Renting with Placefirst



placefirst





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About placefirst

Placefirst has been a build-to-rent landlord for over 16 years - long before "build to rent" was even a widely known term (more on what build-to-rent actually means later in this booklet).

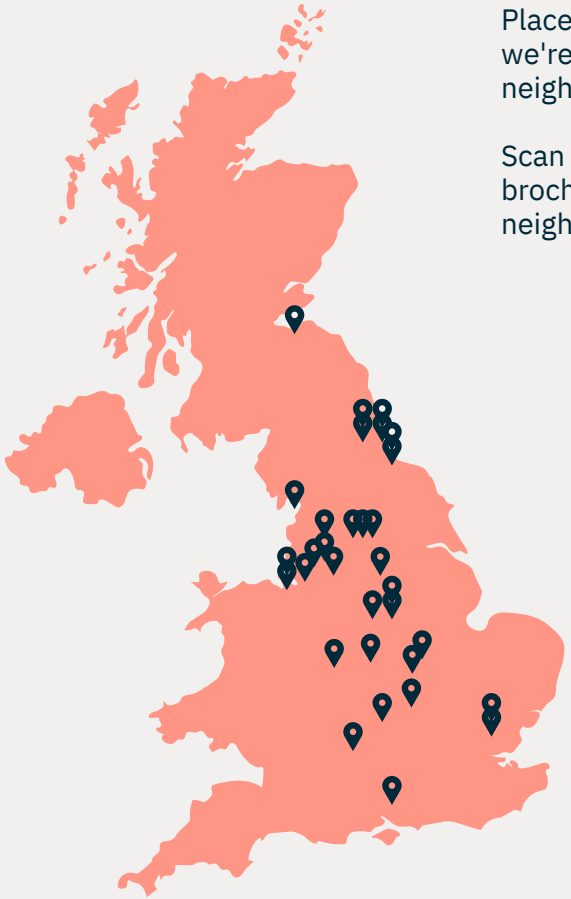
In that time, we've grown into one of the UK's most established names in the sector, with over 2,500 homes across the country and more than 4,000 residents living in a Placefirst home. But for us, it's never just been about the numbers, it's about the people living in them.





We believe every renter deserves a high-quality home they can settle into for as long as they want, backed by a stress-free experience from day one.

Head to page 8 to see everything every Placefirst resident can rely on when renting with us.



Placefirst has over 28 neighbourhoods across the country, and we're constantly growing - creating more beautiful neighbourhoods designed and built for renters.

Scan the QR code to take a look at some of our development brochures, or head to placefirst.co.uk to see all our neighbourhoods and availability.

What is *Build to Rent?*

Build-to-rent is a home specifically built around you, the renter.

Every build-to-rent home starts the same way: designed, built, and looked after by people who plan to be around for the long haul. That's the whole point of BTR - it's not a spare room or a second home a landlord's renting out on the side, it's a proper home in a proper neighbourhood, with a team who help make renting hassle-free.





Because your home is built and managed by us, you can rent for as long as you like. Unlike private landlords, we won't sell up or ask you to leave whenever it suits us - the people who own your home are the same people managing it, day in and day out, for years to come. Roots need that kind of stability, and that's exactly what we're built to offer.



Placefirst has been doing this longer than most. We're one of the UK's most trusted build-to-rent developers, with over 2,500 homes spread across 28+ neighbourhoods across the UK.

The Renters' Rights Act 2026 is now in full force, but we were ahead of the law long before it came into practice. We've always been pet-friendly, we've never started bidding wars, and we're always transparent with our prices - no sneaky fees.

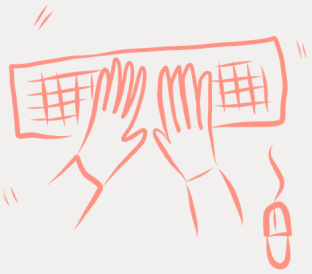
Renting can be confusing, and finding a landlord you trust can be hard. So all you need to know is this: we pride ourselves on professional management, we want you to love your home, and we'll be here if you need us.

What to *expect...*



Move in without the big upfront cost

Enjoy a high-quality, well looked after home without having to save for the large deposit you'd need when buying.



Everything at your fingertips, in one app

Our resident portal and app keeps you up to date with neighbourhood news, lets you report maintenance issues in seconds, and helps you stay connected with your community.



A dedicated team, always on hand

From a neighbourhood-specific contact for any queries, to 24/7 maintenance support and an in-house Lettings team - we're here to keep things simple.



Stay as long as you like

We're not going anywhere - so you can stay as long as you're happy here. And when the time comes to move on, we'll be on hand to make it as easy as possible.



Four paws welcome

We love pets around here, so you're more than welcome to rent with them - they're family, after all.



Say goodbye to private landlords

We don't cut corners, and we pride ourselves on being professional - so you can rent with total peace of mind.

Reserving your *home...*

1. We hope you have enjoyed your viewing. If you would like to reserve the property you'll need to fill out your online application form with all your household details. It's super quick and easy.

2. Once we have reviewed your application, we will ask you to pay a holding deposit through our payment portal.

3. Once you've paid your holding deposit, your new home is reserved and taken off the market. You'll then get an email from our referencing company - just complete this as soon as you can and select "Open Banking" to help speed things up and keep your move-in nice and smooth.

*All applications are subject to contract.

4. Once we have received your completed reference we will discuss your move in date with you*. It is also at this point that you decide what deposit option you would like to take, you have two options a **Traditional Deposit** or a **Nil Deposit Option.**

5. Once your deposit option is chosen we will request your balance tenancy funds and arrange for your **tenancy agreement** to be emailed to you for electronic signature. This is also completed through our Resident Portal.

6. On **move in date** we will meet you at your new home to hand over your keys so you can start enjoying your new Placefirst home!

If the development you're moving to is a new-build, construction delays can sometimes happen. We'd therefore remind you not to arrange any removals until the team has confirmed your move-in date with you.



What is the difference between a traditional deposit and a nil deposit?

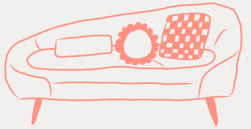
A traditional deposit is 5 weeks' rent upfront, while a nil deposit is a fee of 28% of one month's rent plus VAT*.

It works the same way as a normal deposit: you're still responsible for any damages but it is a lower upfront cost.

This is provided through our deposit partner, flatfair (flatfair.co.uk). If you have any questions, the Placefirst team is happy to help.

**Please note the fee is non-refundable.*

Some FAQs *answered*



How can I book a viewing?
You can book a viewing by making an enquiry through our website or via Rightmove. A member of our Lettings team will then contact you to arrange a convenient time.

One of our Resident Services team members will meet you at the neighbourhood and show you around the home.

How much notice do I need to give to leave?
If you decide to move out, you can do so at any time by giving at least two months' written notice.

Your notice should be sent to the Lettings team, as outlined in your tenancy agreement, and rent will remain payable until the end of your notice period.

How long are tenancies available for?
At Placefirst, we want you to feel at home, so you're welcome to stay for as long as you like. Our homes are offered on open-ended tenancies, which means there is no fixed end date.

You can move out whenever you choose by giving the required notice. This approach gives you the flexibility to stay long-term while still having the freedom to move when it suits you.

We're committed to providing stable and long-term homes where residents can put down roots and feel part of the community.

Can I decorate my home?
We want your home to feel like your own, and adding your personality to your space is always welcome. Light decorating, such as hanging pictures, styling with your own furniture, or adding personal touches, is absolutely fine.

If you're thinking about making more permanent changes, such as painting walls or making alterations to the property, please speak to the Resident Services team first so we can agree this with you.

Are bills included?
Any services included within your rent will be clearly stated in your tenancy agreement.
In most cases, residents are responsible for paying their own council tax, electricity, water, gas, broadband and TV licence. If any utilities or services are included as part of your rent, this will be confirmed before you move in.

Are all your properties new builds?
We manage a mix of newly built and refurbished homes across our neighbourhoods. Each property is carefully designed or updated to provide quality, comfortable homes within welcoming communities. You can explore our different neighbourhoods and see the homes available on our website.

Are all homes furnished?
We offer a mix of furnished and unfurnished homes to suit different lifestyles and preferences. Whether you're looking for a home that's ready to move straight into or you'd prefer to bring your own furniture, we have options available.

If you have any more questions, please contact our Lettings team or Resident Services team, who will be happy to help. You can also visit our website for more information.

Well loved by *residents*



“I recently had the pleasure of renting a property through Placefirst and I couldn't be happier with my experience! Booking a viewing was incredibly easy and straightforward, which made the entire process stress-free.”

Il, via Trustpilot

“It was amazing experience. Their services are exceptional beyond what you'd experience / expect from landlords.”

Johann, Via Google Reviews

“They have been great, swift, and reliable. I would give them a big thumbs up.”

Vivian, Scholars View Resident via Homeviews

Let's *chat!*

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0330 058 1905

Let's *be social!*

@placefirsthomes

@placefirst

@placefirst



CLIENT MONEY PROTECTION:
ukala.org.uk

INDEPENDENT REDRESS:
propertyredress.co.uk

NIL DEPOSIT SCHEME:
flatfair.co.uk

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