

# **The Acorn Group**

**Build to Rent**

**One Company. One Solution.**

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# The Acorn Group



## Here are some other divisions and services within The Acorn Group:

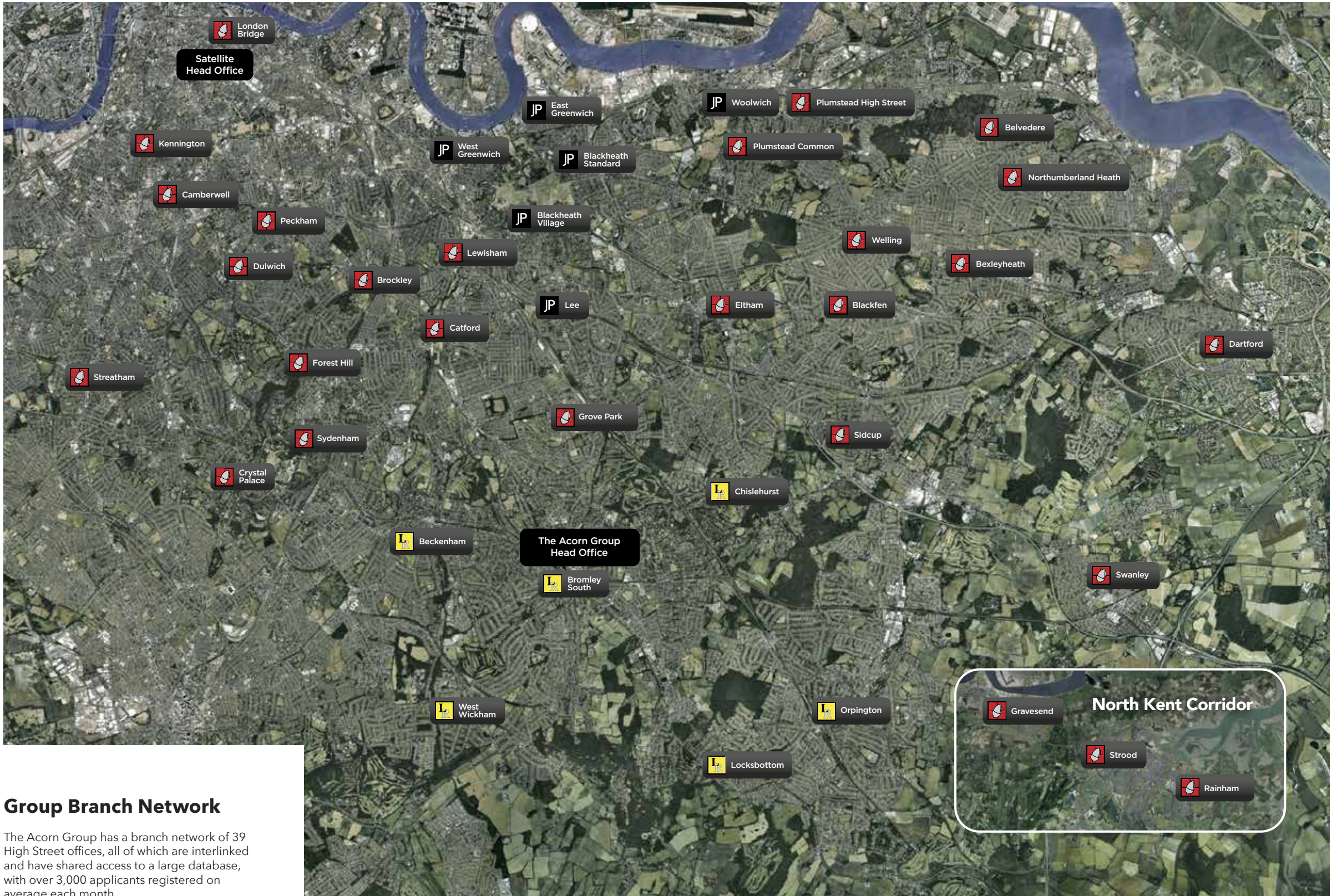
- Residential Lettings
- Investment
- Corporate Asset Services
- Property Management
- Estate Management
- PR & Marketing
- Residential Sales
- New Homes
- Commercial
- Land & Development
- Unique
- Conveyancing
- Corporate Sales
- Start Inventory Services
- Start Lease Extensions

Founded in 1984 as a one-office independent estate agency, The Acorn Group now employs over 450 staff, working from 39 different offices, and are supported by a range of professional divisions including MAP Chartered Surveyors and Start Financial Services. Still privately owned, the company's growth has seen the incorporation of other leading brands including John Payne and Langford Russell.

The Acorn Group has been providing specialist property advice and tailored services to

private and corporate clients for over 30 years. Their highly trained team has a broad skill base, enabling them to supply the relevant professional support at every stage of each transaction. Over the years, despite the continued growth of the business, they have never lost sight of the fact that they work in a service industry. The fundamentals of customer care are still applied in the same way today as the day they first opened our doors.





## Group Branch Network

The Acorn Group has a branch network of 39 High Street offices, all of which are interlinked and have shared access to a large database, with over 3,000 applicants registered on average each month.



**2500+**  
BUILD TO RENT PROPERTIES LET

**39**  
OFFICES

**450**  
STAFF EMPLOYED  
LEASED & MANAGED THE  
**FIRST**  
LONDON LIVING RENT SCHEME

**NUMBER 1**  
THIRD PARTY MANAGING AGENT FOR BTR SCHEMES

**OVER 30** BTR SCHEMES LAUNCHED TO DATE  
**3500** RESIDENTIAL PROPERTIES LET IN THE LAST 12 MONTHS

## Build to Rent Team



**Paul Deveney**  
Director



**Jennie Bunting**  
Director



**Kimberley Ellen**  
Head of Build to Rent



**Megan Casban**  
Team Leader

Having operated in the Private Rental Sector with resounding success since 1989, we have always been at the forefront of the residential market and were one of the very first companies to recognise the significant impact Build to Rent would have on the UK residential market.

In 2012 our specialist BTR Division was created and have since gone on to launch over **30 independent schemes** with over **2,500 apartments leased**.

The BTR team's focus is predominately on the marketing, leasing, stabilisation

and management of such schemes and throughout our BTR journey the skill set we have acquired has become more diverse. We are able to offer an **all-inclusive packaged service** for any client either currently in the BTR market, or those looking to enter.

Since 2012, the division has rapidly expanded and now offers each building its own dedicated liaison manager, lettings team, property & block management teams, as well as access to our 39 high street office network.

# Client Services

Our Build to Rent (BTR) Division offers an all-encompassing service to our clients from the initial planning stages, through to building and property management. As the **go-to agent for all aspects of BTR**, our clients value our experience and knowledge and so we are commonly involved from the early stages of a scheme, creating tailored mobilisation plans and strategic lease up and management processes.

Our in-house PR & Marketing division assist with tailored ideas and branding for each client. This allows us to **offer a bespoke service for any project**, including re-branding of any individual development or BTR brand.

Our specialist BTR lettings negotiators are supported by our branch network and are **based on-site during the lease up** of a scheme. Pre-arranged launch days and evenings are held, allowing us to align rental values where necessary in accordance to the demand.

Each development has a **dedicated Property Manager** who will be the point of the contact from the pre-tenancy application stage, through to property handover and the onward management of each tenancy. This will include maintenance, renewals, property inspections, rent chasing and issuing notices where applicable.

The management of the building will be carefully planned and properly executed; our maintenance strategy is to be **proactive, responsive and cost effective** for the client.

We aim to create an environment where the **tenants experience is a positive one**. We believe that tenant retention and reducing void periods goes hand-in-hand with the management of both the tenancy and the building. **A better performing asset can be achieved through an excellent working relationship between us and our clients.**



## Experience.

Having launched over **2,500 BTR apartments**, it is safe to say we have the experience working with a range of clients, enabling us to rapidly develop our skill set, and deploy this on any size scheme in any location.



## Knowledge.

We have worked with a range of clients on a variety of different schemes and are **one of the very few agents who have historical data**. Because of this, we are able to supply consultancy services including high level reports such as ERV's, expenditure, gross-to-net and market research reports.



## Location.

Even with **39 high street offices** across London, Kent & Medway, our BTR team have leased up and stabilised assets outside this network. Detailed market research on each area and deploying a team to each site are just a couple of key factors to our success.



## One company, one solution.

Land & commercial agents, consultants, marketing & PR experts, lettings agents, property managers and block managers all work together across The Acorn Group, resulting in a **one stop solution** for every single aspect of a project.

# Key Service Highlights

Our knowledge in the Private Rental Sector means we understand the vital components for a successful Build to Rent scheme and are able to adapt any part of our services to a clients requirements.

We take schemes from initial concept stages to a fully occupied, income producing asset.

- Data Research & Project Consultancy
- Marketing & ERV Reports
- Branding Proposals
- Acquisition Consultation
- Tenancy Management
- Stabilisation
- Launch & Lease Up Strategy
- Building Management
- Tenant Retention
- Asset Performance Reporting
- Void Management
- Community Building

A more detailed breakdown of services we provide can be found upon request in our Standard Operating Procedures Document.

From our initial consultation and advice phase through to eventual block management in four easy stages.



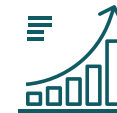
## Stage 1

- Upfront Brand Design
- Advertising
- Marketing
- Letting



## Stage 2

- Property Management
- Estate Management



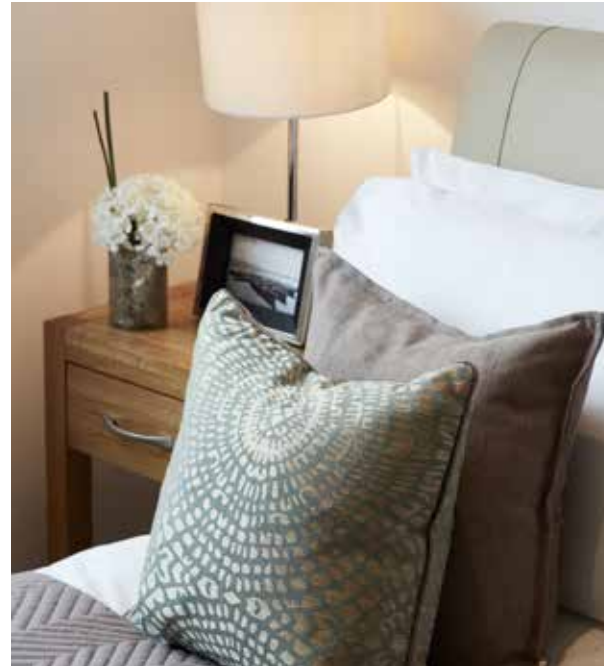
## Stage 3

- Minimise Voids
- Maximise Income Growth
- Maintain Site Performance
- Tenant Retention



## Stage 4

- High Level Reporting
- Analysis & Accounting



# Case Studies

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## COUNTY HOUSE

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**Beckenham BR3**

**76 Units**

**Client: Hyde Housing Association**

**Apartment types: One and two bedrooms**

Our Build to Rent division was selected by Hyde for the letting and ongoing management of the first ever London Living Rent Scheme, set out by the Mayor of London.

The client was provided with support for each step of the process, from the initial marketing, to the management of the entire building. We carried out extensive research on suitable procedures and marketing techniques to ensure the first-of-its-kind scheme was a success. From this, our in-house PR & Marketing team were able to design and produce an online and print marketing campaign to gain interest from prospective tenants leading up to the launch day.

As this was the first London Living Rent Scheme, we worked closely with Hyde Housing Association and the GLA to create suitable processes to guarantee effective qualification of appropriate tenants.

A successful launch day was hosted, with almost a third of the apartments being secured from the initial viewing of the fully dressed show flats. This ultimately led to the development being fully let within a seven-week period.







## PERIGON HEIGHTS BROMLEY

**Bromley BR2**

**52 Units**

**Client: The Purelake Group**

**Apartment types: One and two bedroom apartments plus a three bedroom penthouse**

Purelake have built an enviable reputation of high quality and innovation in the projects they have undertaken in the last 25 years. With resounding ongoing success with their first BTR development, we were drafted into the initial conversations back in 2016 and worked closely with Purelake to ensure the new scheme worked equally as well as the previous.

52 units were carefully designed to offer a variety of layouts to suit the needs to its residents, including the aptly named 'Executive Collection' which features a truly remarkable three bedroom penthouse apartment.

At 17 storeys high, Perigon Heights is to date, the tallest building Purelake have constructed and it wasn't without it's testing times, especially with a launch date estimated for 2020! A plan was put into place which allowed us to launch the new building whilst adhering to the Government's guidelines for social distancing to keep both staff and the public as safe as possible.

We were able to use advertising campaigns incorporating the usual traditional methods, along with targeted social media campaigns & a more virtual style of advertising with 3D tours and a video walkthrough of each apartment available to those not comfortable with attending in person.

The development proved very popular with prospective tenants and we were thrilled with the turnout on launch date, with every available appointment filled so quickly we had to offer a second launch date before we had even held the first!



## DELTA POINT

CROYDON · CR0

**Croydon CR0**

**404 Units**

**Client: Criterion Capital**

**Apartment types: Studios, one and two bedrooms**

Criterion Capital are one of the largest developers of Build to Rent properties in the UK and have had a longstanding relationship with us since the start of their ever expanding portfolio. We were therefore the go-to letting and managing agents for their biggest BTR scheme to date; 404 studio, one and two bedroom apartments in the heart of Croydon.

We were asked to provide pre-construction advice in order to maximise the buildings full BTR potential, this included market research reports and regular ERV reports up to the day of launch.

Before the launch, we worked closely with Criterion to agree an appropriate strategy for such a unique scheme. Arranging and managing the set up of numerous show flats to showcase the variety of apartments available and establishing a proportion of apartments to test market conditions before releasing the rest of the building. We utilised the show flats as an office during lease up, allowing flexible viewings and a member of the BTR team on site at all times.

Utilising our expansive branch network and database, as well as interest that had been generated from both print and online marketing, we hosted a selection of launch weekends with a number of strategic phased releases. This resulted in maximising rental values on the more desirable apartments.



# THURSTON POINT



**Lewisham SE13**

**238 Units**

**Client: London & Quadrant**

**Apartment types: Studios, one, two & three bedrooms**

Owning and managing over 90,000 homes in London and the South East, London & Quadrant (L&Q) are one of the UK's leading Housing Associations, as well as one of London's largest residential developers.

Our BTR division assisted L&Q with their first venture into Build to Rent, and continued to market and launch further sites as they rapidly grew this part of their business.

This completed site launched as Thurston Point and comprised 234 studios, one, two and three bedroom apartments located on Thurston Road, Jerrard Street & Loampit Vale, just minutes from Lewisham Mainline and DLR stations.

We tailored a marketing and lease up strategy to suit L&Q's requirements with an official launch weekend that was held after an extensive marketing campaign. L&Q provided design guidelines in which our in-house PR team adapted to create a library of marketing material which was used online and locally, including station drops, local newspapers and other advertising outlets.

The development was launched in Q2 2016 and due to practical completion of each building, was fully let by Q1 2017.





# Previous Developments

Since the launch of the specialist BTR division in 2012, we have successfully launched developments of varying size and amenities. We have represented some of the largest names in the sector, leasing and managing individual developments from 50-500 units.



**NX Gate**  
New Cross SE14

- 101 Apartments
- Client: Realstar/Uncle
- One, two and three bedroom apartments



**Old Kent Road**  
Elephant & Castle SE1

- 64 Apartments
- Client: London & Quadrant
- One, two, three and four bedroom apartments



**Canterbury House**  
Croydon CR0

- 98 Apartments
- Client: Criterion Capital
- One and two bedroom apartments



**Britannia Point**  
Colliers Wood SW19

- 181 Apartments
- Client: Criterion Capital
- One and two bedroom apartments



**Nexus Apartments**  
Bromley BR1

- 50 Apartments
- Client: Purelake
- One and two bedroom apartments



**Vive Living**  
Deptford SE8

- 83 Apartments
- Client: The Aitch Group
- One, two and three bedroom apartments



**Miflats**  
Bracknell RG12

- 97 Apartments
- Client: Criterion Capital
- One, two and three bedroom apartments



**Northumberland House**  
Sutton SM2

- 128 Apartments
- Client: Criterion Capital
- One and two bedroom apartments



**Bedford Park**  
Croydon CR0

- 82 Apartments
- Client: Longharbour
- One and two bedroom apartments



**Twist House**  
London Bridge SE1

- 25 Apartments
- Client: London & Quadrant
- One, two & three bedroom apartments



### Hand in Hand

London Bridge SE1

- 12 Apartments
- Client: London & Quadrant
- One, two and three bedroom apartments



### Lennie House

Camberwell SE5

- 7 Apartments
- Client: Clown Alley Ltd.
- One, two and three bedroom apartments



### Preece Apartments

Greenwich SE10

- 18 Apartments
- Client: Blackwall Residents Ltd.
- One, two and three bedroom apartments



### Dons Court

Bromley BR1

- 17 Apartments
- Client: Deco Investments Ltd
- Studios and two bedroom apartments



### Apex Apartments

Catford SE6

- 21 Apartments
- Client: London & Quadrant
- One and two bedroom apartments



### Bowling Green

Kennington SE11

- 8 Apartments
- Client: London & Quadrant
- Two bedroom apartments



### Vida House

Deptford SE8

- 138 Apartments
- Client: Longharbour
- One and two bedroom apartments



### Doggett Road

Catford SE6

- 9 Apartments
- Client: Deco Investment Ltd.
- Two bedroom apartments



### Trafford House

Basildon SS16

- 384 Apartments
- Client: Criterion Capital
- One and two bedroom apartments



### Astral House

Norbury SW16

- 54 Apartments
- Client: Criterion Capital
- One and two bedroom apartments



### Emerald House

New Malden KT3

- 20 Apartments
- Client: Criterion Capital
- One, two and three bedroom apartments



### Maple House

Peckham SE15

- 40 Apartments
- Client: London & Quadrant
- One, two and three bedroom apartments





### Waterford House

Bromley BR1

- 14 Apartments
- Client: Park Rutland Investments
- Studios, one & two bedroom apartments



### Randall Apartments

Hither Green SE13

- 12 Apartments
- London & Quadrant
- One and two bedroom apartments



### Barmeston Road

Catford SE6

- 5 Apartments
- Client: Skillcrown
- Two bedroom apartments



### Buckley Court

Bermondsey SE1

- 12 Apartments
- Client: London & Quadrant
- One and two bedroom apartments



### Eden Park House

Beckenham BR3

- 5 Apartments
- Client: Skillcrown
- Two bedroom apartments



### Imani Court

Bromley BR1

- 8 Apartments
- Client: Imani Group
- One and two bedroom apartments



[acorngroup.co.uk/btr](http://acorngroup.co.uk/btr)



John Payne

