

# Alexanders Estate Agents

## NEWSLETTER

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### A Note from Joanna

As the market starts to pick up ahead of spring, small delays can quickly add weeks to a transaction. Having the right documents ready and responding promptly to enquiries helps keep sales moving and reduces stress for everyone involved.

### UPCOMING EVENTS

#### \* Ealing Property Meet – The Grange Ealing

Thursday, Feb 19 from 6:30 pm to 9:30 pm GMT

7pm – Welcome

7:15 – Speaker's Talk Part 1

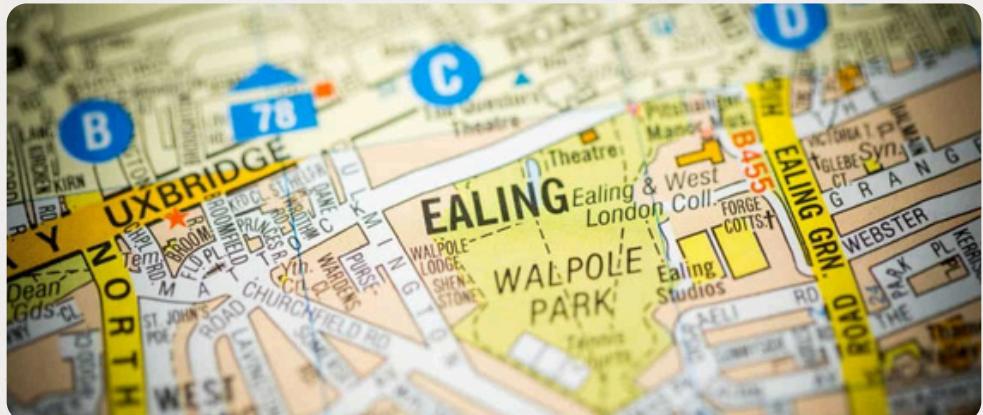
7:50 – 30 second shout out

8pm – Networking Break

#### \* The Questors Theatre-The Secret Garden

24 Feb 2026 – 28 Feb 2026

Frances Hodgson Burnett's beloved novel explores the transformative power of nature and the magic of embracing the world outside our windows.



### Local Market Update: What It Means for Landlords

Despite mixed national headlines, the West London rental market remains strong. In Ealing and W13, demand continues to outstrip supply, particularly for well-presented one- and two-bed properties close to transport links. Good homes are letting quickly, often with multiple applicants.

What's changed is tenant expectation. Presentation, compliance, and responsive management now play a bigger role than ever in securing the right tenant and avoiding costly voids.

With legislation evolving and costs rising, local knowledge and proactive management are key to protecting your investment. At Alexander Real Estate, we focus on realistic pricing, quality tenants, and long-term results – not quick wins.

Local. Independent. On your side.

### Mortgage Update from Justyna

Mortgage rates remain competitive for buyers who plan ahead. If your fixed rate ends in the next 6–12 months, now is a good time to review options and secure a deal early. Independent advice can help reduce costs and improve affordability.

Justyna – Mortgage Broker





## How to Increase Your Income Without Raising Rent.

Small tweaks can make a big difference. Simple improvements; fresh paint, upgraded lighting, or minor fixtures attract better tenants and justify higher rent.

Presentation matters as much as location. Properties that look cared for let faster, longer, and with fewer headaches.

A little investment now often pays for itself in reduced voids and happier tenants.

Smart landlords know it's not just about rent — it's about results.



## Keep Your Tenants, Keep Your Stress Low

Good tenants are worth more than gold. Quick responses to maintenance, clear communication, and small touches like clean communal areas make tenants stay longer.

Longer tenancies mean fewer voids, less hassle, and more stable income without raising rent.

Invest a little in tenant satisfaction now, and your property will reward you for years.

Happy tenants = smarter landlords.

## How to SELL YOUR HOUSE FAST WHY IS MY HOUSE NOT SELLING?



## Selling Your Home: 4 Key Tips for a Smooth Sale

- 1. Price Strategically** – Look at recent local sales and set a realistic price. A well-priced home attracts more interest and can even spark competition between buyers.
- 2. Stage & Present** – Clear clutter, refresh paint where needed, and ensure your home feels light, welcoming, and move-in ready. High-quality photos and videos make the first impression count online.
- 3. Stay Flexible** – Respond quickly to enquiries and accommodate viewings when possible. The smoother the process, the quicker the sale.
- 4. Communicate & Prepare** – Have documents, energy certificates, and property info ready. Being organised reduces delays and keeps buyers confident. Small preparation now can lead to faster sales and better results.