

# Greenway Lettings

Good, because we care



**GREENWAY**  
PROPERTY LIMITED



Single let apartment, refurbished  
and managed by Greenway  
Property



Greenway Tree Planting, 2021

Hi,

I am Mike, one of the 4 Directors of The Greenway Property Group. I am delighted that you are considering working with us to make the most of your investment for you and your family, and to increase the number of quality homes in Cornwall.

Our company was established in 2017 by two families who are united in our passionate belief that businesses can make profits and be a force for good at the same time. We want everyone who touches our company to feel like they got a good deal.

As well as growing and managing our own portfolio we support other property investors to generate great returns with minimal hassle, whilst providing high quality accommodation for 300+ tenants and guests.

So, if you share our values, and want to increase and/or stabilise your investment income, with as little hassle as possible, then read on to find out how we can help.

I'd love to explore working together, please give me a ring today and we can talk more about welcoming you into the Greenway family.

With best wishes,

Mike

Mike Dewar

01872 248526

Welcome to Greenway

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# About us



## Why choose Greenway?

### Local and independent

Established South West based property developers and landlords

### Efficient

Proactive, regular communications and easy to use, transparent processes.

### Effective

Occupancy rate of 98.2% and high tenant/landlord satisfaction

### Personal

Bespoke services designed for you

### Value driven

We care, a lot, about our tenants, guests, landlords, staff, communities and environment.

### Professional

Legally-compliant, quality-driven leaders in our field.



“ a breath  
of fresh air ”

Liz, Property Investor and  
Landlord.

## The Greenway team

Our staff are frankly brilliant, every day we thank our lucky stars that we found them all! They care as much as we do, and they work very hard on your behalf to make sure the properties are well cared for, and that the tenants are happy.

Well maintained and run properties, expertly curated shared households, and timely, professional communications means happy tenants. Add to that efficient and accurate billing and we have happy landlords too. It's a **win win win**, with bonus wins for our communities and our environment!

Our Lettings team is ably led by Izzie Randell, and includes housekeeping, maintenance, administration and tenant services.

In addition to our staff we have a network of skilled and experienced tradespeople at our fingertips. We have worked hard to build relationships that get us firmly on their priority list, so that issues are resolved quickly, which normally means more cost effectively.



## Co-Founders and Directors

The Greenway founders have over 80 years combined experience in property conversions, building projects, HMO/Student/Single let management, serviced accommodation, project management, garden design and landscaping, strategy and business management, and investor relations.



**Lee-Anne Ingham**

Responsible for finding, structuring, and negotiating deals, project design, and property marketing. 20+ yrs experience as a Property Investor, ex- Royal Navy Officer, Mentor



**Louisa Trunks**

Responsible for investor relations, branding, PR, social media, business strategy and planning, HR, finance, Systems and outsourcing. 20+ years experience as a Fundraising / Strategy Consultant, raising millions and building resilient, efficient good causes..



**Mike Dewar**

Responsible for project management, property maintenance and management, Tenant processes, finance and compliance. 12+ yrs experience as a Property Investor, ex- Royal Navy Officer, Landlord/Tenant Manager, qualified plasterer.



**Lee Trunks**

Responsible for website, advertising, branding, social media, IT, graphic design. 20+ yrs as SME business owner, 5yrs experience as Lettings Sales/Marketing Manager, 11yrs experience as a garden landscaping and bedroom refurb PM.





Finding creative solutions under  
our 'strategy tree'

**Good,  
because  
we care**



## We are value led...



**Equity** for all: Tenants, suppliers, professional services, investors, each other, our communities and for our planet. We want everyone who touches the company to feel like they got a good deal.



Our **Environment**, as being crucial to the health and well-being of ourselves, our tenants, and wildlife.



Long term **Partnerships**, that are built on mutual respect and honesty.



Developing **Quality** homes. For us this means well-designed, safe living-spaces, that are maintained to an excellent standard.



**Efficiency**, we hate waste.



Greenway tree planting, 2021

## Our GREEN ways...



At Greenway our community is important to us, and this includes all the people who work with us, stay with us, who live in the places we operate, plus all the animals who share our planet.

We work hard to minimise our negative impact and to be a force for good . Our planet doesn't have the time for us to wait until we have everything figured out, so with a nod to our imperfections, we do our best to;



Preserve green spaces by repurposing and redeveloping existing properties

Choose sustainable building materials

Mend and repurpose furniture



Prioritise and promote shared-living as being a planet friendly way of living

Use green energy tariffs

Use eco consumable products – we have made a commitment to remove Ocean harming chemicals from our cleaning processes



Use eco-friendly Ozone technology for our laundry

Promote zero waste grocery stores to our short-stay guests

Run efficiently with minimal waste

Use a waste provider with a zero landfill policy



Use ethical suppliers, such as Lyreco

Use our electric cars

Plant trees



Clean beaches

Make donations to good causes



# Our Services





Falmouth managed HMO:  
Refurbished communal room by  
Greenway, rent increased, 0 voids,  
happy tenant, happy landlord.



“

I absolutely love HMOs. Whilst I enjoy all property strategies, and particularly value being able to switch between them to take advantage of market trends, its HMOs that have my heart! I get a kick out of turning single lets or run-down larger properties into gorgeous shared living accommodation that provides more homes, for more locals, and creates higher returns at the same time. Also, I am very conscious of the positive environmental impact of shared living, and passionate about how well-run HMOs are fast becoming THE chosen way of life for people of all ages.

”

**Lee-Anne Ingham, Greenway's Portfolio Director**





## Our services

Greenway are HMO (House of Multiple Occupation) and Short term/holiday let specialists. For every stage, or for the whole journey, we can:

**Get you set up:** Regardless of whether you are in or out of the county, our extensive knowledge of the Cornish property market, combined with our diverse experience of property strategies, means we can be on hand to view, suggest, appraise, and make recommendations regarding your purchases. We can help you develop a portfolio that diversifies your risk, creates stable income and secures your future. Whether you want a hands-free service, or just ad hoc advice, our bespoke service balances your budget with your available time and inclination to be involved.

**Increase your profits:** We regularly take properties and increase profits for our investors and landlords, via a combination of using space well, interior design, tenant/guest management, and our unique approach of bridging property strategies

**Reduce your burden:** We can provide specialist cleaning and maintenance services for HMOs, Serviced Accommodation, end of builds, end of tenancies, and ad hoc issues such as upholstery, oven and carpet cleaning. We also provide tenant find services, and holiday let booking boosts.

**Fully manage your properties:** Our experienced team will professionally manage your property balancing maximum profits with happy, cared for tenants who stay and pay their rent

**Guarantee your rent:** We become your tenant for up to 10 years, paying your rent on time, every time; no voids, no stress, no tenant dramas

**Buy your properties:** We offer quick transactions that are fair, allowing you to access your cash fast

Liquidise your assets and  
**buy your properties**

Analyse your income and  
**Increase your profits**

**Guarantee your rent**  
for up to 10 years

Advise on **portfolio  
development**

**Fully manage your  
properties:**  
We are HMO and Short  
term/holiday let specialists

Help you find **Excellent  
investment  
properties**

**Reduce your burden** by  
providing professional cleaning  
and maintenance services



## Property Management Package

- ✓ **Property compliance service**
- ✓ **Housekeeping service**
- ✓ **Regular maintenance service**

Includes monitoring, management and advisory services, cleaning and works billed separately.

### **Optional extras**

Ad-hoc services such as end of tenancy cleans, post build/refurb cleaning, Carpet/upholstery/oven cleaning, furniture erection, maintenance works, painting & decorating, and gas/electrical safety certificates, can all be arranged by our team and their preferred, trusted partners. We can also arrange and project manage works.

## How does it work?

Our experienced and professional housekeeping and maintenance teams can provide services to meet your needs. We can offer;

- ✎ Management services, where we monitor and arrange works as required to keep your investment in great condition.
- ✎ Regular specialist housekeeping services – Regular HMO cleaning is vital for good tenant management, and no one is more discerning over cleaning standards than a short-stay guest, but the two services are different. Our teams are trained to know the difference, to care about the nuance, and to clean to an exceptionally high standard that meets everyone's expectations.

### **Bespoke pricing**

All fees are subject to VAT



## Tenant find package

- ✓ **Vacancy advertising**
- ✓ **Applicant viewings and selection**
- ✓ **Tenant referencing**
- ✓ **Right to Rent**
- ✓ **Deposit protection**
- ✓ **Check in Inventory**
- ✓ **Tenant check in**
- ✓ **Monthly remittances**

### Optional extras

- Property compliance service**
- Housekeeping service**
- Regular maintenance service**

## How does it work?

This service is for landlords who just need support finding really good tenants, who will;

- 👉 Pay their rent on time
- 👉 Treat your asset with respect
- 👉 Live harmoniously with their housemates

We train our lettings team to be scrupulous and considered in their character assessments, and have systems in place to make sure all the legal requirements such as deposit management and Right to Rent are met.

**1 months rent per tenant**

We are happy to negotiate our fee for portfolio landlords. All fees are subject to VAT



## Landlord package

- ✓ **Vacancy advertising**
- ✓ **Applicant viewings and selection**
- ✓ **Tenant referencing**
- ✓ **Right to Rent**
- ✓ **Deposit protection**
- ✓ **Check in Inventory**
- ✓ **Tenant check in**
- ✓ **Monthly remittances**
- ✓ **Room inspections**
- ✓ **Check out inventory**
- ✓ **End of tenancy inspection**
- ✓ **Tenant management software**
- ✓ **Rent collection and management**
- ✓ **Ongoing market appraisal and annual rent review**
- ✓ **Property compliance service**
- ✓ **Housekeeping service**
- ✓ **Regular maintenance service**

## How does it work?

This fully managed service is the perfect solution for busy landlords who want minimum hassle and high rewards. We take care of your property and your tenants, managing everything to provide a smooth investment experience.

Whilst you retain financial responsibility for property upkeep, utilities and ensuring the property is fit and legal to rent, we take the management burden, monitor everything, notifying you when action is required, and then organise requirements on your behalf. Landlords have access to live tenant data, contracts and certificates, invoicing, and can arrange all work orders via a handy to use app, plus direct access to our General Manager for any help and support.

**Single lets: 10%** of rental income  
**HMOs: 15%** of rental income

We are happy to negotiate our fee for portfolio landlords. All fees are subject to VAT



## Fore Street

Greenway took over management of this poorly performing HMO in 2020. The property needed some love and attention, and the tenant group were violent, antisocial, and several were in rent arrears.

Through close management, unflinching expectations and a thorough understanding of the law, we have removed the problem tenants. By upgrading the rooms and appealing to a professional clientele, and by restructuring the property to include a studio flat, we have increased the landlords income by over £1500 per calendar month and made sure the tenants pay on time each month. What's more, we have dramatically reduced the landlord's stress levels!



Landlord's package, HMO,  
Camborne

## Guaranteed Rent

- ✓ **Certainty of rental income**
- ✓ **Vacancy advertising**
- ✓ **Applicant viewings and selection**
- ✓ **Tenant referencing**
- ✓ **Right to Rent**
- ✓ **Deposit protection**
- ✓ **Check in Inventory**
- ✓ **Tenant check in**
- ✓ **Monthly remittances**
- ✓ **Room inspections**
- ✓ **Check out inventory**
- ✓ **End of tenancy inspection**
- ✓ **Tenant management software**
- ✓ **Rent collection and management**
- ✓ **Ongoing market appraisal and annual rent review**
- ✓ **Property compliance service**
- ✓ **Housekeeping service**
- ✓ **Regular maintenance service**

### Optional extras

- Property compliance service**

## How does it work?

A completely hands off option with stable income for those who want all of the income with none of the hassle. Greenway becomes your tenant for 5-10 years and pays your rent on time, every time. We analyse the space, refurbish where necessary at our cost, and then present your property beautifully on a room-by-room basis to professional tenants, managing everything including paying your bills, property maintenance, upkeep and tenants.

We will negotiate a **fair rental price** and contract term that secures a good deal for you, and for us, and allows a fair rent for the end tenants too.



## Portland Gardens

Greenway were approached by the Landlord who was struggling to let this 5 bed HMO, in part because the property was in need of some attention. We met the landlord to analyse and discuss the property's potential and agreed a 5 year Guaranteed Rental Agreement in 2018.

We renovated, designed new marketing materials, and had the property fully let before we took official tenancy. We have achieved 100% occupancy ever since and have a very happy landlord with no tenant issues, a well-maintained property, and **regular income, paid every month, on-time.**



Guaranteed rental agreement  
HMO, Falmouth



	Property Management package	Tenant Package	Fully Managed Service	Guarenteed Rent
<b>Certainty of rental income</b>	N	N	N	Y
<b>Vacancy advertising</b>	N	Y	Y	Y
<b>Applicant viewings and selection</b>	N	Y	Y	Y
<b>Tenant referencing</b>	N	Y	Y	Y
<b>Right to Rent</b>	N	Y	Y	Y
<b>Deposit portection</b>	N	Y	Y	Y
<b>Check in Inventory</b>	N	Y	Y	Y
<b>Tenant check in</b>	N	Y	Y	Y
<b>Monthly remittances</b>	N	Y	Y	Y
<b>Room inspections</b>	N	N	Y	Y
<b>Check out inventory</b>	N	N	Y	Y
<b>End of tenancy inspection</b>	N	N	Y	Y
<b>Tenant mangement software</b>	N	N	Y	Y
<b>Rent collection and management</b>	N	N	Y	Y
<b>Ongoing market appraisal and annual rent review</b>	N	N	Y	Y
<b>Property compliance service</b>	Y	OPTIONAL EXTRA	Y	OPTIONAL EXTRA
<b>Housekeeping service*</b>	Y	OPTIONAL EXTRA	Y	Y
<b>Regular maintenance service*</b>	Y	OPTIONAL EXTRA	Y	Y

*\*Includes monitoring and management, cleaning and works billed separately*



2022 refurbished 7 bed HMO

## Enhancing your investment portfolio

With over 20 years of buying, refurbishing, renting and selling property in Cornwall and the UK, Lee-Anne Ingham, our Portfolio Director, can advise you on how to make the best from your portfolio, by;

- ✍ maximising available space to increase profits
- ✍ creating attractive spaces that attract good tenants
- ✍ assessing market appeal and recommending cost-effective changes vs likely returns
- ✍ Reviewing other practical considerations regarding prospective and existing purchases

# What do others say?





## Happy Tenants

I'm so grateful to you for looking after me so well. Thank you!"

Mark, Tenant, Falmouth

"First off my experience with Greenway has been nothing but a dream. They have been nothing but accommodating and always checking to make sure everything is working and that I am happy. I don't know many landlords that literally care to make a home feel like one and give them 5 stars for their efforts in doing so. I can never thank them enough for their help and am glad to say I finally feel at home here in beautiful Cornwall".

Shannon, Tenant, Truro

"Greenway are great landlords. They provide brilliant, efficient and friendly service."

Kristyna, Tenant, Truro

" I have been extremely happy with my experience with Greenway property. They from the get go have always gone out of their way for me. I rented a ensuite for a few months then left to rent a house. After 6 months I decided I wanted a landlord that actually cared about their tenants. So I have decided to book another ensuite with them. YOU WILL NOT BE DISAPPOINTED!! Thanks guys and girls, 5 stars all the way."

Mr Willis, Tenant 2021



## Happy Landlords

"Greenway Property Ltd. were 'a breath of fresh air' when I was seeking new tenants for a property I purchased almost 12 months ago. The concept of 'rooms in a shared house', is not new in itself, but I was really impressed by the ethics behind Greenway Property Ltd. The Directors explained with enthusiasm and commitment their vision of single people sharing a property and I had no qualms in deciding to put my house in their hands. I liked the attention given to setting up a smart, comfortable but affordable option for people needing a home. I liked the rules that they set out which ensure that the tenants respect each other and the property in which they are living. I have found them to be good business people, approachable and competent. Communication is easy and regular. I can see the house if I want to but leave them to it if I want to – which I do."

Liz, Landlord, Truro

'Everything seems to be working really well I'm very pleased with your responses thank you.'

Richard, Landlord, Truro

"We are very pleased and satisfied with our arrangement with Greenway Property to look after our house in Falmouth, and have found a good mix of friendliness and professionalism. They are reliable and proactive in handling issues promptly, keeping us fully informed and ensuring that our house is kept in good condition."

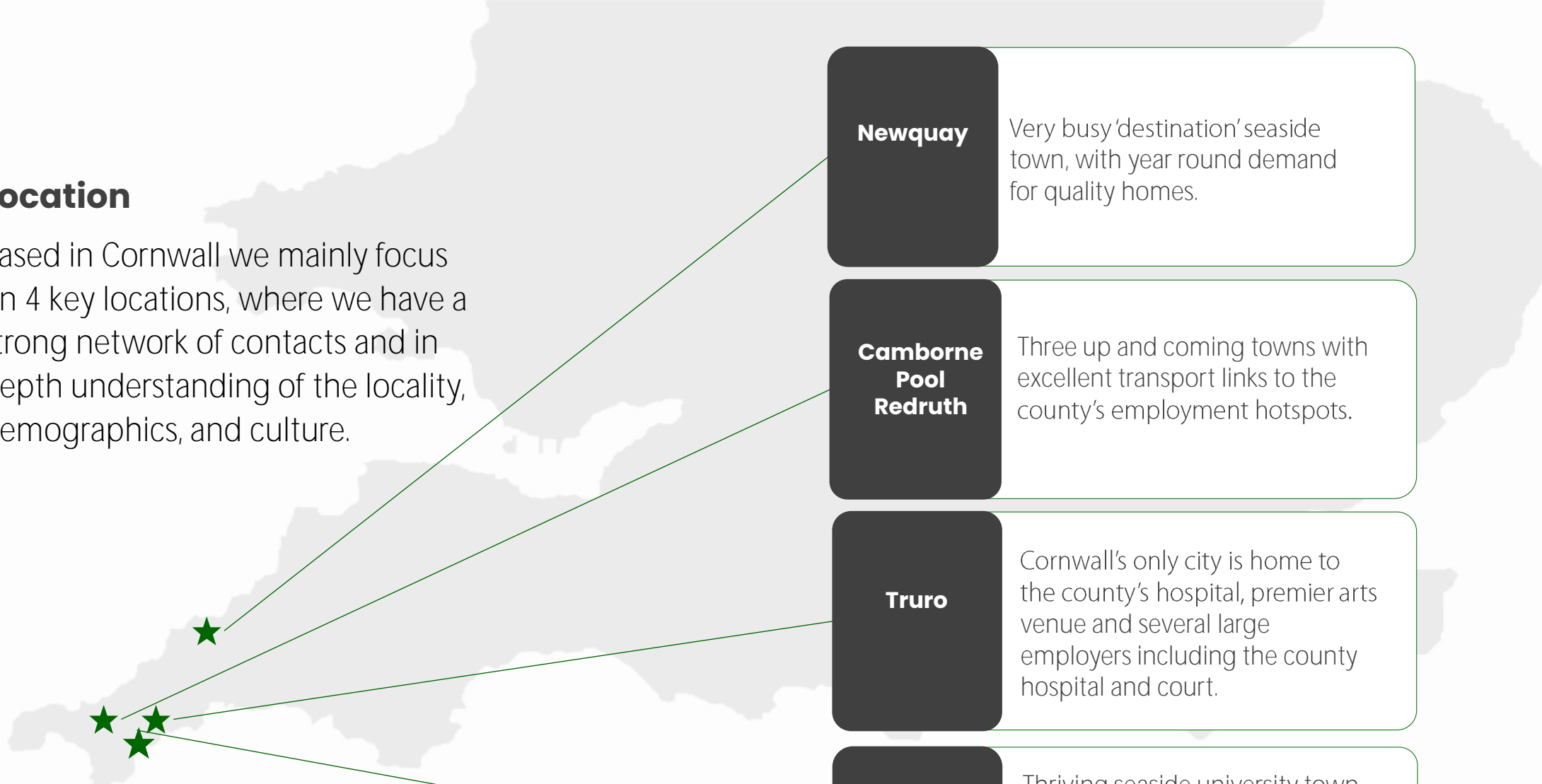
Zac, Landlord, Falmouth

# Our Business



## Location

Based in Cornwall we mainly focus on 4 key locations, where we have a strong network of contacts and in depth understanding of the locality, demographics, and culture.



**Cornwall's economic growth already outperforms the UK average, and it's accelerating**

### Newquay

Very busy 'destination' seaside town, with year round demand for quality homes.

### Camborne Pool Redruth

Three up and coming towns with excellent transport links to the county's employment hotspots.

### Truro

Cornwall's only city is home to the county's hospital, premier arts venue and several large employers including the county hospital and court.

### Falmouth

Thriving seaside university town with year round demand from students, dockyard workers, and the town's thriving, year round hospitality industry.

## Regulation and compliance

As landlords and property manager's we adhere to several areas of legislation, including the Housing Act 2004. We strive to maintain the highest standards, and have a compliance driven attitude. We are currently registered with the following organisations:



## Our infrastructure

### Systems

We use technology to systemise our business, allowing us to focus on delivering excellent customer service to our tenants and investors. Key systems include: Microsoft 365, Arthur Online (tenant management programme), Asana, Xero, Zapier, which are integrated to improve our performance. We are always looking for ways to increase our efficiency, without compromising our effectiveness.

### Competitive differentiation

Our team is hard-working, high-achieving, creative and held together by a common set of clear, strong values. We stand out in our field for our unwavering commitment to quality, and to the people we exist to serve. We are passionate about getting a good deal for everyone we work with, for and alongside. But most importantly, we are competitive because we understand the wants and needs of our target rental and sales market. We treat our tenants and buyers with respect, delivering accommodation that they can call home, and a landlord service that is efficient, responsive and friendly. Our properties are rarely vacant, and in high demand.



Multi-skilled and experienced team of Directors

Value-matched partners

Diverse portfolio

Cloud-based data storage + hardcopy backup

Happy, value-driven staff

Staff 1:1 process and FSB contracts

Contracts with all suppliers and staff

Wills in place for all Directors

Comprehensive 'How To' system guides

Task management software

Xero software, including 'Projects'

Cyber & keyman insurance

Password management software

Annual 360 internal reviews

Clear, but flexible strategic goals

Financial policies; reserves, signatories, tax

## Our risk management

### Business continuity plans

Our risk to business is managed through a 4 point business continuity plan, which is regularly reviewed:

**Team approach:** There are 4 Directors across the portfolio of companies. Each Director brings a different set of skills, but there is also intentional cross-over to allow for illness etc. We have spent time analysing our team's strengths and weaknesses so that in an emergency we can move quickly to get the right person on the job.

**Well-documented, systemised procedures:** Our systems are designed so that in the event of an emergency everything could be followed by another member of the team, or an outside agency.

**Insurance:** We have a suite of insurances designed to provide support in the event of emergency, including cyber cover and keyman insurance.

**Diversification of income:** Our portfolio is intentionally diversified across accommodation types, and we have identified new income sources to strengthen our cashflow further.

## Our sales & marketing strategy

**For rentals** we market HMO rooms via the house-share website Spare Room. Single lets are marketed on open rent, with teasers also on SpareRoom for 1 beds. We have honed our advertising approach to craft welcoming, friendly, descriptive adverts, which attract a strong response. Once rooms are full we cross-sell our accommodation and keep a 'register of interest' of those who are actively looking in our areas. We often get recommendations and introductions and increasingly we also attract tenants and guests through our own websites. We find that this approach fills our accommodation quickly, and our occupancy rate is always above 98%.

**Our serviced accommodation** is filled through hosting platforms, word of mouth, our website and social media presence, partnerships with accommodation agencies and local councils, and our proactive approach to finding contractor leads. We cross sell using our wide range of relationships and sites to benefit all types of accommodation.

**For Property sales**, we use a selection of local agents, depending on 'best-fit' for the property type and location. We have great working relationships with a range of agents, and excellent local market knowledge. This aids accurate valuations, appropriate, far-reaching and high-quality marketing, quick sales, and satisfied investors.

**For housing stock** we rely on our excellent, longstanding local relationships with agents, plus direct to vendor marketing campaigns including house-2-house, online campaigns, targeted offline advertising i.e. at Truro hospital.

# Market Overview and Trends



## Market overview and trends

Cornwall has a thriving, booming economy, a well-connected infrastructure and a very bright future. Key industries (mining, space & aerospace, and energy & climate) attract contractual and permanent professional staff, and this beautiful corner of the UK is increasingly a target destination for homeworkers.

We keep abreast of Cornwall's economy so that you don't have to. But some good websites are linked below:

- 📄 [Cornwall council's economic and trade reports](#) have a wealth of information on the local economy, included key housing market metrics.
- 📄 [The Cornwall local plan](#) provides the policy framework for Cornwall up to 2030.
- 📄 [Cornwall Trade and Investment](#) website for information on our key industries.



# Cornwall

## Cornwall's capital city

One of our main investment locations is our county town. Truro is Cornwall's single city, and the centre for retail, leisure and administration. Truro's status as such is unusual, as only the fourth most populous settlement in the Duchy.

There are over 20,000 jobs available in the city, compared to less than 10,000 economically active residents. As well as necessitating commuting for local workers, this also results in a very high demand for room rentals. Average wages are higher than the rest of the county, and house prices and house price growth are very strong. There is a heavy demand for new housing, and a call for inner city properties to be converted into flats or houses to encourage city centre living and reduce the dependence on cars.

Major employers include the Royal Cornwall Hospital, Cornwall Council and Truro College. Royal Cornwall Hospital is the main district general hospital for Cornwall, and also provides training services for the University of Exeter medical spa.



**Truro**

## A lively university town by the sea

In 2018, the beautiful port of Falmouth once again made it onto the Sunday Times 'Great Places to Live' list. The paper declared it an "all-season arty-party town", and cited its "four fine beaches", "speedy broadband" and "the rapid expansion of the university" as significant factors in its growth and renaissance.

Falmouth is an extremely popular holiday destination, with a relentless calendar of wonderful festivals and events, even welcoming frequent cruise ships into its harbour. Although maritime activity has declined since its heyday, it is still a major contributor to the town's economy. With the third deepest natural harbour in the world, Falmouth is Cornwall's largest port, with busy working docks. It frequently hosts Royal Naval warships and Royal Fleet Auxiliary vessels. It is a cargo port, and also home to Pendennis Shipyard, who build and repair luxury yachts.

Alongside the jobs in tourism and the marine sector, Falmouth is home to a significant part of Cornwall's strong and growing education sector with over 5,000 undergraduates (bearing in mind that Falmouth has a population of ~20,000). Falmouth University has two sites; a town campus, and another co-located with the University of Exeter at Tremough campus in neighbouring Penryn.



# Falmouth

# Interested?

## Contact Louisa for more information

We prefer to meet face to face, but for out of county landlords, a call works well. Once we have got to know you and your investment aims, its time for us to get to know your property/portfolio, so we make time to visit before engaging in any contract with you, so that we can be sure our advice and recommendations are spot on. Give us a ring today to get the ball rolling.



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