

PURE 'N' SIMPLE

Ashley Puren set up Pure Property Management to deliver excellent customer service and advice to landlords

PURE Property Management was established in 2012 and specialises in residential property rental. We cover Edinburgh, Fife, Glasgow and The Lothians. We're passionate about property and how it can be used by individuals to develop an alternative income stream. We give advice to investor landlords so that they can be assured of a rental value for a property prior to them purchasing it so that they can see if the property will provide income and to what extent.

Our aim is to make money out of the rental properties, not out of the landlords. That may sound strange, but we try to help landlords maximise their rental values so that the costs to the landlord for our service are not a burden on them.

What is your background?

I purchased my first buy-to-let property in South Africa in my early twenties. I've been buying and selling properties ever since, although I tend not to sell anymore. While in South Africa, I would purchase properties at auction, refurbish them, rent them out for about a year and then sell them. The strategy worked well for me and by the time I was 35, I could live off the rental income and didn't have to work in a full-time job.

In 2006, I moved to Scotland and worked with a charity organisation for about three or four years. In 2009, I started working for a letting agency as a handyman. After a few months they asked me if I was interested in managing a handful of properties. I jumped at the opportunity but continued doing maintenance work for the whole company while managing these properties and building the portfolio. It was a good introduction to the Scottish private rental sector. It was a steep learning curve, but sometimes I think that I often learned 'how not to do it' since that company closed due to financial mismanagement.

Why did you join SAL, and what are the benefits?

SAL is a great organisation to be a part of. We joined SAL for three main reasons:



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1. To ensure we remain updated and compliant with the constant changes in legislation.
2. SAL offers a range of relevant training for all our staff members at affordable prices.
3. We receive free legal advice relating to the complexities of administering rental properties.

What is your biggest challenge?

In short, growth. Finding new landlords in a very competitive and heavily regulated environment is difficult.

What's been your worst experience?

I was working for a letting agency in 2012. They closed down due to financial mismanagement. This was around the time that the deposit schemes were being introduced. The owner of the business disappeared and his wife came into the office to inform us that the business was closing. I had to contact all the landlords whose properties I was managing and

explain to them what was happening. Many landlords lost rent and deposits as a result of the company's financial mismanagement. It was an incredibly stressful time dealing with very angry landlords and tenants. Fortunately, I was able to tell them the truth of what I knew and give them advice on their legal rights and responsibilities. I later started my own company and some of these landlords are still clients to this day.

And your best experience?

My best experience was winning a very difficult case at the First-tier Tribunal. I represented an elderly landlord who had come to us because he had a challenging tenant who was being unreasonable. The tenant had raised action against the landlord and appeared at the tribunal with a solicitor to represent him. The tenant claimed that he developed serious health issues as a result of condensation in the flat that had arisen from a cracked and leaking bath waste pipe. He was seeking financial compensation. We were able to prove that the landlord had not only complied with his responsibilities but gone beyond what was reasonable. It also helped that the tenant had accidentally sent us a copy of a previous medical report which showed that he had pre-existing health conditions and so we could counter his claim.

What are your long-term goals?

Our goals are simple: giving an excellent service towards landlords and tenants; creating a work environment where all staff enjoy their work; growing the company and opening multiple branches.

You can be confident that we will deliver and make your property profitable over time. We do this by providing creative, legal, property solutions on a daily basis on challenges faced, working with like-minded individuals and companies who value people, service and assets. We endeavour to do this through continued staff development, innovation and commitment. //