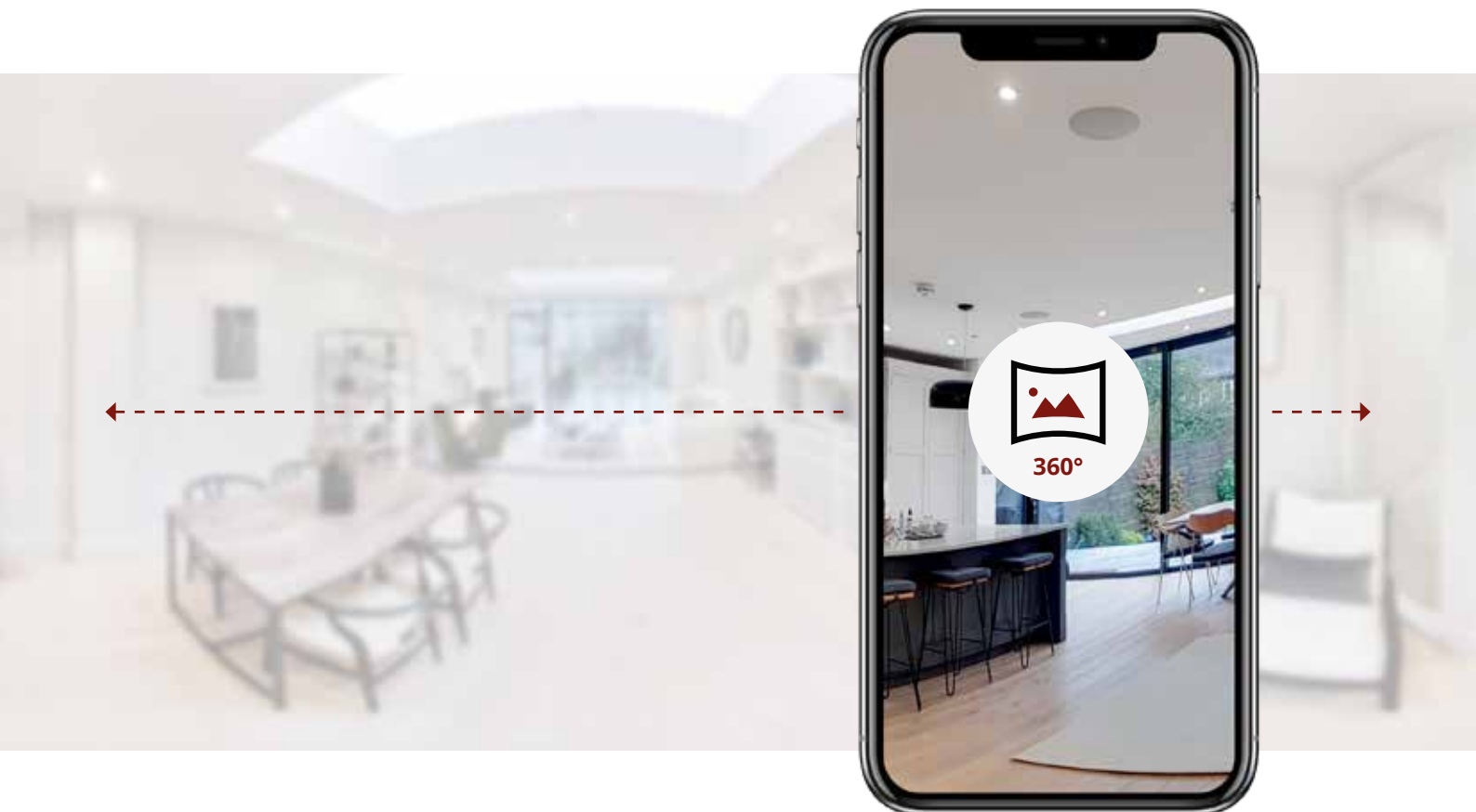
Sure, traditional floor plans are able to give you the basics, but our homes are complex, three-dimensional spaces. Did you know that only 27% of rooms are regular squares or rectangles? This means that very few rooms can be measured with true accuracy using traditional tools, such as tape measures or laser pointers.

Instead, our floor plans are created using revolutionary 3D cameras that capture millions of data points, resulting in a comprehensive and accurate 360-degree view that is compliant with RICS International standards.



HOW WE INCREASE THE NUMBER OF PROPERTY VIEWINGS

The 360-degree and VR Experience saves time, as it quickly gives house hunters an authentic feel for a property. They can easily navigate through the property and explore the space and take a tour of the property.



Letting and property management at Homefinders



- ✓ Backed by Client Money Protection Scheme
- ✓ Experienced and trained professionals required to undertake regular training
- ✓ Up to date with complex legislative changes and best practice
- ✓ Adhere to a nationally recognised Code of Practice
- ✓ independent redress scheme
- ✓ Professional Indemnity insurance



11 benefits of using Homefinders

1 RENT ON TIME

Homefinders will pay you the rent when it is due. Even if your tenant pays late (or does not pay at all), you will still get your rent on time from Homefinders. If we have to evict the tenant, you will get 75% of the rent for two months or until the tenants vacate the property.

2 24/7 365 DAYS MAINTENANCE COVER

Our maintenance team will cover your property 24/7, 365 days a year. If the property is leased to us, we will also provide you with free 24/7 emergency cover for plumbing, electricity and drainage, operated by our sister company, Scotchwell Ltd.

3 3D VIRTUAL TOUR

There is at least 10 times more enquiries for properties with Virtual Tours and less time to rent as people can walk through the property in our office or at their home before booking the actual viewing. This is available for all our rental properties with no extra charge.

4 YOUR OWN PERSONAL ACCOUNT MANAGER

Our property managers each look after only a handful of properties, and deal with everything including check in, check out, maintenance, accounts, tenancy renewals and any issues that may arise. In effect, you will have your own experienced, ARLA-qualified personal property manager. Their first priority is to keep you happy.

5 FREE USE OF OUR HANDYMEN

You can make use of our handyman service for an unlimited time, free of charge, when you select certain management and 'maintenance-included' options.

6 FINANCE YOUR REFURBISHMENT WORK

We will finance any upgrades required to bring your property up to a good standard in order to achieve top rent. Our builders will do the work, and the cost can be deducted from rent over a 6 to 9 month period.

7 PAPERLESS

We are completely paperless from beginning of referencing to signing TA. Everything is online.

8 IN-HOUSE MAINTENANCE TEAM

We have our own in-house maintenance team, comprised of experienced, multi-skilled tradesmen and subcontractors who have been with us for more than 20 years.

9 TRAINED, EXPERIENCED STAFF

All of our staff are either ARLA qualified, or accredited landlords themselves. Between us, we have a total of 100 years of experience in the property industry.

10 LANDLORD LICENSING

If you lease your property to us, you will not need to licence it, even if it is located in a licensing area. This will save you up to £950 in some areas.

11 24/7 ONLINE BOOKING & CHAT SERVICE

You can book appointments on our website at your convenience, and our live chat is also available 24/7. This means that potential buyers never have to wait for business hours to register their interest and book appointments for viewings.

Your options

Features	Premium Plus (rent on time)	Premium	Value management (rent collection)	Letting only
Advertise on 100+ portals including Rightmove, Zoopla, Prime Location, OnThemarket etc...	✓	✓	✓	✓
Initial inspection of property, marketing appraisal and advice	✓	✓	✓	✓
Bespoke marketing strategy	✓	✓	✓	✓
Photo, floor plan and description	✓	✓	✓	✓
Referencing and contract drafting and digital signing and supply all required documents	✓	✓	✓	✓
Accompanied viewings and feedback	✓	✓	✓	✓
Access to over 2000 actively searching tenants on our database at any one time	✓	✓	✓	✓
Handling all negotiations	✓	✓	✓	✓
Collect the first months rent and deposit	✓	✓	✓	✓
Instruct professional inventory clerk	✓	✓	✓	
Organise gas safety and EPC	✓	✓	✓	
Register and protect the deposit	✓	✓	✓	
Check in by our property managers	✓	✓	✓	
Transfer of utilities	✓	✓	✓	
Online access to all your information	✓	✓	✓	
Monthly itemised statements and yearly statements for self assessment	✓	✓	✓	
Renewal negotiations and draw up renewal agreement	✓	✓	✓	
Deposit negotiations	✓	✓	✓	
24/7 cover for maintenance	✓	✓		
Regular inspections	✓	✓		
Handle insurance claims	✓	✓		
Free Rent guarantee Insurance for the first year	✓	✓		
We pay landlord on time even if rent is not received as long as the tenant is in the property	✓			
Unlimited free use of our handymen. First 2 hour is free then low hourly rate	✓			

1 to 3 year leases

Forget about tenants, tenant issues, regulations, maintenance and licensing – we take care of all of this for you.

Just Get the income!

We procure properties for most London Local Authorities, private companies, and individuals anywhere within M25 for leases between 1 – 3 years.

No commission charged to Landlords - You get paid whatever rent is agreed upon. In most parts of London, this will be the market rent.

Guaranteed Income - We will pay the rent on time, even if there is no tenant in the property.

No furniture is required* - Except white goods and plumbing for washing machine, net and heavy curtains.

Free use of our handymen - If you choose the maintenance-included option, our multi-trade handyman is free to use for up to 2 hours per worksheet, for an unlimited amount.

We will finance the necessary work - We can bring the property up to the required standard and charge you over 12 months (once the quote is agreed upon) with no interest at all.

24/7 365 day cover for your property - We provide 24/7, 365-day cover for any emergencies.

Regular inspections - We inspect properties every 2-4 months.

3-6 months rent in advance - For selected properties, we will pay up to 6 months rent in advance.

Properties returned with vacant possession at the end of the term - At the end of the lease we will return the property vacant and in the same condition as we took it, except for fair wear and tear.

Low property to property manager ratio - We provide you with your own personal account manager who will deal with everything, including check-in, check-out, maintenance, accounts, and more. They will act like your qualified personal property managers.

Photographic and written inventories prepared by independent third party - We return the property in the same condition as we find it.

Experienced in house maintenance team - Our multi-trade handymen and many of our subcontractors have been with us more than 10 years.

We are trusted - By Hackney, Waltham forest, Newham, Redbridge, Barking and Dagenham, Haringey, Enfield, Brent, Kensington and Chelsea, Hammersmith, as well as by a number of companies and individuals.

*Local Authority leases only, if it is a company or individual you must be flexible with furniture.

The big idea

If these two properties were in the same location, which would fetch the top rent?
We can finance any work to bring your property up to a good standard in order to achieve the highest possible rent.

**YOU CAN
SPREAD THE
COST OVER
6-9 MONTHS**



Vs



Case study

This property needed complete refurbishment to bring it to a good standard to let, but the landlord could not afford the work. Our sister company completed the work within 4 weeks, and the property was let to professionals within a week for top rent. We are now deducting the payment for the refurbishment from the rent in instalments, and the landlord is receiving the balance on time, having chosen our Premium Plus service.



BEFORE



AFTER



BEFORE



AFTER

Maintenance and refurbishment

We have our own team of builders and multi-trade handymen. You can see some of the work we have done below.



Per hour – pay for the time you use on a half hourly basis

Only pay for the time you use. We will estimate how long it will take to undertake the work.

£66 for the first hour and **£27** for any half-hour thereafter.*

We also offer an after hours service (after 7pm and Saturday and Sunday) at a slightly higher rate of £94.00 for the first hour and £40.00 for any half-hour thereafter.

***Landlords who choose our Premium Plus management option get the first two hours free of charge. If we manage the property, all above prices are discounted by 20%.**

Survey and quote

For larger work, we will visit the property and give you a verbal estimate, free of charge. Once you agree to proceed, we will send you a written quote for the work. There will be no call out charge for this, unlike other contractors. We trust that our quotes are very competitive, and the quality of our work is truly first class.



Call or email our maintenance manager with a brief description of work required on
020 7033 0311 Option 3 - maintenance@homefinders.net

Helping local artists

Hackney is home to a thriving artistic community, one of the largest such communities in Europe. We believe in helping these artists to showcase their work, as exhibition space is expensive. Our office doubles up as an art gallery in the evenings and weekends, and we have had three exhibitions in 2018, with one that is still on-going.

The first exhibition was 'Mediterranean Days' by a well-known local artist, Sumer Ereğ.

Ereğ's latest exhibition is not nostalgic about 'getting back to the old Mediterranean days' but rather about painting here with a brush dipped in there, the Mediterranean Sea. This is not about homesickness or about bringing there to here, it is about creating a synthesis of places and times, of the reality and complexity of being a migrant.



The next exhibition, 'Unreal Estates,' was organised by artist-curator Amanda Lwin, and was supported by a grant from Arts Council England. Taking place over a month in September, the show was reviewed in Hackney Citizen and named the 'Exhibition to See this Week' in FAD magazine.

The third exhibition is 'Metin Senerguc Remembrance', and is exhibition of works by local artist Metin Senerguc, who suddenly passed away recently.

The project critiques the homogenisation of interiors, a concept described by writers such as Kyle Chayka in his description of 'Airspace', for example. Gathered together, the works are a subtle commentary on the state of the property market and the trend of property as investment, rather than a place where lives are lived.

Community Initiative

We have partnered with several charities and voluntary organisations in Hackney, Newham and Waltham forest.

We feel it's important to give back to the community in which we work. East London has changed a lot over the last 10 or so years, but we believe that the community spirit of yesteryear should not be just nostalgia.

That community spirit is still here, but we have to light it brighter. There are a number of local organisations that rely on volunteers, and we think that every person and business living in East London has a responsibility to contribute.

We have decided to make a small contribution to these voluntary organisations. For every let and sale we make, they now will receive **£50** from Homefinders. This will be at no cost to you, but all we ask is that you choose from the following list of partners for the **£50** donation when we sell or let your property. You can contribute by suggesting others, and/or volunteering in one of these local initiatives.

- ✓ Hackney Pirates
- ✓ Minik Kardes Nursery
- ✓ Hackney Foodbank
- ✓ Hackney Migrant Centre
- ✓ Downsell Primary School



The senior team



HAYDAR SEHRI MANAGING DIRECTOR

Haydar has had his own Estate Agency since 1988. He has invested, developed, and managed thousands of properties, acquiring extensive knowledge and experience in all matters of residential property.

☎ 020 8533 6461

☎ 07956 992943

✉ haydar@homefinders.net



ANN SEHRI FINANCE DIRECTOR

Ann has been with Homefinders since 1997. She is an accountant by profession, and her current focus is improving efficiency and our communication with clients.

☎ 020 7033 0311

✉ ann@homefinders.net



GASSAN OJJEH HEAD OFFICE MANAGER

Gassan has been with Homefinders for almost 5 years. He initially joined Homefinders as Maintenance Manager, then became a much-loved Property Manager, and is now our Head Office Manager.

☎ 020 7033 0311

✉ gassan@homefinders.net



ASDAQ SAYED STRATFORD BRANCH MANAGER, DIRECTOR OF SALES

Asdaq started his property career in 2004 as a Junior Sales Negotiator in our Hackney branch. Through hard work, honesty and diligence he is now an experienced property professional and branch manager.

☎ 020 8534 8852

☎ 07817 560047

✉ asdaq@homefinders.net



MATTHEW KING DALSTON BRANCH MANAGER

Soon after finishing his studies in Business and Marketing, Matthew joined Homefinders in 2014 as a Trainee Negotiator. Since then, he has gained a vast amount of experience whilst applying the business theories learnt during his studies.

☎ 020 8533 6461

☎ 07583 942295

✉ matthew@homefinders.net

What our clients have to say

I received a first class service from Youcef at Homefinders. I was trying to rent my house privately when Youcef approached me with a professional letter. I agreed that he could market the property and he was swift, efficient and very diligent. He found a wide selection of interested tenants giving me choice. He took my concerns 100% in to consideration and helped me find appropriate tenants. I always felt I was in control and that potential tenants were being carefully reviewed. In the end he found the perfect match and I had total confidence in Homefinders. I would definitely recommend them again in the future. Youcef is always willing to help out and I have felt fully supported throughout the entire process. Thank you for the personal professional service.

I would also like to thank Leena for helping me get inside my house. My door key wasn't working and when I called for emergency she was very helpful and called the engineer to come fix it again, thank you so much Leena. Response time in case of maintenance issues is perfect: one day to contact the landlord and to arrange for the fix on next day. Gassan help has been, as usual, effective.

Karen St Jean-Kufuor

Asdaq as always, provides perfect customer service and takes his time to explain in great depths all of the different aspects of the transactions. He really made me feel at ease and it's great to see a professional property expert rather than an over excited salesman. Thank you Asdaq for all your help.

Kevin Bartley

Well what can I say Asdaq was amazing to deal with especially leading up to Christmas where everything becomes frantic in order to get the job done. He would visit me at my home at my chosen hour even if the office was closed. Being in full time work it's difficult to get round to the paperwork but Asdaq on more than one occasion came to my house at 9pm to get through all the jargon and paperwork. he sorted the lease out on my property and I never once felt pressured and always felt like I was dealing with a family friend. Asdaq is an asset to Homefinders.

Ms khatun

Doing business with Homefinders is a pleasure especially Asdaq. He is informative and offers good solutions to problems that exist with regards to various issues. He does not come across as a sales person but a well informed agent whose advise can be trusted.

Waqar

I have been using Homefinders for over a year now to manage my property. Gassan Ojjeh, my account manager is an absolute God send! If there are ever any issues he lets me know but always ensures he has a solution too, so I don't have to spend my time worrying. Also if I have any queries, Gassan is always available to answer my questions. I am happy to continue to use Homefinders for the foreseeable future.

Shabs

Homefinders has been very efficient in sourcing good quality tenants for us, being proactive and resourceful in their work. Their marketing approach is excellent, utilising many avenues to get our properties to as wide an audience as possible. I can confidently say that the staff are very professional and know their market well. We have received invaluable advice and guidance which has helped us navigate around some difficult problems with success.

The staff of the Stratford branch in particular have been very helpful and considerate. I find Asdaq's enthusiasm and involved nature very reassuring and Somer's work ethic encouraging. They are always willing to go the extra mile, even agreeing to act for us on properties outside their area. For example they found me an excellent tenant in Lewisham, beating local agents to agreeing the let in spite of being based 9 miles away.

L&Q



I cannot thank Zahid enough for the great service he provides. He is excellent in sorting out any problems, swift in replying to emails and keeping me updated. I cannot praise him enough.

Freda Phillips

We would like to say a big thanks to Asdaq for providing great service and taking over the lease contract for my property in a very efficient way. He is easily approachable via email and phone and he is very professional in his work. Yes I would definitely recommend Homefinders to my family and friends and hoping to work with Homefinders in many years to come.

Mrs Mustafa

Very professional, punctual, approachable, knowledgeable and a great asset to help customers with all they need. I personally dealt with Asdaq, who's walked me through the course to put my property into tenancy. Impeccable service. I'd strongly recommend Homefinders.

Ven Chennubotla

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