

SUMMER 2010



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PLACE GROUP UK  
LONDON STUDENT HOUSING GROUP  
BUSINESS STATEMENT FOR THE YEAR AHEAD

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Corporate Overview:

Part of Place Group UK, place homes and place4students specialise in providing quality properties to student sharers.

Through place4students we offer "student solutions" properties where all bills are included and where every room has private facilities, a plasma tv and internet, matching the popular facilities of Unite and Nido with the benefit of living in your own house with your own friends.

Groups of friends can normally be accommodated in houses near to each other.

We are a niche housing solutions provider. Renting from us uniquely gives tenants the benefits associated with renting through a large corporate agent or student housing provider (access to quality properties, 24 hour telephone + email back up 365 days a year, resources and impartiality) with none of the negatives (high fees, complex administration, delays, inflexibility and lack of office personnel continuity).

Our Mission Statement:

To be informal, in a way that does not affect our professional approach to business.

To ensure that all students have a dedicated point of contact at all times.

To play by the rules:

We are members of the National Landlords Association (NLA) and an Accredited Landlord under the London Landlord Accreditation Scheme (LLAS). We meet the very highest professional standards. All properties offered to sharers are Housing Act 2004 compliant, meet the amenity standards set out in the legislation, and are managed in accordance with the Management of Houses in Multiple Occupation (England) Regulations 2006.

We are also registered with the Office of Fair Trading under the Consumer Credit Act and we are registered under the Data Protection Act.

All Deposits held are held in accordance with the latest regulations.

The Place Group UK separate in house legal and compliance department is registered with the Solicitors Regulation Authority (SRA) and acts exclusively for Place Group UK together with any holding, associated or subsidiary businesses (and any businesses in which Place Group UK may by way of joint venture have an interest) and for the managers of those businesses.

All existing and prospective tenants benefit from the fact that we are a member of the Surveyors Ombudsman Service which is a government approved dispute resolution scheme operated on behalf of the Royal Institution of Chartered Surveyors (RICS) and which *may* be able to help with any complaints if we are unable to. The Surveyors Ombudsman Service is approved by the Office of Fair Trading, is entirely independent, and provides a free service investigating complaints fairly by listening to both sides of the story and looking at the facts.

To be fair and honest and maintain high standards of client care:

We are fair and honest. Because we only let and manage our own properties (and not any properties belonging to other landlords) we can set and maintain our own high standards of client care. Tenants have the peace of mind which comes from knowing that all properties are owned and managed by us and that provided the tenancy terms are adhered to, renting from place homes will hassle free, with no unexpected costs, as unlike the vast majority of landlords and agents, we do not charge fees for routine services such as inventories and tenancy agreements and any other fees are clearly explained before any tenancy is entered into and can normally be rolled forward to the end of a tenancy.

To be open and make all information available:

We do operate an open management style. All information necessary for students to make an informed choice, and to ensure they behave and act as we reasonably expect towards us, can be found on and downloaded from our resources web site. We do not believe that any other private student housing provider operates such a user friendly system and is as approachable as we are.

### Our Products:

Student Solutions:

Our place4students "student-solutions" properties represent our ultimate properties and have been designed based on specific student feedback to provide solutions to the very problems students have told us they face when sharing. Our student-solutions properties have all been refurbished within the last 24 months and now offer main bathroom with at least one additional shower room (and up to three additional shower rooms in larger houses) at least two fridge freezers (and in many cases two washing machines/ washer dryers and either two ovens or a double oven) with each student having own bedroom with double bed, private facilities, private flat screen tv, wired (and wireless) internet access, plus access to communal lounge with flat screen tv, and the benefit of our legendary "all bills inclusive package", offering completely unlimited and unmonitored use of electric, gas, water, heating, freeview tv and internet, with no further budgeting worries, no risk of disconnection and no paperwork to complete for all your utility services.

#### Premium:

We continue to offer our place homes traditional "premium properties" to students, and these are now also offered on the "all bills inclusive package" applicable to student-solutions properties. Our premium properties offer almost identical benefits to our student-solutions properties, but some rooms do not have own flat screen tvs and some facilities may slightly differ.

#### Pricing:

Pricing for all students at all properties is now based on a set rate per week per student based on 4, 5 or 6 students sharing a house (depending on size of house) on one joint tenancy with parental guarantees and which will have a duration of approximately 350 days with no tenants break clause and aims to be more competitive than Unite, Nido and University Halls of Residence.

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