

17 October 2013

Dear Ms Ellison

Further to your letter I apologise for the delay in responding but we were mid review of various procedures in light of the Advertising Standards Authority (ASA) ruling earlier this year. We had been awaiting guidance from the Committee of Advertising Practice (CAP) which has now been distributed amongst the letting industry.

In light of the guidance from CAP we have reviewed our website and media advertising which will give yet further transparency to the consumer going forward; this will be effective from 1 November 2013.

I confirm we are members of ARLA and have therefore have always followed their code of practice, ensuring that we advise tenants of our charges both verbally and in writing, specifically outlining in our holding deposit form the basis that fees are charged and under which circumstances they may or may not be refunded.

I hope this satisfies the points that you have raised on behalf of your constituents.

Kind Regards

Carol Pawsey

Group Lettings Director



Carol Pawsey
Group Lettings Director

Kinleigh Folkard & Hayward

KFH House, 5 Compton Road, Wimbledon, London SW19 7QA

Tel 020 8739 2000 Fax 020 8739 2020

Web www.kfh.co.uk