

# INVESTING IN LINCOLN MAY 2015

*Rob Hunter of Place Group UK explains about their commitment to Lincoln*

**One year on from their first property in Lincoln's West End, we revisit Rob Hunter of national award winning landlord Place Group UK who explains what's happened in the last 12 months in Lincoln**

"It's been quite a year, we now have 24 units in Lincoln, and we have invested well over one million pounds into the local economy, providing safe and secure accommodation to students and working professionals.

We have become the first (and we believe only) landlord in Lincoln to have achieved DASH, Unipol and MLAS Accreditation and we are working hard every day to raise standards.

So high is the demand for our accommodation, that we have teamed up with other landlords to increase the number of units we can offer over all, and we have invested very significantly in our own bespoke booking and viewing management software, adjusting this from our London office, to reflect the differing requirements of the Lincoln rentals market.



## West End Lincoln LN1

We have also developed a bespoke repairs maintenance and IT management system, enabling tenants to report and track any issues 24/7 by email and text. This time, Lincoln has lead the way as this is a system developed specifically for our Lincoln office which we have decided to implement in our London office as well.

Recognising the importance of putting something back, we will be one of the key sponsors of Lincoln Pride for the second year running, following on from last year's success, and we continue to engage with over 3000 local people on facebook."

**So, wont all this automation and becoming so large just make Place Group like any other landlord or agent in Lincoln?**

**Rob explains no.**

"Absolutely not - we are not like any other agent or landlord in any market in which we operate! The automation will mean that we have all the more time to engage with our tenants and prospective tenants. There are only 24 hours in a day so if we can save some of those hours with good systems, that's more time we are on the front line.

Also we now have secret weapon in the form of Shirley of Mustard & Co who we have appointed as Place Group's exclusive local agent in Lincoln, so as well as having all the backing of Place Group's vast resources, our tenants have access to one of Lincoln's most well respected and experienced property professionals with "a can do hands on approach" that takes us back to the core of what the business is about, people"

As we discover that one year on Place Group are staying work on yet another new boutique HMO and are expanding into purpose built housing through office to residential developments, they certainly do seem to have a winning formula.

**Rob comments:**

"I never forget that behind our success are real people all making a contribution and that's why even with Shirley now on board, I still make regular visits and can (much amusement to those who know it's me) still be found occasionally working on site or dealing with repairs directly. The feedback that I get from these visits is often priceless in developing the business and our award winning service and it's never wise to forget where you started out."

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