

Spotlight on Sales

The most recent quarter of the year has seen our activity within the sales sector soar. Daniel Murphy, a senior member of our Sales Team, comments on how CPS Homes are ideally setup to cater for vendors and buyers alike;

“With the advantage of advertising our properties in all four offices, combined with an internet marketing campaign that tops all others in our market, we’re finding that vendors are coming to us having seen the vast amount of exposure we can offer their property. And with our net being cast far and wide, we very rarely fail to attract enquiries from potential buyers.

“Having teamed up with RightMove.co.uk recently - the UK’s biggest sales and lettings website – we are able to offer vendors a vast array of feedback on how their property is being received, whether that be the amount of clicks their advert is getting or the times internal photos have been viewed by those on the website; all of which give us vital information to ensure that everything is being done to sell the property as quickly as possible. A report detailing these sort of stats is posted out fortnightly which, together with a telephone call from our Sales Team shortly after we return to the office from each viewing, has earned positive

reviews from those who have sold properties through us.”

Now couldn’t be a better time to sell through CPS, so don’t hesitate to call Daniel on **02920 443817** for more information.



Daniel Murphy
Senior Sales
Advisor

Properties for Sale



Rhymney Street

- 5 bed let
- Rental income £1,325pcm
- £195,000



Llanbleddian Gardens

- 9 bed let
- Rental income £2,250pcm
- £335,000



Glynrhondda Street

- 10 bed let
- Rental income £2,300pcm
- £345,000



Inverness Place

- 3 bedrooms
- 2 reception rooms
- £169,950



Cottrell Road

- 3 bedrooms
- Through Lounge/Dining Room
- £159,950



Cottrell Road

- 3 bedrooms
- 2 reception rooms
- £159,950



Rhymney Street

- 2 bedrooms
- 2 reception rooms
- £155,000



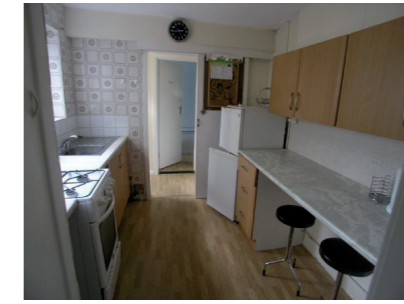
Railway Street

- 3 bedrooms
- 1 reception room
- £129,950



Ffordd Brynhyfryd

- Open Plan Lounge /Dining area
- 1 bedroom coach house
- £11950



Treharris Street

- 3 bed let
- Rental income £720pcm
- £149,950

“cpshomes.co.uk receives over 15,000 hits per month and ranks the highest of all Cardiff agents in search engine results”

Properties Wanted!



Be paid for referring a client to us!

The last few months has seen our Cardiff Bay office let almost all of their stock – so much so that they have only a minimal amount of properties available at present.

With a list of applicants as long as our arm ready and waiting to move into a property that’s suitable, we’re crying out for the stock to satisfy the demand!

If you are a current landlord client of ours and know of somebody with a property to fill, we’re offering you and them 5 % off management or letting fees* for up to a year, regardless of which area the property is in!

*Terms and Conditions apply.

How is your investment?

Albeit not very often, the primary reason for investing capital gains definitely sweetens a rental investment. So how have some streets famed for their investment opportunities fared over the last decade?



STREET	AREA	PRICE IN 2000	PRICE IN 2009/2010
Coburn St	Cathays	£65,000	£170,000
Rhymney St	Cathays	£69,700	£147,500
Salsbury Rd	Cathays	£81,000	£175,000
Wyverne Rd	Cathays	£73,000	£165,000
Glenroy St	Roath	£71,383	£140,000
Straithnairn St	Roath	£66,316	£155,000
Angus St	Roath	£81,675	£178,000
Cathedral Rd	Pontcanna	£195,000	£234,368
Plasturton Ave	Pontcanna	£193,000	£386,000
Halliard Court	Cardiff Bay	£92,950	£130,857
Windlass Court	Cardiff Bay	£92,950	£131,500

(Source: nethouseprices.com; prices are the average of those sold within that year and do not reflect size, features etc)

Class of 2010 Arrive

September sees the start of a new academic year for universities and colleges throughout Cardiff. Cardiff University alone are expecting in excess of 6,000 new students - commonly known as 'Freshers' - this autumn, and have organised 2 weeks of events to introduce and settle them into life in Cardiff. 'Freshers Fortnight' starts on 20th September and will feature an array of entertainment, with Diana Vickers and Zane Lowe headlining the finale event on 3rd October.

As a rule, students tend to live in Halls of Residence owned by the universities during their first year, however from as early as November the majority will

begin to look at letting private residential houses for the following academic year. The same is true for students already residing in private houses and fancy a change for the following year.

At CPS Homes we aim to meet this demand and will be contacting all of our student tenants in October to find out whether they wish to remain at their property the following year. As such, our list of available properties will be released earlier than ever this year; from 1st November. This will mean that viewings commence immediately and carry on throughout the winter months

If you have a student property that is managed by us already, don't worry;

we will do all of this for you. If you currently use our 'Let Only' service or have/will be purchasing property available to let between July - September 2011, please contact our Lettings Team on **02920 668585** or e-mail us on lettings@cpshomes.co.uk to ensure you don't miss out on the rush!



What's on in Cardiff this autumn?

The Cardiff Design Festival

The sixth festival of its kind in Cardiff, The Design Community has organised a series of talks, exhibitions and events to inspire and provoke thought into design, set to run from 1st - 16th October in various locations across Cardiff. It hopes to showcase the Best of Welsh Design Talent.

Not limited to just those in the design industry, the festival hopes to draw everybody's attention to the valuable contribution design makes to both the general public and businesses. You can expect everything from huge paper sculptures to a celebration of Welsh interiors, featuring bespoke furniture and interior design.

For more information please visit www.cardiffdesignfestival.org



School Catchment Areas Set to Change

Back in September 2009, Cardiff County Council put forward a proposal to close Llanedeyrn High School and establish a new Welsh-medium secondary school on the current St Teilo's High School site.

The proposal was for a phased closure, with Year 7 pupils entering the 2010/11 year to be offered the opportunity to transfer to either Cardiff High School or Llanishen High School, or apply for admission to St Teilos from Year 10 in 2013. No further pupils aged 11 would

be admitted to Llanedeyrn High from 2011 with closure scheduled for 2014. The proposed revamp means that school catchment areas within Cardiff will change from 1st September 2011, with several more primary schools now filtering into Llanishen High School and Cardiff High School.

Cardiff Council received several objections to the proposals during the consultation period and, as such, the proposals have been forwarded to the

Welsh Assembly for an outcome due this autumn. Whether you are for or against these proposals, there is no doubt that the subsequent changes will affect house prices and demand in the areas affected. We look forward to hearing this autumn on how the reshaping of these areas will be received.

For further information contact Cardiff Council schoolresponses@cardiff.gov.uk or **02920 872720**. (Source: Cardiff County Council Press Release 16/07/2010)

Specialists in professional and student accommodation for over 10 years

66 Albany Road, Roath | 02920 454555
18 James St, Cardiff Bay | 02920 480490
219 Cathedral Rd, Pontcanna | 02920 225511
6 Miskin St, Cathays | 02920 668585

www.cps homes.co.uk



Welcome to the second edition of the quarterly CPS Homes Newsletter. If you missed our first edition in June, you can find it on our website - www.cps homes.co.uk.

CPS Homes obtains ARLA membership!

CPS Homes is delighted to announce that we have obtained membership with the Association of Residential Letting Agents (ARLA), demonstrating that comply fully with their code of conduct, and have insurance policies that protect our clients.

ARLA membership gives our clients an extra level of security and affirmation that the standards that CPS Homes work to are approved and checked. The lettings industry is a notoriously unregulated industry, meaning it is imperative that when entrusting a letting agent with your assets you really can trust them.

For extra peace of mind, CPS Homes are also members of The Property Ombudsman (TPO) for both sales and lettings. The Property Ombudsman

operates a redress scheme for our clients in the unlikely instance it will be required, and will ensure that fair decisions will be made.

What does all this mean for our clients? CPS Homes have always operated to exemplary standards, which have allowed us to gain these memberships with relative ease. These memberships demonstrate to our clients that our procedures and backup are over and beyond the industry norm, in addition to having qualified, knowledgeable members of staff that will be able to answer your queries with confidence.



CPS Homes Accredited by Local Council

We are proud to announce that we have become the first Cardiff-based agency to become accredited with Landlord Accreditation Wales (LAW) - a national scheme recognising those landlords/agencies who excel in the service they provide.

Supported by the Welsh Assembly Government, the scheme is a joint initiative between the Private Sector Housing/ Environmental Health Services from each of the 22 Local Authorities in Wales.

What does it mean to our customers? Our staff have gained property specific

qualifications either with the National Association of Estate Agents (NAEA) or Cardiff County Council directly on aspects of property management. Tenants seeking accommodation can be safe in the knowledge that they are dealing with an accredited agency which has been officially recognised as offering quality, well managed accommodation, as well as being professional in their dealings with their properties and tenants, and with the skills necessary to run a successful business.



Be paid for referring a client to us!

See Page 3 for details or call us now on **02920 454555**

*Terms and Conditions apply.

HMO Licensing

Additional HMO Licensing in Cathays is now in full force with some 1,500 applications being expected by Cardiff County Council. If you have a property within the Cathays Community Ward with a group of three or more people sharing, or own a flat in a converted building, then it is likely you will need to apply for a licence. The penalties for not applying for a licence are severe - a potential fine of £20,000 and a criminal record - and with Cardiff County Council starting enforcement action throughout Cathays it is imperative that an application is made.

CPS Homes are experts in HMO management and are making over 100 applications on behalf of our clients. As we meet the council to inspect the property, we ensure that only necessary work is undertaken and that the licence conditions are fair, often saving landlords a huge sum of money. If you manage your own property, you will need to bring yourself up-to-speed on your extra responsibilities, such as ensuring the fire alarm system is certified, a periodic electrical inspection is undertaken and quarterly inspections of the property are made and logged correctly. With every breach of the HMO regulations attracting a fine of £5,000, a mistake can be costly.

At CPS Homes we have produced some information to assist landlords in understanding their responsibilities. This can be found at www.cps homes.co.uk/hmo. Alternatively, you can call John Pinn, our resident HMO expert, directly on **02920 443811**.



www.cps homes.co.uk

