



Mutual Ground

The cost effective solution for communal grounds maintenance and management.

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virtu
property



Designed for forward thinking developers.



Virtu Property's Mutual Ground concept has identified a niche in the housing sector. Rather than come up with convoluted and expensive solutions, the proposition provides all the services efficiently and with one team providing improved value for money. I wouldn't hesitate to recommend them.

Ian Burns, Cameron Homes



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We created **Mutual Ground** to provide a solution when local authorities no longer manage communal areas.

Contact our expert team to discuss your specific needs and find out how **Virtu Property** can transform your approach to grounds maintenance.

What is **Mutual Ground**?

We have created a purpose built, cost effective and high-quality solution for public open space management within freehold housing developments.

In the Freehold housing sector Virtu is aware of the perceived unfairness of the cost of managing agents' fees to essentially 'manage' a grounds maintenance contractor whose costs are often similar to the management fee.

Using a combination of 15 years' experience in grounds maintenance, supported by the service charge expertise of Centrick, we can deliver a truly unique service.

The cornerstones of our service offering are:

- V Service**
- V Value for money**
- V Expertise**

Achieving these cornerstones ensures our clients (House builders) do not risk their reputation due to poor management post sale and providing customers (Homeowners) with a fair and balanced service charge.





Service

Very often the most important aspect for residents is the grounds maintenance, we use our in-house grounds keepers to provide this service. A conventional managing agent would use a sub-contractor which means that when a resident calls to ask a question it takes several steps and time to get a response, our approach gives a direct link between residents, property managers and ground keepers.

Residents still enjoy the same service levels found with more expensive managing agents such as a feature rich customer portal, financial account production and a dedicated property manager for any queries.

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Value for money

The vast majority of managing agents service models are built around leasehold properties, therefore the structure of the company is far more complex and expensive compared to the requirements of managing a freehold property.

Virtu **Mutual Ground** is built around Freehold management so therefore our customers get the benefit of lower management fees.

Our fee per property is £48 (inc VAT) per annum, subject to a minimum development fee of £1200 (inc VAT).



Expertise

Virtu has been providing grounds maintenance services for over 15 years for developments ranging in size and complexity. In turn our experience and expertise means that we can deliver a solution that aligns with our clients vision for their development.

Mutual Ground is powered by Centrick, therefore benefits from ARMA-Q processes for financial management. Client accounts, payment requests, receipts and year end accounts are all managed by Centrick, but transparently branded through Virtu **Mutual Ground** for a seamless solution.





Routine Ground Maintenance



We create a bespoke specification for each development that will ensure that all areas receive the required level of maintenance. Lawns, beds, hedges, bushes, roadways and paths will be attended to by our team of grounds keepers who take pride and ownership of their developments.

- ✓ **Grass Cutting**
- ✓ **Leaf Clearance**
- ✓ **Hedge & Bush Trimming**
- ✓ **Weeding**
- ✓ **Moss treatment**
- ✓ **Edging of borders**

The regularity of the routine maintenance will depend on the specific site requirements and the seasons.



Contracted Services



Specialist contractor services such as gate automation, water pumping station and tree surgery will be carried out by one of our approved contractors. Our contractors have to comply with our accreditation process to ensure they are competent, safe and suitably insured.

Audit & Accountancy Services



We use our sister company Centrick to provide audit and accountancy work relating to each development, Centrick is a top tier ARMA-Q provider of Service Charge management which allows us to benefit from their high level of compliance and expertise.

Communication



We have an online portal that allows our residents to find all the relevant information to their development such as the following:

- ✓ Useful Information
- ✓ Account Information
- ✓ Make a payment
- ✓ Resident Requests
- ✓ Selling your property
- ✓ Development Map





So who is **Virtu Property**?

We are the go-to property experts in your area for those looking for a joined-up, transparent, and agile approach to your development.

We're forward-thinking and resourceful, always committed to ensuring that your residents enjoy hassle free and peaceful living.

Whilst Virtu is primarily a grounds maintenance company, its partnership with Centrick allows the team to add on all the administration services required for a housing development. The result means we provide high-quality grounds maintenance using our expert team and can keep the management fee to a minimum.

Working with us isn't just efficient; it's easy. Every step of the process is comprehensive, clear and concise, and our team has over 50 years' combined experience in delivering exceptional resident support.

We're ARMA-accredited with a wider support network of IRPM trained team members, resident caretakers and onsite supervisors who live by our resident oriented outlook.

James Ackrill,
Chairman
of Centrick



centrick 



Your Property Management Experts

**Shane Bland,
Director**



V I'm delighted to be heading up Virtu's Mutual

Ground service alongside Richard and Mike.

Mike's experience and knowledge within the horticulture and grounds maintenance sector is second to none and perfectly complements Richard's background in managing housing developments.

I truly believe we are the ideal team to lead on the delivery of this offering to residents, and I'm looking forward to making life a little simpler and more cost effective for our customers.



**Mike Broughton,
Client Services Manager**



V Our aim is to increase efficiency whilst simultaneously reducing costs for residents.

As well as delivering exceptional value through its tailored services, Mutual Grounds provides residents with stellar customer service from the start to the end of the enquiry process.

By delivering a unified point of contact for each customer, this helps to streamline communication and ensure that any issues are resolved quickly and efficiently.



Contact our expert team to discuss your specific needs and find out how **Virtu Property can transform your approach to grounds maintenance.**



Customer service is the driving factor in our day to day work and establishing lasting relationships with our clients at the forefront of our business.

Virtu Property prides itself on a reputation for excellent service and superior results.



The best recommendation for our work comes from past clients that include local councils, nationwide developers, landlords and individuals alike.

Offering a wide range of services for both buildings and grounds, our team are here to ensure you receive the highest quality results, whatever the task.

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Virtu Property

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