



**BUTLER & STAG**

BUILD TO RENT

<b>Butler &amp; Stag</b>	<b>02</b>
<b>Meet The Team</b>	<b>04</b>
<b>Why Choose Us?</b>	<b>08</b>
<b>Services</b>	<b>10</b>
<b>The Benefits</b>	<b>12</b>
<b>Track Record &amp; Experience</b>	<b>14</b>
<b>Case Study</b>	<b>15-18</b>

# London & Home Counties



# Butler & Stag

---

The private rented sector (PRS) in the UK has doubled over the last decade. As the lack of housing supply continues to drive up house prices across Britain, 'build to rent' (BTR), a sub-sector of PRS, is attracting new investors seeking to capitalise on the growing demand for high-quality rental properties.

When it comes to letting homes within residential developments, we help all clients, whether an investor, developer or property owner. We advise on everything, from design, unit mix, pricing and phasing, to target market analysis, voids and general lettings expertise. We also provide ongoing property management services as required.

From securing land to full property management and block management, B&S provides consistency and expert guidance. With a focus on quality and long-term success, they help investors and developers thrive in the UK's fastest-growing property asset class.





# Meet The Team

---

Our Build to Rent team is highly qualified, bringing over 50 years of combined experience in residential property and asset management. With strong professional accreditations and a specialist understanding of the Build to Rent sector, the team focuses on delivering exceptional resident experiences while protecting long-term asset value. Their expertise spans operational mobilisation, service charge and budget management, health and safety compliance, planned and reactive maintenance, and regulatory compliance within purpose-built rental schemes. With decades of hands-on experience, the team provides a proactive, customer-focused management approach aligned with the high standards expected in the Build to Rent market.



**Michael Woolley**

Director

Michael co-founded Butler & Stag with close friend Neil Leahy in 2012, having cut his cloth in the fast-paced East London/City-fringe property market, starting out as a fresh-faced sales negotiator back in 1999 (definitely a few more wrinkles now). As Butler & Stag has expanded and evolved, Michael has played a major role in elevating the Land & New Homes department, personally dealing with significant land disposals and acquisitions, whilst most recently dipping his toes into the intricacies and ever-changing legalities of block management, which alongside Land & New Homes are the fastest growing departments within the company. Outside of work, Michael is husband to a long-suffering wife and father to three children who are his pride and joy!



**Wayne Cohen**

Head of Lettings

Wayne has worked in property for over sixteen years, during this time he has worked in a vast range of areas including Chelsea, Covent Garden, Canary Wharf, East London and now West Essex. This has given him fantastic experience in understanding the many different markets across London and allowing him to adapt his strong knowledge to various circumstance when needed. Working in property has always been a huge passion of Wayne's and throughout the years he has built up many strong relationships with landlords and clients throughout London.

As one of the region's most successful and forward-thinking property groups, we've built a business on the solid foundations of honest advice and helpful service.



## Butler & Stag has a dedicated department which specialises in Build to rent.

### Our Approach to Build to Rent

Our approach to Build to Rent is holistic and commercially focused. We work closely with investors, developers and landowners to maximise performance at every stage of the asset lifecycle. From early-stage feasibility through to lettings, stabilisation and ongoing management, we ensure that every decision supports long-term value, operational efficiency and tenant satisfaction.

### End-to-End Expertise

From securing land to full property and block management, B&S provides a single, consistent point of expertise throughout the Build to Rent journey. Our integrated structure removes fragmentation, improves accountability and ensures that design, delivery and management are aligned from day one.

### Build to Rent Services

We provide end-to-end Build to Rent expertise, supporting clients from early-stage viability and land acquisition through planning, development and delivery.

Our integrated lettings and management service ensures schemes are positioned correctly for their target market, efficiently let and professionally managed for long-term performance. With a strong focus on quality, compliance and sustainability, we help future-proof Build to Rent assets and maximise returns.

### Target Market & Tenant Experience

Successful Build to Rent schemes are built around the end user. We analyse local demographics, employment hubs and lifestyle trends to identify the right target market for each development.

Our focus on design quality, amenities and responsive management helps create communities where tenants choose to stay longer — reducing churn and protecting long-term returns.





*"I was looking for an agent to asset manage my BTR scheme in Essex and was recommended B&S. Converted from a former Care Home I had consultancy from B&S on the design, the size of apartments, amenities, the finish and furnishing, all of which resulted in a product I'm extremely proud of.*

*I've achieved record rents for the area in addition to virtually no void periods. I've pivoted from individual BTL and HMO's and now commissioned Butler & Stag to find me my next BTR scheme."*

*-Developer 1*

# Why Choose Us?

---

Our team of experienced professionals bring extensive knowledge and expertise in build to rent. We understand the challenges and opportunities in renting new builds and are committed to providing high-quality services.

## **Personalised, Asset-Focused Service**

Every Build to Rent scheme is unique. We take a tailored approach, ensuring each client receives dedicated attention and solutions aligned with their investment goals and long-term strategy.

## **Direct Communication**

You deal directly with our experienced team – no call centres, no delays. We provide direct phone numbers so you can reach the right person immediately.

## **Flexible Contact Options**

We make it easy to get in touch. Our team is available via phone, email, and WhatsApp, ensuring quick, responsive communication whenever you need it.

## **Proactive Asset Management**

From pre-lettings to stabilised occupation, we conduct regular inspections, anticipate maintenance needs, and take swift action to keep properties in excellent condition.

## **Financial Transparency**

Clear, detailed reporting gives you full visibility of income, expenditure, and service charges. Our software solutions streamline budgeting and ensure investors always know the financial position of their assets.

## **Regulatory & Legal Compliance**

We ensure full compliance with all legislation, health and safety requirements, and evolving rental regulations – minimising risk and protecting your investment.

## **Emergency Support**

A reliable point of contact for urgent matters provides peace of mind to both investors and residents, ensuring issues are resolved quickly and professionally.

## **Trusted Contractor Network**

We have a vetted network of professionals covering maintenance, cleaning, compliance, and security, guaranteeing quality service at all times.

## **Community Engagement**

We foster strong resident relationships through open communication and responsive management, creating stable, harmonious communities that people want to call home.





# Services

---

## **Viability & Consultancy**

We provide comprehensive Build to Rent consultancy, helping clients assess financial and operational feasibility at every stage. From market analysis and unit mix recommendations to rental benchmarking and long-term return projections, we ensure your project is positioned for success from the outset.

## **Land Acquisition & Disposal**

Our team identifies and secures strategically located sites with strong rental potential. We guide clients through land acquisition, disposal strategies, and valuation to ensure every investment decision supports long-term growth and profitability.

## **Planning & Compliance**

Navigating the planning system can be complex, but our experts simplify the process. We manage planning submissions, negotiate with local authorities, and ensure compliance with building regulations, helping developments progress efficiently and reducing delays.

## **Surveying & Assessments**

We carry out detailed surveys and technical assessments, including structural, environmental, and condition reports. These insights allow investors and developers to make informed decisions, manage risk, and optimise project outcomes.

## **New Homes Development**

We deliver high-quality, purpose-built rental properties designed to attract and retain tenants. From design review and construction oversight to fit-out and final handover, we ensure homes meet both market expectations and operational efficiency requirements.

## **Integrated Lettings & Management**

Our end-to-end lettings and property management service provides a seamless experience for both investors and residents. By combining marketing, tenancy management, maintenance, and block management, we reduce void periods, maximise income, and maintain long-term asset value.

## **Sustainability & Innovation**

We integrate eco-friendly solutions and innovative technologies to create modern, sustainable communities. From energy-efficient design to smart building management systems, our approach enhances resident satisfaction while future-proofing assets for regulatory and market changes.





*"I developed Merchant Street with a view to selling the apartments on completion. The market hadn't gone in my favour, so I took the decision to rent them out. I picked Butler & Stag as they came recommended, after discussions I decided to use them for furnishing, letting the apartments and managing the block in addition to the individual apartments.*

*I have to say I was wary given the fees involved and having had a bad experience with another agent, but the hands-off approach and exemplary service has allowed me to scale with my current BTR scheme of 37 units due for completion early 2027 which I'll be handing over to B&S."*

*-Developer 2*

# The Benefits

---

Our integrated lettings and property management approach ensures every stage of a Build to Rent scheme is aligned for success. By combining marketing, tenant management, maintenance, and block services under one team, we reduce void periods, improve tenant satisfaction, and simplify reporting for investors.

Our lettings team attracts and secures the right tenants efficiently, while our property management team ensures residents enjoy a seamless, high-quality living experience, fostering longer tenancies and lower churn. Meanwhile, our block management team maintains communal areas, oversees compliance, and coordinates maintenance proactively to protect the asset and minimise risk.

This cohesive approach provides transparency and control for investors, with clear reporting, financial monitoring, and performance dashboards. Scalable across schemes of any size, it maximises income, reduces operational complexity, and provides a single point of accountability – giving both investors and residents confidence in the long-term success of the asset.





# Track Record & Experience

---

With extensive experience in residential and Build to Rent developments, Butler & Stag has guided projects across the entire asset lifecycle—from land acquisition and planning approvals to delivering high-quality homes and managing tenancies. We combine technical expertise with market insight to create sustainable, tenant-focused communities.

We have managed developments ranging from boutique urban apartments to large-scale suburban communities, ensuring smooth operations, optimised occupancy, and long-term value for investors. Our integrated approach—combining lettings, property management, and block management—maximises efficiency and tenant satisfaction.

Butler & Stag has delivered and managed a diverse range of Build to Rent and residential schemes across London and the UK. Our portfolio spans high-density city developments and suburban commuter locations, demonstrating our ability to tailor solutions to each market and site. Through innovation, sustainability, and operational excellence, we consistently deliver thriving communities and strong investor returns.



# Merchant Street, Bow, E3

---



Located at Merchant Street, Bow, this Build to Rent scheme is set within a newly converted former chapel, reimagined into eight high-quality residential apartments. The development sensitively balances heritage architecture with contemporary residential design, creating distinctive homes suited to long-term rental demand.

Butler & Stag were appointed as a full-service management partner for the Merchant Street development, supporting the client throughout the entire lifecycle of the scheme. From initial guidance through to occupation, we worked closely with the developer to ensure the building was structured and operated as a successful Build to Rent asset. Butler & Stag manage the block as a whole, overseeing the fabric of the former chapel and its communal elements, while our in-house property management team manages each of the individual apartments. This joined-up approach ensures consistent operational standards, protects the character and long-term value of the building, and delivers a seamless resident experience aligned with Build to Rent principles.



# Novella, Chigwell, IG7

---

Novella is an exclusive Build to Rent development comprising 35 one- and two-bedroom luxury apartments, positioned directly opposite Chigwell Central Line Station. The scheme combines high-end design with exceptional connectivity, offering residents a premium living experience in a highly desirable location.

Our integrated approach allowed for seamless oversight across both communal and private spaces, ensuring consistency in service delivery and asset performance.

Our integrated approach allowed for seamless oversight across both communal and private spaces, ensuring consistency in service delivery and asset performance.

Our team was involved throughout the entire development process, working closely with the client from early stages through to completion and occupation.

This end-to-end involvement enabled us to guide the client at each stage, offering practical advice informed by our hands-on management experience within the Build to Rent sector.



By being embedded from the outset, we were able to:

- Support decision-making with long-term management and operational considerations in mind
- Ensure the building and apartments were designed and delivered to meet the expectations of modern renters
- Prepare the scheme for efficient ongoing
- management from day one

# Cliff Apartments, Westcliff-on-Sea, SSo

---



Cliff Apartments is a newly converted residential development comprising 13 high-quality one- and two-bedroom apartments, ideally positioned adjacent to the seafront and the Cliffs Pavilion, with Westcliff Station just a short walk away.

Our team was appointed to support the scheme from an early stage, working closely with the client throughout the full development and operational process. By being involved from the outset, we were

able to guide the client at each key stage, helping to shape decisions that would support long-term rental performance and efficient ongoing management. We now manage the block as a whole, while our dedicated property management team oversees the day-to-day management of the individual apartments. This joined-up approach ensures consistency across the building, a smooth experience for residents, and a clear point of contact for the client.



The apartments have been completely transformed, with careful consideration given to layout, finish, and functionality to meet the expectations of the modern rental market. Our guidance throughout the process helped ensure the development was delivered in the right direction, from initial planning through to occupation. It has been a pleasure to support the client through the entire journey and to see Cliff Apartments successfully established as a well-managed build-to-rent scheme in a prime coastal location.

# Stortford Fields, Bishop's Stortford, CM23

---



Butler & Stag are delighted to manage these newly built three-bedroom homes within the popular Stortford Fields development, delivering a professionally managed rental product designed for modern family living. The homes are thoughtfully designed across three floors, with contemporary living spaces, double-aspect rooms, and energy-efficient features including EPC Rating A, solar panels, and EV charging points.

As the resident management partner, Butler & Stag oversee each home from letting through ongoing tenancy management. Our responsibilities include tenant liaison, day-to-day maintenance, compliance, and strategic use of incentives, such as rent-free offers, to attract priority tenants and reduce void periods. This approach ensures consistent service, supports long-term tenancy, and protects the sustainability and performance of the asset, demonstrating our expertise in delivering high-quality Build to Rent homes.

Stortford Fields is ideally positioned for families and commuters, within the catchment of well-regarded schools and close to Bishop's Stortford town centre. Excellent transport links, including the M11 and mainline station with direct services to London Liverpool Street and Cambridge, make these homes attractive for long-term rental demand.





# Our Offices

---

## Buckhurst Hill

### Sales & Lettings

020 8504 9000 | buckhursthill@butlerandstag.com

## Block/Estate Management

### Block & Estate Management

020 8886 3777 | blockmanagement@butlerandstag.com

## Chelmsford

### Sales & Lettings

01245 820 555 | chelmsford@butlerandstag.com

## Chingford

### Sales & Lettings

020 8524 3333 | chingford@butlerandstag.com

## London & Home Counties

### Land & New Homes

020 4542 2999 | enquiries@butlerandstag.com

## London

### Sales & Lettings

020 8102 1236 | london@butlerandstag.com

## Theydon Bois

### Sales & Lettings

01992 667666 | theydon@butlerandstag.com

## Prime Office

### Sales & Lettings

020 4542 2999 | primeoffice@butlerandstag.com

## Property Management

### Property Management

01992 939 597 | propertymanagement@butlerandstag.com