



Growing your Income using HMO & Service Accommodation in Stoke on Trent, Newcastle Under Lyme & Crewe

Property Management & Landlord Advisory Services

Essential Management Ltd

2026



Introduction and year ahead...

- A raft of legislation in the last 5 years continues going into 2026 and beyond. No part of the sector will remain untouched and the political machinations squeeze as much political capital as they can at the expense of landlords and property owners that form part of this important sector.
- Our role as Property Managing Agents is to rent, guide and advice our landlord clients. As Agents we have been placed on the front line and remain liable in many circumstances with current and new legislation. As such, we have invested in increased administration and compliance support to protect both you and ourselves
- Rents our rising and are projected to rise going forward however tenants do not have an open cheque book. We continue to combine short and long stay renters to mitigate the risk of non-payment, fill gaps in occupancy and allow landlords to maximise any interest deduction for tax purposes
- We have upgraded our management model with four service levels to offer more options to landlords with different needs and at different parts of their property investing journey.
- We have integrated our advisory services into the management business and incorporated an off market property sales and purchase facility
- The document summarises the packages, services and pricing plans for 2026

The **ESSENTIAL** **PROPERTY** **PODCAST**

Powered by **Essential Property Options**

- Stoke
- Newcastle
- Crewe

Something for all...

- First time HMO Landlord & Investors
- Existing HMO Landlord & Investors
- International Property Investors
- Service Accommodation Hosts
- Portfolio landlords with multiple properties
- Landlords who wish to earn more income than a family rental using HMO or Service Accommodation
- Landlords who no longer desire to self manage
- Landlords with an empty property and unsure what to do
- Landlords who wish to change their management agent

If you invest in Stoke on Trent, Newcastle Under Lyme or Crewe then we can help. We invite you to take a look at our Property Management & Advisory Service and see which package is best suited for you.

Your Actual & Potential 2026 Rental Rates From HMO & SA

Your Single
Rooms are now
£400 P/Month

Your Double
Rooms from £500
upto £550 with TV
P/Month

Your Ensuite
Rooms £600 - £650
with TV

Your Studio
Rooms from
£650-750 P/Month

Your short stay
Single Rooms
from £35 P/Night

Your short stay
Double Rooms
from 40 P/Night

Your short stay
Ensuite Rooms
from £45 P/Night

Your short stay
Studio Rooms from
£60 p/Night

Your Extended Stay
Double Ensuite
Rooms from £840
p/Month

Whole House from
£1400-£3500
P/month incl. and
excl. of bills



Know Your Landlord Responsibilities

- Gas Safety Regulations 1998
- Electrical Safety Regulations 2020
- HHSRS – Part 1 Housing Act 2004
- The Furniture & Furnishings Regulations 1993
- Immigration Act 2014
- Energy Performance Building Regulations 2007
- MEES – Energy Efficiency Regulations 2015
- The Smoke Alarm & Carbon Monoxide Regulations 2015
- Housing Act 1988 legislation
- Mandatory HMO Licensing Housing Act 2004
- Landlord & Client Act 1985
- PLUS....THE RENTERS RIGHTS ACT
- Statutory Repair Obligations
- HMO Compliance
- Selective Licence Application & compliance
- Article 4 legislation
- Planning Regulations
- Risk Assessment
- Preventative Maintenance
- Property Inspections
- Emergency Repairs
- Emergency Call Outs
- Emergency Lighting
- Insurances
- Key Management
- Property Security
- WIFI & TV Licence
- Council Tax
- Right to Rent Checks
- Water Bills
- Gas Meter
- Electric Meter
- Viewings
- Photos
- Videos
- Agreements
- Payments
- Deposits
- Refunds
- Tenant referencing
- Check in/out
- Customer service
- Evictions & notices
- And anything else your property, your tenant or the government needs...

Management & Advisory Packages for All Landlord and Investor Types

Standard Management Package – 12.5% & £150 Tenant Find Fee

Suitable for landlords with long stay whole house groups, charity contracts or corporate tenants

Superior Management Package – 15% & £50 Tenant Find Fee

Ideal for landlords wanting to boost occupancy & income with both short stay & long stay tenants

VIP Management Package – 17.5 % & £0 Tenant Find Fee

Most Popular package for UK landlords. Maximum occupancy achieved with both short stay and long stay tenants with £0 find fees, and additional services included

VIP PLUS Management Package – 20% & £0 Tenant Find Fee

Best value and popular with international investors. Includes all compliance, utilities management and credit card charges. The ultimate 'hands off' service

Property Management & Advisory Services	Standard 12.5% -£150 Tenant Find	Superior 15% - £50 Tenant Find	VIP 17.5% - £0 Tenant Find	VIP PLUS 20% - £0 Tenant Find
introduction call & document share	YES	YES	YES	YES
Initial Property Inspection	YES	YES	YES	YES
Rental valuation and compliance check	YES	YES	YES	YES
Marketing on Short stay platforms	NO	YES	YES	YES
Marketing on long stay platforms	YES	YES	YES	YES
Guest Reference checks	YES	YES	YES	YES
Townhouse cover	YES	YES	YES	YES
Right to rent checks	YES	YES	YES	YES
Guest check-in & customer service	YES	YES	YES	YES
Cleaning and quality control	YES	YES	YES	YES
Access to approved contractors	YES	YES	YES	YES
Maintenance request from tenants	YES	YES	YES	YES
Maintenance request from landlord	YES	YES	YES	YES
Payment collections	YES	YES	YES	YES
Bi-Annual property inspection and report	NO	NO	YES	YES
Itemised monthly landlord statement	YES	YES	YES	YES
Email support for landlord communication	YES	YES	YES	YES
Credit Card Fees	2-3%	2-3%	2-3%	0
Property set up go live fee	£200	£200	YES	YES
Media Pack - Photos, videos, 360 tours, video, floor plan	£375	£375	£375	YES
Smart thermostat host	NO	YES	YES	YES
Meter readings	NO	NO	YES	YES
Smoke/carbon detector testing	NO	NO	YES	YES
Stress-free utility package	NO	NO	YES	YES
Agent takeover service	NO	NO	YES	YES
Zoom call with property manager	NO	NO	YES	YES
Non-Resident Landlord Set Up	NO	NO	NO	YES
Advanced property set up	NO	NO	NO	YES
Advanced management service	NO	NO	NO	YES
Safety certificates	NO	NO	NO	YES
Advanced inspection routine	NO	NO	NO	YES
HMO licence submission & licence holder status	NO	NO	NO	YES
Top up meter service	NO	NO	NO	YES
Valuation success for refinance	NO	NO	NO	YES
1 hour Expert property advice	NO	NO	NO	YES
1 hour Portfolio review	NO	NO	NO	YES

Additional Services to Save Time, Increase Knowledge, Grow Assets & Increase Income

Buying or Selling an Investment Property

1.5% of Price

Min. £2,500

Access to high yielding off-market properties and qualified cash buyers

Refurbishment, Interior Design, Furniture & Soft Furnishing

10% of Costs

Min. £500

Use an experienced team to upgrade your property and maximise your rental potential

Expert Property Coaching and Advisory

£250 p/hour

Video calls with an experienced investor, using proven strategies to increase your knowledge, grow your assets, mitigate your risks and increase your income

Property Portfolio

Review

£1000

A 1-2-1 session with an experienced investor to understand how to release capital, increase your cashflow and grow your portfolio in a safe and smart way

New Property

Onsite Feasibility Report

£250

Invest with confidence knowing an experienced property investor has checked over your next purchase with a physical visit included

Property Inspection Report

£150 Managed

£250 Non-Managed

Gain a greater insight into your investment property and understand via a detailed report the current status of your investment

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