



FRANCIS LOUIS
Residential

Welcome to Francis Louis,
experts in property lettings.



About Us

Letting your property is a big decision, and at Francis Louis, we're here to make it simple, proactive, and highly profitable.

Francis Louis was established in 2018 with a clear vision: to create a modern, highly driven property agency that delivers exceptional marketing, honest advice, and outstanding results for landlords. From starting as a small, founder-led agency, we have grown into one of Exeter's leading letting agents, with a team of over 15 experienced professionals across lettings, property management, maintenance and cleaning, working together to provide a seamless, full-service solution.

Today, we manage over 3,000 tenants and continue to grow year on year, making us one of the fastest-growing lettings teams in the city. Our aim is simple: to let properties at the strongest possible rents, secure the best tenants, and protect our landlords' investments with proactive management and expert guidance.

We approach lettings with a sales-driven mindset. Every property is marketed to the highest possible standard, with professional photography, detailed floorplans, virtual tours and strong exposure across all major platforms.

This consistent, high-quality marketing is why we achieve premium rental levels and secure tenants early, reducing void periods and maximising income.

We have also expanded our in-house maintenance and cleaning departments, enabling us to respond quickly to issues, carry out building works, cleaning and repairs, and keep landlord costs controlled. Our management and maintenance teams focus on fast response times, preventative maintenance and clear communication, ensuring properties are well looked after and issues are dealt with efficiently.

As a family-run business, we pride ourselves on being approachable, responsive and genuinely invested in our landlords' success. At the same time, we operate with the systems, structure and expertise of a much larger agency, ensuring every landlord benefits from professional processes, skilled teams and strategic advice throughout the lifecycle of their investment.

At Francis Louis, we're not just letting property. Our goal is to maximise your rental income, protect your asset, and build long-term relationships based on performance and trust.

Meet the Team



ADAM FRIEND

Director

- **Experience:** 23+ years in Exeter property and lettings.
- **Expertise:** Maximising rents and tenant demand.
- **Approach:** Proactive, commercial, results-driven.
- **Achievements:** Strong rents, low voids, consistent returns.



CARLY HULIN

Lettings Manager

- **Experience:** 3+ years in residential lettings, with proven progression at Francis Louis.
- **Expertise:** Lettings strategy, tenant placement, and rental performance.
- **Approach:** Organised, proactive, and results-focused.
- **Achievements:** Strong let-agreed rates, smooth move-ins, and high client satisfaction.



JAMIE BROWN

Lettings Team Leader

- **Experience:** Lettings professional with hands-on front-line property experience.
- **Expertise:** Tenant onboarding, marketing support, and lettings administration.
- **Approach:** Organised, responsive, and tenant-focused.
- **Achievements:** Smooth move-ins, strong communication, and reliable day-to-day lettings support.

Meet the Team



WILL BERTRAM

Lettings Negotiator

- **Experience:** Experienced lettings professional with a strong sales background.
- **Expertise:** Tenant engagement, viewings, and rental negotiations.
- **Approach:** Calm, organised, solutions-focused.
- **Achievements:** Strong let-agreed performance and positive tenant and landlord feedback.



SARAH WHITE

Head of Property Management and Maintenance

- **Experience:** Managing large residential portfolios and maintenance operations.
- **Expertise:** Compliance, tenant relations, and property maintenance.
- **Approach:** Calm, organised, solutions-focused.
- **Achievements:** Efficient management and reliable landlord-tenant support.



SASKIA BERRY

Property Manager

- **Experience:** 2+ years in residential property management.
- **Expertise:** Tenancy management, landlord support, and day-to-day property coordination.
- **Approach:** Organised, proactive, and client-focused.
- **Achievements:** Reliable property management and clear communication with landlords and tenants.

Meet the Team



SCOTT FOGGIN

Maintenance & Repairs Manager

- **Experience:** Highly experienced Maintenance Manager with years of hands-on property maintenance knowledge.
- **Expertise:** Property repairs, building maintenance, and fault diagnosis.
- **Approach:** Calm, organised, solutions-focused.
- **Achievements:** High-quality workmanship, reliable delivery, and professional standards across all jobs.



DAVID LOMAN

Maintenance & Repairs Manager

- **Experience:** Highly experienced Maintenance Manager with years of hands-on property maintenance knowledge.
- **Expertise:** Property repairs, building maintenance, and fault diagnosis.
- **Approach:** Calm, organised, solutions-focused.
- **Achievements:** High-quality workmanship, reliable delivery, and professional standards across all jobs.



ETHAN FRIEND

Lettings/Maintenance Operative

- **Experience:** Growing experience in property maintenance and lettings inspections.
- **Expertise:** Property inspections, day-to-day maintenance tasks, and site support.
- **Approach:** Energetic, hands-on, and eager to learn.
- **Achievements:** Reliable job completion, thorough inspections, and a positive, can-do attitude.

Our Strategy



Tailored Approach

Every client and property is unique. We design a strategy around your goals, preferences, and market conditions — reviewing and refining throughout to ensure the best possible outcome.



Presentation Matters

Whether preparing a home for market or guiding buyers through viewings, we focus on presentation that inspires confidence, ensuring that every single detail is managed with care.



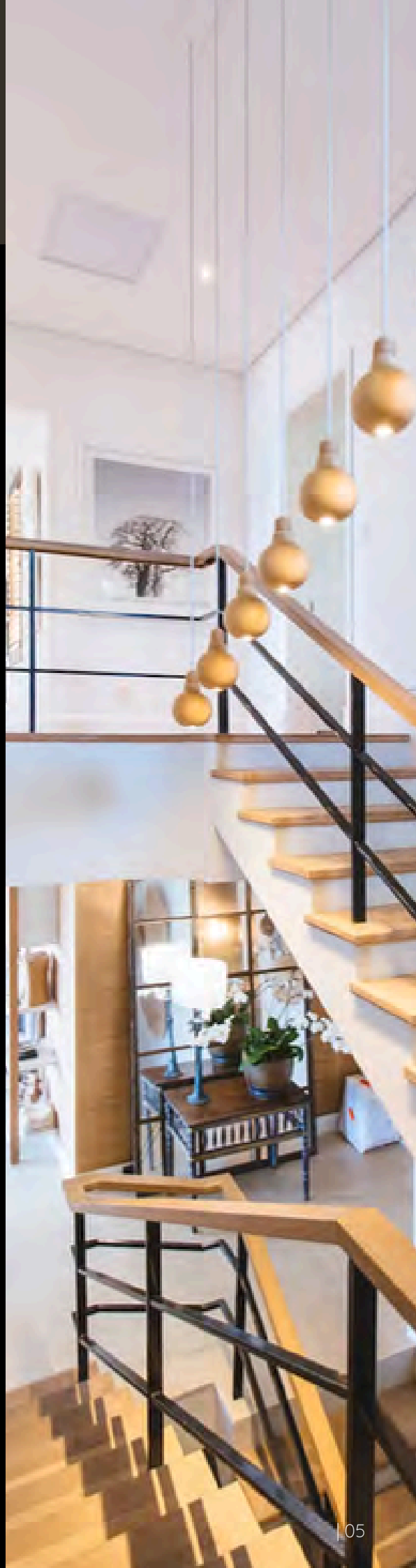
Strategic Positioning

We identify the right audience and craft messaging that resonates, showcasing listings to qualified buyers and guiding purchasers toward smart, informed decisions.



Negotiation and results

Negotiations are led by experienced senior agents with a calm, strategic approach. We represent your interests with clarity, honesty, and complete professionalism.





Marketing Approach

We deliver bespoke marketing strategies tailored to each client's objectives, combining data-driven insight, design-led presentation, and precise execution. From premium photography and compelling copy to targeted digital campaigns and tenant outreach, we position every property to attract the right tenants and maximise rental performance.

At Francis Louis, we don't just list your property—we showcase it, ensuring it stands out in the rental market and secures the strongest possible outcome in terms of rent, tenant quality, and occupancy.



VISUAL EXCELLENCE

We showcase your home with high-end photography, video, and creative that captures attention and elevates value perception.



DIGITAL STRATEGY

Our targeted online campaigns and market insights connect properties with qualified tenants and identify opportunities to maximise rental performance.



PRINT & EDITORIAL

Premium brochures, signage, and advertorial placements ensure your home has impact both offline and in select publications.



CAMPAIGN DELIVERY

We monitor performance daily and adjust strategy as needed, keeping you updated at every step for full clarity and control.

A selection of our Portfolio



Paternoster House



Beaufort House



New North Road



Concord House

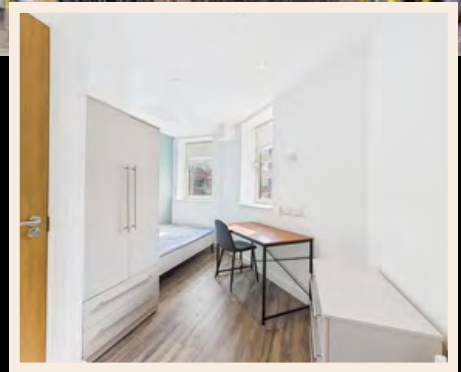


Britayne House



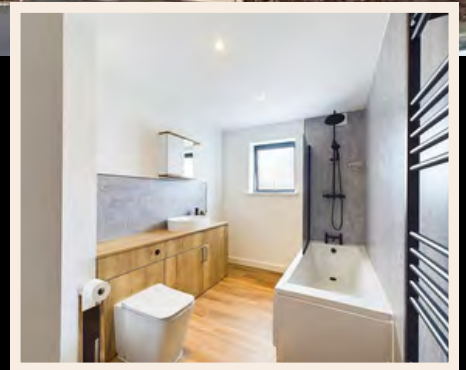
Paternoster House, Exeter

Paternoster House is an exclusive collection of 29 high-end one and two bedroom apartments, carefully positioned for strong rental demand. We let the scheme in-house through our dedicated lettings team, combining targeted marketing, premium presentation, and proactive tenant engagement to secure quality occupiers and maximise rental performance. Our hands-on approach ensures high occupancy, strong rents, and a consistently professional experience for landlords and tenants alike.



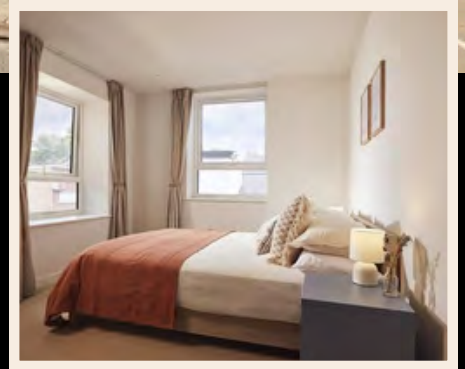
Beaufort House, Exeter

Beaufort House comprises 18 purpose-built cluster flats totalling approximately 100 student rooms, together with six self-contained studio apartments. Let exclusively through our dedicated student lettings team, the scheme is marketed with targeted campaigns, early pre-letting strategies, and full compliance oversight. Our proactive approach consistently secures high occupancy, strong rental levels, and reliable income performance for investors.



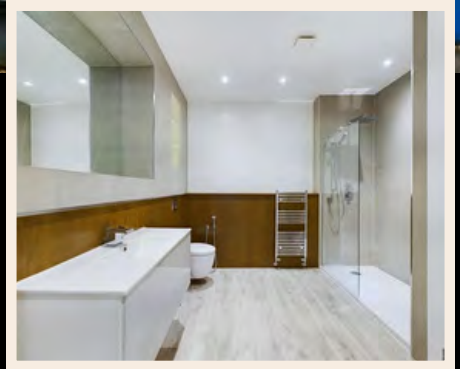
Apartments at New North Road, Exeter

Apartments at New North Road are a collection of high-end two bedroom apartments positioned for strong professional and student rental demand. Let through our dedicated lettings team, the scheme is marketed with premium presentation, targeted digital campaigns, and proactive tenant outreach. Our strategic approach ensures strong rental levels, quality occupiers, and consistently high occupancy for landlords and investors.



Concord House, Exeter

Concord House comprises 28 high-quality one and two bedroom apartments, let to a mix of professional and student tenants. Managed and let in-house by our dedicated lettings team, the scheme is marketed with premium presentation, targeted digital campaigns, and proactive tenant engagement. This approach consistently delivers strong rental performance, high occupancy levels, and a reliable income stream for landlords and investors.



Britayne House, Exeter

Britayne House is an exclusive development of eight high-quality two and three-bedroom apartments, let exclusively through our dedicated student lettings team. Through targeted marketing campaigns, professional staging, high-quality photography and virtual tours, we consistently secure strong rental levels and achieve early pre-lets, providing investors with excellent income certainty and demand visibility.

FAQS

HOW DO YOU DETERMINE THE BEST STRATEGY FOR ME?

We take a tailored approach based on your objectives, property type, and prevailing rental market conditions. Whether you're preparing to let a new property or reviewing an existing portfolio, we assess timing, tenant demand, and market trends to define the most effective strategy. Our recommendations align with your income and asset goals, ensuring strong tenant engagement and market visibility. The result is a clear, confident lettings strategy designed to maximise performance while minimising risk and stress.

WHAT DOES YOUR MARKETING AND SEARCH PROCESS INCLUDE?

Our marketing and acquisition strategies are fully tailored for each landlord and investor. For properties entering the rental market, this includes premium photography, virtual tours, targeted digital advertising, professional signage, and editorial-style marketing to maximise demand. For landlords and portfolio clients, we provide proactive tenant sourcing, off-market opportunities, and data-driven rental insights. Every element is designed to elevate presentation, expand reach, and secure the right tenants efficiently while maximising rental performance and occupancy.

HOW DO YOU ENSURE THE RIGHT TENANT OR PROPERTY IS FOUND?

We begin by defining your ideal outcome and tenant profile. From there, we tailor the campaign, messaging, and presentation to attract qualified applicants. Our communication, pricing strategy, and negotiation approach are designed to create urgency, minimise voids, and secure strong rental terms. For landlords and investors, we leverage our networks and market insights to identify the best letting opportunities and optimise portfolio performance quickly.

WHAT LEVEL OF INVOLVEMENT WILL I HAVE THROUGHOUT THE PROCESS?

You'll be kept informed at every stage with regular updates, tenant feedback, and direct communication from your lead lettings agent. While we manage the logistics and day-to-day activity, your preferences and objectives guide every decision. The process is collaborative and transparent, designed to give you confidence from instruction to tenancy commencement, and ensure you always feel supported.

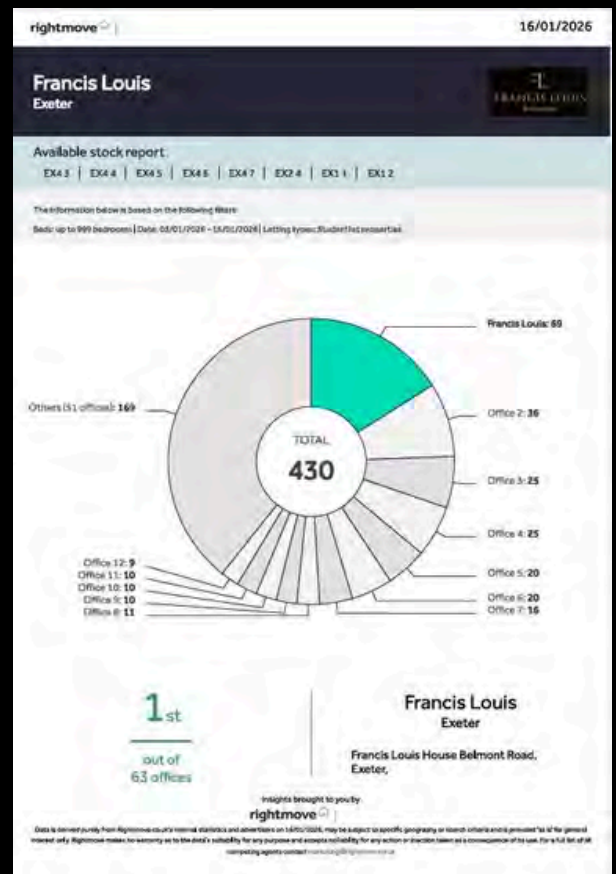
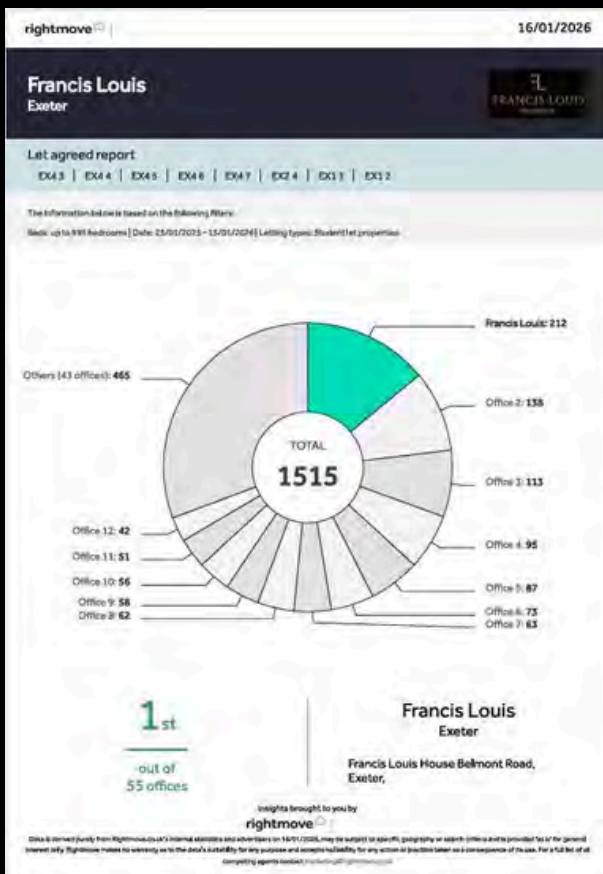
Market Leadership and Performance

Recent Rightmove market share data for the last three months demonstrates that Francis Louis is the leading letting agent in Exeter, consistently accounting for close to 20% of the entire rental market over the past year. This reflects the trust landlords place in our advice, marketing, and execution, and our ability to deliver strong rental outcomes in a competitive market.

Most impressively, Rightmove's Let Agreed data confirms that Francis Louis is also the market leader in properties successfully let, achieving nearly double the number of lettings agreed compared to our nearest competitor. This highlights not only our market presence, but our ability to convert demand into secure, completed tenancies.

It is important to note that these figures do not include our large-scale block lettings, where units are pre-let and not advertised individually on portals. Across our managed portfolio, this represents over 300 additional flats and rooms let off-market, meaning our true market share and lettings performance is significantly higher than portal data alone suggests.

Together, this data underscores Francis Louis' position as Exeter's dominant student and professional lettings agent, trusted by landlords, developers, and investors to maximise occupancy, rental income, and asset performance.



Property Management & Maintenance

INTEGRATED. EFFICIENT. ASSET-FOCUSED.

A JOINED-UP APPROACH

At Francis Louis, property management and maintenance operate as a fully integrated service. By aligning these two departments, we reduce landlord costs, accelerate turnaround times, and maintain tighter control over every property we manage. The result is a streamlined, proactive approach that protects your asset, preserves rental income, and enhances tenant satisfaction.

Our end goal is simple: to look after your property as if it were our own.

FULL LANDLORD OVERSIGHT WITH PROPERTYFILE

Landlords benefit from complete transparency and control through PropertyFile, our secure online portal providing real-time access to tenancy documents, compliance records, financial statements, and maintenance updates. Tenants report all issues directly through the system, creating a clear, date-stamped audit trail that ensures accountability, transparency, and full regulatory oversight at all times.

RAPID IN-HOUSE MAINTENANCE RESPONSE

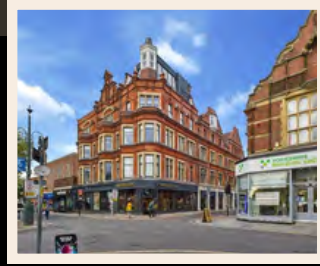
Our dedicated in-house maintenance team allows us to react quickly, minimise disruption, and keep properties operating efficiently. This proactive response is critical to tenant satisfaction and increasingly important under the evolving Renters' Rights legislation.

By resolving issues swiftly, we reduce tenant complaints, prevent escalation, and protect rental income and occupancy.

PROTECTING YOUR ASSET, MAXIMISING PERFORMANCE

We deliver a comprehensive range of services in-house, including electrical safety works, general building and repairs, legionella compliance, snagging and refurbishment support, and professional cleaning. This integrated model reduces reliance on third parties, controls costs and quality, and ensures faster response times and consistent standards across your portfolio. By combining proactive management, transparent reporting, and in-house maintenance capability, Francis Louis gives landlords greater control, lower operating costs, and stronger asset performance, helping future-proof portfolios and maintain properties at the highest standard.

Investment & Development Opportunities in Exeter



Exeter continues to be one of the strongest-performing regional property markets in the UK, driven by a growing university population, a resilient local economy, and sustained demand for high-quality rental accommodation. Francis Louis has built a specialist track record in advising developers, landowners and investors across the full lifecycle of development and investment assets within the city.

Please see a selection of recent development and investment projects we have successfully sold. These range from purpose-built schemes delivered ready for occupation, to value-add opportunities where purchasers have acquired shell buildings and undertaken full internal fit-out and repositioning to maximise rental performance and capital value.

Proven Track Record in Development Sales

We are highly active in the Exeter development market and regularly transact on:

- Purpose-built student accommodation and HMOs
- Residential apartment schemes
- Mixed-use city centre buildings
- Commercial to residential conversions
- Value-add refurbishment and repositioning opportunities

Through our established relationships with private investors, developers and funds, we consistently match opportunities with buyers—often on an off-market basis—allowing vendors to achieve strong pricing, discreet sales and certainty of completion.

Oven-Ready Investment Assets

A key differentiator in our approach is our ability to deliver oven-ready investment opportunities. Through our in-house lettings and property management teams, we frequently sell schemes that are:

- Fully let
- Professionally managed
- Stabilised to maximum achievable rental income

This enables investors to acquire assets with immediate income, clear yield metrics and reduced operational risk, often supporting stronger sales pricing and sharper investor demand.

Integrated Lettings, Management and Sales

Our vertically integrated model—combining sales, lettings, property management and maintenance—means we can advise on:

- Rental tone and tenant demand
- HMO and licensing strategy
- Pre-letting and forward marketing
- Exit pricing and yield positioning
- Investor presentation and data packs

This joined-up approach ensures developments are designed, positioned and marketed with the end investor firmly in mind, helping maximise both rental income and capital value.

Off-Market Investment Opportunities

We work closely with a network of developers, landlords and landowners to source off-market development and investment opportunities for our clients. Many of our investors prefer discreet acquisitions, and we regularly broker private transactions that never reach the open market.

Our active buyer database includes UK and international investors seeking both income-producing assets and development opportunities, allowing us to move quickly and efficiently when suitable sites become available.

Active Buyer Network

We maintain a strong pipeline of buyers, including:

- Private landlords and portfolio investors
- Student investment specialists
- High-net-worth individuals and family offices
- Development partners and syndicates

This depth of demand means we often have buyers ready before a property is formally marketed, enabling rapid, targeted sales strategies.

Exeter & Beyond: Our Community and Charity work

Francis Louis Global Community Programme

Our journey in Ghana began with a simple ambition: to grow the game of cricket and transform young lives through sport. What started as a grassroots project has since developed into a long-term commitment to education, opportunity, and community support.

Initially, Francis Louis donated 21 bags of cricket equipment, clothing, and toys to local schools and orphanages, alongside delivering mass coaching sessions for hundreds of children and training local teachers and coaches to ensure the programme could continue independently. We also funded a professional artificial wicket and batting net facility, providing the school with its first dedicated cricket infrastructure.

Building on this, we organised Ghana's first youth cricket festival,

welcoming more than 200 children from 12 schools, and facilitated the donation of £100,000 worth of hardball cricket equipment to ensure every participating school had the tools to develop structured cricket programmes.

Our impact has since expanded beyond sport. We now sponsor individual children, support education initiatives, and regularly collect and ship donations for local orphanages and families in the surrounding community.

Francis Louis is committed to returning year after year, continuing to invest in facilities, coaching, education, and community support—using sport as a powerful vehicle to inspire confidence, create opportunities, and change lives.



Exeter & Beyond: Our Community and Charity work

Young People into Sport – Cost-Free Access and Opportunity

Francis Louis is committed to removing financial and social barriers that prevent young people from accessing sport. At a local level, the company fully sponsors youth team kits, removes match fees, and funds annual tours to major UK cities such as London and Manchester. These tours provide young players and their families with unique opportunities, including visits to major sports stadiums—often their first ever—creating memorable experiences and broadening horizons far beyond the cricket field.

Alongside this, Francis Louis has played a pivotal role in transforming the local cricket community through sustained investment in Cullompton Cricket Club's youth programme. Over the past six years, the youth section

has grown from a single team of 12 boys to a thriving programme supporting over 150 young players, with structured development pathways and equal opportunities for both boys and girls.

This investment has helped establish Cullompton as one of the leading grassroots cricket clubs in the region, delivering high-quality coaching, inclusive participation, and a strong community focus for families across Mid Devon. By removing cost barriers and creating access to elite experiences, Francis Louis is helping young people build confidence, develop life skills, and enjoy the benefits of sport in a supportive and inclusive environment.





FRANCIS LOUIS
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Thank you



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Scan the QR code
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