



mihomes  
property agents

*build to rent specialists*

[mi-homes.co.uk](https://mi-homes.co.uk)



## about *mi homes*

*mi homes is a property agency determined to do things differently.*

we pride ourselves on offering an unrivalled level of customer service, professionalism and transparency in all of our dealings. our clients trust us to secure high calibre tenants at the best rental price for their properties. our efficient, proactive and extensive approach to our work ensures a smooth lettings and management process for our landlords and tenants alike, as is reflected by our glowing testimonials, high proportion of repeat instructions, referrals and renewal tenancies.

1,100+

tenancies  
issued

£11m+

generated for clients  
in tenancy values

1,500+

smiles put on landlord  
and tenant faces

98.5%

of successful  
tenancies

.....

established in 2016, we have quickly grown to become a preferred property agent in north london, while also serving several other postcodes around the capital.

our dedicated team of lettings, management and sales advisors undergo regular in depth training and are at hand for our clients at every step of the lettings process, ensuring both tenants and landlords realise maximum value and benefit. this is achieved due to our extensive database of desirable applicants, the quality of our marketing and our meticulous approach to referencing.





## the marketing & management plan

at mi homes we present our listings in their best possible light, using professional photography as standard, branded floor plans and comprehensive descriptions, as well as offering bespoke marketing services such as brochures, computer generated imaging (cgi), video and virtual tours.

we market on all major portals such as rightmove, zoopla, onthemarket, movebubble, prime location, boomin, and not forgetting our own website and social media platforms, ensuring maximum exposure for our clients in all the right places.

rightmove

Google

Zoopla

PrimeLocation.com  
Find the home you deserve

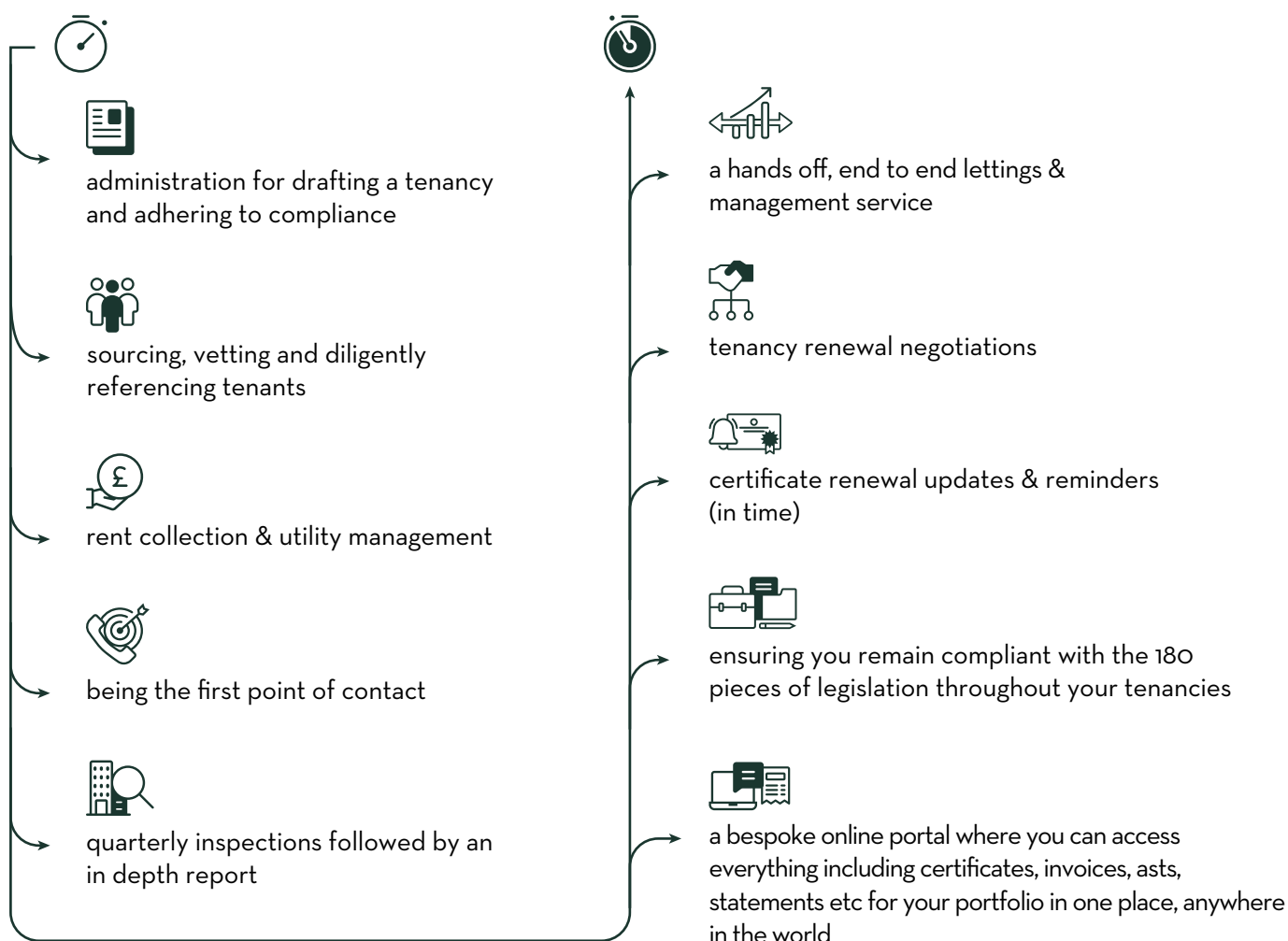
onTheMarket.com

Instagram

YouTube

facebook

TikTok





## how we reference

*your investment is only as strong as the person paying you...*

we go above and beyond to ensure that the tenants we deal with are of a high calibre by being one of the very few agencies to use a 'double-referencing' approach.

we reference applicants in-house, as well as via the uk's leading tenant referencing company to ensure no stone is left unturned in finding the best possible match for our clients. we are also pleased to offer the option of a rental protection service for that extra piece of mind.



### IN DEPTH REFERENCING

*in-house and external referencing including:*

- ✓ confirmation of a good credit report
- ✓ confirmation of occupation, time in existing role and annual salary (including proof of the last 3 months' payslips and cross-checking with bank statements)
- ✓ confirmation of combined tenant earnings of at least 2.5x the yearly rental value
- ✓ confirmation of tenant savings (if applicable)
- ✓ landlord reference checks to ensure previous rental payments were made on time, the property was well looked after, as well as a personal recommendation from the landlord
- ✓ confirmation from bank statements to ensure rent has been paid on time and cross-checking this to existing tenancy agreement obligations





## the team

*as we're sure you've heard before, any company is only as strong as its team members.  
we understand how crucial it is, they are the face, voice and heart of the business.*

### OUR TEAM LIST

we are proud to have some of the best staff retention rates in the industry,  
investing more than double the industry average in training and salary to ensure  
we have the pinnacle in estate agency service people working for you.

*below is a list of who is involved in ensuring the lettings and management of  
your build to rent project runs smoothly, efficiently and successfully:*



#### *media team*

experienced content creators, professional  
photographers, floor planners, digital marketing  
experts, videographers and drone pilots to  
name a few.



#### *build to rent lettings experts*

all of our property brokers are 'certified  
negotiators' and are responsible for  
conducting viewings, building relationships  
and negotiating.



#### *lettings manager*

will be available throughout the process, ensuring  
we excel in every department and providing  
effective communication where needs be.



#### *property manager*

our property management team have two  
main focuses; to maximise the best financial  
return on a portfolio and ensure the seamless  
delivery of a lettings and management service.  
this is done by effective portfolio  
management, mitigating voids, securing and  
comprehensively vetting prospective tenants,  
executing new tenancies and ongoing  
management by maintaining effective  
communication and relationships with tenants.

## happy landlords, *happy tenants*

with our wealth of experience, genuine passion to serve our clients and some good old-fashioned hard work, we are proud to have generated over £11 million in rental income for our landlords while continuing to house happy tenants, time and time again.

*but don't just take our word for it ...*

"from the start we have received nothing less than an amazing service. their level of expertise, thoughtfulness and passion is unparalleled to any agency that we have used previously. nicholas provided me, almost instantly, with an asking price offer due to the outstanding marketing of the property, and continues to email me with updates and details throughout making this a stress-free process. i would definitely recommend mi homes in the future and could not be more grateful."

– landlord, n14

★★★★★ ”

.....

"i cannot recommend these guys enough. the level of customer service received has been second to none and miles ahead of anything i've ever come across. the process with mi-homes was smooth, simple and quick. we weren't the easiest clients, but weren't made to feel like we were being a nuisance. the team has always been friendly, helpful and flawless throughout the entire process which is an absolute credit to the company. i know that nicholas had some great input and we wouldn't have our flat without the help of the team doing such an amazing job. a company made of hard-workers who are clearly passionate about their jobs and go above and beyond for their customers. highly, highly recommended."

– tenant

★★★★★ ”

"with a portfolio of properties in north london, i often seek out the help of lettings agencies to ensure i get the right tenants in quick time with the right rent. nick of mi homes, had succeeded with helping me do that with great success on one of my properties a couple of years ago. when i had another development in the making, he rang me throughout the process until it was completed, offering his support and interest in viewing the finished flat. he is a very personable and consummate professional in the lettings space and proved the value of mi homes when they provided me with two excellent prospective tenants for the flat, within a few days of marketing it. the company's attention to detail, and integral approach to business has impressed me and i therefore have no hesitation in recommending them to prospective landlords."

– landlord, n12

★★★★★ ”

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"exceptional service. outstanding people. having dealt with several agents in the past, i can confidently say that mi homes provided a service that was unparalleled by any i have previously dealt with. the staff are kind, considerate, and display a great level of expertise. i'd absolutely recommend mi homes to anyone in need of a great property agent."

– tenant

★★★★★ ”



## our *successes*

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A SAMPLE SELECTION OF OUR  
*lettings & managed stock.*

here's a look at a number of our most esteemed build to rent projects, for which we advised on rental levels and marketing strategies, whilst securing many reputable tenants, and fully income producing buildings for clients along the way.

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newby house  
*309 chase road, southgate, n14 6js*

newby house - 13 apartments let

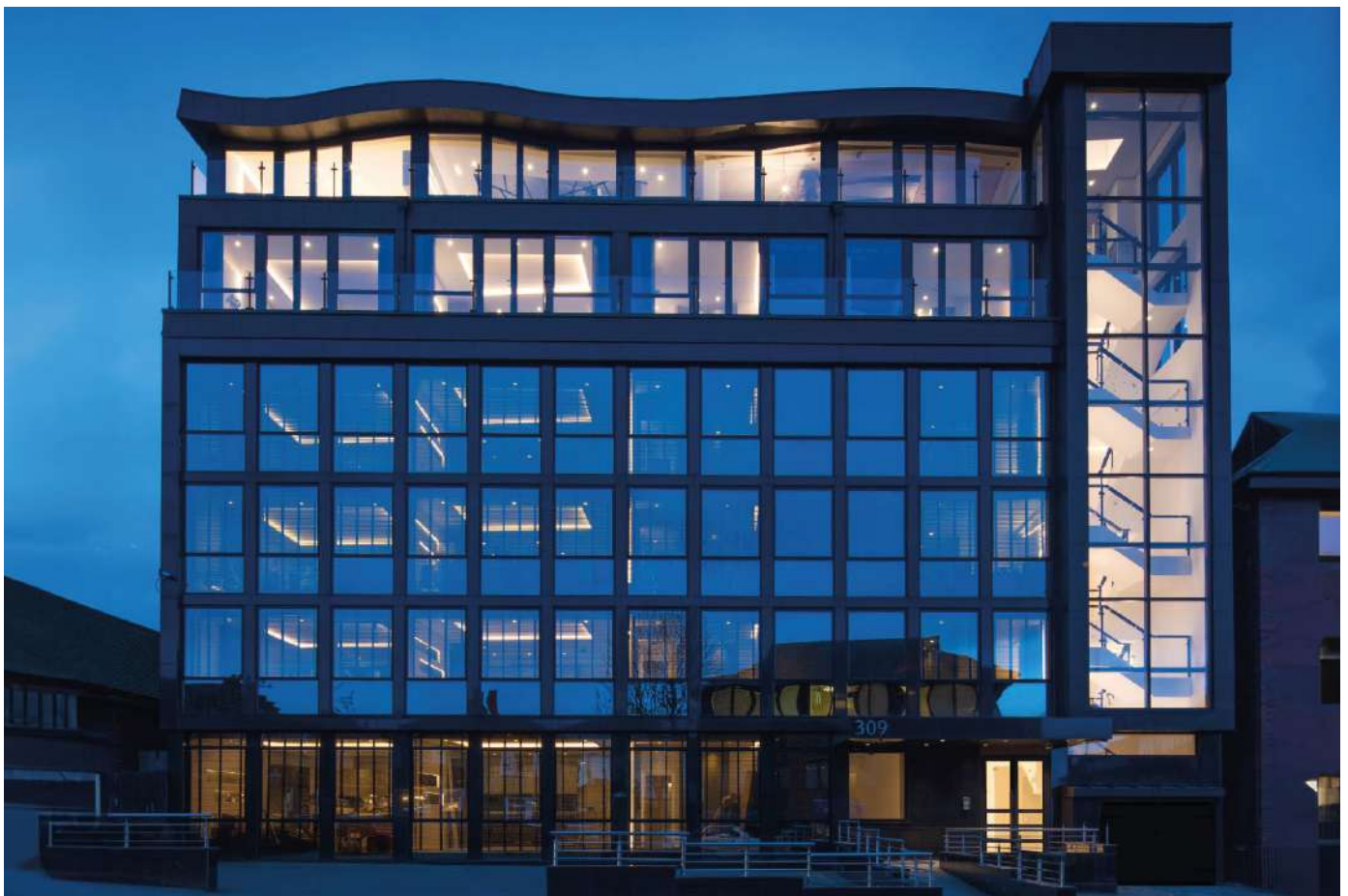
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let within 4 weeks of practical completion

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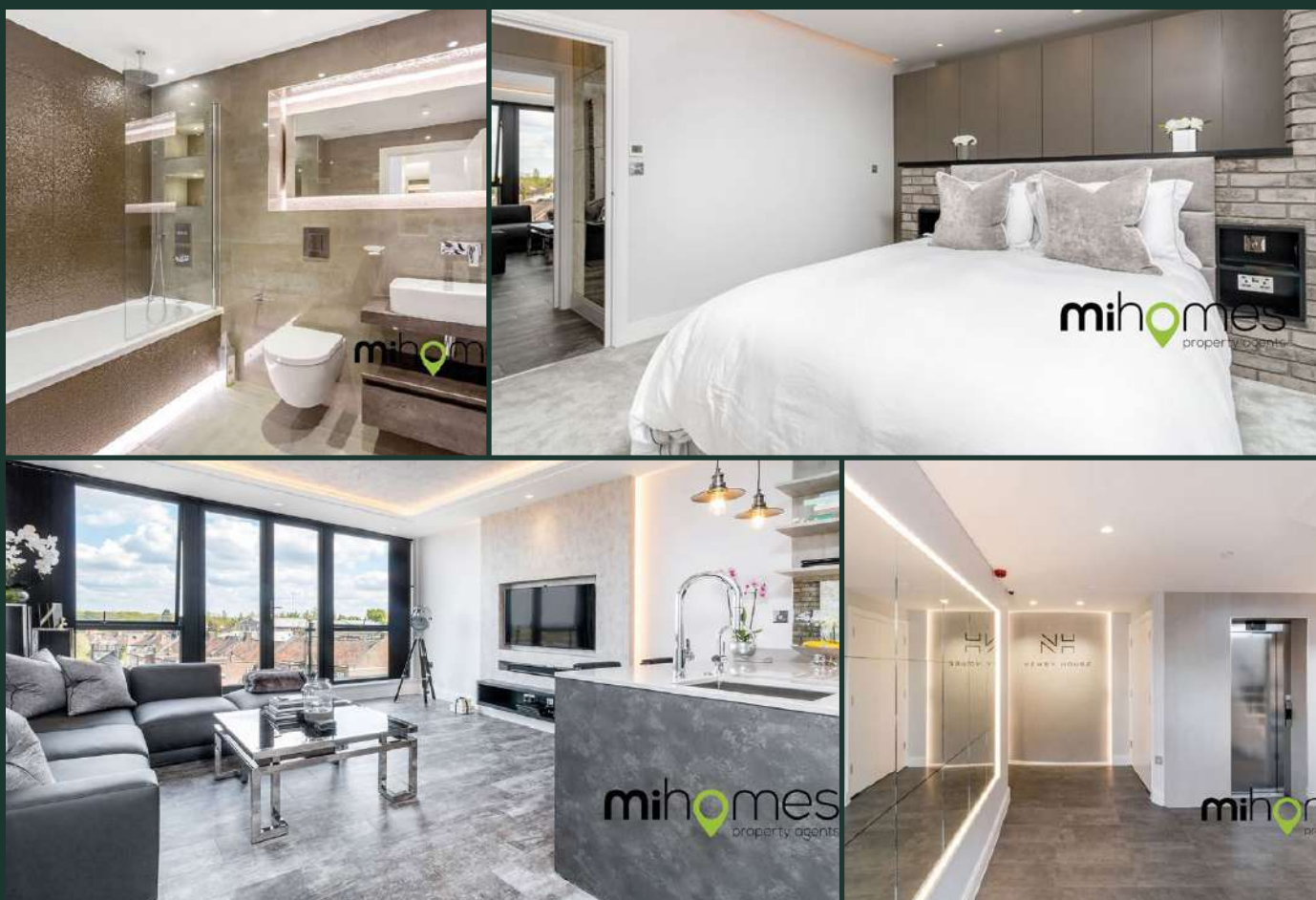
GENERATING £300,000P.A FOR THE CLIENT

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newby house, a landmark residence in southgate is certainly one of the most distinctive developments we have worked on to date. boasting an exceptional standard of design and quality with ceiling rental prices to match, this property demanded an agent with an extensive, high quality applicant database and the patience to find the perfect match. we are incredibly proud to have let 90% of the 17 luxury two bedroom apartments available, despite the fact that the property was also listed with two other agencies. a job well done.





“mi homes were responsible for renting 90% of our residential apartment block in southgate. i was extremely impressed with their seamless lettings process and quality of applicant calibre they secured for us. we now use mi homes for all other rentals we have going forward and i'd have no reservations in recommending them. great work!”

– *landlord*

”

“mi homes have been very swift to respond to our queries. their description of the specification and property itself was very accurate and right to the point. the most striking matter about mi homes is that when they say they will do something, they actually do it - simple, but hard to find in an agent these days. thank you to the team at mi homes.”

– *tenant*

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redwood house  
*33 london road, enfield, en2 6dr*

redwood house - 21 apartments let and managed  
with a further 7 apartments secured via planning consent for the flat roof  
let within 5 weeks of practical completion

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GENERATING £390,000P.A FOR THE CLIENT

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*mi homes instructed as sole agents*



redwood house, sitting in the heart of enfield town, represented the landlord's largest residential development to date, so we made sure we were at hand throughout the build to offer our advice as to how best to maximise rental values. this led to an offering of 21 one and two bedroom luxury apartments, fitted to a high specification while still providing value for money and a fantastic return on investment. with the property receiving excellent feedback, coupled with the high calibre of applicants we presented, it wasn't long before the property was fully occupied and continues to be fully managed by mi homes.





“redwood house is our biggest rental development to date and did not come without its challenges. fortunately, choosing an agent to represent us was the easy part. having listed a number of our properties with mi homes before, we were more than comfortable instructing them as the sole agent for all 21 apartments, as well as the additional seven we plan on building in the near future. the guidance they offered throughout the build was invaluable and we are confident that this helped us secure the rental prices achieved. the team at mi homes have demonstrated time and time again their meticulous approach towards lettings; they treat a property as if it were their own and their work on redwood house was no exception. they kept us duly informed throughout the lettings process, only presenting applicants of a desired calibre. we look forward to working with mi homes on future developments and would not hesitate to instruct them as sole agents once again.”

- landlord

”

“i moved to london a few months ago and i chose mi homes and nicholas to help me rent my first apartment here. nicholas was very nice, professional, helpful, honest, knowledgeable and always fast in responding. i couldn't have made a better choice. i would absolutely recommend him and mi homes to my family and friends!”

- tenant

”

katerina house  
*50a clarendon road, hornsey, n8 0dj*

katerina house - 9 apartments let

let within 4 weeks of practical completion

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GENERATING £183,000P.A FOR THE CLIENT

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katerina house is a new development in the popular n8 post code, offering the very best of luxury living whilst being just a short walk to both turnpike lane and hornsey railway stations. this boutique residential apartment building profits from large balconies, chrome fixtures throughout and granite worktops.





“this one one of many projects worked on with mi homes. they outperformed the joint agent, and as always, delivered us strong rents with good calibre tenants. thank you as always to the team for their efforts.”

– landlord

”

“a big thank you must go to george and nick for their efforts on making sure our move was a comfortable one. we’re really happy in our new home and know it wouldn’t have been possible without the help of the mi homes team.”

– tenant

”

southpoint house  
*321 chase road, southgate, n14 6jt*

southpoint house - 20 apartments let

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let within 5 weeks of practical completion

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GENERATING £456,000P.A FOR THE CLIENT

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southpoint house, a luxury residence in the heart of southgate offering a collection of 34 high specification rental apartments. this was a permitted development conversion scheme which mi homes proudly worked on whilst becoming the most active agent against another five who were also initially instructed. based on our performance, we have since assisted with a number of other rentals for the landlord, including continued business at southpoint house itself.



“mi homes provide a professional and efficient service. the team are committed to finding the best suited tenants and ensure a stress free and seamless letting process from start to finish. they take great care in marketing the property and ensure it is showcased in its best possible light. mi homes have proved to be extremely reliable which has resulted in us building a strong and trusting relationship with them which we plan to continue. we would highly recommend mi homes and can vouch for their hard work and dedication to the process.”

- landlord

”

“what a lovely experience moving in has been thanks to mi homes. nick and the rest of the team gave a personal service that really stands out. moving is one of the most stressful things to do, but mi homes made it that bit easier for myself and my partner. i would strongly recommend!”

- tenant

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charlotte court  
*153-155 east barnet road, barnet, en4 8qz*

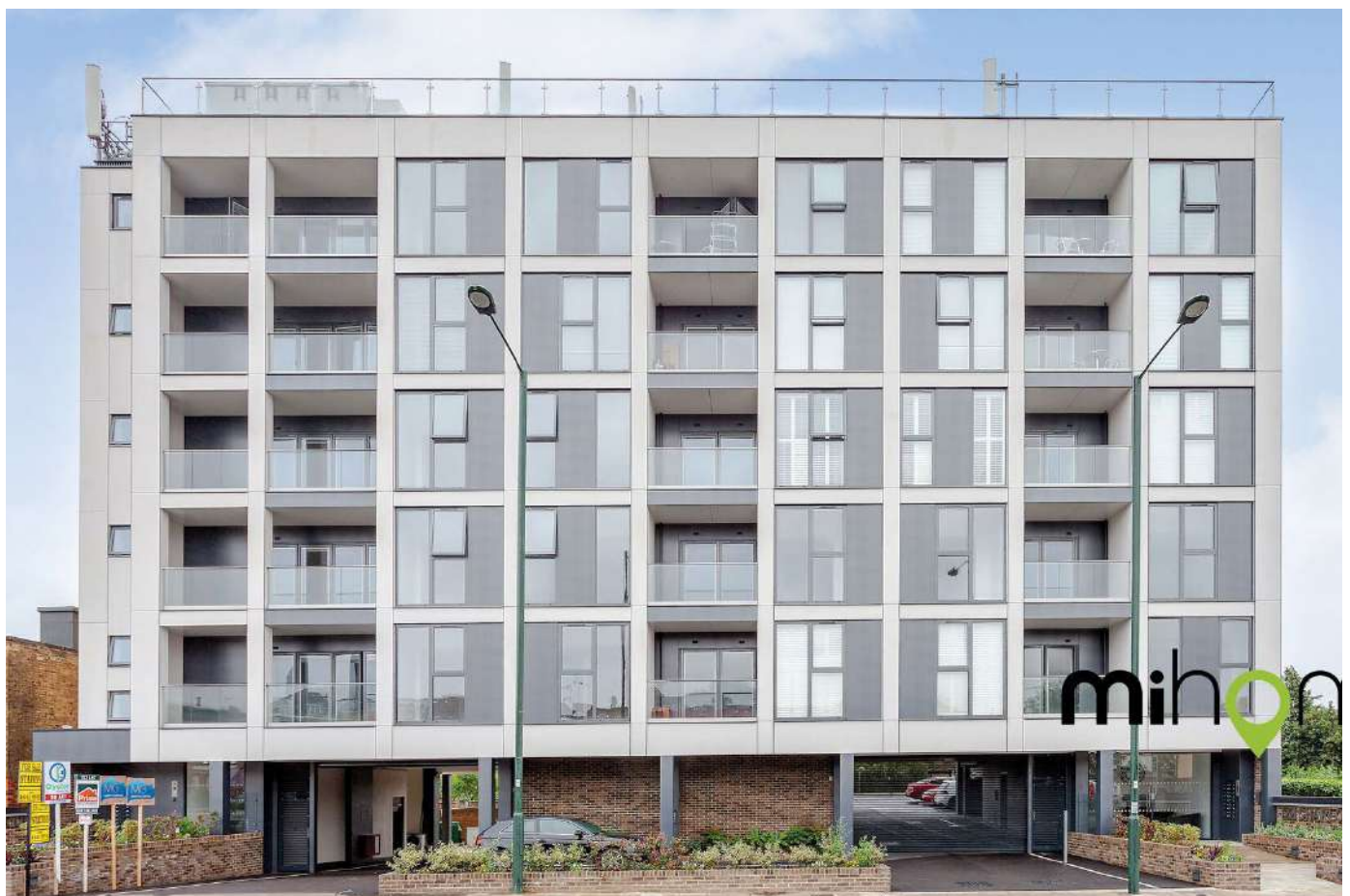
charlotte court - 13 apartments let

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let within 5 weeks of practical completion

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GENERATING £258,480P.A FOR THE CLIENT

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charlotte court, undoubtedly a statement building in barnet, introduced a new benchmark of luxury living to the area. a collection of 30, one and two bedroom apartments occupy this impressive five storey building, with a further four penthouses to be built. mi homes was instructed to assist with the lettings and we are immensely proud to have been the most dominant amongst eight agents instructed, having let 75% of the available units and achieving record breaking rental values for our client in the process.





“the team at mi homes are always professional and helpful throughout the entire process of renting my properties. it became quickly obvious that the team are prepared to go beyond what is expected from them to ensure the rental progression goes to plan from start to finish. they always provide a high level of communication and transparency throughout. no matter how many phone calls or emails you make to them, your questions and queries are always answered in quick succession. i would highly recommend mi homes to both small and large portfolio landlords and it’s a pleasure to work with them.”

- landlord

”

“excellent service from mi homes from beginning to end. nicholas and the rest of the mi homes team were great and genuinely cared about getting us into our new home in such a tight time frame. 100% couldn’t recommend enough!”

- tenant

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station road  
*hendon, nw4 4pz*

station road - 18 apartments let

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let within 7 weeks of practical completion

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GENERATING £280,000P.A FOR THE CLIENT

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a newly built, build to rent development consisting of 24, one and two bedroom apartments with gated parking. conveniently located just a stone's throw away from hendon railway station, it didn't take long for the building to become fully occupied with a number of very satisfied tenants and an extremely happy property developer. given our double referencing approach, performance and attention to detail throughout each rental process, the same landlord also instructed us on a conversion scheme in brent cross totalling over 80 self-contained studio apartments, another residential block in north finchley with 34 one and two bedroom apartments, and many more.



“what can i say, as a large portfolio landlord, we have dealt with numerous agents over the years and i am pleased to say that we first instructed mi homes on one of our build to rent schemes almost two years ago and have never looked back. efficient, professional and trustworthy. we expect to be working with the team for years to come and are glad we were introduced. over the years, they have secured us a number of good quality tenants at strong rental values to which we are grateful for.”

- landlord

”

“5 star experience with the great work of nick and the mi homes team. they have helped me find a brand new flat within a 2 minute walk from the station. very professional throughout, no time wasted and perfect work. the quality and speed of work allowed me to enjoy a stress free transition into my new home.”

- tenant

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key point  
*3 high street, potters bar, en6 5dj*

key point - 60 apartments let  
let within 5.5 weeks of practical completion  
(the remaining 30 were let to the council)

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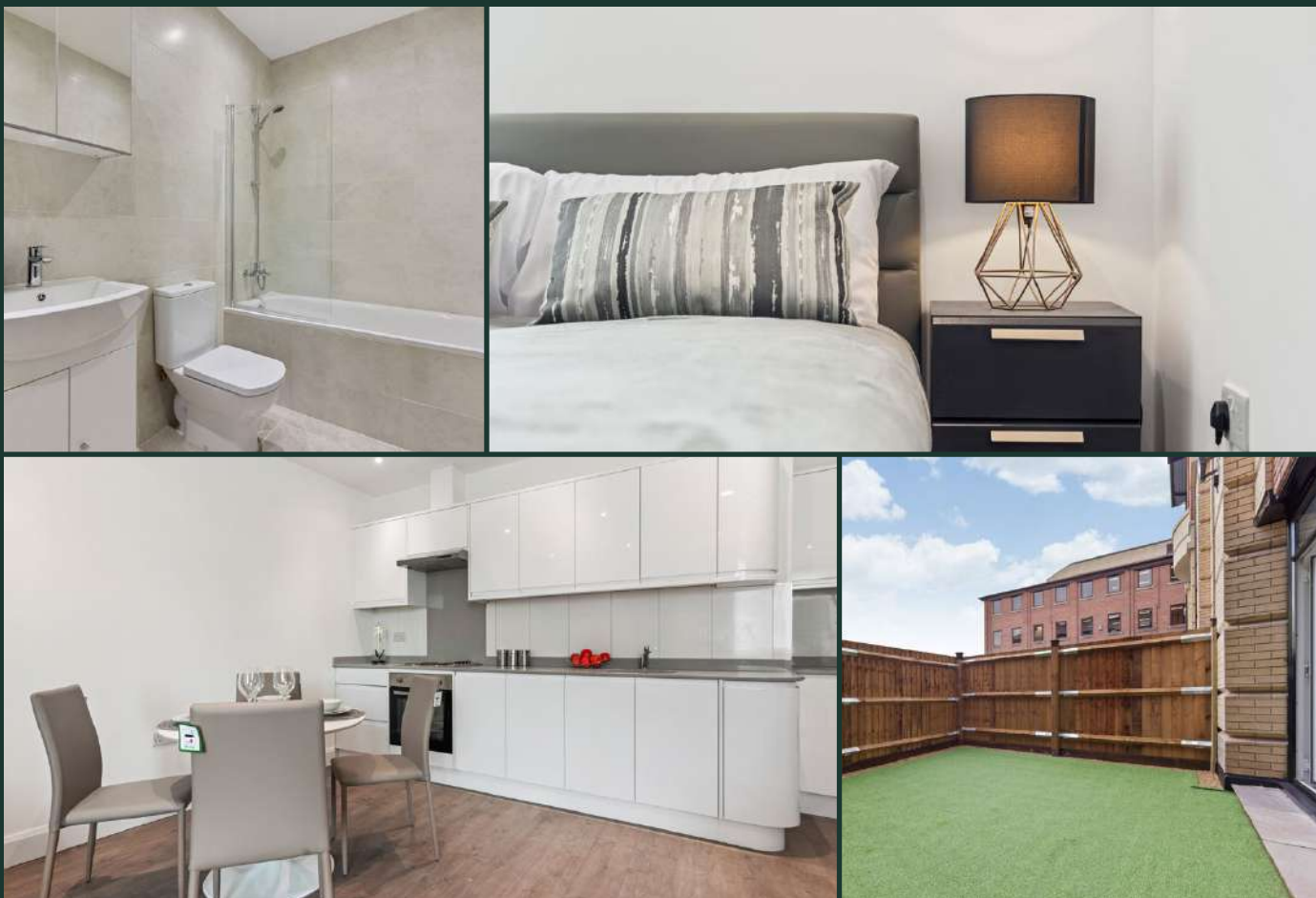
GENERATING £1,076,000P.A FOR THE CLIENT

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key point, undoubtedly the largest build to rent scheme in potters bar totalling a selection 90 one, two and three bedroom apartments. this was the largest permitted development scheme our client has built, and was the foundation to the beginning of our long lasting relationship which lead to the letting of a further 36 apartments across another two of their build to rent schemes (in hayes and harlow respectively). we have also proudly been contracted for an additional 200 apartments in build for launch 2022. each apartment at key point was fitted with semi integrated kitchens, fully tiled bathrooms and each come with secure gated parking. with a shortage of modern apartments to rent within the en6 post code, it wasn't long before the building was fully occupied and income producing at in excess of £1.2m per annum.





“we’ve been extremely pleased with the team at mi homes from the way they approach their execution strategy, marketing, communication, calibre tenants they attract and secure, as well as their paperwork from an accounts and contracts perspective. it’s great to work with them and we appreciate their efforts in ensuring our investments become successes.”

- *landlord*

”

“thanks to the team at mi homes we secured a beautiful 1 bedroom flat with a garden round the corner from our parents. we’ve dealt with many agents over the years whilst renting but this experience was different.”

- *tenant*

”

aquila house  
*35 london road, redhill, rh1 1nj*

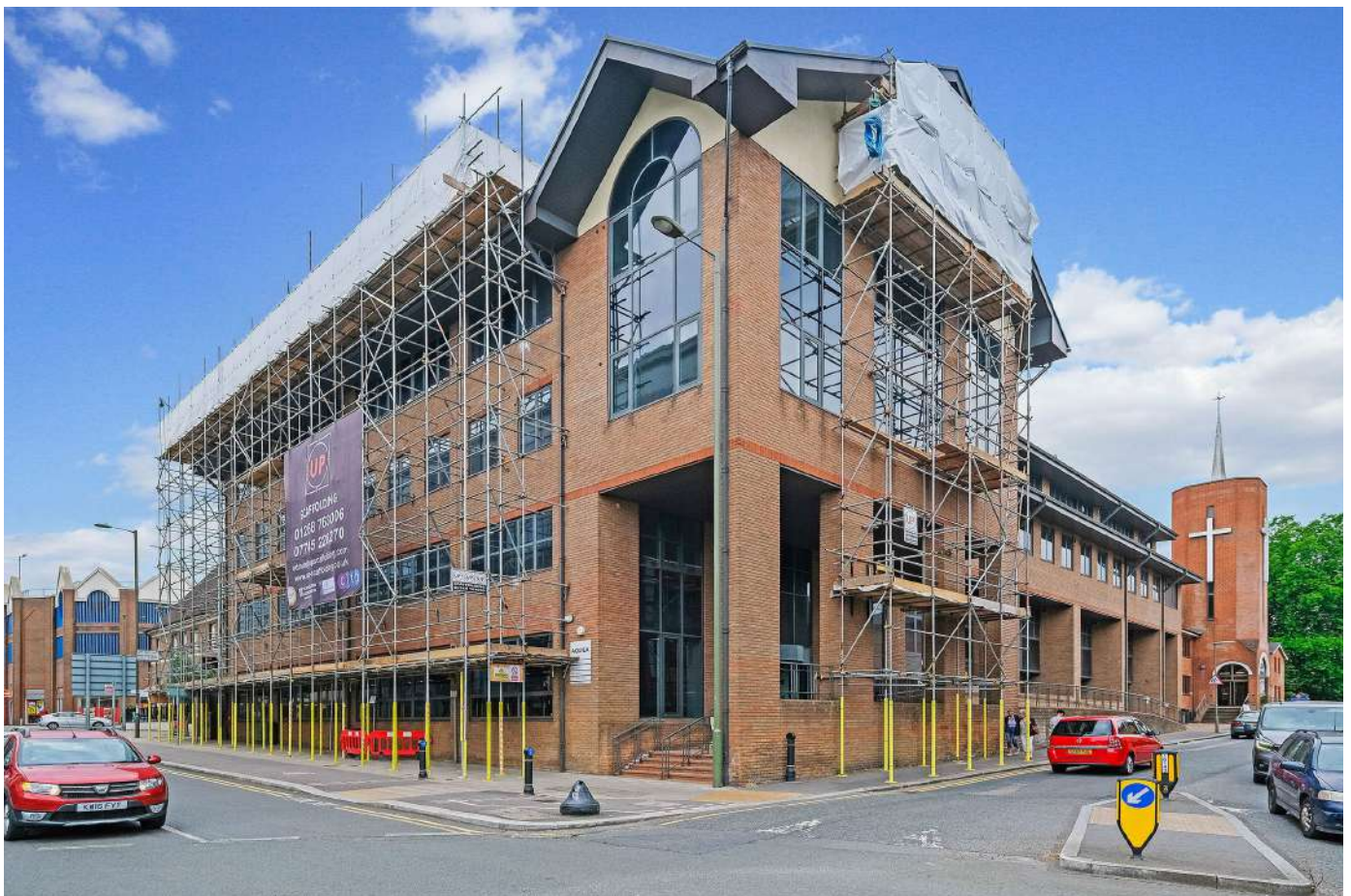
aquila house - 54 apartments let

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all pre-let off plan

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GENERATING £840,000P.A FOR THE CLIENT

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aquila house, a new benchmark set for luxury rental accommodation in redhill, surrey. aquila house is a building of 54 studio, one, two and three bedroom apartments to rent within a secure, concierge serviced residential apartment building with the added bonus of optional, allocated gated parking. we assisted the client from concept to completion - now a fully let building generating 6% more in annual revenue in comparison to the highest estimated rental valuations provided by both local and national agents - which further emphasises our ability to understand local markets, and deliver on them, anywhere in the uk.





“another pleasing result from the team at mi homes. they let all 54 apartments off-plan, enabling us to refinance in quick succession, whilst benefitting from immediate income once practical completion was signed off. this is now our 6th build to rent scheme we have instructed mi homes on, and we continue to enjoy doing business with them.”

- landlord

”

“we secured our new home through ranjit at mi homes before the building was complete. we were apprehensive in doing so as this was our first time agreeing to go ahead with a property we haven’t physically seen, but it was seamless, and stress free. we have no hesitation in recommending their services to friends and family.”

- tenant

”

chesterfield house  
*7 bath road, slough, sl1 3ua*

chesterfield house - 86 apartments let

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let within 9 weeks of practical completion

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GENERATING £1,500,000P.A FOR THE CLIENT

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chesterfield house, a blend of 86 studio, one and two bedroom apartments to rent within a secure, concierge serviced residential apartment building with the bonus of allocated gated parking. we let the building as sole agents within quick succession from practical completion, securing a mix of professional and corporate tenants, whilst delivering in the region of £1,500,000 per annum in rents for our valued clients.





“exceptional results as always from the team. all 86 apartments let within 3 months from completion in a competitive rental marketplace. they exceeded our rental expectations we set on acquisition, which we’re delighted with.”

- landlord

”

“a huge thank you to alex and gizem for their attentiveness, speed and clear approach to our new tenancy. we have now moved in and very happy with our new home.”

- tenant

”

link house  
*1200 uxbridge road, hayes, ub4 8fq*

link house - 20 apartments let

•  
let within 4 weeks of practical completion

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GENERATING £340,000P.A FOR THE CLIENTS

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link house boasts a unique blend of 20 one, two, and three bedroom apartments to rent within a secure, residential apartment building each offered with allocated gated parking.





“a fantastic delivery of service, a tight referencing approach, excellent marketing and strong tenants secured within a quick timeframe. mi homes’ back end paperwork also makes our life in the office that much easier.”

- *landlord*

”

“such a lovely house, and all thanks goes to the team at mi homes. thank you for your help and getting me and my husband successfully moved in.”

- *tenant*

”



some of our  
*managed portfolio:*



11 bourne avenue, n14  
5 bedroom semi-detached home

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£5,000pcm

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23 harley street, w1  
6 self-contained apartments

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£20,000pcm

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116 new cavendish street, w1  
4 self-contained apartments

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£9,400pcm

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13 beaconsfield road, n11  
3 self-contained apartments

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£4,750pcm

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## property management *with mi homes*

with over 177 pieces of legislation fuelling the private rented sector, it is vital that you instruct a knowledgeable and experienced agent to look after your best interests.

we've been proudly matching people with property since 2016, and our tenancy management services makes renting stress free for both landlords and tenants.

### *additionally...*

our unique, double referencing approach ensures we only secure reputable tenants for our clients most valued assets. good quality tenants, also expect a good quality service, and that's why we're here.

an efficient service ensures a happy tenant, and the result of a happy tenant is a combination of lengthier tenancies, lower deposit deductions and rent inflation.

we currently manage over £1.2m of rental income for clients totalling over £25m worth of property in london and the outskirts.

we endeavour to make sure that each and every one of our clients is given peace of mind that their investment is in the right hands – so they can focus on what they do best, investing.

so, if you're looking for someone to deal with the stresses and strains of day-to-day management, whether it be rent collection, property inspections or checkout management, we're here to help.

### OUR VALUES ON MANAGEMENT



*average tenancy  
length 2.5 years*



*access to an extensive database  
of quality tenants*



*average rent increased on  
renewals by over 4%*



*comprehensive  
tenancy agreements*

## fantastic charities *and organisations*

we're extremely proud to say that mi homes sponsor the dogs trust and  
noah's ark childrens hospice.

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### *we're supporting*

#### OUR COMMUNITY

as animal lovers and dog owners ourselves, we can't help but to support dog's in need in any capacity.

noah's ark childrens hospice is another charity we support. a fantastic organisation who enable children to enjoy life right up until the very end. they have built a home, a community and an expert team to make that difference to all of these short young lives. we also hope to take part (as a team) in a charity runs in the near future.

both the dogs and children would appreciate it beyond belief if you too, could support these amazing charities.

a discount off our service offering will be applied to all clients who make a donation to one or both of these charities.

after all, does supporting animals and children in need get any more rewarding?



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## the mi homes *proposition*

### *mi staff our most valuable asset:*

- regularly trained
- provide an unrivalled level of customer service
- accompany all viewings
- happy to assist in any capacity
- extensive property knowledge
- performance focused

### *mi services bespoke marketing packages:*

- professional photography
- branded floor plans
- brochures
- video tours
- interactive virtual tours
- show home cgi
- comprehensive listing descriptions
- proactive promotion

### *in-depth referencing in-house and external referencing including:*

- confirmation of a good credit report
- confirmation of occupation, time in existing role and annual salary (including proof of the last 3 months' payslips and cross-checking with bank statements)
- confirmation of combined tenant earnings of at least 2.5x of the yearly rental value
- confirmation of tenant savings (if applicable)
- landlord reference checks to ensure previous rental payments were made on time, the property was well looked after, as well as a personal recommendation from the landlord
- confirmation from bank statements to ensure rent has been paid on time and cross-checking this to existing tenancy agreement obligations

### *mi tenancy management (vip):*

- access to a bespoke online management portal
- quarterly inspections with associated photographic inspection reports - regular inspections are crucial to successful property management
- 24/7, 365 property management - happy tenants stay longer. fact
- rental protection service (full details below), a third party inventory, gas safety certificate, epc and deposit registration included (with our tenancy management vip service)
- 24 hour rental payments - when we receive your rent, so do you, all rental payments are forwarded to our clients within 24 hours

### *rental protection service:*

- 100% of the monthly rent paid for up to six months from the date of first arrears
- legal expenses up to £50,000 to cover eviction costs
- cover for breaches of the tenancy agreement by the tenant
- 50% of the rent paid for up to two months after vacant possession whilst new tenants are found
- six or 12 month cover to suit the tenancy

### *access to an extensive corporate relocation database of high calibre applicants:*

- given our reputation and the quality of homes we offer, this has earned us the trust with a number of well-established corporate relocation agents which service companies such as hsbc, hitachi, sotheby's, japan tobacco international and apple to name but a few.



BRITISH  
PROPERTY  
AWARDS

2022

★★★★★

GOLD WINNER

ESTATE AGENT



**mihomes**  
property agents



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SOUTHGATE, N14 5JN



MI.HOMES



MI HOMES  
#youdeservemore