IVORY KEY ESTATES

— A LANDLORD'S GUIDE —

Guide to Letting Your Property

A modern landlord's guide for the 2026 market



IVORYKEYESTATES.COM

WELCOME

Welcome to Ivory Key Estates

We're a modern Leicestershire estate agency built for the 2026 lettings market — combining the legal precision of a conveyancer's eye with the warmth of a genuinely independent, local team.

Founded in 2026 by Amar — a former conveyancer with nearly a decade of property-law experience and over 15 years in international business — Ivory Key Estates was built from scratch for the world we live in today.

The market reached a turning point. More regulation. Faster digital cycles. A growing demand for transparency. Landlords deserved a strategic partner, not just another listing on a portal.

We specialise in residential lettings, sales and property management across Leicestershire — Leicester city, the suburbs, and the surrounding villages. Whether you're letting your only home for the first time, or scaling a portfolio across the East Midlands, we tailor our service to your goals.

Every client has a direct line to a named person. No call centres. No franchise scripts. Just considered, founder-led advice from a team who genuinely cares about your investment.

Established 2026 · Leicester



HOW IT WORKS

The Letting Journey

From valuation to handing back the keys, we take care of every step. Here's what to expect when you let your property with Ivory Key Estates.

01 Valuation & Strategy

A free, no-obligation visit to assess your property's rental potential. We'll talk through realistic rents, target tenants, and any pre-marketing improvements that would pay for themselves.

02 Preparing & Marketing

We commission professional photography and a full floorplan. Your listing goes live on Zoopla, OnTheMarket and our own portal — all within 48 hours.

03 Viewings & Offers

Every viewing is accompanied by a member of our team and logged in your Digital Home Portal. Offers are presented to you in writing with our recommendation and a full applicant summary.

04 Referencing & Compliance

Independent affordability, credit and Right-to-Rent checks for every adult moving in. We compile every certificate and document into a compliance pack before contracts are signed.

05 Tenancy & Move-In

We draft the tenancy agreement (Renters' Rights Act 2026 ready), commission an independent inventory, protect the deposit with the TDS, and coordinate the move-in.

06 Ongoing Management

Rent collection, monthly statements, periodic inspections, repairs, renewals — handled by your named property manager. You stay informed at every stage through the Digital Home Portal.

FIRST IMPRESSIONS

Preparing Your Property

Today's tenants are sophisticated, and they search visually first. A well-prepared property lets faster, achieves a stronger rent, and attracts longer-staying tenants. Here's our pre-marketing checklist.

STYLE THE SPACE

- ✓ Keep décor neutral, warm and timeless
- ✓ Less is more — declutter every surface
- ✓ Rooms should feel light, bright and airy
- ✓ Earth tones underfoot — they show less wear
- ✓ Kitchens and bathrooms gleaming and well-equipped
- ✓ Contemporary lighting (it matters in modern flats)
- ✓ Gardens neat, lawn cut, weeds pulled
- ✓ Everything sparkling clean — windows included

THE NON-NEGOTIABLES

- ✓ Gas Safety (CP12) certificate renewed within 12 months
- ✓ EICR — valid for 5 years, NICEIC-certified
- ✓ Smoke alarms on every storey
- ✓ CO alarms in rooms with fixed combustion appliances
- ✓ Window blinds compliant with the 2014 Blind Cord Regs
- ✓ Documented Legionella risk assessment
- ✓ EPC rated E or above (planning for the C-minimum standard)
- ✓ Furniture compliant with fire safety regulations

Our Fully Managed clients have every one of these handled for them — automatically.

LEGISLATIVE LEADERSHIP

The Compliance Shield

The UK rental sector is governed by **160+ active laws** and **400+ regulations** — and the **Renters' Rights Act 2026** has reshaped much of the framework. Our Compliance Shield keeps your property aligned with every requirement, with no action needed from you.

Renters' Rights Act 2026 readiness

Periodic tenancies from day one, new grounds for possession, updated rent-review framework — all built into our agreements as standard.

Gas, electrical & fire safety

We commission, chase, file and renew every CP12, EICR, smoke and CO alarm check — and store every certificate in your Digital Home Portal.

Deposit protection & dispute handling

Deposits registered with the Tenancy Deposit Scheme within 24 hours. End-of-tenancy disputes prepared and submitted on your behalf.

Right to Rent & ID verification

Home Office-compliant ID and immigration status checks for every adult moving in, with follow-ups for time-limited visas.

EPC, HHSRS & Legionella

Energy efficiency, the 29 HHSRS hazards, and Legionella risk assessments — monitored continuously, action taken before they become problems.

Professional redress & CMP

Members of The Property Ombudsman, Propertymark Client Money Protection, ICO-registered, and Safeagent-accredited. Your investment is properly protected.

Every certificate, every notice, every renewal — all in one place in your Digital Home Portal.

OUR SERVICES

Three tiers, one standard of care

Choose the level of involvement that suits you — we'll deliver the same standard of care at every tier.

Let Only

8% of annual rent

For experienced landlords who prefer to manage tenants directly.

INCLUDES:

- Professional photography & floorplan
- Multi-portal marketing (Zoopla, OnTheMarket)
- Tenant referencing & Right to Rent checks
- Tenancy agreement drafting
- Move-in coordination & key handover

Rent Collection

From 10% of monthly rent

For landlords who want the rent handled but prefer to manage the property themselves.

EVERYTHING IN LET ONLY, PLUS:

- Monthly rent collection & ringfenced client account
- Monthly landlord statement (MTD-compatible)
- Arrears monitoring & first-stage chasing
- Annual financial summary for your accountant

★ MOST POPULAR

Fully Managed

15% of monthly rent

Our most popular option — and the one we recommend to most landlords.

EVERYTHING IN RENT COLLECTION, PLUS:

- Quarterly inspections with photographic report
- Repairs & maintenance via vetted local contractors
- 24/7 tenant support line
- Annual rent review & renewal negotiation
- End-of-tenancy check-out & deposit dispute handling
- Rent Guarantee included as standard
- Legal expenses cover
- Full Compliance Shield coverage

Detailed fees can be found on our website.

Scan the code or visit ivorykeyestates.com · No VAT. Minimum fee of £750 per tenancy term.
£400 initial set up fee applies to Rent Collection and Fully Managed services.
Rent Guarantee subject to underwriting and applicable T&Cs.

WHY IVORY KEY

Why landlords choose Ivory Key Estates

Founder-led

Every client has a direct line to Amar and his team. No call centres, no franchise scripts.

Radical Transparency

Your Digital Home Portal shows viewing feedback, offer status, statements and compliance documents — 24/7.

Compliance Shield

Built around the Renters' Rights Act 2026 and the 160+ laws governing UK lettings.

Hyper-Local Expertise

Deep knowledge of Leicester city, the suburbs, and the surrounding villages — paired with global-reach marketing.

Transparent Fees

No VAT. No hidden charges. Straightforward pricing in plain English.

Trusted Network

Vetted local contractors, professional referencing partners, and full Propertymark CMP.



"I founded Ivory Key Estates to bring a progressive, transparent approach to the property market. Whether I'm drawing on my legal background to protect your interests or my years in business to negotiate the best deal, my goal is simple — making your next move as seamless as possible."

AMAR · FOUNDER, IVORY KEY ESTATES

IVORY KEY ESTATES

Real estate built for the 2026 market

— LET'S BEGIN —

Let's talk about your property.

Book a free, no-obligation rental valuation today.

VISIT US

55 Francis Street,
Stoneygate
Leicester · LE2 2BE

ONLINE

ivorykeyestates.com

GET IN TOUCH

Book a valuation at
ivorykeyestates.com/valuation

The Property Ombudsman · propertymark cmp Client Money Protection · TENANCY DEPOSIT SCHEME · ico. REGISTERED

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