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Roger Southam's Guest Appearance in Channel 4's New Property Ladder Series

Leading property expert, Roger Southam, who founded property management company Chainbow and has worked in the residential and commercial industry for more than 30 years, makes a guest appearance on Channel 4's latest Property Ladder television series which begins on Wednesday 10 June.

Property Ladder, now in its ninth-year, is hosted by Sarah Beeny who charts a first time developer through the development process, relying on experts such as Mr Southam to give commentary on the property market and the wider economy.

With the residential market having experienced the worst decline in recent history, the importance of liveability and adding value are crucial to buyers which is why the importance of strategic thinking and awareness of the wider economic factors affecting real estate decisions.

Through his extensive and wide ranging expertise, Mr Southam explains how the boom and bust of the economic cycles can play a greater part in profiting through property than any design or skill. Mr Southam explains, "When a buyer looks to purchase a property for development, they can fall in love with a dream or a fantasy without realising the market can save them or destroy them. This is what I am trying to make people aware of.

Roger Southam has long campaigned on the need for regulation in residential property management to safeguard the interests of the unsuspecting public. Mr Southam explains: "For example, are residents locked into service contracts for their buildings that exceed five years or is there a break clause? Does the local council charge for refuse collection instead of incorporating the charge in council tax? If the apartment is in a mixed use precinct, is there a clear division of bills where commercial tenants are charged the standard 15 per cent VAT on energy bills while residents pay five per cent. Is the annual building insurance commission taken by freeholder or managing agent reasonable? These are the nitty-gritty questions buyers and sellers overlook which can greatly affect the resale of a property and monthly expenses."

Mr Southam was also recently selected to join the RICS Transparency Working Group (TWG), which aims to create a more transparent commercial and residential property industry through an intensive consultation in London, Edinburgh, Cardiff and Belfast. Chainbow currently manages 77 developments with 3,600 leaseholders across Greater London and intends to become the provider of choice property management and consultancy services in London. For further information on Chainbow contact Tel: 020 7928 9944, email: ask@chainbow.com or visit www.chainbow.com