



Place Group UK help launch the Mayor's "London Rental Standard"



Place Group UK support the Mayor Of London's [London Rental Standard](#) and as part of our commitment to clear defined and measurable standards for private landlords and agents we are already accredited through The UK Landlord Accreditation Partnership (UKLAP) who are now a key provider of accreditation bearing the so called "Boris Badge".

To officially launch the [London Rental Standard](#), The Mayor Of London Boris Johnson visited our London based houses for a viewing and spoke directly to our CEO and to our tenants about why it's better to rent from an accredited landlord in London.



The Mayor presents Rob with his certificate as the first ever London Rental Standard Landlord



The Mayor with Rob and some of his current London tenants



Filming taking place in Haringey North London where the Mayor launched The London Rental Standard on 28 May 2014

Press Release by Place Group UK (May 2014)



Rob Hunter of Place Group UK joins Mayor Boris Johnson to launch the "London Rental Standard"

On Wednesday 28th May, Rob Hunter, Managing Director of Place Group UK became the first private landlord and housing supplier to be awarded Mayor Boris Johnson's 'London Rental Standard' badge of accreditation. The Mayor personally visited one of Rob's properties in Haringey North London to discuss the benefits of accreditation with Rob, to meet some of his tenants and to hear about their positive experiences of renting from an accredited landlord, in comparison to past less positive experiences.

Rob is accredited by both the London Landlord Accreditation Scheme (LLAS) (part of the UK Landlord Accreditation Partnership (UKLAP)) and

by the National Landlords Association. Rob was voted LLAS/ UKLAP Landlord of the Year for Student Housing in March 2014, following on from his success on 2012. Rob's properties are also accredited by Unipol under the AFS/Unipol Code.

Leading by example, Rob's commitment to raising standards in the PRS has now earned him this opportunity to be the first Landlord in London to receive official recognition from the Mayor through the 'London Rental Standard' badge.

The London Rental Standard is the first ever comprehensive standard for private renting across London. Covering landlords and letting agents, it incorporates all of the current main industry accreditation schemes under one easily recognisable brand, aiming to prompt a massive increase in accreditation and standards in the capital. The Mayor plans to have 100,000 accredited landlords and agents by 2016.

The London Rental Standard details 12 core commitments that empower tenants in their dealings with landlords, and tenants and landlords in their dealings with letting agents. It recognises and promotes good standards in the industry from transparency of fees and protection of deposits to outlining responsibilities and liabilities before, during and after a tenancy.

Rob Hunter comments:

"The new more recognisable brand, already dubbed the "Boris Badge" will enable tenants to easily and quickly identify an accredited landlord over one who is not .

The commercial reality of this will encourage those landlords who are not accredited to come forward for accreditation, as it will make good business sense.

Having worked closely with several accreditation schemes, we understand the importance of operating in accordance with a set of standards to ensure the properties and service we deliver consistently meet tenants' expectations and comply with the law.

By bringing all the main Landlord accreditation schemes together under one umbrella and applying a consistent standard, there will no longer be any doubt about which landlords are accountable and which are not.

We are honoured to have been selected as the first landlord to receive the Mayor's "London Rental Standard" badge of accreditation, which we hope will go on to be recognised by tenants all over London as a sign of quality landlords supplying quality accommodation"

The full Press Release is available below:

Rob comments on why landlords should sign up GLA Blog (May 2014)

Why landlords should sign up to the London Rental Standard Wednesday, 28 May 2014

Rob Hunter who runs lettings company [Place Group UK](#), explains how the Mayor's London Rental Standard is good for landlords, agents and tenants.

I've been working as a landlord since 1994, until last October exclusively in London. Over the years, it's changed a lot. For a start, local authority regulation has become very burdensome and time consuming. There's a lack of clarity about how it's applied and how to do it properly. Tenants' expectations have also changed – but then so have everybody's.

I think generally most landlords try pretty hard to get it right. But some very good landlords have some very poor property without realising it. It's all freshly painted, but bad underneath. There are some very bad landlords too. Really, it's a very mixed bag and there are always properties that fall under the radar. That's the biggest problem - nobody takes an interest until something goes wrong.

The London Rental Standard will give those landlords willing to put their heads above the parapet an identifiable brand. We live in a very brand conscious society. People want it. We should encourage landlords to do it, they should readily promote it.

With all the existing schemes there's a lack of clarity. At the moment, most tenants don't take much of an interest as they don't know much about it. I think the success of the scheme hinges on the Mayor's backing and his high profile. It's the only way it'll get the publicity it needs.

As a landlord in the scheme, I think it gives you several benefits. For me, it's important to show my local authority and tenant clients, that you're doing what you're doing properly. You need to demonstrate it to people, verify it. It also gives people a form of redress if things go wrong, outside the tenant / landlord relationship.

I would recommend signing up to the London Rental Standard to all landlords. There's no logical reason not to, it really does make good business sense. They'll also be able to command a better tenant and probably have a better overall arrangement as they're offering a better product. I think all landlords should become accredited. It's a no brainer to me.

The full blog is available below and on the [GLA website](#).

Resources:



UKLAP/LLAS

The UK Landlord Accreditation Partnership ([UKLAP](#)) is the UK's largest and best established landlord accreditation partnership. It is now looking to expand significantly in London as the central part of the [Mayor's London Rental Standard](#) - working with its member local authorities and the GLA to take on new members from its current base of 13,000 landlords (and 1000 letting & managing agents) in London to reach 100,000 landlords & agents by 2016.



Place Group UK

Place Group UK are already accredited through The UK Landlord Accreditation Partnership ([UKLAP](#)) which in London is also known as the London Landlord Accreditation Scheme ([LLAS](#)). Place Group UK are a multi UKLAP LLAS [award winning](#) landlord. We are additionally accredited through the [National Landlords Association \(NLA\)](#) and through the [AFS/Unipol Code](#). We are generally considered to be London's most [well regulated and accountable](#) private landlord. Our UKLAP and NLA accreditations protect our tenants both inside and outside London.

Press enquiries:

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