

The home of
exceptional
renting





The home of
exceptional:
renting

thinking	_4
people	_7
partnerships	_11
marketing & pr	_13
lettings	_17
customer care	_26
insight & intelligence	_27
developments	_29
what sets us apart	_36

Renting...
but not as you
know it



The home of exceptional renting

Love to Rent is the first and only, digital marketing platform developed exclusively for high quality rented homes, that also offers a lettings and property management service.

Love to Rent has been established from a realisation that the traditional property portals and letting agents do not differentiate between BTR homes and second home / buy to let homes.

Love to Rent provides continued brand awareness for your property investment, creating value and ensuring maximum occupancy.

All Love to Rent Lettings Ambassadors have a deep understanding of the lifestyle and lived experience these homes offer and ensure all renters are fully aware.

We focus on providing a high class experience through our customer service.

Love to Rent has the support of the British Property Federation, the UKAA, Government bodies and major Build to Rent developers.



The home of exceptional: thinking

Our values Honesty, Professional, Hardworking, Approachable and Visionary.

Our vision To bring a first-class hospitality experience to customers – this is renting, but not as you know it.

Our Mission: To protect clients investments and maintain homes so that customers are excited to live in them. We will continue to be innovative by investing in technology and highly skilled staff, ensuring we are the best option for high quality rented operators and developers.



The home of exceptional: people

Anne-Marie Brown Founder

"I am extremely proud of the positive impact Love to Rent has already made on the industry and customers. From the outset our vision has been to change the way people see renting and provide a marketplace that helps customers to find exactly what they are looking for, with the confidence that all homes are quality, secure and have a professional landlord who values them. It is a pleasure to promote the great lifestyle and benefits these homes deliver and provide choice for everyone irrespective of situation, budget or location. We will always put customers needs and wellbeing at the forefront and provide a quality, genuine customer service. We will continue our journey, always improving, and would love you to join us."



Murray Smith Director

"I have been involved in new homes all my career via house building, agency and for the most part, providing services to let and sell over 1,000 new homes per year. I am fascinated by the rental models in other capital cities and also high end customer service. Love to Rent will change the landscape for BTR with technology, deep knowledge, a dynamic director group and an experience for the renter which once and for all destroys the negative connotations associated with traditional agents and landlords. BTR landlords require minimum voids, happy renters and strong rents. We are all about that."



The home of exceptional: people

We have a dedicated team of full-time employees, so no subcontracting staff, we are proud of our service and will not dilute this. Providing a dedicated LTR Ambassador to all sites ensures that we retain continuity for project knowledge, customers develop a relationship with the team and clients can be reassured there is someone regularly checking their asset.



Peter Sloane
Chair

With over 35 years' experience in the housing sector Peter's expertise and experience provides incisive evidence-based strategies to maximise outcome and performance.



Ria Sautler
Director



Thomas Edgington
Head of Lettings



Rebecca Mulherrin
Head of Operations



Drew Davies
Head of Creative and Brand



Chloe Ragus
Finance and MI Manager



Helen Doherty-Varrie
Head of PR

The home of exceptional: partnerships

We are passionate about quality, customer experience and raising awareness of the lifestyle and benefits these homes provide. Through the partnerships with our current clients and support of BPF and UKAA we have created an extremely successful site that customers feel secure and confident in when searching for their new home.

You'll be amongst great company





The home of exceptional: marketing & PR

We continuously create customer awareness of your quality rented homes through

- Regular media opportunities
- Social media
- Customer testimonials
- Customer engagement events

We raise the profile of your brand to customers by

- Developing case studies on your happy customers which we promote through hard and soft media, creating interest and awareness
- Placemaking
- Organise journalist interviews to promote your brand and staff
- Arrange customer engagement events

When looking to market and let your rental homes - Love to Rent should be the first choice, the first exclusive digital platform developed with customers in mind.

We work with third party lifestyle companies to provide offers to customers to enhance their experience and provide local businesses opportunities to promote themselves to customers through the platform, like

- Gyms, cafes, bars and restaurants
- Independent retailers

Customer Engagement Events

We will arrange and deliver social events with themes like:

- The financial benefits of renting over buying
- The lifestyle benefits of renting
- How you feel safe and secure with renting
- Being part of a community
- Customer Surveys
- Event planning and management

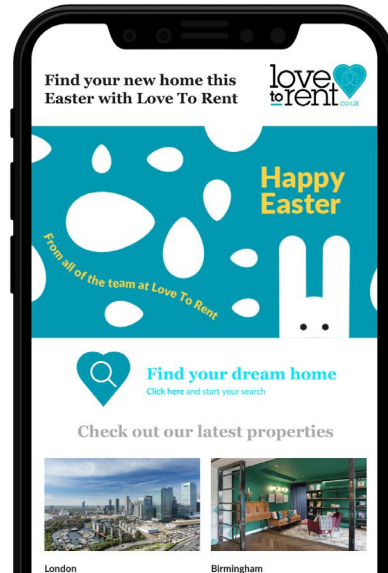


The home of exceptional: marketing & PR

In addition to the listed services, we have our own dedicated in-house graphic designers, PR and marketing teams and are therefore able to assist with all your marketing needs which include (but are not limited to):

- Brand creation
- Advertising digital and print campaigns
- Social media campaigns
- Signage & hoarding
- Website design and build
- Portal management
- Marketing suites and show homes
- Photography and video
- Computer generated imagery, video and virtual tours
- Virtual reality
- Place making
- Exhibition
- Media placement
- Internal and External coms
- PR and press

The first company to run a 'Love to Rent Week' – an annual event to target key audience groups, change negative perceptions and continue to raise the profile of quality renting.



This full offering means that Love to Rent is able to provide all your marketing needs under one roof without needing to procure and source work from various entities. Our inhouse designers mean that we can also save you time and money by ensuring you get the marketing collateral you need, when you need it.

Love to Rent is the first and only digital marketing platform developed exclusively for high quality rented homes, that also offers a full lettings and property management service.

The home of exceptional: lettings

Don't dilute your brand – make sure you are seen as a key player in the rental market - trust Love to Rent to do this and provide exceptional services, great results and protect your investment.





The home of exceptional: lettings

Our experienced team will guide the tenant through each step of the let and thereafter. Ensuring they are fully familiar with the process allows for a quicker process and minimised void periods.

Tenancy Audit and Management

Our LTR Ambassadors will:

- Collect references
- Carry out credit checks
- Conduct regular inspections to check tenancy compliance
- Undertake inventory management

Communication and Reporting

The scheme's progress is monitored at a weekly management meeting and the performance is reported back to you. We are aware that everyone's requirements for reporting can differ and will tailor ours to fit your needs.

— Master Report - allowing real-time data including number of lets, average rent etc

— Marketing report - ensuring highest standards are maintained

— Key activity

— Void / occupancy rates

— Lead-source trends

— Demographic statistics

— Presentation report

— Maintenance report / expenditure





East Wick and Sweetwater by Places for People

Our all encompassing product means that we are able to facilitate a comprehensive service for our clients, flexible to your way of working.

Rent Collection

We have robust procedures in place to collect rent payments on behalf of you and ensure arrears are minimised.

Tenanted Property Maintenance

With a dedicated Customer Care phone line and online management portal, our in-house team can manage issues such as:

— Damages

— Repairs

— Replacing furniture and/or white goods

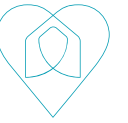
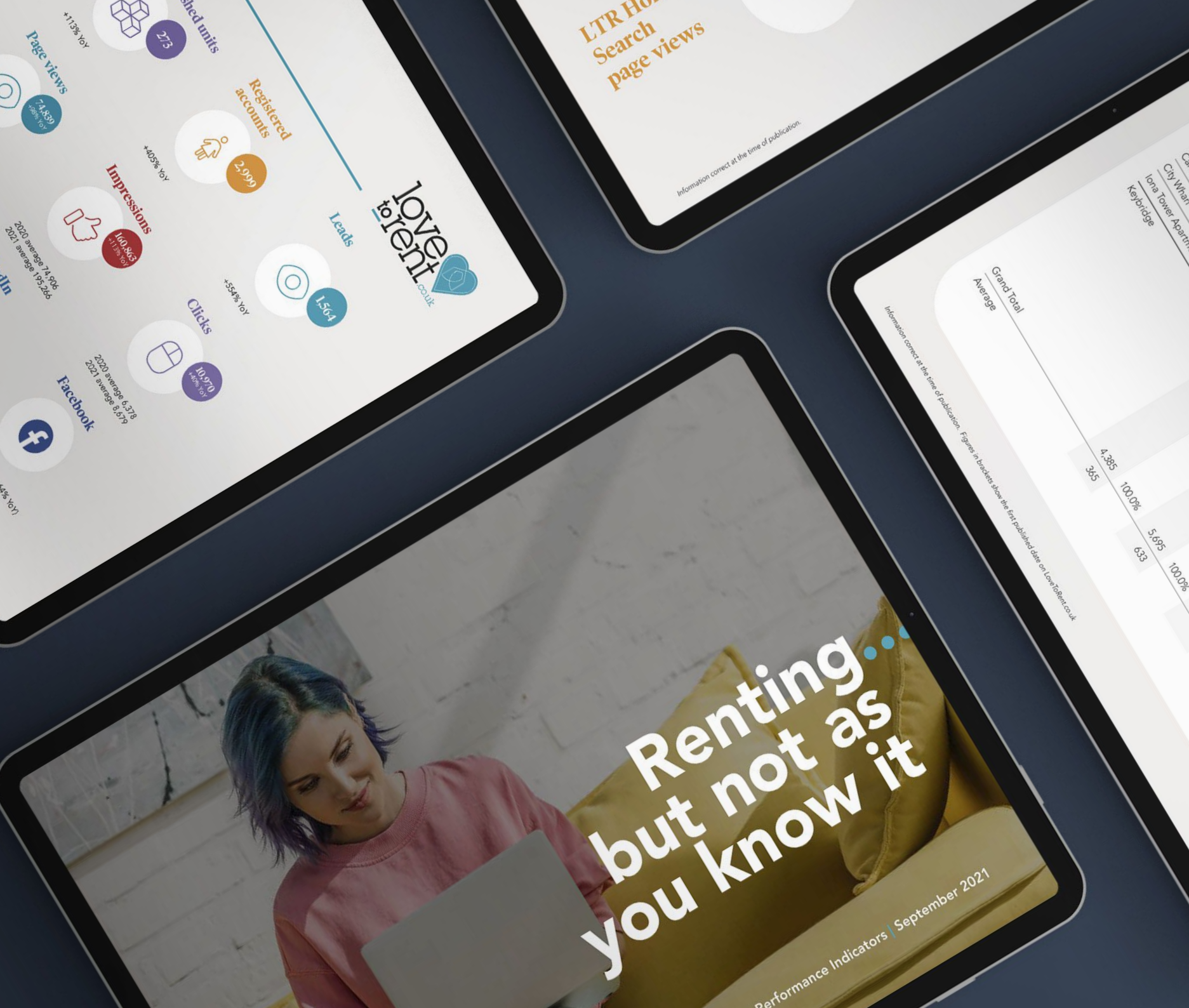
— Monitor programmed maintenance for completion

Spend limits will be set which will determine when and what level of authorisation is required.

An emergency number will be issued for out-of-hours contact.

If you have preferred contractors we will be happy to work with them on your behalf, if not we will source best priced operatives or use our customer care team where possible.

We respond to issues within our defect timeline, and take care of any re-charge to customers if damages are caused by them.



Compliance

Our team will:

Identify compliance documents that require renewal and instruct contractors prior to expiry.

These include but are not limited to:

- Electrical safety tests
- Gas safety tests
- Fire risk assessments
- EPC

Tenancy Termination

If a customer should wish to move on we will:

- Inspect the property
- Carry out meter readings
- Retain keys
- Customer check-out appointment
- Issue check-out report
- Achieve sign off and any customer review
- Release deposit
- Manage dispute resolution
- Provide a final report update

Renewals

Prior to a renewal will we make a recommendation on suggested rent.

Re-Letting and Void Management

We monitor when tenancies will expire and are pro-active in either; re-letting or finding a suitable customer to avoid void properties.

If required we can also provide a service to refresh apartments, including (where necessary):

- Painting
- Carpeting
- Replacing kitchens

Our commitment is that only when the home is to our highest standards will we carry out viewings.



The home of exceptional renting 

The home of exceptional: Customer Care and Service

We combine market-leading technology with a premium letting and management service. We look at each development individually to deliver the best solution that achieves vibrant rental communities and protects your investment.

Here for the long-term – we don't just let and go.

The home of exceptional: insight and intelligence

We continually monitor the property market in order to understand key trends and patterns in the market. This allows us to offer accurate advice to assist our clients throughout the different stages of development and letting. The service can range from regional information such as target areas to build through to scheme specific focussing on rental values, local demographics and the local competitor base.

We have the benefit of key insight data gathered from visitors to the website, showing trends from potential customers on location, amenity requirements, price range and what they value as important in their decision making. This information allows us to create detailed and bespoke reports specific to our clients requirements.



The home of exceptional: promotion

We market and promote developments and homes from studio apartments to 4 bedroom family homes nationwide and have the product that is right for everyone.

All developments receive as a minimum;

Development Uploads

Portal Management

Social Media Posts

PR

Monthly Reporting



Located on the banks of the River Roding, Barking is a place where you can do almost anything you want. Stylish apartments with resident members flexibility that includes additional perks along with modern co-working space and social events.

Scheme Studio, 1 & 2 bedroom apartments

Location Barking Wharf Square Barking

Client APO

Properties marketed with Love To Rent 60

apo_



The Keel is a gated development perfectly positioned in Liverpool's creative quarter. Alongside being a beautiful place to live, with 24 hour concierge and private residents gym, there's so much to see and do all just a few minutes walk away in the culture hub of the city.

Scheme 1,2 & 3 bedroom apartments

Location Kings Parade, Liverpool

Client Allsop

Properties marketed with Love To Rent 42

allsop



Situated in the heart of the NOMA innovation district with stunning interiors and state-of-the-art onsite amenities Angel Gardens offers amazing lifestyle well-being and panoramic views across Manchester city centre.

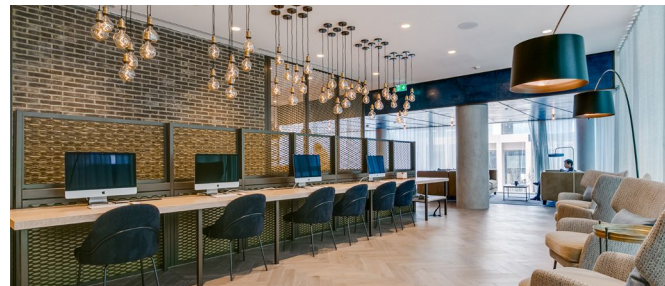
Scheme 1,2 & 3 bedroom apartments

Location Angel Gardens, Manchester

Client Moda

Properties marketed with Love To Rent 105

MODA



Ideally located footsteps from Canary Wharf. Offering beautifully appointed interiors for customers who value a premium lifestyle. Apartments are equipped with home-life essentials to the highest spec, plus thoughtful additions that make life distinctive along with a suite of on-site amenities.

Scheme 1, 2 & 3 bedroom apartments

Location Sailmakers, Canary Wharf

Client Greystar

Properties marketed with Love To Rent 45

GREYSTAR



The former Athletes Village offers all the advantages of a central London location, but with the added plus of amazing green space. A brilliant selection of retailers - independent coffee shops, bars, restaurants as well as a gym, hairdressers, healthcare centre and more all on your doorstep.

Scheme Studio, 1, 2, 3 & 4 bedroom apartments

Location East Village, Stratford

Client Getliving

Properties marketed with Love To Rent 185

getliving



Neighbourhoods designed to add character and complement their surroundings perfectly. Houses that provide a quality lifestyle with security and professional management.

Scheme 2, 3 & 4 bedroom homes

Location Millard Grange, Houghton Regis

Client Simple Life

Properties marketed with Love To Rent 8

SIMPLE LIFE



The home of exceptional achievements

Upton Gardens, an 842 unit mixed-tenure development of private and affordable housing was located on the site of West Ham's former Upton Park stadium in East London and formed part of the wider regeneration of the Newham area. With our experienced team based on site, we let 47 homes on behalf of Newham Council and Future New Homes.

Scheme

124 1, 2 & 3 bedroom apartments for rent

Location

Upton Gardens, E3

Client

London Borough Newham and Future New Home

The properties were released over a two year staggered build programme





The home of exceptional achievements

We were appointed by Triathlon Homes to let this iconic development, famously known for accommodating the Olympic athletes during the London 2012 Olympics.

We exceeded our targets for the project, meeting all timescales set by the client.

Scheme
356 Rent
269 Shared Ownership
79 Shared Equity

Location
Stratford, East London E20

Client
Triathlon Homes

All 704 units let and sold in 17 months

The home of exceptionally: nice comments



"A quality rental sector means never standing still, because as sure as anything, the sector's customers rightly demand ever better value and service excellence, and all served with social awareness. I hope all involved in Build-to-Rent will support Love to Rent and show what makes this sector the first destination for more and more people looking to make a home."

"Ultimately the most important people in any sector are its customers and the better informed they are, the better decisions they can make. There are some fantastic Build-to-Rent places and services constantly coming on stream as the sector delivers new developments. If more people know what the sector is about and what it has to offer, then that is excellent work."

Ian Fletcher, Director of Policy (Real Estate)



The Build to Rent industry recognises the value of customer service and satisfaction to its success. Love to Rent amplifies this message and demonstrates how Build to Rent professionals are nurturing consumer culture in residential real estate as well as helping drive awareness of the Build to Rent agenda. Love to Rent Week tells the stories of happy customers living within Build to Rent communities across the UK."

Brendan Geraghty, CEO of UKAA



getliving

When Love to Rent began its journey in 2017 to create the first dedicated marketing platform for build to rent homes we were delighted to be one of the first to work with them. Their commitment to not just being a digital marketing platform, but also to continually raise awareness about the benefits of build to rent and putting customers first, aligns with our ethos and we have a great working relationship with the team."

Get Living Team

The home of the exceptional

What sets us apart

Love to Rent puts the customer first. We ensure customers enjoy the highest level of service from point of enquiry through to let up and beyond with our full management service



UK's only dedicated digital marketing platform focussed on Build to Rent



Dedicated to raising awareness of quality renting and changing negative perceptions



Social media promotion included with marketing



Emailer campaigns to quality database



Pre-qualified leads



Quality hospitality service level



Experienced maintenance team



Effective management team



Flexible resources to manage peak times



Opportunities to refer customers from internal database



Dedicated to customer journey and experience



All homes marketed are quality, professionally managed and offer secure flexible tenancies



Only work with the best landlords who value customers



Experienced team of ambassadors working flexibly to accommodate customer needs



Professional and seamless letting to move in



Social events arranged



Relationships developed with local retailers and businesses to benefit residents



Acknowledged by the BPF and UKAA who support and value Love to Rent



Introduction to off-market package development opportunities



Expansive service offering to cover all new build property needs



Be part of exceptional renting

Get in touch and speak to a
member of our team today

phone: 020 7060 1066

email: hello@lovetorent.co.uk

web: lovetorent.co.uk

