

# TOASTING TEN YEARS

by Philip Suter of Frank Farr

**O**n April 2nd 1984, Philip Suter transferred his High Wycombe letting company to Frank Farr in Iver. Frank Farr had been dealing in Residential Lettings since the 1920's, but did not run a full time department.

There were many properties in South Bucks and East Berks under management which were transferred from the High Wycombe business and within a short space of time properties were being let in West Middlesex as well.

## Letting Department grows

The Letting Department has grown over the decade. From its original Iver base a second office was opened in Beaconsfield in 1989 under the management of Sally Erlick who had been working at the Iver office since 1987.

The offices now have a staff of seven and cover an area from Great Missenden to Ruislip to Windsor to Marlow.

## FIRE REGULATIONS (CONT)

**In conclusion**, ARLA believes that it has, in co-operation with other concerned representative bodies, been responsible for a major review of the Regulations which at one point appeared to threaten our profession and indeed the advancement of the Private Rented Sector.

...But only a court of law can determine whether or not the view expressed by Lord Strathclyde – Minister of Consumer Affairs on 24th November 1993 – will be upheld.

There can therefore be no ambiguity concerning the advice that members should give to Landlords.

It is the Agent's position which ARLA continues to seek to clarify beyond doubt. ■

Philip Suter who is Area Letting Manager at Frank Farr (a part of "THE LEEDS ESTATE AGENTS") says "There have been many notable changes over the years. The Rent Acts have improved considerably making it a lot easier for a Landlord to let for a short period, for example six months and have possession at the end of the Tenancy".

## Tenants want higher standard of accommodation

He went on to say "Tenants now expect a much higher standard of accommodation with washing machines being a requirement and most likely in the next ten years most tenants will want a microwave as standard".

## Standards of professionalism

Philip is very worried about the level of professionalism within the business now. There are more and more Estate Agents setting up in business who have not been able to earn enough money from selling property and have turned to letting. Some of these Agents who have just gone into partnership and immediately add "Residential Lettings/Property Management" to their list of services and although could be highly qualified in sales, do not have any experience in letting!

There are also numerous individuals who have also become Letting Agents overnight with a here today gone tomorrow attitude. Agents go off on a half day course and think they are qualified to let a homeowner's most expensive asset. However, it is a little more complicated than that and there is the high risk of making a mistake and creating a sitting tenant for the owner, with the property going down in value! Many of the Estate Agents will return to sales when there is a

recovery in the sales market and they can achieve the much more lucrative sales commissions.

## Involvement with ARLA

Since 1984 Frank Farr have been members of ARLA (The Association of Residential Letting Agents) and Philip served as Council Member for three years. Prior to that he was on the local committee of the Bucks, Berks and Oxon branch of the NAEA (National Association of Estate Agents). He is also a member of the Small Landlords' Association.

He thinks it would be more beneficial for the general public if the Government introduced legislation for Letting Agents as they have for Estate Agents (The Estate Agents Act and The Property Misdescription Act). There should be regulations requiring an Agent to be licensed, maintaining a professional standard of business, maintaining separate clients' accounts for clients' money and carrying Professional Indemnity Insurance. These regulations only apply if the Agent is a member of one of the Professional bodies like ARLA or RICS which are self regulatory.

## The Lettings Team at Frank Farr

The Frank Farr team have a wealth of experience in Residential Lettings, attend regular ARLA seminar and training courses and LEEDS ESTATE AGENT seminars. Sheena Brown, who runs the accounts has been at Frank Farr over 10 years. Mandy Clark, the Senior Negotiator at Iver, 8 years. Judith Park, the Negotiator at Beaconsfield, 5 years. Lisa Robinson, the Secretary at Beaconsfield, 3 years and Annette Matthew, the Secretary at Iver, 18 months. ■

