

# A YEAR IN R3VIEW



## R3 in numbers

### The last 12 months

R3Location has enjoyed one of its most active years, despite the economic uncertainty created by the drawn-out Brexit process.

People are still moving, it seems, and this newsletter highlights some of the numbers behind delivering high quality, hand-held destination services in the Capital over the last 12 months.

### Independence

Firstly R3 has worked with over 30 Estate Agents in London to secure tenancies for its clients' employees (Figure 1).

This is an important number because it demonstrates that we are always striving to present the **best possible properties** and not just those listed by top Agents. Our research is meticulous, not just looking online, or focusing on listings from the two or three top agents. We engage with each and every relevant outfit in the area, we call them, we discuss properties on their books, we cross-reference against online listings. Above all, we aim for objectivity in our assessment of quality and we always have the assignees' best interests at heart.

### Locations

While R3 moves people nationwide, and also across EMEA, our core competency remains Central London. **Figure 2** provides a broad overview of where our clients' assignees have moved over the past year.

**FIGURE 2**

Spread pattern for Central London moves



We live and breathe London and bring to bear considerable knowledge of the Capital when engaging with employee relocating.

Interestingly, over the last 12 months, traditional prime locations such as Chelsea, Kensington, Notting Hill and St John's Wood – whilst still strong – have given way to more central neighbourhoods such as Marylebone, and the City. Canary Wharf, especially within the Financial Sector, is showing increasing popularity.

### Types of tenancies

Across all these different areas, R3 has facilitated the introduction of over £9m worth of rental income to Agency networks. At various levels of rent and types of tenancies (Common Law, Corporate and Shorthold Assured Tenancies). **Figure 3** provides an overview of our spread for tenancies ranging from £500 a week all the way to £7,000+ a week.

### The next 2 years

Over the last seven years, since inception back in February 2012, R3Location has grown into a market leading Destination Service Provider in London, and continues to raise the relocation support bar in the Capital.

We are proud of this legacy and the way in which we always put R3's core values first when engaging with clients and assignees – our 3 Rs:

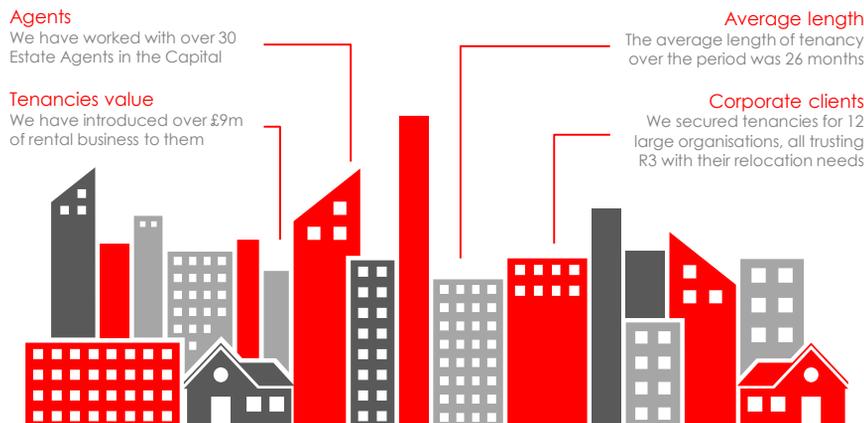
- Reliability
- Reputation
- Relationships

In the next few weeks, building on the success of our London-based operation, we will announce some exciting developments for R3Location to see us through over the next two years and beyond.

Watch this space!

**FIGURE 1**

R3Location in numbers – what have we done in the last 12 months?



**FIGURE 3**

Tenancy range – total rental values

