

**BEGIN
TO REIMAGINE**

WITH $\frac{AG}{C}$ | **BTR**

ABOUT AGC

AGC is a British interior design collective with a portfolio of international award-winning interior design brands. Creating the benchmark in luxury living, the Accouter Group of Companies which is home to Accouter, A.LONDON and BoxNine7, delivers world-class interior architectural and furnishing services to the global property market and private clients.

ACCOUTER

A.LONDON
EST. 12

BOXNINE7⁺

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BEGIN TO REIMAGINE

* ALL STATISTICS ARE FROM INDEPENDENT RESIDENTIAL RESEARCH CONSULTANCY, DATALOFT 2021.
AGC BTR worked closely with independent residential research company DataLoft, exploring the relationship between design and value. Please note, none of the comments referring to the AGC BTR service proposition are from the research completed by DataLoft.

**“EVERY SQUARE INCH WAS
THOUGHTFULLY LAID OUT.
THE FINISHES MAKE IT FEEL
AS IF WE’RE STAYING IN A
5-STAR HOTEL.”**

TENANT, 8 WATER STREET

VERTUS BTR, FURNISHED BY AGC BTR.
HOMEVIEWS 2020



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OUR PROCESS

Our process is simple and hassle-free.



**“WE ARE THE
INNOVATORS,
THE CREATORS
AND THE
THOUGHTFUL
MAKERS OF
BUILD-TO-RENT.”**

BUILD-TO-RENT SERVICE

With our multifaceted interior design service and award-winning team of creatives, we have built a reputation that has defined the benchmark in aspirational living.

At AGC, we aim to provide a BTR solution by challenging the norm and pushing boundaries. Calling on relevant expertise from our portfolio of interior brands, we can provide you with a unique proposition by offering interior architectural, show home and furniture range design, all under one roof.

As innovators, creators and thoughtful furniture makers; we are passionate about your project ambitions and are dedicated to inventing and delivering a stand-out scheme for your residential investment which is as functional as it is alluring. With our sympathetic values, we are increasingly obsessed with our ability to contribute to a sustainable future for Build-to-Rent by delivering quality and considered surroundings to your residents.

Maximising your return and with our quality guarantee, we are as invested as you, supplying a superior product with the future in mind.

RENT BUILD-TO-RENT

2X

IMPORTANCE OF DESIGN

New build renters consider design and quality to be nearly twice as important than second hand renters.

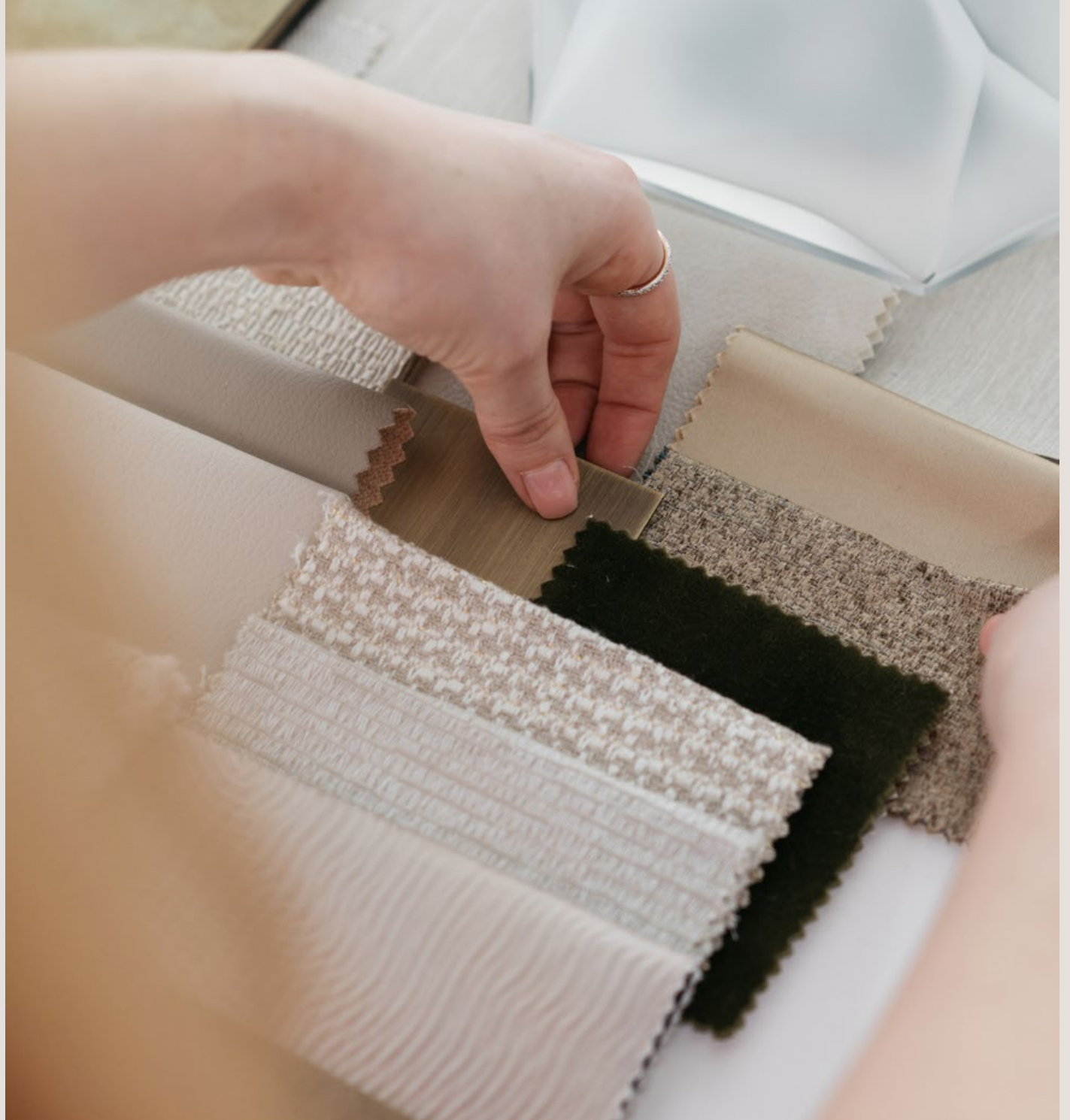
DATALOFT, PROPERTY ACADEMY, 2020



DESIGN & BUYING

Operating in the residential furnishings market since 2012, we draw down on delivering award-winning Interior Architecture, Interior Design and Furnishing services to a vast client base, gathering inspiration from global design events and surroundings.

Growing in an environment where anything is possible, AGC continuously sees the yes in the no. Our exceptional creative talent is encouraged to innovate, challenge and add value to those who we collaborate with. So much so, that our Design & Buying teams are renowned for breaking boundaries and setting new trends, ultimately progressing our schemes in line with the ever-evolving lifestyles of your residents.



DESIGN & BUYING

ANNIE
LEIBOWITZ
AT
WORK





RESEARCH

We devote our time to researching the area and target demographic for your project. We explore every aspect of the resident's lifestyle by putting ourselves in their shoes, allowing us to tailor our designs to each development, client and location.

Always considering our client's key aspirations for the development and their sustainability journey, we deliver a seamless service with maximum appeal and return.



RESEARCH RESEARCH

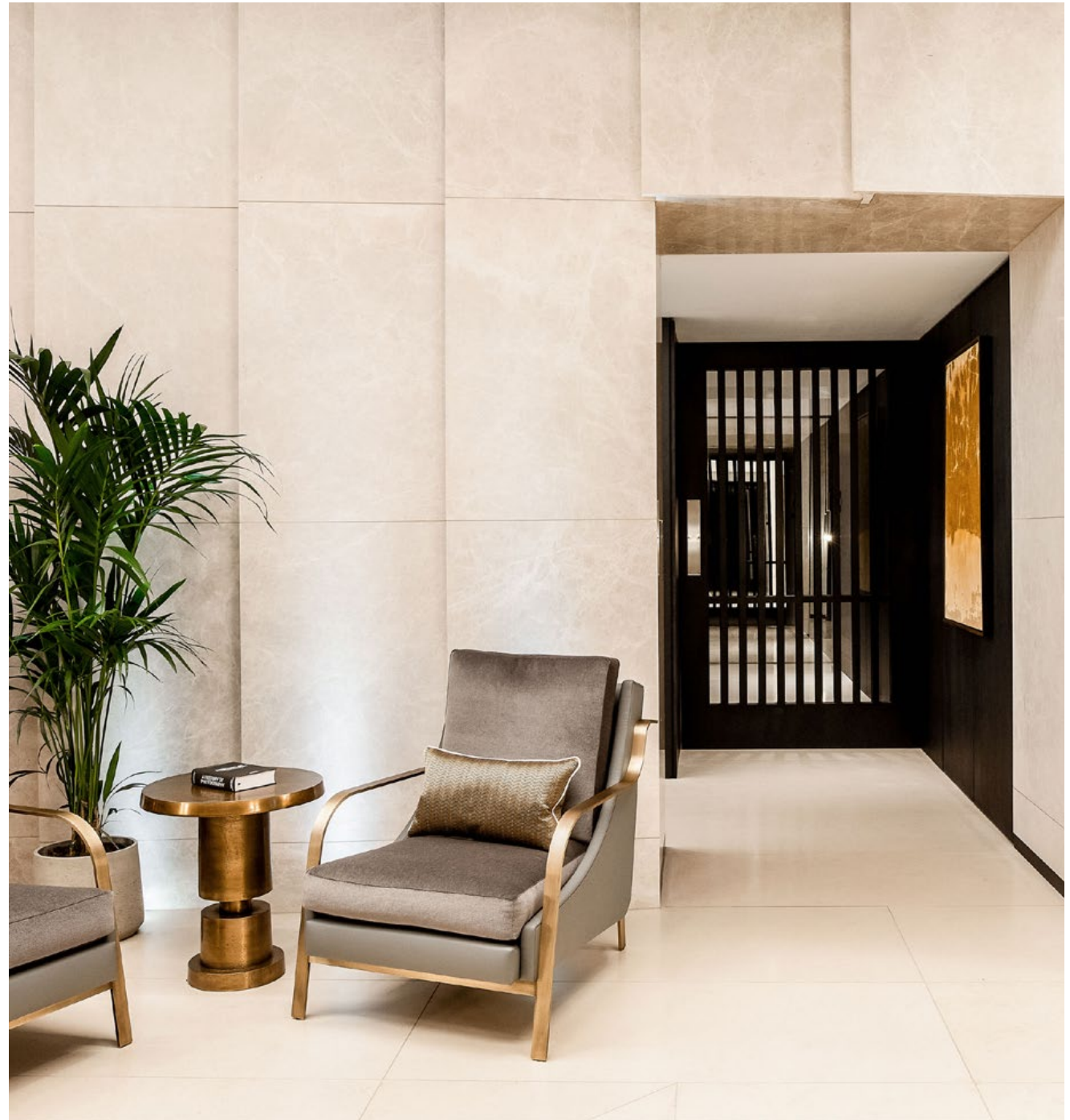


£4BN

INVESTMENT

anticipated in UK BTR in 2020

KNIGHT FRANK, HOME VIEWS, 2020





SEAMLESS LOGISTICS

Right down to the finishing touches we've got you covered; from procurement to delivery, quality assurance is at the forefront of each process within AGC.

Not only is our Installation team CHAS-certified (Contractors Health & Safety Assessment Scheme), but we have been awarded the ISO9001 accreditation from the independent International Organisation for Standardisation and with this in mind, you can be assured that excellence and efficiency are never overlooked. Our dedicated and professional Logistics team are equipped with extensive knowledge and training to ensure each installation adheres to our very own best-in-class standards, meaning the installation process will run without a hitch.





92%

TIME SPENT INDOORS

OMNIUM, 2019





DEDICATED TEAM

We pride ourselves on delivering a personal, hassle-free service. AGC's efficacious, tight-knit team of award-winning designers, proactive project managers and efficient Logistics team are suited to any project given. Rest assured that not only will we work to design the perfect scheme which meets your brief and is tailored to your requirements and target demographic, it will be a completely pleasurable, stress-free process for you too.

AM DEDICATED TEAM





16%

PRICE PREMIUM

global price premium for luxury branded residences

SAVILLS, 2020



QUALITY ASSURANCE

Quality assurance is key. Our designers are committed to choosing the most reputable suppliers, sampling the products in person and signing off all large orders with 100% confidence in the product and manufacturer.

QUALITY ASSURANCE







AFTERCARE

Just like you, we are committed to yours and your resident's satisfaction. Delivering the perfect turnkey solution means our service doesn't stop once the final piece is installed. Your respective project manager will ensure that both parties are completely happy with the install and service provided, making the process extremely unique and personal to your requirements and resident's needs.

ETERCARE AFTERCARE



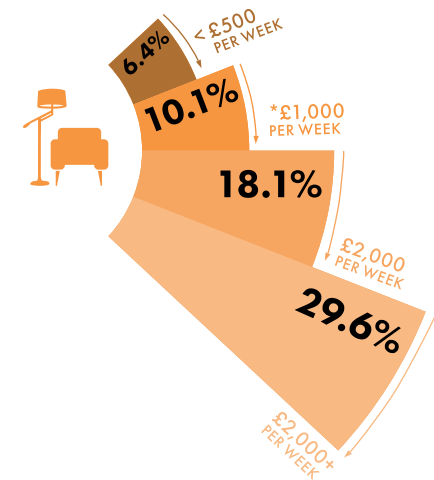


10.1%

FURNISHED HOMES PRICE PREMIUM*

against unfurnished apartment rentals across prime London

LONRES, 2020



DATALOFT, LONRES

furnished v unfurnished apartments let across prime London

*Dataloft Report, 2021



**“WE ARE COMMITTED
TO THE EVOLUTION OF
SUSTAINABLE PRACTICES.”**

OUR RESPONSIBILITY

In parallel with our desire to continuously create new and innovative designs, our pledge towards sustainability is an equally ever-evolving journey.

Here at Accouter Group of Companies, we are constantly looking for ways to develop our awareness and knowledge of sustainability within the interior design industry. Understanding the increasingly important role in protecting the planet, has encouraged us to focus our efforts on introducing more sustainable measures in any way we can.

In illustration, we are continually looking for opportunities to specify previously cherished antique pieces, providing a characterful touch of history for our clients. Our rental service extends the life of our furniture as we lovingly restore the pieces on their return to us. These are a few ways that demonstrate our commitment to reducing our ‘furniture footprint’ through the consumption of new materials and excess supplier deliveries, which are not compromising on quality or design.

We are investing in the future, and we will direct our efforts on measures that will deliver the biggest impacts, aiming to continuously review and improve AGC’s environmental performance with an emphasis on minimising any destructive environmental impact. Sustainability measures have already seen us achieve our ISO environmental accreditation 14001, and we are committed to working towards carbon neutrality.



3 YEARS

ROI

potential recovery period for cost of furnishings

DATALOFT, DRMA, LONRES, ACCOUTER





PACKAGING MATERIALS & RECYCLING

Being a consumer of paper products, we make every endeavour to use the products responsibly. We encourage the use of products from a source which is effectively managed and controlled together with products which are recycled.

Any bleaching of packaging paper is carried out using Elemental Chlorine Free (ECF) methods. No raw materials containing lead, mercury, cadmium and hexavalent chromium can be used in the total quantities exceeding 100pp, as provided for by the regulations in force, particularly the European Directive no 94/62 EC. We endeavour to work with recognised waste and resource contractors recommended by our supplier's chain roster.





ACCESS TO PRIVATE OUTDOOR SPACE

attracts an 8% price premium with 38% of renter willing to pay more for a roof terrace

DATALOFT, HOMEVIEWS,
PROPERTY ACADEMY, 2020

THE DEVELOPMENT

Canary Wharf's 23-acre district, Wood Wharf, is host to revolutionary office spaces, retail and residential, balanced with a charming waterside setting and welcoming green space.

With nods to a sustainable future, the area features exceptional architecture. Amongst the new developments is the inspiring low-rise, 8 Water street. Developers, Canary Wharf Group created a thriving residential community with its 174 apartments overlooking the south dock, quiet boardwalks and floating pavilions of water square.

Appointed in 2018, AGC worked closely with Build-to-Rent operators, Vertus, to create an environment that connects its residences with the surrounding water and quaint garden space. The development boasts flexible communal areas including; a lounge, self-service bar, screen room, private dining room and an expansive roof terrace (the largest outdoor space in the Vertus portfolio) all carefully curated and designed by AGC.

In addition to the communal areas, the 174-apartment building includes 160 dressed units and premium penthouses all designed by AGC. Our dedicated Design team worked closely with the client to create three bespoke schemes that fitted the premium development, which consisted of studios, one-bed, two-bed and three-bedroom apartments.



CANARY

W H A R F

DEVELOPER: Vertus

ARCHITECT: Stanton Williams

BUILDER: Canary Wharf Group

FURNITURE PROVIDER: AGC

MANAGEMENT & LETTINGS: Vertus

DEVELOPMENT TYPE: BTR Residential

NUMBER OF RESIDENTIAL BTR UNITS: 160

RESIDENTIAL UNIT MIX: Studio, 1, 2 and 3 bedroom penthouses

DEVELOPMENT COMPLETION: September 2020

FURNITURE INSTALLATION DATE: October 2020 – November 2020

EAST LONDON

A close-up, high-angle shot of a dark-stained wooden side table with a thick, dark marble top. The table's surface shows intricate white and grey veining. The wood grain of the side panel is clearly visible. In the background, a large, light-colored ceramic vase holds a lush, feathery plant. The scene is lit with soft, natural light, creating a clean and modern aesthetic.

OUR GUARANTEE

Our trust in the companies we collaborate with is why we are proud to offer a guarantee on your furnishings.





PARLOUR



THE DEVELOPMENT

Part of the exciting £600m Hallsville Quarter regeneration project in East London, Argo Apartments is an impressive Build-to-Rent development in the heart of Canning Town. The Development is made up of a mix of one and two-bedroom flats and extensive communal areas including a ground floor Lift Lobby & Reception Area, Meeting Room, Snug, Work Zone, TV and Games Room, Dining and Conference Suite, as well as Balconies and a Roof Terrace.

At the end of 2017, AGC partnered with Grainger LLC, the UK's largest listed residential landlord, to create an exclusive collection for Argo Apartments.

We were instructed to provide furnishings for the communal areas and 134 apartments. Our design team crafted considered schemes to cater to a "work, rest play" lifestyle and appeal to the target demographic of young professionals attracted to Argo's amenities and its proximity to London's top employment hubs. The amenity interiors were carefully designed to foster a stylish yet comfortable members club environment. Utilising concepts from two of our bespoke furniture collections, we created two tailored schemes for the individual apartments.



AR

G O

DEVELOPER: LinkCity with Grainger

ARCHITECT: John McAslan + Partners, Hunters and Associated Architects

BUILDER: Bouygues

FURNITURE PROVIDER: AGC

MANAGEMENT & LETTINGS: Grainger PLC

DEVELOPMENT TYPE: BTR residential

NUMBER OF RESIDENTIAL BTR UNITS: 134

RESIDENTIAL UNIT MIX: One and two bedroom – 95% furnished

DEVELOPMENT COMPLETION: December 2017

FURNITURE INSTALLATION DATE: December 2017 – March 2018

APARTMENTS

CANNING TOWN, LONDON



OUR MASTER MAKERS

The craftsmen and craftswomen bringing our upholstery to life have over 100 years of combined experience behind them, meaning we only select the most skilled master makers.





THE DEVELOPMENT

Originally completed in the summer of 2012, CQ London is a £92m scheme comprised of over 300 apartments (both affordable, rental and private sales) as well as commercial space completed over four phases. In 2016, A2Dominion was granted planning permission to convert the un-let ground floor commercial space into nine Build-to-Rent flats with completion in September 2017.

The team at AGC were approached by A2Dominion to furnish one of the units as a Show Apartment just prior to completion, to assist with marketing and lettings of the apartments. Due to the development's close proximity to the City and Canary Wharf, our design team chose to furnish the Show Apartment using components from our Hockney Collection to appeal to young professionals attracted to the area.

The Show Apartment was remarkably well received and resulted in A2Dominion instructing us to provide furnishing for the further eight apartments. Through successful marketing of the show apartment, four of the nine units let prior to the subsequent furniture installation. The further five apartments were let within one week of furnishing. Of the nine apartments, only one let unfurnished.



COMMERCIAL

RO

DEVELOPER: A2 Dominion

ARCHITECT: HTA Architects

BUILDER: Silver Development and Construction Group

FURNITURE PROVIDER: AGC

MANAGEMENT & LETTINGS: Knight Frank

DEVELOPMENT TYPE: Commercial Unit conversion to BTR Residential

NUMBER OF RESIDENTIAL BTR UNITS: 9

RESIDENTIAL UNIT MIX: One and two bedroom – 89% furnished

DEVELOPMENT COMPLETION: November 2017

FURNITURE INSTALLATION DATE: November 2017

A

D

LIMEHOUSE, LONDON



SUPER SWIFT

Long or short, we can work to your lead times, enabling you to launch your development at the right time in the right way.





THE DEVELOPMENT

The Rock, located in Bury Manchester, is a £350 million mixed-use scheme comprised of retail, leisure and residential units. The development has helped completely transform Bury Town Centre and reinforce its market town position by creating a vibrant residential and commercial environment. The development was delivered across a number of phases over several years.

AGC were approached in 2015 to partner with The Rock and provide furnishing for their final BTR phase. Our design team put together a tailored furniture range specifically designed to showcase The Rock apartments to their maximum potential. In accordance with the launch of the apartments, AGC furnished five show units to assist with marketing. The Build-to-Rent element of The Rock has been overwhelmingly well received by the market due to its simple but high standard design and furnishings, as well as its good transport accessibility.

The BTR development has since been purchased by Grainger PLC.



THE ROCK C K

DEVELOPER: Kennedy Wilson

ARCHITECT: AA Projects

BUILDER: Bardsley Construction Ltd

FURNITURE PROVIDER: AGC

MANAGEMENT & LETTINGS: Knight Frank

DEVELOPMENT TYPE: Mixed-use residential and commercial

NUMBER OF RESIDENTIAL BTR UNITS: 233

RESIDENTIAL UNIT MIX: Studio, one and two bedrooms – partially furnished

DEVELOPMENT COMPLETION: April 2015

FURNITURE INSTALLATION DATE: April 2015

BURY, MANCHESTER

THE PROCESS

01

THE BRIEF

Knowledge and communication are key to success. Our initial meet will cover; timelines, budgets, units, location, target demographics and style. We'd even recommend a workshop session so we can gather all the key players and agree on the key objectives of your finished building and make sure we help you make the right steps to achieve those goals.

Should you choose to bring us in at the start of your project, our in-house BTR specialist can help with interior architecture, space planning, creating a sustainable building and recommend building services.

02

THE PROPOSAL

After our initial meeting, we will take your brief along with our research into the development location and demographic and work our magic. We will then present to you our vision for your resident's new home.

03

CONTRACT

We're true to our word so let's get it in writing and make sure you get the service we promise.

04

DESIGN

Once the contract is signed, your dedicated designer will work with you to create a scheme that you and your new resident's will fall in love with.

05

PROCURING YOUR SCHEME

This is when the really exciting part starts. The quality of products is invaluable to us and our service. We use our trusted suppliers to ensure the process runs smoothly and whilst you are protected with our warranty, we're there to help should you need it.

06

SAMPLING

It is important to us you love our furniture as much as we do, so we highly recommend a sampling stage at this point- if time and budget allows.

07

THE PROJECT

Once you're happy with the product sample, your dedicated project manager will be on hand to ensure a seamless delivery every step of the way.

08

INSTALLATION

Let the real fun begin. Our flexible approach means we can deliver the scheme to suit your needs all within the capable hands of our highly efficient Logistics team.

09

GOING LIVE

Once your scheme is installed, we can help with the enlisting of key staff, suppliers and even marketing for your building.

10

AFTERCARE

Customer happiness is key, so we promise to work with you to ensure happy residents long after we have installed.

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