



# Edinburgh Property Investment

An Investor's and Landlord's Guide





# Why Cullen Property?

We are Edinburgh's leading property investment, lettings and management specialist. We source, acquire, let and manage residential properties in Edinburgh for investors and landlords interested in letting buy-to-let properties to students and professionals.

With over 20 years' experience in Edinburgh's buy-to-let market and as investors ourselves, we know exactly which properties will deliver high capital growth and rental returns.

We currently manage circa 400 properties in Edinburgh, with a portfolio worth over £120m. Our properties have so far achieved a very high occupancy level: always in excess of 95% and frequently more than 99%. Despite the portfolio size, we still hold true to our original values and deliver a personal professional service to all our clients and tenant customers.

We are accredited by the Association of Residential Letting Agents (ARLA/PropertyMark.) The majority of our Cullen Property team have successfully achieved their ARLA PropertyMark SCQF Level 6 Technical Award in Residential Letting and Property Management - Scotland. We are also members of The Property Ombudsman.







## Why Edinburgh?

### Student Rental Sector

Edinburgh has four universities and a growing student population of over 75,000 students. Student properties in prime locations are incredibly sought-after. We know which properties will deliver capital growth and a strong rental return.

### Regulation / Legislation

We comply with all Scottish Government and local authority regulation and legislation. We regularly attend seminars and presentations to ensure that we are well informed of any changes in advance. This helps give our investors and landlords peace of mind.

### Property Yield

We source quality properties in prime locations, ensuring they are refurbished and furnished to gain maximum return. Typically, we source properties which provide a 6%+ yield.

### Invest in Edinburgh

Edinburgh is regarded as the UK's leading city in terms of innovation, inspiration, inclusion, interconnection, investment and infrastructure. It is viewed as one of the fastest growing and most productive cities in the UK. (According to The Herald – June 2017).

### Capital and Rental Growth

Edinburgh residential property and private sector rents both continue to show positive annual growth. Capital values are rising steadily, whilst rents continue to show annual increases of circa 3.0% - 5.0%.

### UNESCO World Heritage

Edinburgh is a historic, picturesque city, so it's not difficult to see why the city's Old and New Towns were awarded UNESCO World Heritage status in 1995. Invest in a city full of history, culture and beauty!





## Acquiring a Property

### Cullen Property's role

Our investment team has a wealth of local knowledge and experience to research, view and assess the best potential Edinburgh property investments for you. We source both on and off market property opportunities in prime Edinburgh locations.

Suitable properties are appraised financially so that we can present an accurate assessment of how the property will perform as an investment and what level of funds will be required to purchase and refurbish, if necessary.

Where possible, we aim to agree a sales price in principle with the vendor before presenting it to our client base. Our expertise in the Edinburgh property and letting

market allows us to negotiate keen deals based on our knowledge of what potential the property has both in terms of development and its letting value.

### The Client's role

You will need to discuss your potential lending needs with your IFA or lender. If you don't already have your own lawyer and IFA in place, we can offer a number of recommendations. We strongly suggest that clients need to instruct lawyers who are based in Edinburgh to understand the finer details of Scottish Property Law. Any lenders used should be conversant with Houses of Multiple Occupancy (HMO) properties in Scotland.

***'We will assess the best Edinburgh property investments for you.'***

# Refurbishing a Property

Once you have secured your new Edinburgh investment property we provide detailed advice on any necessary refurbishments or renovations, and exactly what works are required to meet HMO compliance.

Property refurbishments can vary from straight forward HMO compliance works, to re-fitting a kitchen or bathroom, or knocking down and rebuilding walls to create additional bedrooms and/or bathrooms.

We also offer a furnishing service. Our Project Manager sources quality furnishings which are easy to maintain to a high standard.

***'We will oversee the project from start to finish.'***

Our Project Manager also oversees all projects from start to finish, the scope of work having been agreed at the start of the project with the client. We obtain estimates on behalf of the client, apply for all required building consents and appoint and manage contractors until the project is completed. We work with numerous trusted contractors, many of whom we have worked with for a number of years, ensuring we deliver high quality end results.





# Letting your property

Edinburgh's property market guarantees a resilient investment. Typically, we will let a property within ten days of marketing it.

We ensure the widest exposure to any property's target audience through a variety of marketing platforms. We advertise all properties on our website as well as the top property marketing portals. Properties are also advertised via our social media platforms and regularly feature in premier positions on the top property websites. Property boards are displayed at all our advertised properties and every year we attend Edinburgh's Student Accommodation Fairs at the city's universities to promote our available HMO licensed properties to the city's large and growing student population.

## Managing your property

Our Property Managers are individually assigned a portfolio of properties giving landlords and tenants a direct relationship with their designated Property Manager. Each Property Manager ensures their properties are well-maintained and fully compliant with all current regulations and safety measures.

It is our Property Managers' responsibility to deal efficiently with any maintenance issues. We also have our own in-house Maintenance Technician, ensuring swift responses to our tenants' needs at reasonable costs for landlords.

## Securing your rental income

Our Contracts team secures the right tenant for your Edinburgh property investment, carrying our tenant reference and guarantor checks on all prospective tenants.

Our Accounts team collects the rent by Direct Debit monthly and prompt payment to landlords is sent by the eight-working day each month.

***'We market every property on the top property advertising portals.'***



# Personal and Professional Service for Investors and Landlords

## Investor/Landlord Services

Sourcing, Acquisition, Projects and HMO

- Research and visit all prospective Edinburgh property investment opportunities ✓
- Send you property investment opportunity newsletters when suitable properties are sourced ✓
- Provide financial appraisals on all prospective Edinburgh property investment opportunities ✓
- Advice and support with your purchase ✓
- Advice on all regulation and licensing of your property ✓
- HMO application and renewal administration ✓
- Project management/building works service ✓
- Refurbishment service ✓
- Furnishing service ✓
- Advice on any property regulation and legislative changes ✓

## Landlord Services

Marketing and Letting your property

- Prepare marketing details and photography ✓
- Advertise property on the Cullen Property website ✓
- Advertise property on the top four advertising websites (including Zoopla and Rightmove) ✓
- Advertise property on social media platforms ✓
- Display a property board in the most appropriate position at the property ✓
- Attend relevant Edinburgh Student Accommodation Fairs ✓
- Property viewings conducted by Cullen staff ✓

## Managing and Maintaining your property

- Designated Property Manager for your property ✓
- Property viewings conducted by Cullen staff ✓
- Process potential tenant(s) application ✓
- Obtain third party references for tenant(s) (and guarantors) ✓
- Prepare lease documents for signature ✓
- Collection of initial rent and deposit ✓
- Set up Direct Debit for ongoing rent collections ✓
- Preparation of digital inventory and photography ✓
- Full accompanied check-in and handover of keys by Cullen staff ✓
- Set up Tenancy Deposit Scheme (TDS) account and transfer deposit ✓
- Issue Tenancy Deposit Scheme (TDS) certificate to tenant(s) ✓
- Transfer of utilities and Council Tax into tenant(s) name(s) ✓
- Monthly rent payments and statements ✓
- Regular inspections and reports ✓
- Management of routine safety certificates, maintenance, and repairs ✓
- Management of factoring company accounts ✓
- Review and negotiation of annual rent increases ✓
- Full accompanied check-out conducted by Cullen staff ✓
- Digital check-out report including inventory, condition report and photographs ✓
- Process release of the deposit from the Tenancy Deposit Scheme (TDS) ✓





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