



Newsletter

February 2025

Welcome to our first company newsletter!

We are thrilled to launch our very first newsletter, marking an exciting new chapter for Prime Management as we celebrate our 12th birthday!

This milestone offered the perfect opportunity to gather as a team, enjoy an inspiring presentation by our directors, Stephen Wiles and Laura Jones, and cap it all off with a fun-filled sports day.

Reflecting on our journey, we are proud of how far we've come in 12 years. Many of our clients have been with us since the early days, and it's important to share how we've grown and evolved to meet their needs.



Our goal for this newsletter

It aims to keep you informed about the changes within Prime, our vision for continuous improvement, and how we are working to enhance our services.

Over the past five years, Prime has grown significantly.

This growth has ensured our property managers are well-supported, allowing them to proactively manage portfolios while meeting the evolving needs of our clients.

Company Growth

90

Staff
members

2

Office
locations

7

Specialised
departments

Challenges in Property Management

The property management industry has faced numerous challenges in recent years due to various factors.

1. Inflation

Inflation in the UK has consistently exceeded the Bank of England's 2% target, contributing to increased costs.

3. The New Building Safety Regulatory Regime

In response to the Grenfell fire tragedy, the government has implemented stricter safety regulations, leading to higher remediation costs.

5. Brexit

Brexit has been linked to labor shortages within the industry, further driving up costs.

2. Insurance Costs

Residential building insurance premiums have risen, partly influenced by the UK's exit from the European Union.

4. The COVID-19 Pandemic

The pandemic significantly impacted material costs and caused inflation across various sectors.

According to a 2024 survey by TPI and the Service Charge Index, total service charges have increased by 41% between 2019 and 2024. In London alone, service charges have risen by 11% over the past two years.

Our Commitment to Clients

We understand that these challenges have placed a significant financial strain on many individuals. Our team is committed to:

- Keeping our fees and running costs competitive.
- Regularly reviewing contracts and services to identify potential savings.
- Advocating for leaseholders' rights as a leaseholder-focused company.

While we recognise that achieving the perfect balance is not always easy, our dedication to supporting our clients remains steadfast.

// Thank you for trusting us to represent your interests.



Planned Improvements

This year we will introduce our first-ever client satisfaction survey, which will be sent to all block directors. This survey will focus on key areas such as customer service, responsiveness, quality of work and interactions with each department. The results will be carefully reviewed by Louise and all managers to identify strengths and areas for improvement.

Following this review, the findings will be shared with our directors, along with proposed changes based on the feedback. Additionally, we will communicate the survey results and any resulting changes directly to our clients.

As we continue to grow, it's crucial to maintain the high level of service we are known for.

// Our goal is not just to preserve this standard but to continuously improve and exceed expectations.



Meet our departments and leaders

1. Major Works
2. Legal
3. Accounts
4. Property Management
5. Administration
6. Client Relations
7. Operations



Major works

Aisha Hoskins – Major Works Team Manager

The team has expanded to six employees since its formation in 2021. The Major Works Team has grown significantly over the last 12 months , boosting Prime’s ability to handle complex projects. We are now focusing on standardising processes, especially project handovers and alignment with Planned Preventive Maintenance (PPM) plans, to improve budgeting, planning, and project management.

Legal

Jade Richmond - Head of Legal

Our Legal and Conveyancing team is on hand to offer support with sales and property transfers, as well as lease extensions and variations, pet consents, property alterations and the subletting of your property. The team also effectively manages breaches of leases and conflicts with leaseholders.



Accounts

Jodie Madren - Head of Accounts

The Accounts team ensures precision and efficiency. The team has grown, streamlining processes for accounting queries, credit control, and service charge accounts.

Property Management

Emily Bettesworth - Property Management Supervisor

Managing five deputy team leaders, overseeing teams of 8-10 property managers. Emily prides herself on ensuring the compliance, client service excellence, and consistent management practices.



Victoria Joseph - Property Management Supervisor

Managing five deputy team leaders, overseeing teams of 8-10 property managers. Victoria is organised and works in an efficient and effective manner which ensures her clients are happy.

Administration

Georgia Fayn - Administration Supervisor

Oversees a dedicated team who are always on hand to assist property managers with they day to day running of their blocks, including arranging keys and blocks access. All while answering the phones and providing excellent customer service to leaseholders and clients.



Client Relations

Louise Hebden - Head of Client Relations

Louise brings nine years of experience at Prime to her new and exciting role, which emphasises enhancing client satisfaction and driving new business growth. In this position, she will focus on conducting surveys and collaborating with other department heads to identify strengths and pinpoint areas for improvement.

Operations

Molly Davis- Head of operations

A brand-new department starting in early 2025, will focus on company policies and operational excellence.



Award winning

We are proud to announce that we have won several awards this year.

One at the Property institute awards for 'Wellbeing Champion Award'.

Two of our Property Managers Anita Sloan and Bonnie Davis awarded rising star awards on the Property Management 50 awards.



Ace awards

Wellbeing
Champion Award



PM50

Rising Star
awards x 2

Wellness

Prime are proud to partner with We Talk Wellbeing.

They work with us to assess the wellbeing of our people, create bespoke programmes to meet our needs and all employees have the opportunity to be coached confidentially by their specialised coaches.

We know that in order for our organisation to grow, we need a workforce that thrives in and out of work. We have seen a real improvement in the wellbeing of Prime employees, and we are committed to continually investing in their personal growth.

// 'Wellbeing Champion Award'
at the property institute
awards this year.



Company values

In the past 18 months, we have developed a set of core values, thanks to Leigh Parker and our dedicated Values Ambassadors.

These values drive everything we do, guiding our actions and shaping our culture to ensure we consistently deliver excellence.

Our purpose – We exist to put life before lease.

Our vision – Fair, safe, quality living for all.



We care like
a homeowner



We get stuff done



We think ahead



We thrive together

Charities we support

We are also proud to announce our involvement with a number of charities over the last few years.

We have supported a number of charities and as a company will continue to grow in this area:

Resolve – Resolve’s purpose is to meet the needs of local people who need substance misuse treatment, are homeless or are experiencing poverty.

JOCA – this is a suicide prevention charity for men, women and children rugby players.

Macmillan Cancer Support – Our very own managing director Stephen Wiles has taken on the Hyrox challenge to raise money.

The National Maternity Support Foundation – Molly Davis is currently in training for the London Marathon 2025 – Good luck Molly, we will see you at the finish line!



A word from our directors

Stephen Wiles & Laura Jones

They share their mission to improve the property management industry, advocating for better regulation and prioritising staff wellbeing as the company continues to grow.

We look forward to keeping you updated with future milestones and sharing the results of our survey, along with the improvements we plan to implement based on your feedback.

// Thank you for being part of our journey!





Thank you