

**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<sup>+</sup>

CONTACT US

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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.

03

# 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

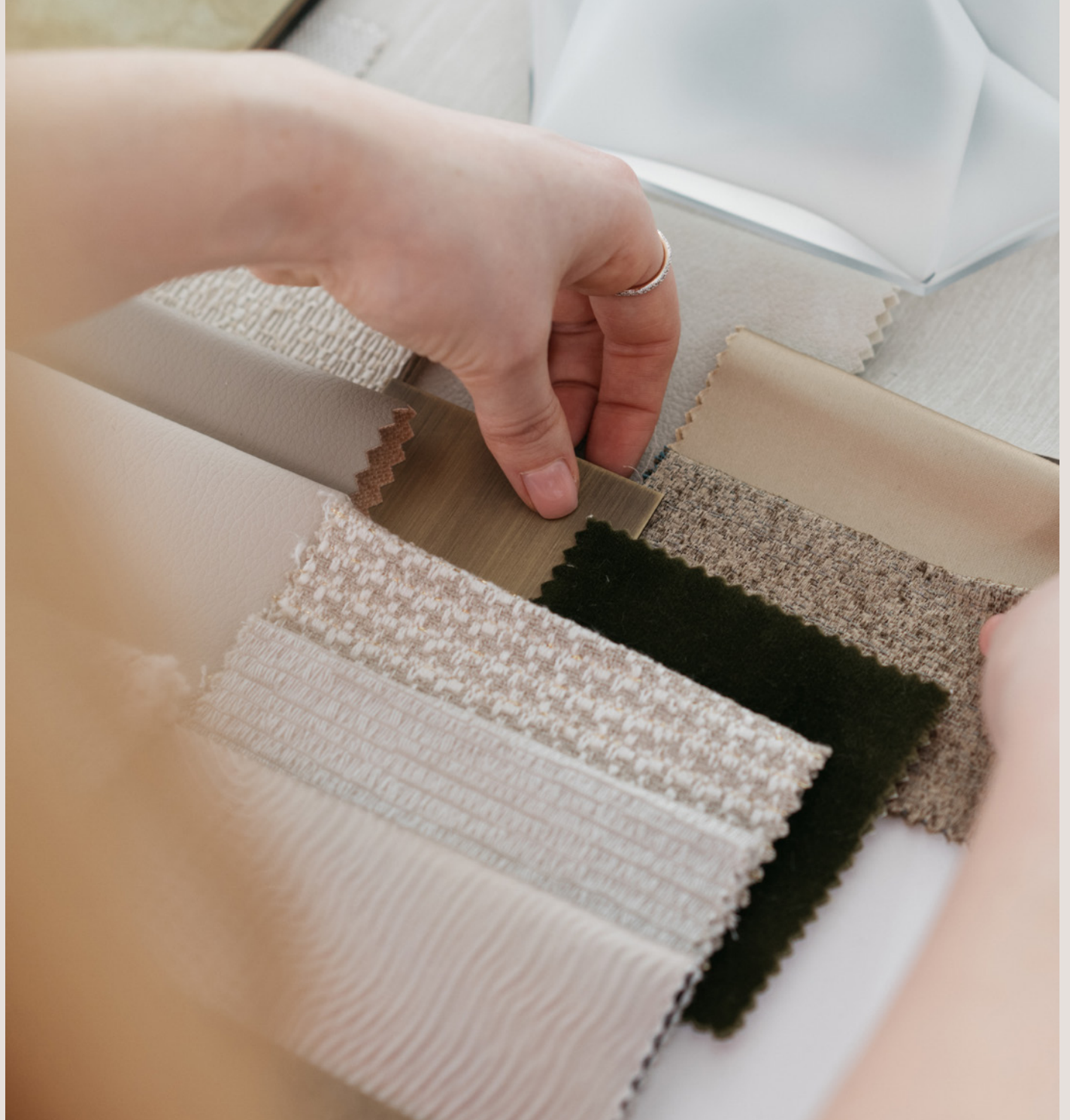




## DESIGN & BUYING

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.



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.

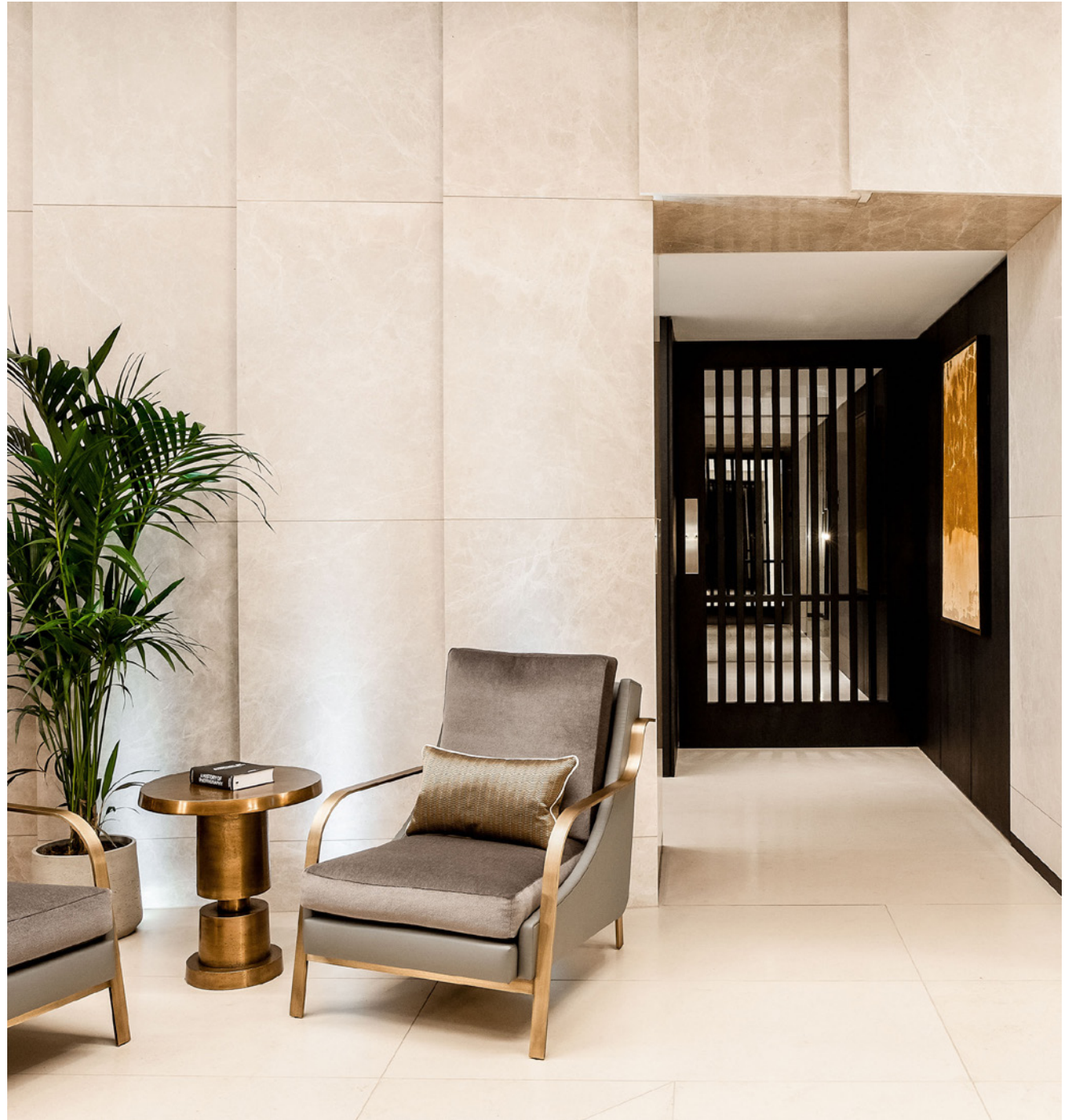




# £4.3BN

INVESTMENT  
UK BTR IN 2021

KNIGHT FRANK, 2021





## 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

OPINIUM, 2019





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## 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.





# 16%

PRICE PREMIUM

global price premium for luxury branded residences

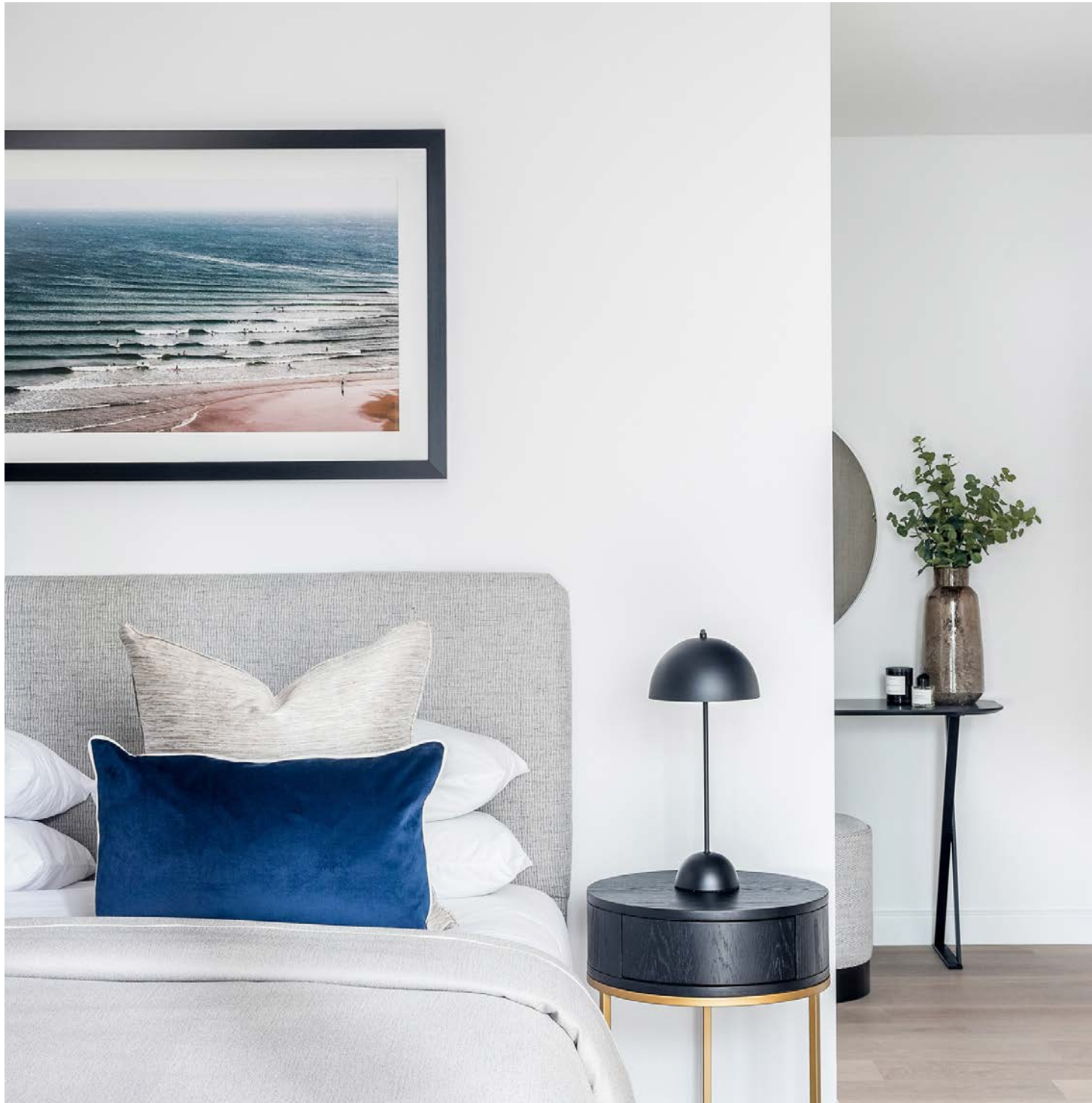
SAVILLS, 2020



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## 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.





## 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.





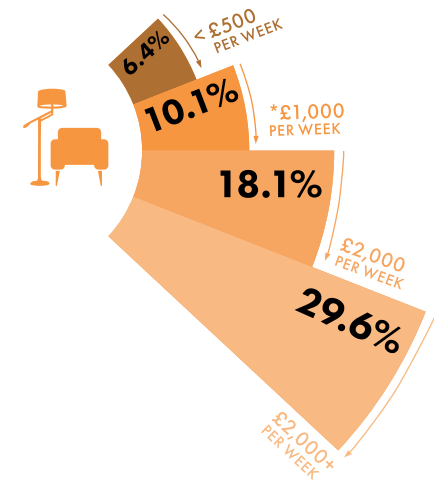


# 10.1%

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 PRIORITISING  
PLANS TO REGENERATE AND  
COMMENCE A NEVER-ENDING  
JOURNEY TOWARDS  
‘SUSTAINABILITY’.”**

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## OUR RESPONSIBILITY

### A FORCE FOR GOOD

Since 2012 we've been on a mission to be the best furnishing and interior provider on the planet. Now we are on a mission to make the planet a better place too.

As a future-focused collective, we realise how much difference we could be making on eco and social levels. So instead of sustaining and maintaining our performance, AGC is prioritising plans to regenerate and commence a never-ending journey towards 'sustainability' and do our bit to make the planet a better place for every being.

Through initiatives with our teams, customers, our supply chain, the wider community, and by being transparent and accountable, we plan to do more than just heal the environment. That's why we are proud to be actively working towards our B Corp certification, and each step of the way, proving to you that the breathtaking world of interiors can also be a beneficially breathtaking world.

To read our sustainability manifesto and more, [click here](#), or scan the QR code below:







**“A MORE  
FUTURE-FOCUSED  
APPROACH.”**

## **ESG CONCENTRATED**

Our team is working hard to deliver a more future-focused approach to our BTR schemes. In turn, we are devoted to showing investors, developers, and financial institutions how design can be sustainable, a solution to strengthening their ESG credentials at such a critical time. Furthermore, within our designs, we are opting to use local suppliers where possible, and our wooden furnishings are harvested in compliance with rules and regulations to protect our natural resources.

To read more about our ESG focuses, [click here](#), or scan the QR code below:





# 3 YEARS

ROI

potential recovery period for cost of furnishings

DATALOFT, DRMA, LONRES, ACCOUTER





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## 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.





## THE DEVELOPMENT

"An emerging modern community."

Skidmore, Owings & Merrill Architects have designed the 5 high-rise waterfront buildings with striking glass and stone exteriors. The geometric design of Upper Riverside invites in an eccentric form of light. At the same time, the full height glazing and the timber balconies present an expansive view over the River Thames and The O2 Arena, Design District, and various other urban-living amenities.

Appointed by Knight Dragon, AGC BTR were brought in to furnish 70 apartments across 3 of the 5 buildings. Inspired by the riverside views, a concept of light and dark colour palettes complemented by the open-plan living was curated for the stylish apartments. When designing the 3 interior schemes, AGC BTR was heavily influenced by the local area, whilst taking inspiration from the varied architect's finishes of the other apartments. The completed looks featured a bright and colourful scheme, reflective of the client brief and the targeted demographic for the area.



# GREENWICH

**DEVELOPER:** Knight Dragon

**ARCHITECT:** Skidmore, Owings & Merrill SOM

**CONTRACTOR:** Mace

**FURNITURE PROVIDER:** AGC BTR

**MANAGEMENT & LETTINGS:** Greenwich Peninsula

**DEVELOPMENT TYPE:** Residential

**NUMBER OF RESIDENTIAL UNITS:** 70

**RESIDENTIAL UNIT MIX:** 1, 2 and 3 bedrooms

**DEVELOPMENT COMPLETION:** March 2020

**FURNITURE INSTALLATION DATE:** September 2021

## PENINSULA

EAST LONDON



## 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 BTR 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 BTR.

In addition to the communal areas, the 174-apartment building includes 160 dressed units and premium penthouses all designed by AGC BTR. 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

**DEVELOPER:** Vertus

**ARCHITECT:** Stanton Williams

**CONTRACTOR:** Canary Wharf Group

**FURNITURE PROVIDER:** AGC BTR

**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

# R

# F

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 table's body 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.

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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 BTR 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

**DEVELOPER:** LinkCity with Grainger

**ARCHITECT:** John McAslan + Partners, Hunters and Associated Architects

**CONTRACTOR:** Bouygues

**FURNITURE PROVIDER:** AGC BTR

**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

# GO

# 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.





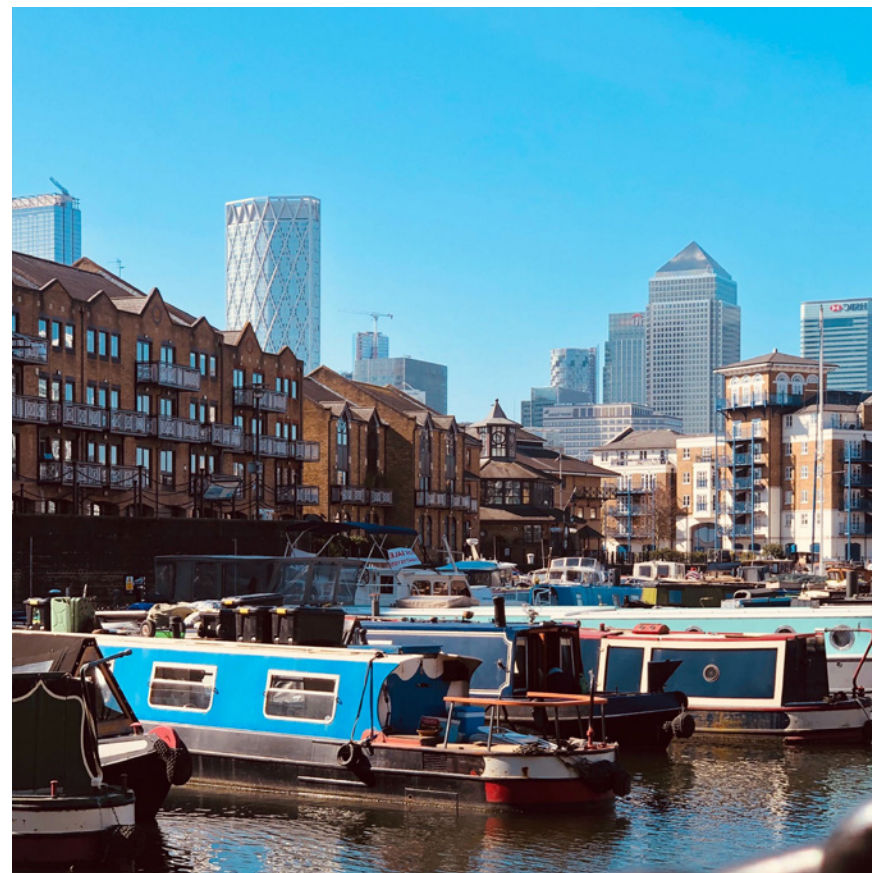


## THE DEVELOPMENT

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 BTR 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

**CONTRACTOR:** Silver Development and Construction Group

**FURNITURE PROVIDER:** AGC BTR

**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 BTR 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 K

**DEVELOPER:** Kennedy Wilson

**ARCHITECT:** AA Projects

**CONTRACTOR:** Bardsley Construction Ltd

**FURNITURE PROVIDER:** AGC BTR

**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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