

# O'Connor Bowden

Property Group

“

Selling, letting and managing homes throughout Manchester and Cheshire

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# Welcome

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O'Connor Bowden is a group of privately-owned companies providing...  
Residential Services in Lettings, Property Management, Sales, Development,  
Investment, Building Management & PRS Portfolio Management.



**Alison O'Connor**

"We are local people with years of experience and national connections. O'Connor Bowden is a highly successful property brand with all directors actively involved in the day to day business, actively promoting our culture of integrity, professionalism and hard work with the highest levels of service"



**Stephen Bowden**

"Since 2003, our focus has been on people, their homes and their property. Our role is quite simple: We assist people with or in need of property, from finding a new home to live, to selling a development or investing in a property for the future"

# How We Do It

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## Very Best Service

O'Connor Bowden is a brand our clients can trust with a friendly, talented and committed team working together to provide our clients with the best service standards in residential property management and sales.

## Talented People

Our people and partners are our finest asset.

## Expertise & Reputation

We know our areas of expertise and we have built our reputation and services around this.

## Integrity

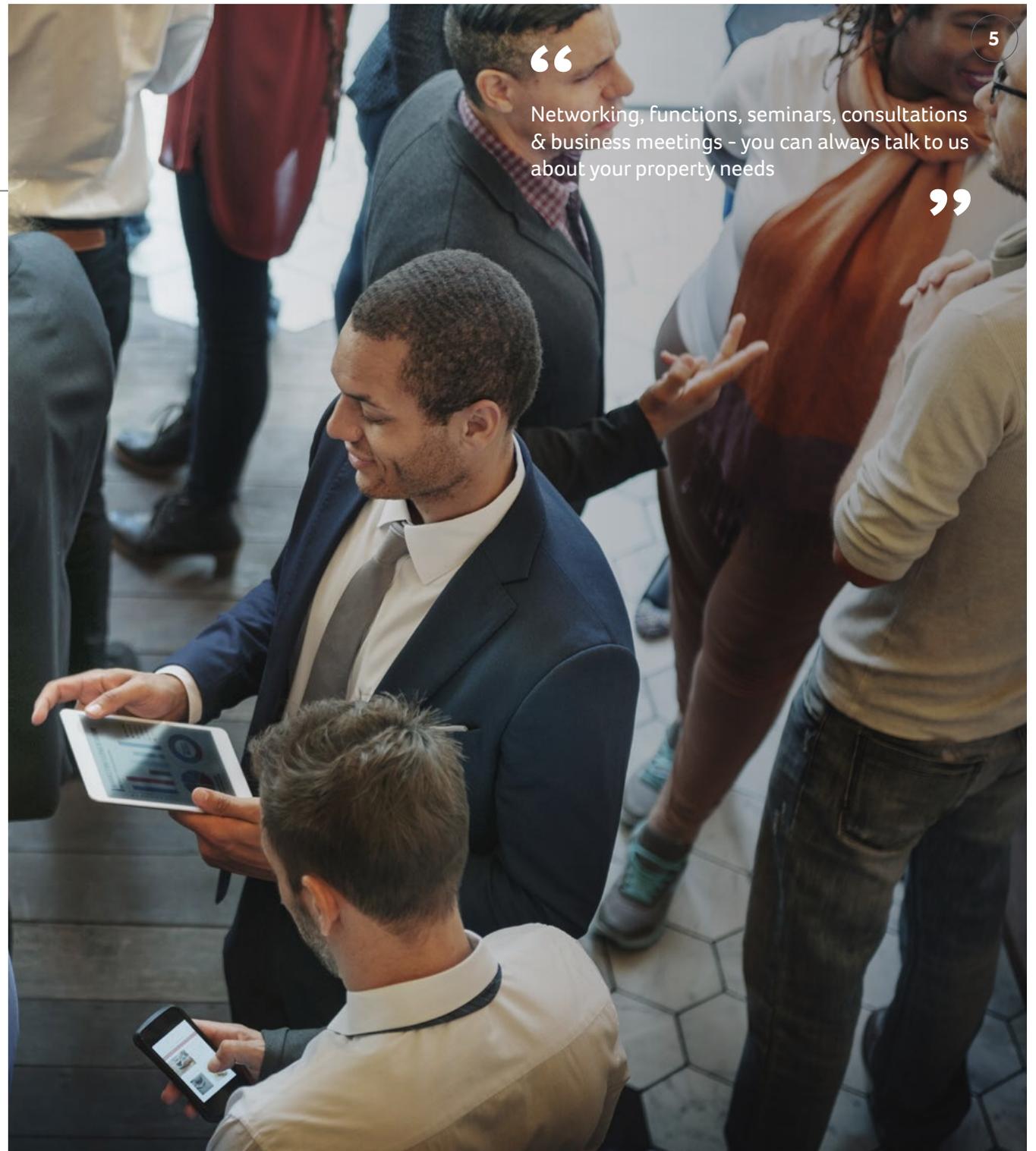
We always aspire to be the best. We constantly strive to deliver an open, honest and transparent service to our landlords and property owners, which is second to none.

## Highly Experienced

Our directors are experienced landlords, developers & property professionals having first-hand knowledge and a complete understanding of what is important and what matters to our clients.

## In Good Hands

Being an independent business led and managed organisation, the directors have a 'hands on' approach, running our companies but more importantly, managing your homes, properties and assets to ensure maximum results.



“

Networking, functions, seminars, consultations & business meetings - you can always talk to us about your property needs

”



## What We Do

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### We sell...

- ...people's homes through our estate agency services;
- ...off-plan and off-market property for developers;
- ...new homes for house builders;
- ...tenanted investment properties for landlords
- ...rental portfolios;
- ...residential freeholds.

### We let...

- ...houses, flats and apartments for landlords and investors;
- ...apartments located in Manchester City Centre;
- ...homes in Greater Manchester and Cheshire regions;
- ...residential portfolios;
- ...build to rent and private sector residential schemes.

### We manage...

- ...residential properties, tenancies and portfolios;
- ...rent and service charge collections;
- ...BTR/PRS schemes for private & corporate clients, funds and investors;
- ...buildings, apartment blocks & complexes;
- ...concierge, facilities, leisure & other residential support services;
- ...resident groups, social gathering, events and media communications;
- ...bespoke sales and property projects.

### We provide specialist support with...

- ...the provision of rent guarantee & tenancy legal protection;
- ...furniture and furnishing packages - from a single item to full development;
- ...property repairs and maintenance;
- ...master sales agent services to developers and house builders;
- ...the development and delivery of sales and marketing strategies;
- ...show home management;
- ...sales progression on new developments.



## Our Journey

**2007**

O'Connor Bowden Investment Consultancy, Manchester

Set up by Alison O'Connor and Stephen Bowden to provide residential property investment services to investors, developers and corporate clients.

*"We just knew there was a gap in the market for local investment services. Within the first week of trading, we brokered an off-market sale for one of Manchester's best penthouses to a celebrity sports personality and received instructions for the disposal of over 50 city centre apartments, held in receivership".*

**2010**

In-House Property Maintenance

To deal with the inconsistencies of service and rising costs from contractors, our in-house property maintenance services was launched for our properties and landlords.

**2003**

Our First Year

Founded by Alison O'Connor as one of the first residential property management agencies specialising in City Living.

*"As a developer operating in London and Manchester's emerging residential investment market, Alison O'Connor was disillusioned with poor quality lettings and management services provided to her investors by inner city agents. Alison was soon to become one of the pioneering city centre specialists".*

**2008**

PRS/BTR Team Established

Instructed on our first PRS scheme, which we merged through a specialist team within our property management department.

**2009**

Verge Property Management, Stockport

Founded by Stephen and Tracey Bowden to manage an existing portfolio of residential property for clients with properties and portfolios in Greater Manchester and Cheshire.

**2011**

Bowdens Lettings, Marple

A lettings agency to manage the rental services of residential property in Stockport, Cheshire and the surrounding areas.

**2012**

O'Connor Bowden - Brand Launched

By assimilating our businesses under our O'Connor Bowden name, we incorporate all of our residential services in sales, lettings, management, maintenance, development and investment with one identifiable and trusted brand, providing a fabulous range of cohesive and complimentary services to our clients.

**2013**

O'Connor Bowden Developer &amp; Investor Services

Established to provide a dedicated investor pre-sale platform & off-plan sales services for developers with new build projects.

**2014**

O'Connor Bowden BTR/PRS Management

Specialist team established to manage Build to Rent & Private Residential Sector schemes for investors and funds.

**2016**

O'Connor Bowden Building Management Services

Providing residential building and block management services, concierge, leisure and facilities management.

**2018**

O'Connor Bowden New Home Sales

Our dedicated new home brand opened to manage the sales & marketing of new housing schemes for developers and house builders.

*"We are immensely proud of our O'Connor Bowden group of companies, which continues to expand its residential services in lettings, management, sales, development and investment property – become a client and share in our success!"*

# Our Family Tree

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**O'Connor  
Bowden**

Greater Manchester  
& Cheshire

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**O'Connor  
Bowden**

Manchester  
City Centre

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**O'Connor  
Bowden**

PRS & BTR  
Management

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**O'Connor  
Bowden**

Property Group

**O'Connor  
Bowden**

Development  
& Investment

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**O'Connor  
Bowden**

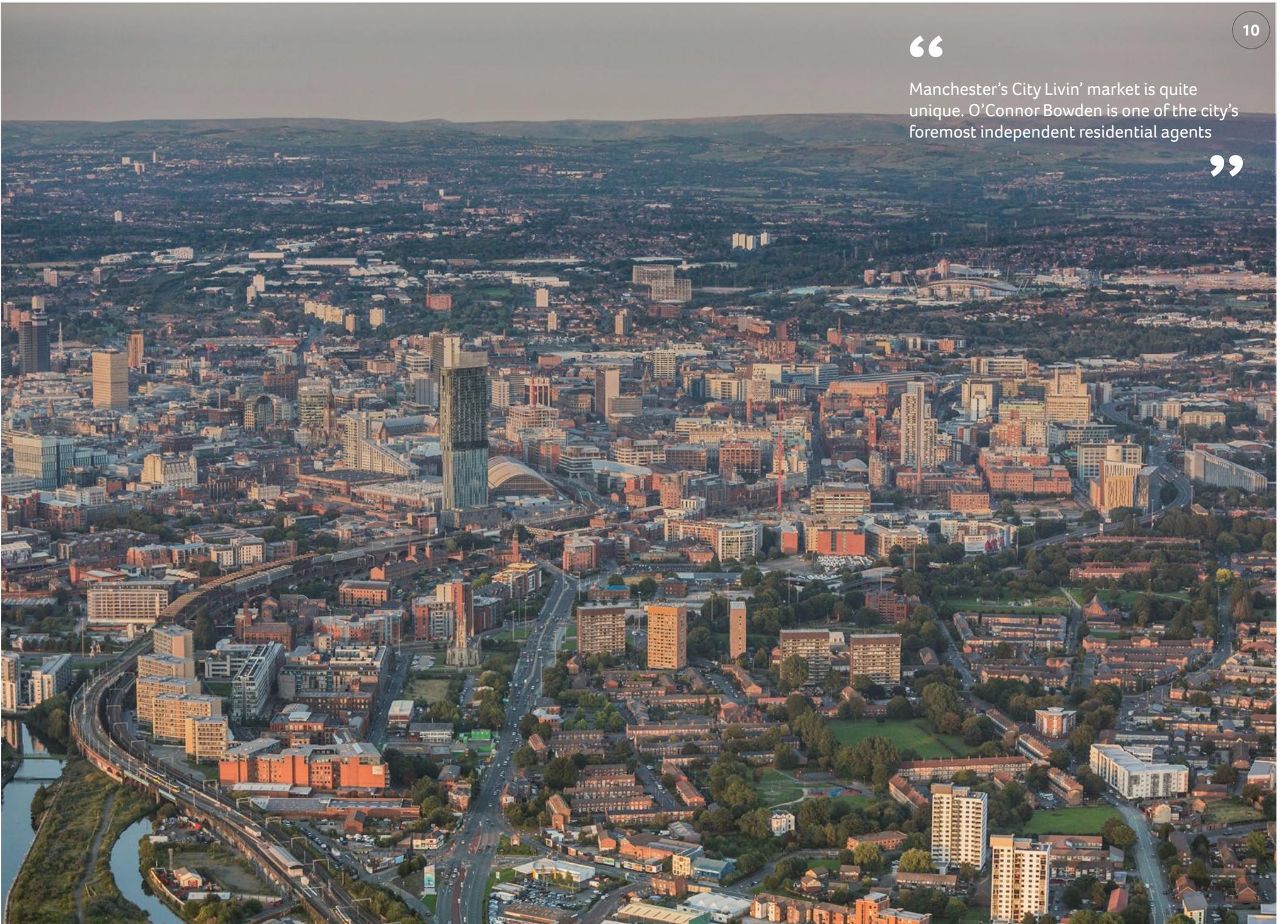
Building  
Management

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“

Manchester's City Livin' market is quite unique. O'Connor Bowden is one of the city's foremost independent residential agents

”



O'Connor  
Bowden

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Manchester City Centre

“ The One-Stop Shop for City Living ”

- 13 Lettings
- 16 Property Management
- 19 Estate Agency
- 20 Landlord Furnishing



“

Corporate lets have always been a major part of our business since conception.

Our robust relationships with key employers ensure continual demand for corporate lets and executive referrals

”



# Letting Services



## City Living Experience

We have been letting property in Manchester City Centre for over 17 years. We fully understand rental values, tenancy terms, the risks and rewards available to Investors, from the seasonal market variations through to the resident status of student, professional and corporate tenants



## Professional & Company Lets

We specifically target tenants who are career-minded professionals, employed in the city centre. Corporate Lets have always been a major part of our business since conception. Our robust relationships with key employers ensure continual demand for corporate lets and executive referrals.



## Effective Marketing

Our Social Media advertising presence on Facebook, Instagram and Twitter promotes your property to devoted subscribers waiting for our posts and alerts. Our highly-optimised websites and advertisements on property portals ensure your property is available to the whole of the market.



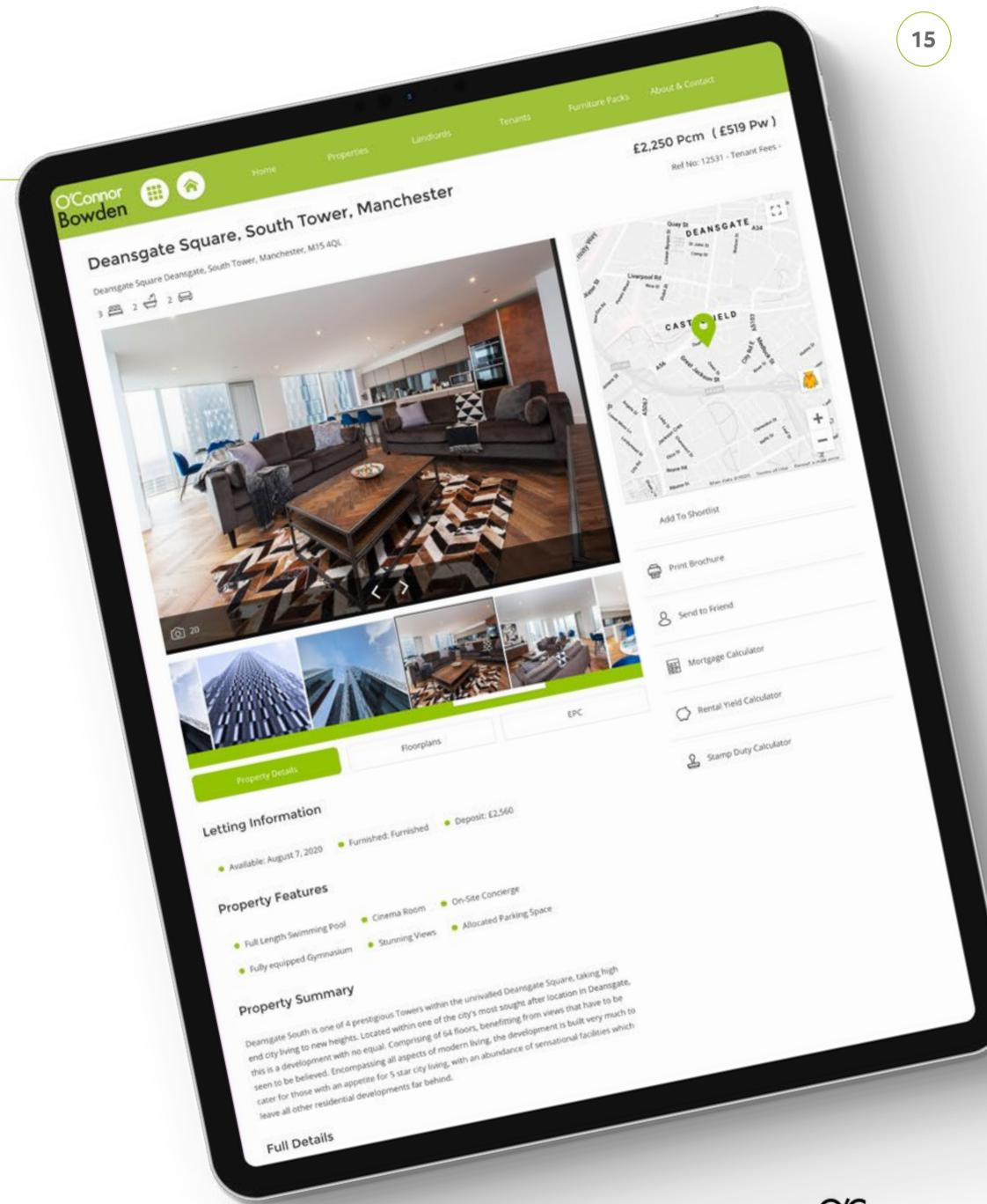
## Transparency & Peace of Mind

We aim to offer our clients transparency and peace of mind that their investments are being effectively managed by a renowned and experienced company.



## Offering a Range of Services

We thrive on letting substantial volumes of residential apartments where we can offer a range of services to meet our clients' needs. Property can be compared with similar apartments let by us and useful advice provided on rental values, specification, fixtures and repairs.



## Property Management

Our fully managed service includes comprehensive rental and tenancy legal insurance cover included within our management fees. This is the ultimate level of protection that means not only will we manage your property to a high standard, your rental payments are guaranteed, even if the tenants don't pay and fall into arrears.

By choosing our fully managed service you are putting a professional relationship between you and your tenant. Protecting the relationship between all parties and ensuring the relationship stays professional. Our clients benefit from a complete managed package. We work hard to ensure money invested in professional management is money well spent, improving the overall letting experience considerably.



“

Fully managed service including rental and tenancy legal insurance protection

”

# O'Connor Bowden

## Manchester City Centre

### Property Management

## Lettings

## Sales



“

Comprehensive property management from our highly experienced director led team

”

## Property Management

- Director-lead Team with over 40 Years' combined experience in Manchester city centre
- Valuations and Market Appraisals
- No Underletting or Valuing with O'Connor Bowden
- Competitive Letting and Management Fees
- Marketing Intelligence - helping clients to understand Manchester's city living markets
- High profile internet marketing
- Professional tenants and corporate lets
- Third-party, professional tenant referencing
- Compliant tenancy and inventory documents
- Deposit registration and management – we register exclusively with the Deposit Protection Service
- Let only or comprehensive property management service options
- Scheduling of responsive and planned maintenance works
- Proven rent arrears and void control systems
- Landlord Insurance including Rental Guarantee and Tenancy Legal Protection options
- Furniture supplied and designed specifically for the rental market
- EPC, electrical & compliance management



“

Our market intelligence helps our clients to fully understand Manchester's unique city living markets

”

# Estate Agency

O'Connor Bowden's sales team have an in-depth understanding of the local market and this helps us achieve the very best results for our investors. Property is our passion, and nothing comes close to the satisfaction we feel when advising one of our investors that their property is sold.

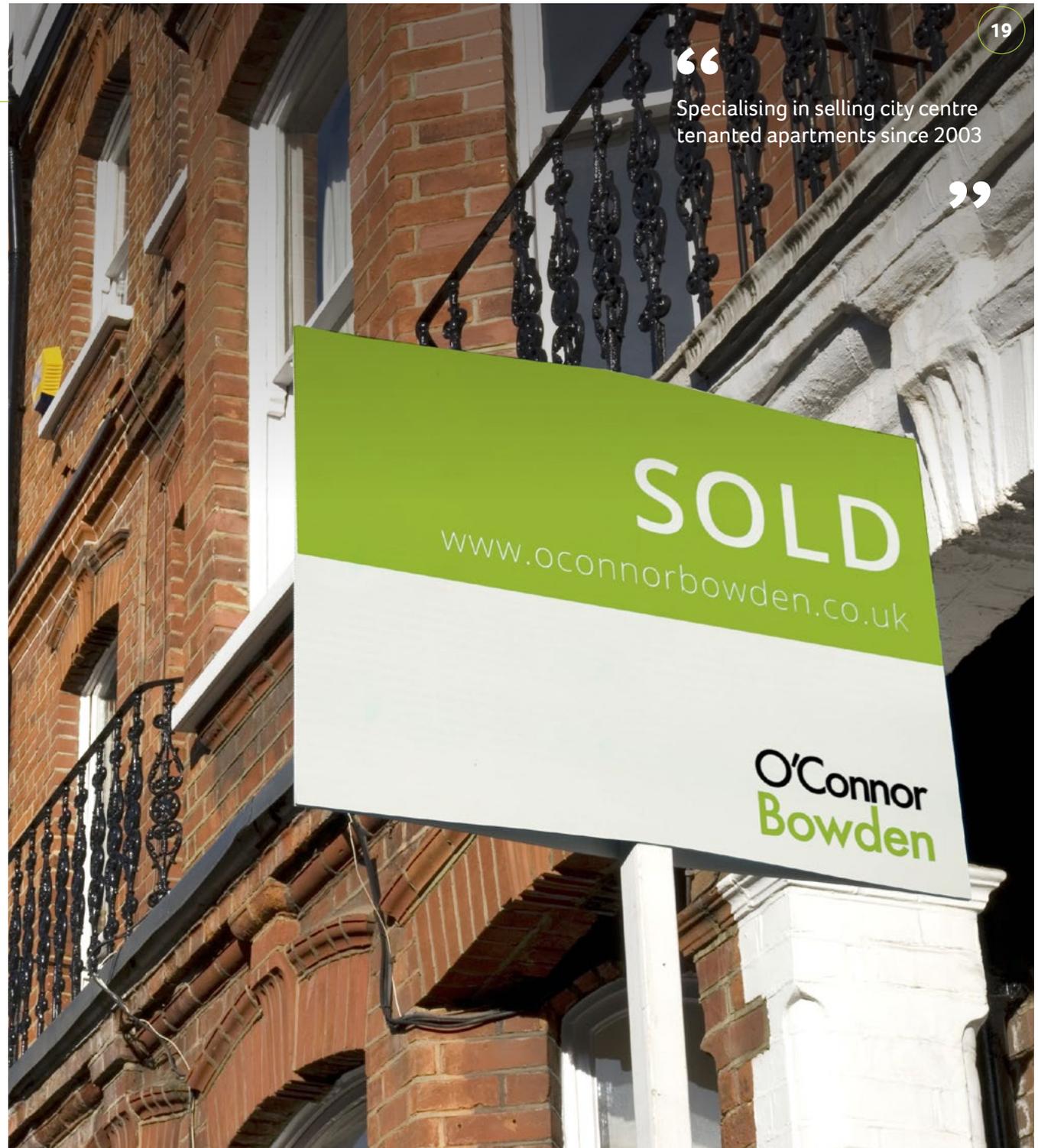
We have sold 1,000's of new build, off-plan and resale properties ranging from studio apartments to luxury Penthouses.

We offer our clients a variety of services including; Valuations, Market Appraisals, and Market Intelligence Reports for both tenanted city centre apartments and apartments with vacant possession.

O'Connor Bowden really understands the city centre market and moreover the city living scene in Manchester. With many purchasers residing outside the area, our systems and services are designed to accommodate video streaming, virtual tours, zoom and Skype viewings. Furthermore, we provide telephone access to our agents, day and night.

Our aim is to achieve the very best sale price ensuring first-class service and professional guidance every step of the way.

- Valuations & Appraisals
- Specialists in tenanted Property Investment Sales
- Selling apartments since 2003
- We live, work and breath Manchester's City Living Scene
- Spacious City Centre Showroom Offices
- Highly Optimized Website
- Social Media, Portal and Internet Advertising
- High-Resolution Photography & Video Productions
- Accompanied Property Viewings
- Video & Skype Viewings
- Access to an Estate Agent – day and night



“

Visit our sizable furnishing showroom, within our city centre offices and view the latest furniture packs and designs

”



## Landlord Furnishing

The majority of the properties, especially for the professional and corporate markets, are required to be furnished.

So we can secure and maintain the very best quality tenants and achieve the highest possible rents, we have secured furniture items and tailor-made furniture packs from a number of reputable suppliers, for our clients to choose from.

Furniture Packs for new developments are designed to the latest style, quality and durability. Furniture items will be fully detailed on your property. Written and photographic inventories with manufacturer and life-cycle information being available.

All prices quoted to our clients will include VAT, delivery, installation and responsible waste disposal.

We have a sizable furnishing showroom for you to visit at our city centre office, where we display and showcase the furnishing packs for our latest schemes and developments.

“

Fabulous furniture packs and room settings can be viewed at our showroom, within our city centre office. Video and virtual tours also available

”



O'Connor  
Bowden

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Greater Manchester, Stockport & Cheshire

“ The One-Stop Shop for Landlords,  
House-Builders & Home Owners ”

- 24 Lettings
- 27 Property Management
- 29 Estate Agency
- 31 New Homes Sales

“

Quick Re-Lettings eliminate expensive void periods

”



## Letting Services

O'Connor Bowden in Greater Manchester & Cheshire is managed by Stephen & Tracey Bowden. In 2003, Stephen left the corporate world of residential investment and development to work with private individual clients, helping them to secure investment property and grow their buy-to-let portfolios.

As a result of this journey, we now have an established business with a proven track record in letting our client properties and portfolios to quality professional & corporate tenants for the very best rents available.

Our ethos has always remained the same; assisting our Landlords to maintain high-performing investment property and portfolios. We will look after our client properties as if they were our own!

# Letting Services



## Regional Knowledge & Experience

We are a highly experienced company with knowledge of residential rent values and tenant demand in the region's high demand rental markets.

We manage hundreds of homes in key hotspot rental areas throughout Greater Manchester, Cheshire & Stockport.



## Effective Marketing

Equipped with a comprehensive marketing package for all property to let, including; social media, internet marketing tools, websites, advertising on the UK's leading property portal, Rightmove, high resolution photography, 3D floor plans & lettings particulars. Our lettings team always work towards achieving fast letting results.



## Rent Guarantee

In the event of your tenant not paying the rent due, we can provide a comprehensive rent protection service to our landlords designed to provide peace of mind if a tenant defaults on the rent or breaches the tenancy agreement.

- Guaranteed Rent for the duration of the tenancy.
- Free Legal & Court Action costs.



## Quick Re -Lets = No Void Periods!

Forward planning and sensitivity towards setting tenancy termination dates ensure many of our homes are pre-let well before a property is due to be vacated.



“

Helping Landlords to maintain high-performing investment property and portfolios - we look after your properties as if they were our own

”



“

Peace of Mind with our Rental Guarantee & Tenancy Legal Protection

”



## Property Management

So often we meet Landlords with a bad-news story: Landlords with compliance failures; property let out below market value; tenants in rent arrears; rogue tenants due to inadequate referencing and much more.

Our professional approach towards letting and managing property, compliance and the implementation of our third-party professional tenancy referencing, completed to underwriting standards that enable a Rent Guarantee policy to be offered to our clients, means we provide peace of mind to our Landlords.

- Repairs & Maintenance
- 24 Hour Emergency Response
- Compliance Management
- Tenancy Enforcement
- Property Visits
- Tenancy Renewals
- End of Tenancy Management
- Safety Certification
- Energy Performance Certification
- Selective Licenses
- Assistance with Insurance matters
- Tenancy Application Management
- Professional Referencing to Rent Guarantee Standard
- Right to Rent Approval
- Tenancy Document Preparation
- Inventories Produced
- Tenancy Commencement
- Home Demonstration
- Deposit Registration & Management
- Rent Collection Management
- Rent Arrears Control
- Payments to Landlords



“

Professional Tenancy Referencing =  
Quality Tenant and Tenancies

”

## Estate Agency

O'Connor Bowden provides sales services to Landlords, House-Builders and Home Owners. We sell tenanted investment properties, new build housing & developments.

For House Owners, through Estate Agency offices in Romiley, Stockport and Gee Cross, Hyde, ON THE MOVE Property Boutique provide an award-winning, innovative estate agency services offering property for sale in Romiley, Bredbury, Woodley, Compstall, Marple Bridge, Marple, Stockport, Gee Cross and Hyde.

We specialise in selling the very best homes in the very best way, with a commitment to giving our clients a level of service they have never experienced before, along with a creative marketing package to match.

Rated as "Exceptional" for sales by 'Rightmove's Best Agent Guide' endorses our service and commitment to our clients.

We work very hard to exceed expectations, and, as a growing list of happy clients proves, we are already noted for our comprehensive and successful service.

“

Our Marketing techniques help us sell your property quicker and for a premium price

”



“

A very personal service with a unique & bespoke marketing approach including home staging, styling and accompanied viewings

”



## Estate Agency

- A Very Personal Service
- Local Knowledge provided by Local People
- Valuations & Market Appraisals
- Unique & Bespoke Marketing Approach
- Home Staging & Styling
- Social Media, Portal and Website Advertising
- Glossy Sales Brochures
- Stunning Lifestyle Photography
- Floor Plans
- Full Accompanied Property Viewings
- In House Sales Progression

“

We have established relationships and a proven trade record with developers & house-builders

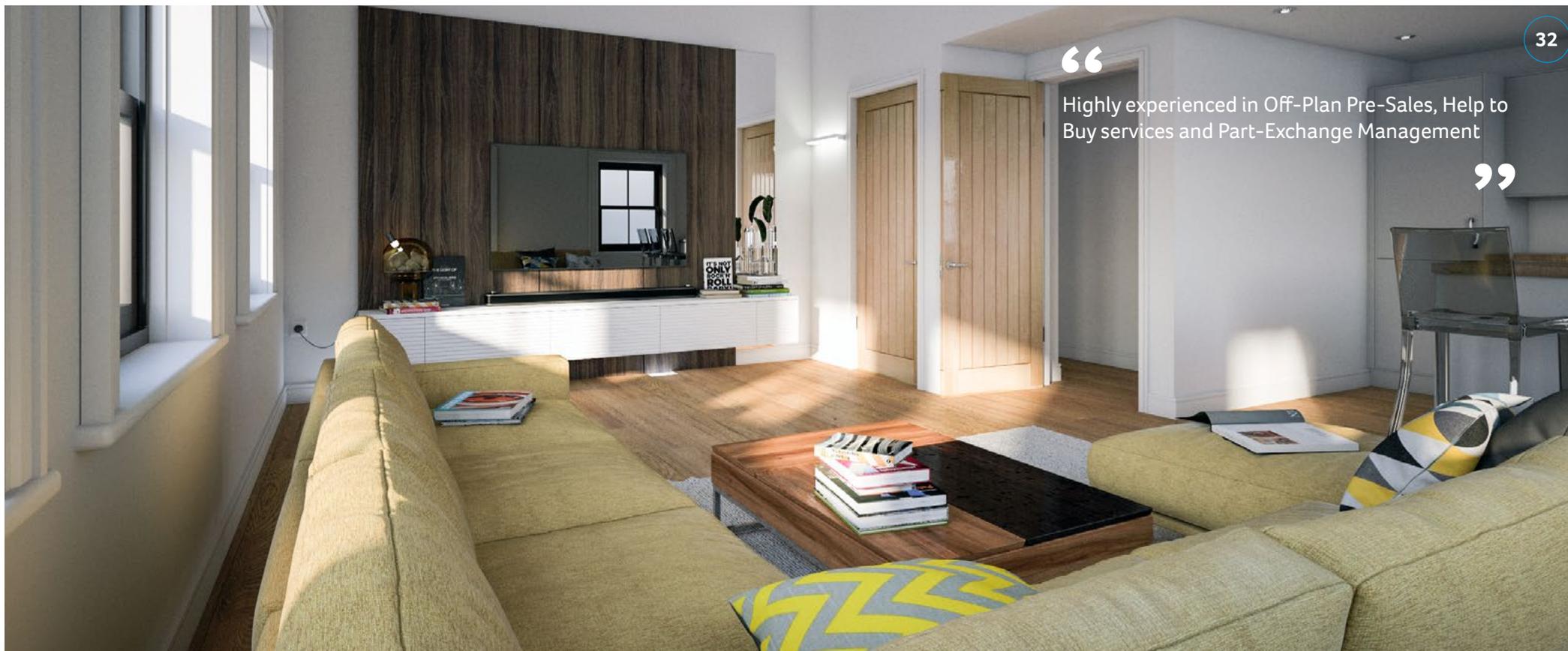
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## New Home Sales

We are often appointed to manage new housing schemes from concept through to completion, developing and delivering comprehensive, bespoke, multi-dimensional Sales & Marketing Strategies, often involving branded or white label marketing, off-plan pre-sales, on-site sales functions, media advertising campaigns and sales progression management.

Our services extend throughout the Northwest region and range from smaller to mid-sized developments, typically selling 1 and 2 bedroomed apartments and 2 to 4 bedroomed houses.



“

Highly experienced in Off-Plan Pre-Sales, Help to Buy services and Part-Exchange Management

”

## New Home Sales

- Bespoke “Master Sales Agent” services
- Managing Sales & Marketing Strategies
- Virtual Sales Department for Developers
- Estate Agency Support Services
- Show House & On-Site Sales Management
- New Development Branding
- White Label Services
- Off-Plan Sales Pre-Sales
- Homeownership Sales
- Investor Sales
- In House Sales Progression
- Part Exchange Management
- Negotiations, Reservation & Sales Progression Management
- Help to Buy Services

“

We are often appointed to provide a bespoke Master Sales Agent Service

”



O'Connor  
Bowden

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## Developer & Investor Services

“ Putting Developers and  
Investors together since 2003 ”

36 Developer Services

39 Investor Services

“

Specialists in high nature volume, off market, off-plan sales to quality UK investors

”



## Developer Services

---

We are often appointed to manage new housing schemes from concept through to completion, delivering and managing comprehensive, bespoke, multi-dimensional Sales & Marketing Strategies, often involving branded or white label marketing, off-plan pre-sales, on-site sales functions, media advertising campaigns and sales progression management.

Working on developments with a few properties through to a couple of hundred, typically consisting of 1 & 2 bedroom apartments and 2 & 3 bedroom family sizes houses.

“

Highly experienced and successful in managing the hidden risks of off-plan and investor sales

”



## Developer Services

- Eliminate and manage-out the many and often catastrophic risks sometimes associated with off-plan and investor-led sales
- Partner or act as agent for developers and house-builders
- Successfully sell Off-Market, Off-Plan property
- Provide sales appraisals and valuations
- Advice on design, specification, property types, market demand and property placement suited to the market
- Deliver a comprehensive and bespoke “Master Agent Sales Management Services”
- Develop and manage comprehensive marketing & sales strategies
- Manage and sell 100% Investor led Developments
- Manage and sell mix tenure developments to homeowners and investors

“

As a Partner or Agent - delivering Master Agent services for developers

”



## Investor Services

Working with a worldwide network of investor clients, we help investors to successfully grow, develop and maintain their property investment portfolios within the North West region. Through numerous established partnerships we source and sell investment property including;

- New-build off-plan property
- Off-market property
- Existing tenanted 'buy-to-let' property
- Residential investment portfolios
- Development opportunities
- Land

A client for life. Once an investment property has been purchased, we can manage your asset, provide post completion lettings, property management and a full sales service as required. We can also assist with light property refurbishment, furnishing packages and a whole range of different support services to suit your needs.



O'Connor  
Bowden

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## Building Management Services

“ A Complete Solution for Combined Facilities,  
Building and Residential Management Services ”

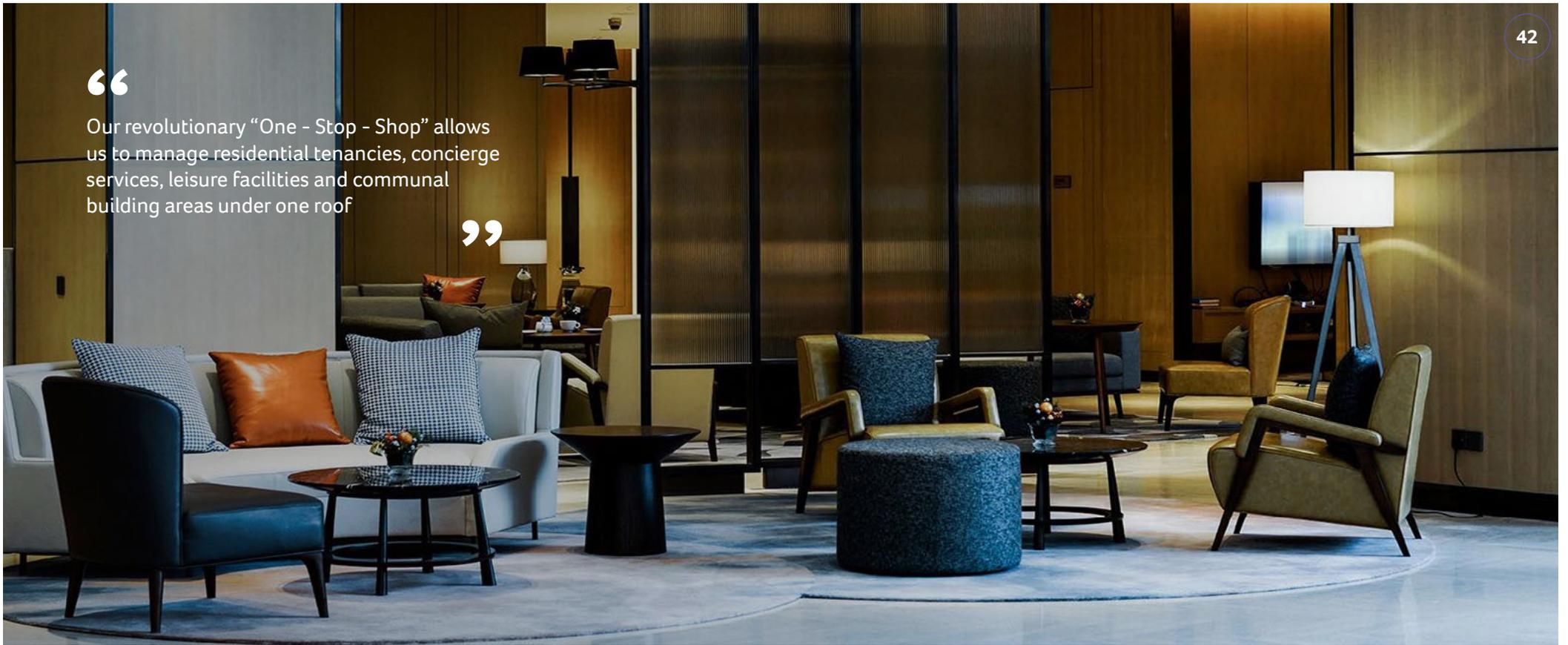
42 Building Management Services

46 Right to Manage

“

Our revolutionary “One - Stop - Shop” allows us to manage residential tenancies, concierge services, leisure facilities and communal building areas under one roof

”



## Building Management Services

O'Connor Bowden Building Management specialises in the provision of communal property management services for residential apartment blocks, where we can make a difference by combining building management and PRS residential management services. Our revolutionary approach allows us to provide a “One-Stop-Shop” to residential developments, enabling us to manage residential tenancies, concierge services, leisure facilities, communal building services and much more, all under one roof and with the same highly experienced in-house team.

The principal objective is to ensure ‘Leaseholders and Residents’ have affordable ownership and seamless trouble-free living experiences. All services are professionally managed with transparency; rents and values are maximized; voids minimized, and recommendations are continually received. To achieve this, O'Connor Bowden often partners with long-established building and facilities management companies providing specialisms with all the components required to successfully manage a building.



“

Not just Building Management...Valet parking, cycle hire, social events, concierge and fitness clubs are just some of the extra services we can provide

”

“

An outstanding service, providing the highest standards in customer care and performance

”



## Building Management Services

- Service Charge Setting & Budgets
- Facilities Management
- Concierge
- Leisure Management
- Cleaning, Valet, Parking
- Contractor & Maintenance Management
- 24/7 Emergency Response
- Financial Management
- Freehold Sales
- RMC Formations
- Lease Structures
- Insurance
- Warranty Management
- Transition Management
- PRS & BTR Fund Management
- Right to Manage

“

Providing Corporate Property & Building Management Services throughout the North West

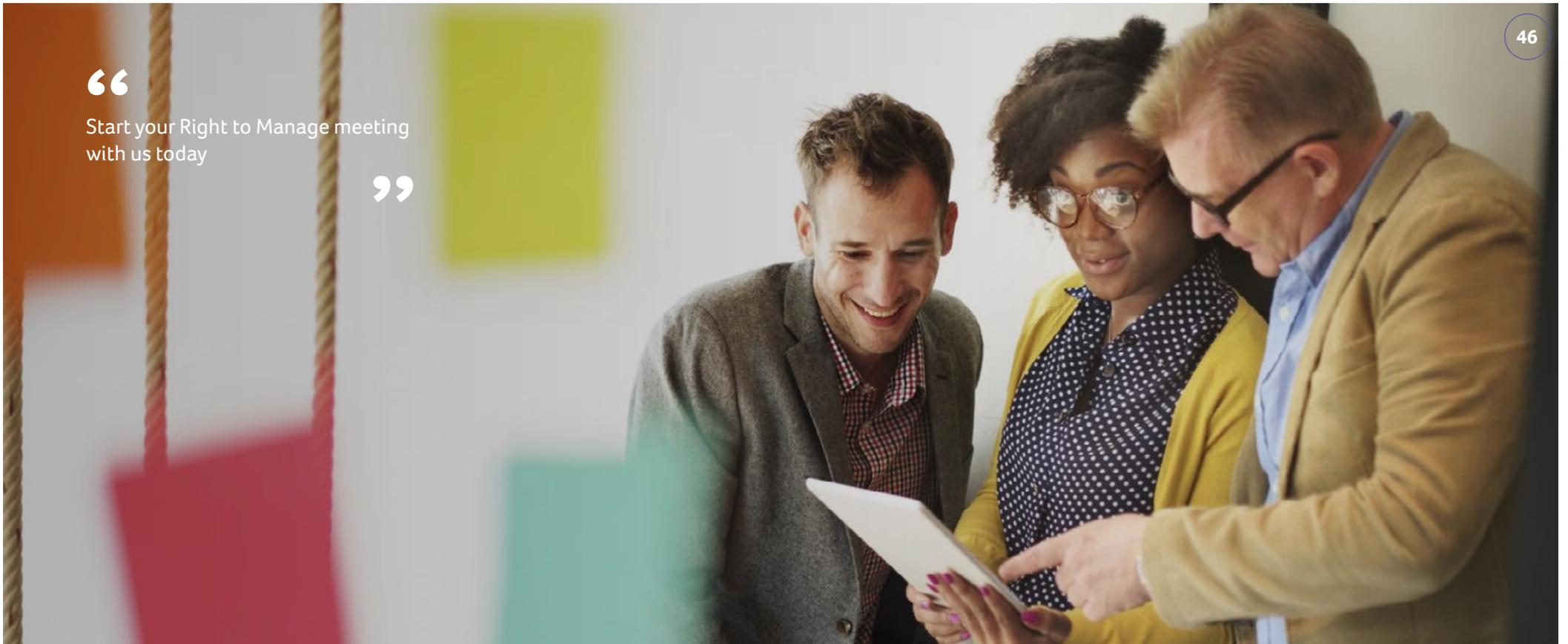
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“

Start your Right to Manage meeting  
with us today

”



## Right To Manage

As a property management agent for hundreds of leasehold Landlords, we persistently note discontent from our clients over high service charges and poor services provided by building management companies, for matters which can often adversely affect the value and performance of a residential property. Our Right to Manage service is designed to help leaseholders collectively take control of their building and of course, the setting of their service charges.

- We will assess your needs.
- We will take you through the RTM process.
- We will provide a value for money transparent service.



## PRS & BTR Fund Management Services

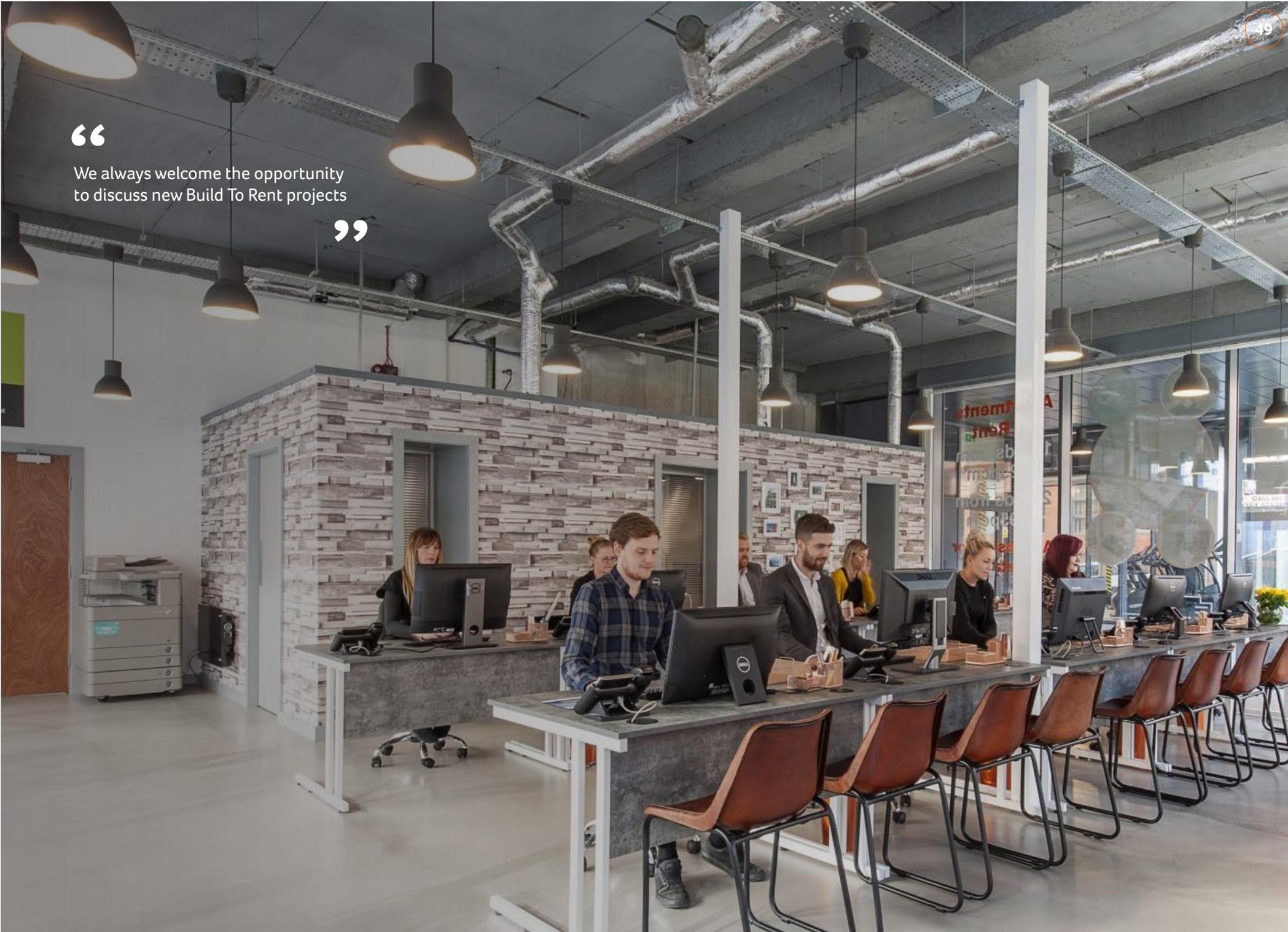
“ PRS & BTR Portfolio Management is  
a combination of everything we do ”

50 PRS & BTR Fund Management Services

“

We always welcome the opportunity to discuss new Build To Rent projects

”



## PRS & BTR Fund Management Services

By combining our Building Management, Lettings, Sales and Tenancy Management Services, O'Connor Bowden have been providing a "One-Stop-Shop" for PRS Portfolio Management since 2008. Interest in private equity PRS schemes in Manchester is at an all-time high. We are currently working on a number of new exciting projects and developments within the region.

- Valuation, Market Research & Appraisals
- Specification & Design Consultancy
- Brand Marketing Strategies
- Lettings, Professional & Corporate
- Sales & Managed Disposals
- Tenancy Management
- Building & Facilities Management
- Concierge, Gym & Leisure Services
- Resident Services – cleaning, ironing,
- Valet & Parking
- 24/7 Emergency Response
- Financial Management & KPI Reporting

PRS management is a combination of everything we do each day through our established lettings & management businesses; our work on new-build developments; our estate agency, sales division and our building management services.



“

We took on our first BTR Portfolio in 2008

”

“

Providing PRS furnished accommodation specifically designed for professional and corporate shared tenants

”



# O'Connor Bowden

## Property Group

Stockport Office  
0161 808 0010

Manchester Office  
0161 833 3820

“ Your One-Stop-Shop For Residential Property ”