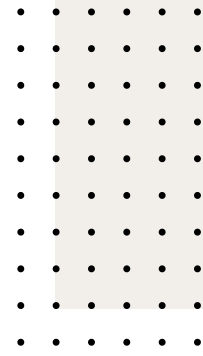


Transparent fees • Compliance guaranteed • Technology-driven

# PROPERTY MANAGEMENT BROCHURE

[www.fobea.co](http://www.fobea.co)

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## About FOBEA

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Founded by the Rogerson brothers to unlock higher yields in a stagnant rental market, FOBEA pairs local contractor networks with a cloud-native operations stack. By eliminating high-street overheads FOBEA deliver:

- 5 % + VAT full AST management
- 15 % + VAT short-let management (Airbnb, Booking.com, Vrbo)
- 5 % + VAT room-by-room HMO management

Our mission: **make renting transparent, compliant and profitable for every landlord, everywhere.**

# Why Landlords Choose Us

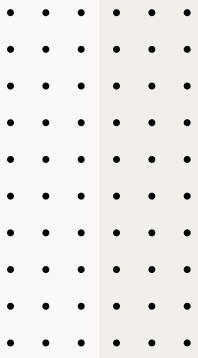
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*At a glance...*

	FOBEA	Typical high-street agent
Management fee (AST)	<b>5 % + VAT</b>	10–15 % + VAT
Onboarding cost	£595 + VAT (new) / £225 + VAT (switch)	1 × month's rent up-front
National coverage	England & Wales	Patchy, branch-led
Compliance	CMP, TDP, AML, ICO, GDPR, PRS	Varies by branch
Protection	Rent Protection Insurance, £100,000 legal coverage	No typical Insurance
Average days-to-let (Q1-2025)	<b>17</b>	28–45

*FOBEA increase landlord's yields by 1% on average*





## Our Management Services



**AST Management:** Complete hands-off service covering marketing, tenant vetting, rent collection, maintenance coordination, safety certificates and compliance, plus real-time financial reporting.



**Tenant Find Only:** We advertise on major portals, host viewings, rigorously reference applicants and prepare tenancy paperwork, then hand back to you for day-to-day management



**Short Term Lets:** End-to-end serviced-accommodation management: dynamic pricing, professional photography, multi-platform listings, guest vetting, 24/7 support, housekeeping and linen



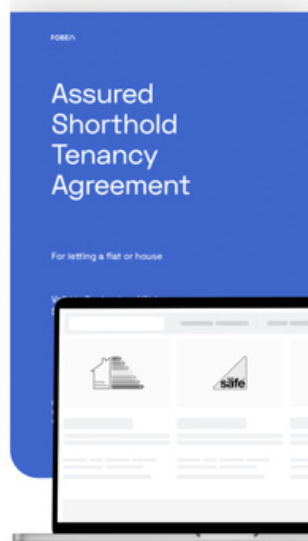
**HMO Management:** licence applications, fire-safety compliance, rent collection, maintenance scheduling, tenant mediation and room-by-room income tracking

# AST Property Management.

FOBEA offers a [comprehensive](#) AST package

FOBEA pairs rigorous tenant screening with two dedicated managers on every property, giving you dependable occupants and 24/7 care. Optional rent-protection insurance with £100,000 legal cover safeguards your income, while data-led rental reviews keep yields on pace with the market. Clear monthly statements, proactive arrears handling and end-to-end compliance management free you from admin, all backed by a nationwide network of vetted local agents and contractors.

- Accompanied viewings
- Contractor arrangement
- Dedicated rental team
- Deposit registration
- Emergency work response
- Floorplans
- In-depth referencing
- In-depth valuation
- Initial money handling & rent setup
- Invoice payments
- Monthly financial statements
- Negotiate terms and tenancy agreement
- Offer negotiation
- Photography
- Property marketing
- Property visit with photos every 6 months
- Quarterly reporting
- Rent collection and handling arrears
- Rental Reviews in line with market trends
- Two Property Managers - 24/7 coverage
- Underwrite rental income (£20/month) w/
- £100,000 legal protection



rightmove 





# FOBEA's Tenant Find Only Service

Tenant Find in 3 Phases

## 01 - Consultation & Marketing

- Rental appraisal and online yield consultation
- Compliance check (EPC, gas, EICR) and onboarding paperwork
- Professional photography, videography and floor-plans
- Optimised pricing strategy using real-time market analytics



## 02 - Viewings & Referencing

- Accompanied viewings with a local, vetted agent to highlight your property's best features.
- Secure official offers & collect the legally compliant holding deposit to lock in serious tenants.
- Automated affordability assessment to confirm income-to-rent ratios.
- Comprehensive credit & reference checks covering employment, and ID verification.

## 03 - Tenancy Initialisation

- Digital tenancy agreements that meets the latest UK legislation and signed online for speed.
- *Optional* Rent Protection Insurance - £20/month for up to 15 months of 100% rent coverage and £100,000 legal expenses.
- Deposit handling & registration in a government-approved protection scheme within 30 days.
- In-person check-in with optional photographic inventory to document the property's condition and keys handed over securely.



rightmove 

# FOBEA's Tenant Find Only Service

Hassle-Free Letting from Marketing to Move-In

- **Marketing & Viewings**

We advise on rental pricing, list your property on portals, erect and arrange accompanied viewings.

- **Tenancy Setup**

We handle tenant referencing (credit checks, right-to-rent), draft the agreement, and manage deposits per TDS guidelines.

- **Fees & Onboarding**

Tenant Find Onboarding Fee: £350 + VAT and 5% of PCM Rent for of 6 months.

- **Inventory & Further Checks**

Inventory costs are at the landlord's request; we can also arrange gas/electrical checks for a fee.

- **Exclusions & Landlord Responsibilities**

We don't handle insurer communications, HMO licensing, or legal compliance beyond referencing. Landlords remain responsible for property safety and required permissions.

rightmove 





# Serviced Accommodation (Short-term Lets)

**End-to-end serviced-accommodation management:** dynamic pricing, professional photography, multi-platform listings, guest vetting, 24/7 support, housekeeping and linen—maximising short-stay occupancy and profits while safeguarding your property.

## Comprehensive Listing & Guest Screening

- Professional photography & listing optimisation.
- Multiple booking platforms (Airbnb, Booking.com, etc.).
- Guest verification, ID checks, minimum age rules.

## 24/7 Operations & Dynamic Pricing

- Around-the-clock guest communication and check-in.
- Noise & occupancy monitoring devices for security.
- Intelligent rate adjustments to match market demand.

## Fees & Onboarding

- Hotel-style cleaning, linens, and toiletry supply.
- Guest damage protection up to £1 million.
- 15% + VAT management fee covers administration, calendar sync, and daily oversight.



# HMO Management

**Specialist management** for Houses in Multiple Occupation: licence applications, fire-safety compliance, rent collection, maintenance scheduling, tenant mediation and room-by-room income tracking - keeping your HMO running smoothly, legally and profitably.

## Licensing & Compliance

- Guidance on local council HMO licensing, safety regulations.
- Fire safety, alarm system requirements, & record-keeping.
- Ongoing audits for legislation changes.

## Tenant Coordination & Rent Collection

- Multiple occupant referencing and move-in scheduling.
- Individual or unified rent payment tracking.
- Conflict resolution and communal area maintenance.

## Regular Inspection & Maintenance

- Frequent property reviews to address wear-and-tear early.
- Coordinated repairs in shared spaces for high tenant morale.
- Customised reporting so you're always informed.





## Pricing & Onboarding

### AST Management

- Management Fee: 5 % + VAT
- Onboarding: £595 + VAT (£225 + VAT if transferring from another agent)
- Check-out (end of tenancy): £60 + VAT
- *Optional - Inventory: £110 + VAT*

### Tenant-Find Only

- Total Fee: £350 + VAT plus 5 % of the first 6 months' rent
- *Optional - Inventory: £110 + VAT*

### Serviced Accommodation (Short-Term Lets)

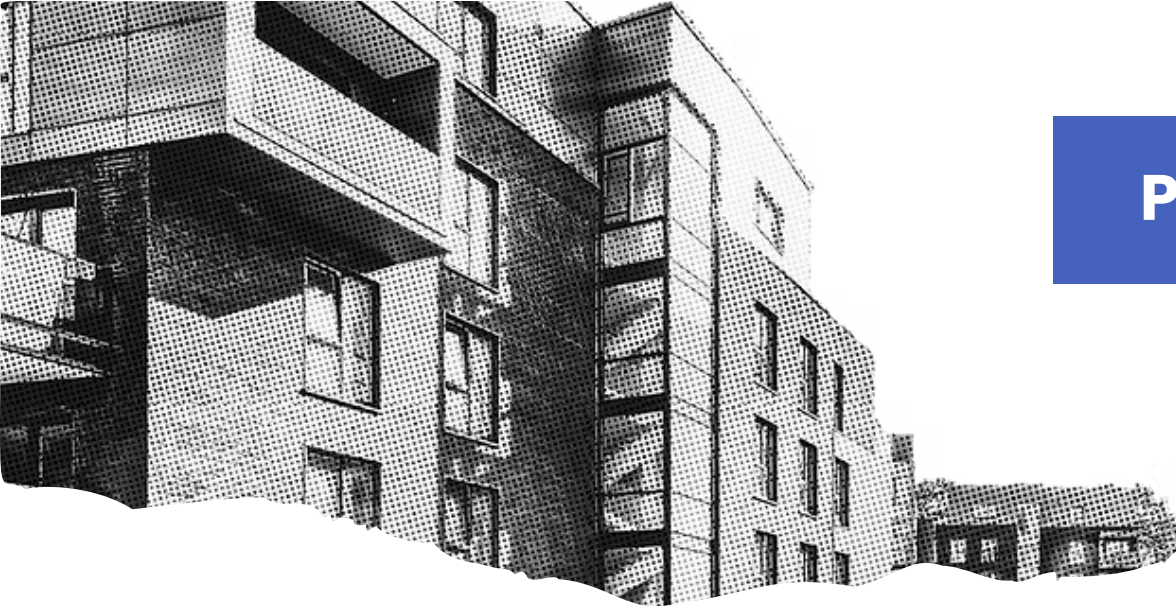
- Management Fee: 15 % + VAT
- *External listing & channel fees \*\**
- *Linen / cleaning / turnaround services: Priced per property \*\**

### AST Management

- Management Fee: 5 % + VAT per room
- Onboarding: £225 + VAT per room
- Communal cleaning & licence-compliance costs: \*\*

*\*\* Variable - Quote on request - contact us for a tailored breakdown*

For any variable items - external listing fees, cleaning schedules, linen hire, HMO licence compliance, and bespoke marketing packages - please contact us for a free rental review and no-obligation quote. All enquiries are complimentary, with zero commitment required.



# Portfolios

**Full Management (5 % + VAT per month)**

Reduced Onboarding fee - charged per property at the outset

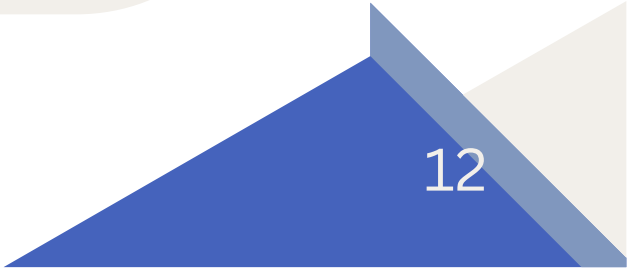
Portfolio size	Existing tenancy / management transfer	Vacant unit / new landlord
5–9 units	£225 + VAT per unit	£450 + VAT
10+ units	£195 + VAT per unit	£350 + VAT

**Need a tailored figure?**

Listing-channel fees (for serviced accommodation), linen & turnaround services, and HMO licence-compliance costs vary by location and property type.

*Contact us for a complimentary portfolio review and bespoke quotation - no commitment required.*

All Fees are charged from Rental Payments.  
**No upfront payments.**





# SLEEP EASY – YOUR RENT IS PROTECTED



**£20/month**

Optional Rent Protection & Legal Expenses Insurance,  
underwritten by the DAS Group.



## **Up to 15 months' rent paid**

until vacant possession is regained



## **£100,000 legal expenses**

for eviction, property damage & contracts



## **Tenant eviction & mediation handled**

claims filed in under 10 minutes



## **Rent Recovery pursued for you**

24/7 legal advice helpline

## How it Works

1

We reference the tenant (credit, ID, income).

2

Policy auto-activates when the tenancy starts.

3

FOBEA files the claim – you receive rent monthly while we resolve the issue.

*Rent Protection is optional at £20 + VAT per tenancy, per month; terms available on request. Cover provided by DAS Legal Expenses Insurance Company.*



# Accreditations & Partnerships

Regulated, trusted and widely featured across the UK property sector

Regulatory & Compliance



Marketing Portals



Social Proof & Community



## CASE STUDY – AST



### High Street Agent

- Purchase Price
- Rent per Month
- Managed Fee (inc VAT)
- Insurance per Month
- Monthly NET Returns

**£220,000**

**£1,420**

**15%**

**N/A**

**£1,138**

**Annual NET Yield**

**6.2%**

**FOBE**

**£220,000**

**£1,420**

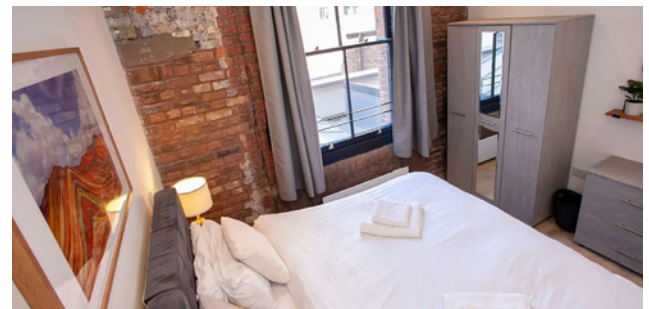
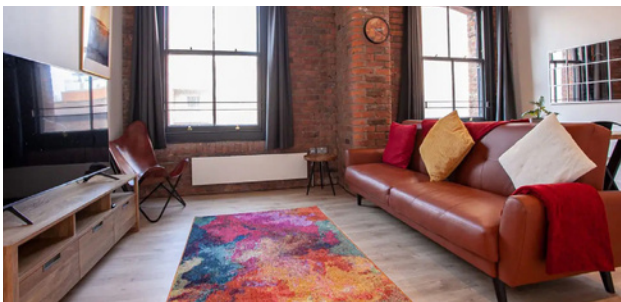
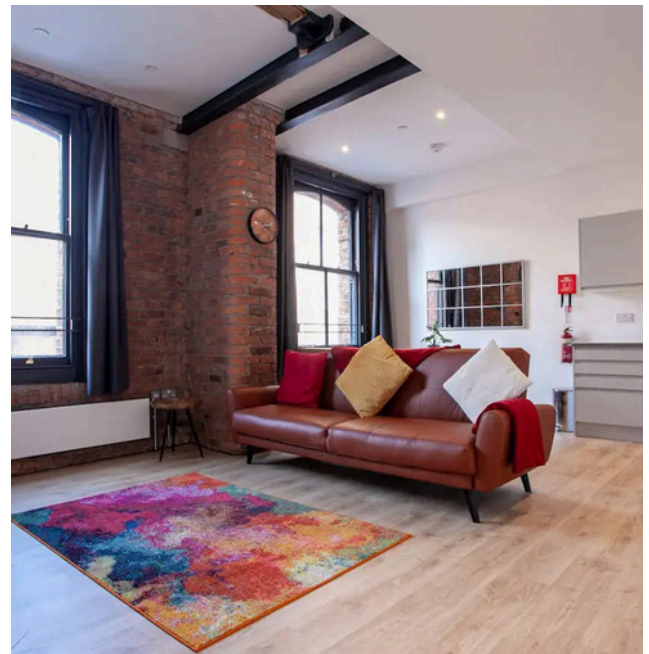
**6%**

**£20**

**£1,314.80**

**7.2%**

# CASE STUDY – STL



## Short-Let Projection (host-only Airbnb fees)

Example: two-bed apartment purchased at £220,000

- Purchase Price
- Nightly Rate
- Occupancy
- Airbnb host-only service fee
- FOBEA Management Fee (incl VAT)
- Cleaning & linen cost
- Utilities & Wi-Fi
- Consumables / Welcome packs
- Insurance & compliance
- Maintenance reserve (5% suggested)
- **Annual NET Yield**
- Annual NET Income

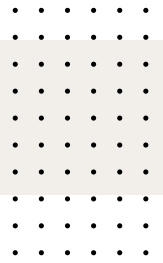
FOBEA

£220,000
£120
80%
£432
£518.40
£400
£250
£40
£30
£144
5.8%
£12,800

**\*Figures are illustrative** - cleaning frequency, utility costs and stay length can shift results. Ask FOBEA's STR team for a personalised projection based on your property and location. All consultations are free and carry no obligation.

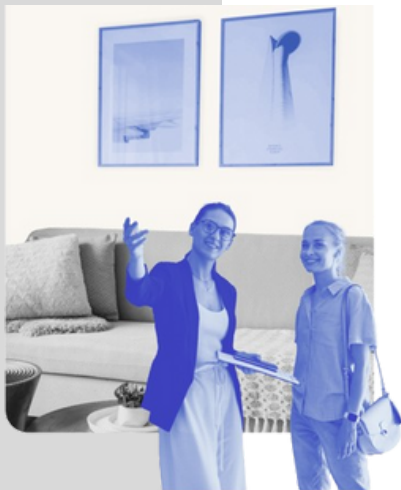


# FOBEA's Highlights



## LEAN FOCUS

Instead of splurging on high-street offices, we embraced co-working spaces, cutting overhead so we can pass the savings along to landlords.



## Local Agents, Real Results:

We empower local agents and tradespeople who know their communities best, ensuring every property benefits from on-the-ground expertise.



## "Fear of Bad Estate Agents"

We wanted a name that stands for our mission: banishing subpar service from the lettings world and delivering transparent, honest solutions to landlords and tenants alike.

# SENIOR LEADERSHIP

FOBEA was founded to truly challenge the status quo in property management- by keeping [overheads low](#) and [relationships high](#).

Traditional estate agencies faced significant challenges due to the substantial fees associated with high street commercial leases, which were ultimately passed on to landlords through hefty practices. Recognising the detrimental impact of this system, our managing director, James, stepped in with a vision for change. He developed an innovative solution that not only [alleviated the financial burden](#) on landlords but also [improved the overall experience for tenants alike](#).

Together with his brother, Matt, they set out to prove that a truly lean estate agency could offer [top-tier service at a fraction of the cost](#).



**James Rogerson**  
Managing Director



**Matthew Rogerson**  
Director of Service



**Jack Armstrong**  
Director of Operations



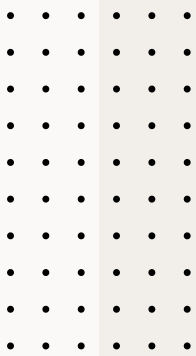
**Ben Johnson**  
Director of Marketing  
& Automation



**Lee Fleming**  
Head of  
Investment Sales



**Tyler Jones-Ramsey**  
Business Development  
Manager



# FAQs

## Where does FOBEA operate?



FOBEA provides property management services throughout England & Wales. Over time, we have expanded our network to include vetted contractors and partners in multiple regions, enabling us to effectively manage properties nationwide.

## What is FOBEA's fee structure for standard Assured Shorthold Tenancies (AST)?



We charge a 5% + VAT monthly management fee for AST properties in England & Wales. Our onboarding fee is typically £595 + VAT for new properties or £225 + VAT when taking over management from another agent.

## Does FOBEA manage serviced accommodations or short-term lets (STLs)?



Yes, we do, if the strategy makes sense. The management fee for STLs (such as Airbnb-style rentals) is 15% + VAT of the rent collected. We currently advise caution with STLs due to market saturation, but we remain available to assist landlords who prefer this model.

## How does FOBEA handle HMOs and what are the associated costs?



We can manage HMOs at a rate of 5% + VAT of the rent for each room. The onboarding fee is £225 + VAT per room. Services include arranging property maintenance and repairs, but charges for cleaning and compliance are external costs.

## Does FOBEA manage landlord compliance?



Yes. FOBEA advises landlords on all aspects of compliance, including gas safety, electrical safety, deposit protection, and more. We also keep up to date with UK regulations to make sure your property remains compliant. FOBEA make no revenue off of costs related to compliance or management.

## How does FOBEA select contractors for maintenance and repairs?



We maintain a trusted network of qualified, insured contractors who are thoroughly vetted. Our selection criteria include professional qualifications, references, proof of insurance, and a history of reliable service. FOBEA will use trusted third party providers such as Check-A-Trade where required and will provide 3 quotes to the landlord for confirmation.

## What is FOBEA's response time to landlord questions or maintenance issues?

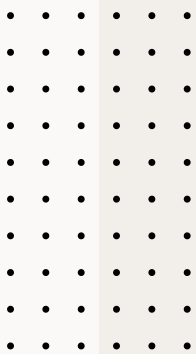


As per our Service Level Agreement (SLA), we aim to acknowledge queries within one business day and provide a resolution or status update within three business days. Emergency maintenance requests are handled as quickly as possible, typically within 24 hours.

## How does FOBEA handle rent collection?



We collect rent on behalf of landlords and ensure timely disbursement of funds. Detailed monthly statements are sent out to keep you informed of all financial transactions.



# FAQs



## **Do you help with deposit protection for tenants?**

Yes. FOBEA ensures deposits are placed into a government-approved Tenancy Deposit Protection scheme within the required timeframe, complying with all legal obligations.



## **What are FOBEA's main compliance commitments?**

We adhere to strict regulations, including client money protection (CMP), anti-money laundering (AML) checks, GDPR for data privacy, and more. Our Compliance Commitment document outlines our approach to staying fully compliant and transparent.



## **What kind of updates can I expect regarding my property?**

Landlords receive regular updates, including any maintenance or repair issues, inspection results, and monthly financial statements. We believe in proactive communication and clear reporting.



## **Do you offer discounts for portfolio management?**

Yes. We provide competitive onboarding discounts for landlords with multiple properties. Please contact us with your property details for an exact quote.



## **What if I need to terminate my agreement with FOBEA?**

Either party may terminate the agreement with a 30-day written notice. All outstanding obligations are settled in accordance with the terms outlined in our SLA.



## **How can landlords or tenants reach FOBEA for assistance?**

We're accessible via email, phone, or our website's contact form. Landlords also have a dedicated point of contact to handle more urgent matters or provide ongoing updates on their properties.



## **Does FOBEA handle marketing and letting of properties?**

Yes. We handle online listings, tenant screening, and all administrative aspects of letting. We typically aim to let a property within 45 days of making it live, though our average let time can be much quicker averaging 17 days.





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