

For immediate release: 10<sup>th</sup> December, 2003

## ACCOMMODATION FOR STUDENTS FORGES CLOSER RELATIONSHIPS WITH LANDLORD ASSOCIATIONS

*- Hamilton Fraser Sponsorship Gives Additional Impetus to  
Initiative -*

(London, 10 December, 2003) Accommodation for Students (AFS) ([www.accommodationforstudents.com](http://www.accommodationforstudents.com)), the UK's number 1 student accommodation website, consolidated its relationships with UK landlord associations by giving a presentation in Sheffield last month to the Sheffield and District Landlord Association, attended by over 100 of its members. AFS now has reciprocal agreements with 17 landlord associations, including the nationwide Small Landlords Association (SLA) with over 4500 members, and 4 national letting associations, including ARLA, the Association of Residential Letting Agents, with 1200 members.

Stuart Simcock, Secretary and Treasurer of the Sheffield and District Landlord Association, said today:

“With over 150,000 visitors a month the Accommodation for Students website is a valuable means for our members to attract suitable tenants. AFS, for its part, actively encourages its private landlords to join well established landlord associations as the benefits for tenants and landlords alike are considerable. For a

landlord there is advice on good tenancy procedures, health and safety, fire regulations and security. There is also the opportunity for information share with other landlords and cost saving initiatives on insurance and buy-to-let mortgages. For tenants there is the benefit of knowing they are in safer, more secure properties with fairer, more responsible landlords.”

This initiative was given further impetus today by the announcement of a sponsorship agreement with Hamilton Fraser Insurance Solutions (HFIS) ([www.hamiltonfraser.co.uk](http://www.hamiltonfraser.co.uk)), the leading provider of insurance for residential landlords and managing agents. HFIS has chosen to sponsor the AFS Landlord Admin Area which allows easy and quick uploading of property details and, under the terms of the agreement, will offer AFS a commission for any introduced business, including from the 11 HFIS recognized landlord associations to whom it will publicise its AFS sponsorship and partnership.

Simon Thompson, director of Accommodation for Students, said:

“We are delighted to have Hamilton Fraser sponsor our Landlord Admin Area. As well as providing private landlords with excellent insurance products it also provides AFS with the opportunity to promote its services to 11 more landlord associations and we look forward to doing some specific activity with HFIS to this end in the New Year.”

The landlord associations initiative also extends to AFS’s sister website  
Accommodation for Professionals

([www.accommodationforprofessionals.co.uk](http://www.accommodationforprofessionals.co.uk)) which provides private rentals accommodation for young professionals across the UK. Both are part of the Accommodation For... Group which also includes the bespoke Wimbledon accommodation website, [www.wimbledon-housing.com](http://www.wimbledon-housing.com).

– ENDS –

### **About Accommodation for Students**

Accommodation for Students Ltd. was founded by William Berry and Simon Thompson, ex-students from Manchester, in June 2000. The site went live in test phase in June 2001, prior to its full launch in January 2002. The site currently attracts 150,000 unique users a month.

The site's features include:

#### **For students**

- A powerful search engine accessing a nationwide database of student accommodation properties
- An easy-to-use, comprehensive set of accommodation criteria, including geographical location, number of rooms (including required size of room), rent, interior facilities (from satellite/cable television to dishwasher), exterior facilities (from garden to off-street parking) and service facilities (eg CORGI registered gas central heating)
- Notice board facility
- Clipboard facility to save accommodation details
- Landlord email facility which sends an email to the landlord with one click when a student finds a property they like. The email specifies the house and student details and effects an introduction between the student and landlord.
- Chatroom to allow potential housemates to talk to each other and review house options.

#### **For Landlords**

- Sophisticated, user-friendly '**landlord admin suite**' which allows landlords to directly upload and edit their property details and pictures on the Accommodation for Students website. The unique measurement facility allows landlords to judge the effectiveness of the website in attracting student interest to their properties and ultimately their letting.
- Easy contact system: Accommodation for Students '**email landlord service**'. This service enables students to send a generic email of interest to a landlord with one click. This also ensures the privacy of landlord email addresses.

### **Accolades**

- Highly Commended in the Best Industry Innovation category at the inaugural 2002 Property Business Awards

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