

The Business Deal

– for mutual benefit



Initiated to enhance landlord/tenant partnerships
and create new business opportunities.

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The Business Deal is a Crown Estate initiative developed jointly with our tenants in which we identify and promote principles that we believe will enhance landlord/tenant partnerships. Whilst not legally binding in any way, we have already found that supporting such practices has created mutually beneficial business opportunities.

The Landlord

- Deliver efficient and professional business administration
- Sustain a positive, constructive and approachable manner
- Ensure swift responses and rapid decision making
- Arrange structured review meetings at agreed intervals
- Achieve high standards of repair and timely maintenance
- Confirm occupier satisfaction with contractor's standards and value for money.
- Provide on-line information
- Demonstrate flexibility and enable change for business benefit
- Provide capital for viable co-investment projects
- Facilitate the promotion and marketing of high quality products and services

The Tenant

- Comply with all tenancy obligations, including rent payment
- Sustain a positive, constructive and approachable manner
- Embrace new technologies to speed communication
- Report property issues as soon as they arise
- Take responsibility for the property – as if it were your own
- Monitor contractor standards and value to The Crown Estate
- Study publications/on-line information and respond to queries
- Give early warning where business change is anticipated
- Develop robust business plans when seeking investment capital
- Engender a sense of pride through the attainment of high quality standards, aligned with Crown Estate brand values

If you have a proposal to discuss with The Crown Estate, in the first instance please contact your local managing agent. To find out more about The Business Deal contact Danny Connolly, The Crown Estate's New Business Development Manager, on danny.connolly@thecrownestate.co.uk