



# Davidson

Company Brochure



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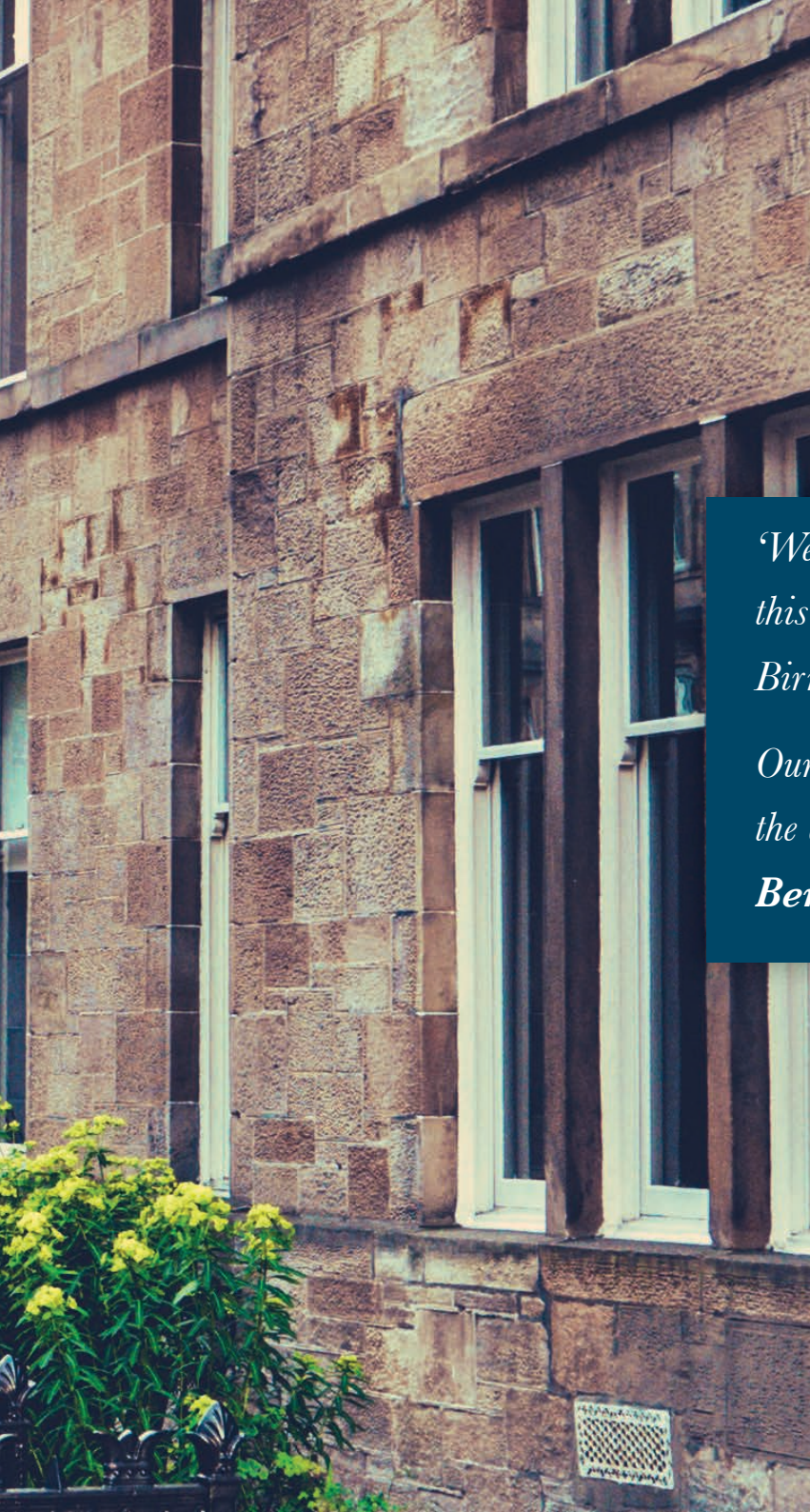


# About Us

Davidson Estates are an established estate and letting agency based in Edgbaston and Birmingham City Centre, specialising in residential property lettings, property management, PRS Management (Build to Rent), residential sales, new build (pre-sale) sales, land/site finding, development consultation, furniture, maintenance and refurbishments.







Founded by Ben Davidson in January 2009, the business has built up an excellent reputation for its high level of service and is now regarded as one of the best and most reliable property agents in Edgbaston and Birmingham City Centre.

The main focus for the company is based around management and offering the most comprehensive and transparent service in the area.

*'We manage a sizable portfolio for our clients and are always looking to expand this side of the business with good quality property in Edgbaston, Harborne and Birmingham City Centre.'*

*'Our PRS Management arm and booming furniture package department has allowed the company to operate nationwide and expand into areas outside of Birmingham.'*

***Ben Davidson, Company Director and Founder***

Davidson Estates is an accredited Estate and Letting Agency, and in 2019-2020 was awarded the Best Estate Agent Guide Award 2020: Exceptional for lettings.

Davidson Estates are now officially in the top 3% of all estate and letting agencies in the UK.

Davidson Estates was also a GOLD WINNER Estate Agent and Lettings Agent for Birmingham at the British Property Awards 2018-2019.

# Lettings and Property Management

Whether you own a single residential property, have an investment portfolio or a **build to rent** scheme, we provide a flexible range of services whatever your requirements. Our aim is to add value and maximise our clients' expectations, as well as delivering an excellent level of service to residents.





# Our award winning lettings and management services include:

- Fully Comprehensive Lettings and Management
- Fully Comprehensive Lettings and Rent Collection
- Fully Comprehensive Lettings Only
- PRS Lettings and Management (see overleaf)
- Assured Rental Management
- Management Transfer to Davidson Estates (FREE SERVICE)

# PRS Lettings and Management (Build-to-Rent)

## What is a PRS Scheme?

'PRS schemes generally consist of a block of flats perhaps with a grouping of houses which remain in the ownership of a single landlord, who provides maintenance and other services to the whole site.'

Business Leader

## What is the difference between PRS and BTR?

'**PRS** schemes are based largely on a housing product that could be sold **in the** traditional marketplace, whereas **BTR** schemes are specifically designed with tenants in mind and so there may be **different** or extended common facilities that are there for the tenants to use.'

My Erson

We offer a holistic build to rent service, from initial consultancy stages through to delivery, lettings and management.





# Built to rent viability

Davidson Estates offers a fresh, innovative and strategic approach to build to rent. Our services include:

- Sourcing a site
- Viability assessment
- Valuation
- Acquisition
- Design and value adding product consideration
- Facilities, block and property management
- Marketing
- Lettings
- In-residence care



# Residential Sales (re-sales)

From the grandest houses in Edgbaston to swanky city centre apartments, HMO properties to repossessions, Davidson Estates cover the whole spectrum of residential property.

Whether you're selling or buying a home, Davidson Estates are always on hand to advise and assist, from the point of valuation or the moment you spot your dream property.





# Residential New Build Sales (pre-sales) including entire scheme and site sales

As one of the leading agents in central Birmingham, our new build department specialise in the sale of residential and commercial schemes, with or without planning permission, both locally and nationally and pre-selling the individual units to clients globally.

Whether you're looking to purchase or sell a residential or commercial site, expand or sell your portfolio of properties, or you'd like to invest for the first time, Davidson Estates is a good place to start.

We have strong working relationships with a wide range of clients; from private investors looking to add to their existing portfolio to UK-based and overseas investment funds looking for viable opportunities for their investors.

Our long-lasting relationships with high net-worth clients have developed largely due to our ability to consistently secure and deliver profitable opportunities. Good business leads to repeat business; the kind we're proud to benefit from.



# Invest in a city - Birmingham

The second largest city in England, Birmingham already offers a wealth of investment opportunities and many more to come.

Plans to improve city centre access include the development of a high speed 'HS2' rail line which will reduce the London-Birmingham journey time to just 49 minutes, while a brand new £280m monorail will ease traffic congestion. Such rapid access is sure to bring new residents, businesses and investors to the area.

Already a well-respected cultural capital, it is home to The Bullring Shopping Centre, The Mailbox and The Cube – attractive leisure prospects for future residents. Offering an endless choice of restaurants, arenas and nightlife, Birmingham city centre also boasts more miles of canal than Venice, an abundance of beautiful views and a property market teeming with stunning modern developments and restored listed buildings.

Birmingham looks set to become even more vital to the UK economy, with investment in real estate proving one of its most profitable industries.







# Development Consultancy

We provide the best advice to developers, from development conception right through to the sales, lettings and marketing campaign. We pride ourselves in delivering a high-quality service and bespoke marketing particulars aimed specifically at the intended target audience whether it be a PRS or pre-selling scheme.

Sit down with one of our experts to discuss your development today.

# Furniture

Interior design and furnishing is an increasingly important part of the customer experience. We design and install volume furniture solutions to create the right 'look and feel' for individual apartments and houses and also assess the life cycle of furniture products for forward planning.

Our furniture packages have been specially selected by our property management team to give our clients a hassle-free furnishing solution.

All our packages include free delivery, assembly and dressing, leaving the property ready for marketing or its next occupant to enjoy. All items also come with a one-year manufacturer's warranty and the relevant fire safety labels.

With a huge range sourced directly from UK manufacturers and suppliers, we can provide packages to suit any property or budget.

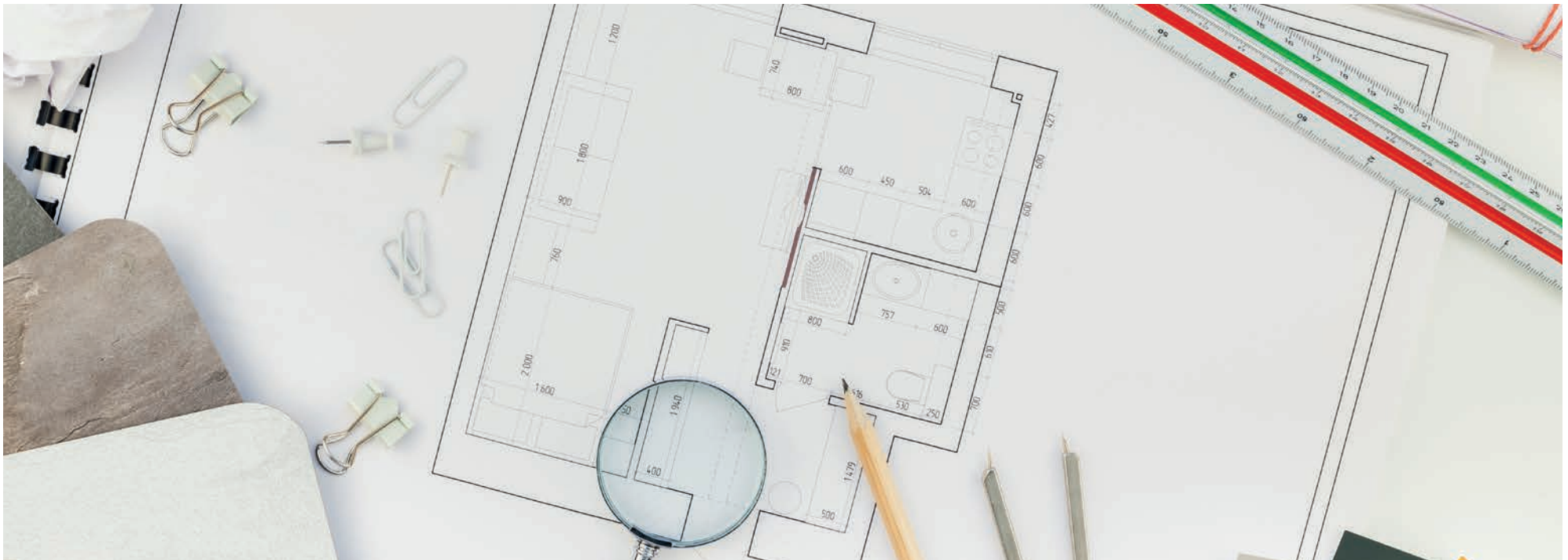






# Refurbishment

Let our Project Manager look after your investment by taking advantage of our full inhouse refurbishment service. We can take your property from bare brick to newly refurbished within a matter of weeks with the help from our professional building team.





The condition of a property has never been more important in today's market and a new kitchen or bathroom can be the difference in another month vacant or occupied. Davidson Estates can project manage the work from start to finish issuing video and photo updates periodically.



# Areas

Our head offices are located on Frederick Road in Edgbaston within the new Calthorpe Estate village. With reputable restaurants, bars and eateries on our doorstep, including the Michelin-starred Simpsons Restaurant, The Highfield gastropub, The Physician (an award winning traditional pub and restaurant), The Edgbaston Cocktail Lounge and Boutique Hotel, Boston Tea Party and Loki Wine (Birmingham's most awarded wine merchant and craft beer specialist), you'll find plenty of places to break for food or a drink and stop to ponder your property decisions.

## Edgbaston – 'Where the trees begin'

Our sales and lettings expertise covers the locale of Edgbaston; an area with a reputation for being one of the most upmarket and affluent parts of Birmingham. Edgbaston's desirable suburban roots have long been favoured by the upper classes, ever since its 19th century land owners refused to permit the building of factories and warehouses and instead chose to protect the area from the city's industrial spread.

Today the area boasts a mix of old and new; modern houses and apartments stand side by side with large Victorian and Georgian properties. This unique garden suburb on the edge of Birmingham City Centre is, as the locals say, 'where the trees begin'. At its heart, the new Calthorpe Estate offers all of the perks of an urban village – shops, bars and eateries all well connected by rail, bus and road routes. With even more retail outlets set to open, Edgbaston is on the up.

## Birmingham City Centre Core

The UK's second city hosts one of the most vibrant City Centre's in the world with an array of entertainment, eateries and shopping complexes to visit including the incredible Grand Central Shopping Centre with one of the largest John Lewis stores in the UK.

With more miles of canals than Venice, the City Centre was known for its trade and industrial heritage. Today, the City Centre has transformed into a trendy and transient location for professional people, local families and tourists to enjoy it's modern yet historical landscape. There are 5 Michelin Star restaurants in Birmingham and is the only city with a Michelin star restaurant outside of London so it goes without saying the City is known for good fine dining.

Thousands of tourists visit Birmingham City Centre every day and thanks to easy access via a newly engineered metro track and three popular railway stations plus the HS2 Train Station arriving in 2026, Birmingham is a fantastic place to live, work and visit.



## Harborne Village

Harborne is known as 'the village' to its residents and has a popular high street that provides great places to socialise and sample some of the local independent food and drink spots. The high street has a variety of long established venues and rejuvenated leisure destinations such as the clock tower featuring luxury living, restaurants and cafes.

The area has an extensive range of sporting clubs, gyms and community groups making it an easy place to meet new people.

Harborne is full of beautiful period architecture including Victorian and Georgian buildings and even has a village within the village, the pretty area of Moor Pool. A set of houses that surround a community hall, tennis court and bowling Green.

There has also been a lot of redevelopment in the area with new apartments and homes being built as well as older buildings converted into luxury apartments.

## Digbeth

The Eastside has come a long way thanks to the biggest regeneration project in Birmingham and is now one of the strongest areas for Arts and Culture in the City. The area is home to Aston University which has consistently ranked in the top 10 for employability over the last 20 years, the Thinktank Birmingham Science Museum and the first new city centre park in 130 years. The regeneration of the Eastside is set to continue with the introduction of a new High Speed 2 Railway station planned for 2026.

The area is a canvas for vibrancy and artistry, full of street art projects and unique galleries like the Eastside Projects. The award-winning Eastside City Park is the newest park in Birmingham and the largest public realm in Birmingham's centre.

## Chinese Quarter

There are three main areas that make up the Chinese Quarter: the oriental Chinatown, the home of the renowned Hippodrome - Theatreland and the lively and cosmopolitan Gay Village. It is a blend of the three that provide the area with great international cuisines, top theatrics and unforgettable evenings out to keep you busy in between the festivals throughout the year.

Just a stone's throw away from the city centre is the creative quarter of Birmingham: The Custard Factory and Fazeley Studios. It is home to underground music events, vintage clothing and gourmet street food, welcoming those who think outside the box.

## Jewellery Quarter

Famed for its British Jewellery and up-and-coming arts scene, the Jewellery Quarter is the most popular residential and shopping area of the Northside. The area has a 200 year old story with many of the traditional buildings still standing making each visit to the shopping area a walk through history itself.

Alongside the buzzing art scene and food events at the Coffin Works, there are plenty of places to experience some legendary nightlife and live bands at bars like the famous Jam House. The area is also a food-lovers haven with over 30 restaurants, bars and cafes, ranging from Italian to Jamaican.

Steeped in history, the Jewellery Quarter is one of Birmingham's most vibrant and lively locations. There has been a resurgence in property development within the area with apartments and townhouses springing up on derelict land and in converted buildings. This has brought life back into the Jewellery Quarter and alongside much needed facilities necessary for a successful urban village.

# The Directors

## **Ben Davidson**

### **Company Director and Founder**

Ben's love for property is clear to see every time you meet him. He will get you excited about property within 5 minutes of talking to him. His primary goal is to fulfil each and every clients' expectations and does so with extensive local and industry knowledge.

With a background in property investments, and over 15 years' experience within the property industry, Ben has built an impressive client base and reputation within the area working closely with local and national property developers. This enables him to source the best property investment opportunities for his clients before they reach the open market.







## **Melissa Petros**

### **Sales and Lettings Director**

Having worked in the property industry since 2007, Melissa has extensive experience in residential lettings and sales. Raised in Edgbaston, Melissa has an expansive knowledge of the area, and having worked in the Birmingham City Centre lettings market for over a decade, she is a valuable tool to anyone looking to invest or move into the area.

As the sales and lettings Director, her role is expansive and involves a multitude of roles from conducting market appraisals to negotiating a deal as well as managing the department. Melissa can offer professional and impartial advice without obligation, and is one of the senior and loyal members of the company.



## **Andrew Love**

### **Property Management Director**

Andy has vast experience in property management nationwide, and has an excellent understanding and knowledge of tenancy management and maintenance. Often dealing with high volumes and complex issues, Andrew is able to provide quick and effective solutions for all of our clients and tenants needs.

Andrew also project manages our refurbishment and furniture departments. Furniture is one of our very successful areas of the business providing furniture packs for new build apartments primarily and newly refurbished property. We also offer a staging and furniture rental service for property to sell.

# Don't just take our word for it

## "A great relationship has been built up between landlord and letting agent"

'Davidson Estates have rented out some of my properties for over 6 years. The staff have always been friendly and helpful and kept me up to date regarding the letting of my properties and if any maintenance work is required.

They have been able to offer professional advice regarding what the modern day tenants require and the different type of advertising that can be used. In simple English they do exactly what is written on the tin.'

**Colin Revell**  
Landlord

## A fantastic buying experience

'I bought a property sold by Davidson Estates. While I was not the agent's 'client', I cannot begin to explain how much their open lines of communication and proactivity in resolving issues helped with the buying process. The process took us almost 12 months due to lease queries, however, Hieng and the Davidson team acted as the perfect liaison between the seller's solicitor and ourselves, helping to speed up the process where possible.'

**Matt Walker**  
Buyer

## Superb Service

'The first positive was that they responded very quickly and efficiently to our original enquiry. What followed was a totally professional, efficient and friendly service. Worthy of mention was the standard of presentation of our apartments particulars - a lot of attention was taken ensuring that the photography was of the highest quality.

Also there were a number of potential 'issues' that arose and Ben Davidson and his staff went beyond the call of duty on more than one occasion to ensure that the sale progressed as smoothly as possible. I cannot recommend Davidson Estates highly enough, truly a first class business!'

**Neil Rainbow**  
Vendor

'Davidson Estates have been quite superb in the way they have managed my properties, fixing the very complex legal and structural legacy issues as a result of poor management by a previous property company. Ben and his terrific team worked so hard to help me resolve some big issues and have completely restored my confidence in the property management system. I now have peace of mind knowing I'm in capable and reliable hands. I'm so pleased they were recommended to me.'

**Julie Currier**  
Portfolio Landlord



### **“Flexible and Responsive”**

‘Davidson Estate’s was extremely helpful to us in our search for our first home in Birmingham. They really listened to us when we described what we were looking for in a property, and Ms. Melissa Petros showed us several great options. After we decided on a detached property, she walked us through the application process. Melissa was extremely flexible and responsive, and she was willing to put in extra work in order to help us. This process would have been much more stressful without Melissa’s help with paperwork and negotiations. I highly recommend to go with Davidson Estates.’

**Suraj Shetty**  
Tenant

### **An Estate Agency you can trust!**

‘Davidson’s are an organised outfit with the right people in the right places to get the job done. We were working to a strict timeline and they did everything in their power to ensure the deadline was met, which it was. A job well done, thank you.’

**Andy Ross**  
Buyer

### **“I applaud Davidson Estates for the professionalism”**

‘I have been through a couple of house sales previously and have not had the greatest of experiences.

I applaud Davidson Estates for the professionalism and excellent communication throughout the process of the sale. I (& the family) thought they were being really optimistic when they quoted the timelines for an expected sale when we initially met them and were pleasantly surprised when they delivered. Davidson’s were recommended to me and I would not hesitate in recommending them in the future.

Many thanks for a smooth transaction.’

**Mrs B Mistry**  
Vendor

‘Excellent and professional service from start to finish! I am a new landlord with Davidson Estates and moved from another agency as I had heard of their award winning lettings and management service. I have to say, they have lived up to their name of excellence and would recommend Davidson Estates to any landlord. Very organised, transparent and professional.’

**Sarah Jenkins**  
Portfolio Landlord



# Contact us

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