

PROFESSIONAL PROFILE



Sally Lawson
UK Lettings Business Professional

PROFILE

Sally Lawson is both a successful businesswomen and a property lettings professional, gaining her wealth of experience over the last 19 years by owning and running one of the West Midlands leading independent firms of letting agents.

In 1990 Lawson's Letting Agency was born and today her company manages over £127million of property, having managed over 4,100 properties during those 19 years with an estimated market value of £1.1billion.

Having created her own £2.3million UK & International Property Portfolio, she has been a highly sought after lettings advisor and consultant to a wide range of Property Investors & Landlords alike, both sophisticated and start-up. She's been instrumental in helping them collectively invest £22million, covering as diverse a range as minor refurbishing to major refurbishments, all to generate the maximum yields possible for her investor clients.

Sally says, "Many of my most successful property client's are business owners who have high levels of business, but not property, acumen. And that's why they seek my professional advice."

Growing up in Foster care, and having lost her mother at only 12, Sally left home at just 16, having grown up the hard way. To make ends meet she got

her first job in Birmingham selling overseas property and quickly tried to buy her first investment at the tender age of 17. Because she was too young to take out a mortgage she used her street-smart approach and set-up her first deal to coincide with her 18th birthday, signing the paperwork at her 18th Birthday party. Since then she's never looked back.

Sally has a real passion for every aspect of property and, in her quest to continually raise standards, has run a wide range of property networking seminars, advisory workshops and letting training courses. In both 2004 and 2006 she was nominated for the "Inspirational Businesswomen of the Year Award" for her outstanding contribution to the business community.

Over the years, Sally has combined her own experience with that of learning all she could from some of the most prolific property strategists and wealth generation experts in the world today. She is also author of "The UK Housing Act Made Simple".

Having personally been at the sharp end of conducting 1000's of viewings, endless property refurbishments and managing a whole range of tenant & landlord problems, as well as running her own portfolio, she has a 360° view of all parties concerned. She's seen, first-hand, every trick in the book; dealt with landlord, developer, contractor & tenant problems, demands, excuses, wants and needs, more than you could ever dream of.

Being "Investors in People" accredited, an ARLA (Association of Residential Letting Agents) Regional Media Representative & Level 2 qualified member, plus an NAEA (National Association of Estate Agents) member, she continually encourages her team to undertake rigorous in-house & external training programmes to ensure they are fully compliant and "100% professional" in their trade. This commitment has ultimately led to all her landlords enjoying a much more seamless lettings service.

Sally has worked closely with the Princes Trust, helping develop new business start ups, which culminated in being awarded a special invite to Buckingham Palace in 2006.

With the advent of the 2008 property crash, Sally recognised that many of the 'so-called' property gurus & authors didn't have her well rounded experience. So she's embarked on developing the "Lawsons Lettings Academy" with the stern goal of 'safely and securely' enabling many more individuals to become the property millionaires of the future.