

# Lettings Review

News and views for clients of Linley & Simpson

# LINLEY & SIMPSON

## Soap star opens new HQ

EMMERDALE star, Cain Dingle swapped the farm for the city when he opened the new central headquarters of premier Yorkshire letting agents, Linley & Simpson.

Otherwise known as Jeff Hordley, the actor, who is also a Linley & Simpson tenant, celebrated the launch of the company's new headquarters, in north Leeds, along with partners, employees and clients.



Our smart, new central headquarters

The landmark building on Street Lane that used to be home to the well-known clothing store, Brills, has been transformed into the new central headquarters for Linley & Simpson's growing network of eight Yorkshire offices – all dedicated to residential lettings.

The building houses the company's flagship new Roundhay office, which has transferred to the bigger, purpose-designed offices after outgrowing its original base on Roundhay Road in nearby Oakwood and the company's training unit.

"Our former office on Roundhay Road was the first to be created when we launched 12 years ago," said director Will



Emmerdale actor Jeff Hordley, aka Cain Dingle, at the launch of the new Linley & Simpson HQ with Emily Malec, Wetherby branch manager and director, Nick Simpson

Linley. "As the residential lettings market has expanded – none more so than in the current climate – so has demand for our services and it was important to move to modern and bigger premises.

"Street Lane is an ideal location – it gives us a greater prominence in this sought-after area of Leeds and a bigger shop window to showcase the portfolio of properties available."

## Sign of the times

LINLEY & Simpson has entered a new era by unveiling an eye-catching new look to its 'To Let' boards.

The boards – a familiar sight across Yorkshire – have been restyled as part of a new brand identity being phased in across its network.

"We wanted to retain all the strengths of the old-style boards, but give them a fresh and modern design to ensure they maintain a high visual impact," said director Nick Simpson. "We have the strongest board presence among letting agents in Yorkshire and want to

ensure that our properties continue to stand out from the rest. The new signage will help us to achieve this."

The 'makoever' comes as Linley & Simpson launches its new service designed for premium properties – Select.

The 'Select' service offers landlords an enhanced marketing package which includes 360 degree tours; floor plans; professional photography; improved web presence and a distinctive 'To Let' board incorporating the Select branding.

Linley & Simpson believe it is the



first to provide such a service in Yorkshire for properties available to let and is confident that it will prove popular among both landlords and would-be tenants.

Director Will Linley said the company continuously strives to improve the service for its clients and the launch of Select was a natural progression.

Is your Letting Agent Qualified?

PAY £2000	SAFE STREET	GO TO JAIL
CHOOSING THE WRONG AGENT COULD COST YOU MORE THAN AN EMPTY PROPERTY!		

## Don't leave letting to chance

THERE are many good reasons to let your property through Linley & Simpson – in fact, more than 2,000 of them!

That is how many potential tenants are on the company's waiting list for properties – marking a record high in its 12-year history.

As the launch of new laws puts residential letting at a crossroads – Linley & Simpson is using its latest advertising campaign to warn landlords not to leave anything to chance.

"With an increasing number of legal pitfalls facing the country's growing number of 'accidental landlords', there has never been a better time to draw upon the expertise of a letting agency to rent out your home," said director Nick Simpson.

"Increasing legal requirements – such as mandatory Energy Performance Certificates (EPCs) for new lets, as well as changes to the ways tenants' deposits can be safeguarded – make renting a complex process for many," said Nick.

"For those wanting to maximise the 'rentability' of their property by using a letting agent, it's important to ensure they choose an agent who is properly qualified and with as many prospective tenants on its books as possible."

Search over 500 properties at [www.linleyandsimpson.co.uk](http://www.linleyandsimpson.co.uk)



Roundhay

0113 237 0281

Horsforth

0113 239 0663

Harrogate

01423 540054

Wetherby

01937 586060

Leeds City

0113 246 9295

York

01904 611722

Wakefield

01924 375245

Ilkley

01943 816888



In the Ilkley office: from left Karen Williams, Jon Graham and Carol Myatt

# Now we're also open for business in Ilkley

LINLEY & Simpson have broadened coverage across the Wharfe Valley area thanks to the launch of a flagship branch in the beautiful town of Ilkley.

Twelve years and more than 14,000 lets since the agency launched, the eighth office is now in business after acquiring the rental business of another letting agent in the town.

Located in the heart of Ilkley's town centre, on Brook Street, a

new senior management team is in place and responsible for providing the highest level of customer service.

The team is supported by key members of the acquired letting agent's team who have been retained.

Few people know Ilkley as well as director, Nick Simpson, who was born at St Winifred's Maternity Hospital on Ilkley Moor; educated at

Ilkley Grammar School; and continues to live in the area.

"Opening a branch in my hometown was a special moment for me personally, but it was also a major step forward for the company," he said.

"It gives us coverage across the whole of the Wharfe Valley – one of Yorkshire's most sought-after areas in which to live – at a time when rental demand continues to increase."

## New manager at Leeds city centre

GAYNOR Barrett has now joined the ever growing Linley & Simpson as the new manager of the Leeds city centre branch.

Aged 35, Gaynor (pictured) brings with her a wealth of letting experience, having spent the past five years working in Headingley and the city centre for a rival agency.

She joins Linley & Simpson's expanding network of offices at an exciting time – the Leeds city centre lettings market is very strong, with a shortage of properties and an influx of tenants.

Gaynor said: "The market has completed a full circle in the past few years and has returned to a position where demand for properties to rent is again outstripping supply in many areas."

A former fashion student and retail manager before moving into residential lettings, Bradford-born Gaynor is a keen DIY-er and is busy renovating her home at the moment.

Gaynor added: "Having travelled as far away as Thailand, Australia,



New Zealand, Bali, Laos, Burma and India in my youth, I'm thrilled to be returning to my Yorkshire roots, and look forward to settling in to my new role with Linley and Simpson."

### L&S new starters

#### Joanne North

Lettings Negotiator at new Roundhay branch – formerly of Parklane Properties in Leeds.

#### Neil Totty

Lettings Manager at Horsforth (replaced Jon Graham) – formerly Lettings Manager at Dacres.

#### Jon Graham

Promoted to Branch Manager at Ilkley – formerly Lettings Manager at Horsforth.

#### Jenny Renick

Lettings Negotiator at Horsforth – formerly Property Manager at Roundhay.

#### Becky Boylan

Took over from Jenny as Property Manager at Roundhay – formerly with Countrywide Lettings in Bristol.

#### Katharine Savan

Lettings Negotiator at Roundhay.

#### Leanne Gelsthorpe

Property Manager at Wakefield – formerly with Dickinson Harrison in Halifax.

## IN THE SPOTLIGHT



### Name?

Chris Thompson

### Branch and job title?

Leeds, Property Manager

### What is L&S's biggest asset?

It is Yorkshire's largest dedicated lettings agents

### How would you describe yourself, using just three words?

Attentive, Passionate, Team-Player

### What would your dream home feature?

A swimming pool

### If you could live anywhere in the world, where would it be?

America

### What is your favourite holiday spot?

Las Vegas



### Four dinner guests of your choice?

Alan Shearer, Bobby Robson, Tiger Woods, Karl Pilkinton

### First thing you would buy if you won the Lottery?

An Aston Martin DBS



### Tell us one fascinating fact about yourself that will surprise us

I studied at The British School in the Netherlands between the ages of 12-16.

## Clearing out the cowboys

A NEW Government green paper which proposes that all letting agents and landlords are subject to mandatory licensing is fast gathering pace.

However, Linley & Simpson is well prepared for the initiative, which will have a major impact on the UK letting market by driving the 'cowboy' agents out of the profession.

Director Will Linley said: "Landlords can be reassured that we will be automatically licensed through our membership of both the ARLA and NALS. We welcome any initiative that further raises industry standards."