

# BTR Code of Practice

A set of proposed  
principles developed on  
behalf of the BTR sector by the  
Association for Rental Living (ARL)  
and The Good Economy

March 2024





# 1.

**Embed professional standards across all stakeholders prioritising 'safety-first' and nurturing customer loyalty.**

## **Signatories will:**

- 1.** Ensure recognised exacting standards of health, safety and security are hallmarks of all activity, protecting employees and external stakeholders.
- 2.** Manage and/or oversee property management teams that adopt a responsive and accessible culture, accountable for meeting institutional quality.
- 3.** Implement professional development programmes, appropriate to the seniorities/roles of all staff.
- 4.** Ensure the achievement of appropriate equivalent standards from all outsourced suppliers.

## **Rationale:**

- Maintain high standards.
- Ensure the highest expected technical competences.
- Promote residential property management as a career option with appropriate pay, recognition, and promotion opportunities.
- Demonstrate proactive management of sub-standard performance so employees who fail to pass the relevant exams or meet the requirements of the programmes should not be permitted unaccompanied interface with customers until they have

**Adhere to high quality standard specification and design of homes and places.**

**Signatories will:**

- 1.** Deliver quality BTR homes by aligning with recognised standards of design &

## 3.

### **Actively respond to the climate crisis with responsible environmental policies and practices.**

#### **Signatories will:**

1. minimisation of the use of natural resources, and circular economy principles.
2. Adopt a Net Zero target by 2050 (if not earlier), underpinned by a clear pathway
3. Measure, monitor, manage and benchmark energy, waste and natural resource use performance.
4. Educate, advocate and incentivise all key stakeholders about their responsibilities with respect to the climate crisis.
5. Achieve institutional quality sustainability/ environmental standards.

#### **Rationale:**

- Proactive awareness of new and emerging regulatory and policy requirements at local and national levels.
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- To provide clarity to suppliers and contractors on their responsibilities.
- Promote positive engagement with customers on the topic.

## **Adopt fair, flexible and responsible terms which promote lasting relationships.**

### **Signatories will:**

- 1.** term lengths (at least) 3 years, tenant only break clauses, no hidden fees, fair and transparent rent increases.
- 2.** Take a responsible perspective to revenue generation which fosters stewardship
- 3.** accessible formats eg tenancy agreements/complaints procedure.
- 4.**
- 5.** Ensure customers are treated fairly, consistently and inclusively.
- 6.**

### **Rationale:**

- Provide security of tenure for customers.
- Be open and transparent in communications, including addressing an [info@theARL.org](mailto:info@theARL.org) or [010509214420](tel:010509214420)

## **Cultivate community as core to BTR.**

### **Signatories will:**

- 1.** Develop homes and foster vibrant scheme communities which encourage connection and generate a sense of belonging.
- 2.** Curate targeted customer engagement programmes aimed to enhance lifestyles
- 3.** Engage with the local community to ensure places are contextually relevant for the long term, meeting underserved local needs as far as possible and respecting
- 4.** Prioritise meaningful economic and social opportunities that support local businesses, organisations and communities.
- 5.**





## 7.

### Promote the adoption of this Code.

#### Signatories will:

- 1.
2. organisations.
3. Embed Code expectations within their organisations and across all stakeholders.
4. Advertise the kitemark on published material.

#### Rationale:

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- Encourage all parties to mutually support one another in pursuit of the
- Aim to achieve consistency and predictability across the BTR sector.

# BTR Code of Practice

To feedback on these proposed principles  
please register at

<https://thearl.org.uk/btr-code-of-practice/btr-code-of-practice-principles-form/>

To ask for more information about the  
Code email: [info@theARL.org.uk](mailto:info@theARL.org.uk)



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