Some considerations in choosing a Letting Agent are:

Work out your target tenant market
Decide which service you want: tenant find / let only / full management
Look for letting agents who advertise to your target market and offer the service you want
Only choose letting agents who are members of NALS and/or ARLA
Ask the agent to write down ALL of their charges over 12 months, including re-letting the property
Ensure you have costs for all services, e.g. energy performance certificate, gas safety, periodic checks
Ask which tenancy deposit scheme they use or recommend
Compare the level of service each agent will offer, e.g. out of hours contact, number of specially-trained staffed, whether they 'on-charge' for maintenance, periodic checks
Compare the charges of each agent
Check the terms of business with a legal lettings specialist
If under full management, check within the first month that the tenant is being looked after by the agent
Check any charges and statements the letting agent sends and takes from your account

