



PRESS RELEASE

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RESIDENTIAL LANDLORDS AND PROPERTY MANAGERS LAUNCH REAL SERVICE RESIDENTIAL GROUP AT RESI'07 CONFERENCE

The United Kingdom's leading residential landlords and managing agents are launching the REAL SERVICE Residential Group, to promote best practice and raise the standards of residential property management, at Resi'07.

The group, whose members include: Grainger, Dorrington, British Land, Annington Property, ARIM, Chainbow, Cluttons, Touchstone, Evenbrook and The Church Commissioners will share and benchmark best practice in residential property management. They will track their progress through the new REAL SERVICE Residential Index which measures progress in adopting best practice and improvements in resident satisfaction.

The REAL SERVICE Property Group is a subgroup of the umbrella organisation REAL SERVICE. REAL SERVICE was founded in 2004 by Kingsley Lipsey Morgan, with the support of the British Property Federation, and comprises thirty leading property owners, fund and property managers.

Rupert Dickinson, Chair of the BPF Residential Committee and CEO of Grainger plc says: "The REAL SERVICE Residential Group will provide a focal point for the private rented sector to drive improvement and awareness of the importance of customer service. The private rented sector is taking active steps to improve its professionalism and become an attractive place for investment. This is essential if we are to contribute to the Government's housing agenda."

Andrew Stanford, Partner of managing agents, Cluttons LLP says “Results will only be delivered by our industry working in partnership. I therefore welcome the opportunity for managing agents to work with our professional residential investors towards a common goal of enhancing service to residents.”

Howard Morgan, managing director of Kingsley Lipsey Morgan, commented: “The REAL SERVICE approach to benchmarking has proven to be an effective way to bring about measurable industry change within the commercial sector and offers the residential sector a practical way to raise service standards.”

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www.real-service.co.uk

Notes for Editors:

1. There are 30 current members of REAL SERVICE and these organisations are listed at www.real-service.co.uk
2. Membership of REAL SERVICE is open to property owners, fund managers and property management firms. They do not have to be BPF members.
3. The benchmarking process is confidential and detailed results available to Group members only.
4. Kingsley Lipsey Morgan, Real Estate Performance Consulting, manages the benchmarking process and coordinates the delivery of services to members.
5. REAL SERVICE operates as a non-profit making Company Limited by Guarantee.
6. Kingsley Lipsey Morgan is a specialist research, training and management consultancy for the property industry (founded in 1998) that works with property owners and managers to improve service delivery and property performance.