





## OUR STORY BEGAN IN 1971




**RLHA**  
SINCE 1971

Retirement Lease Housing Association was founded




RLHA completed the very first leasehold retirement estate in the UK, Vicarage Close, Ringmer, which we still manage to this day.



We moved our Head Office from London to Aldershot


**265** Owned  
**211** Managed

In 1987 RLHA owned 265 properties and managed 211 for others




We built a number of strategic partnerships with developers and housing associations

**117**



At this point RLHA managed 117 properties



RLHA created the first ever Shared-Ownership Scheme in the UK



Marked the formation of the Association of Retirement Housing Managers (ARHM), with RLHA as a founding member.




At this point we managed 700 properties and employed 30 people



RLHA was chosen as the managing agent by the first two retirement schemes to enfranchise




Marked the introduction of the RLHA Award for Customer Service, in memory of housing manager Ron Grant




We took on the management of 7 Right to Manage estates; alongside being appointed managing agent by leaseholder-run management companies on many more estates. This portfolio made the RLHA group one of the market leaders in the growing field of Right to Manage

**Beechcroft**

Beechcroft appoints ELM to manage a large number of their developments. By late 2008 we had over 2000 properties in management




RLHA Group created a wholly-owned subsidiary called "Ethical Leasehold Management Ltd" or "ELM" to manage non-retirement estates




The very first retirement estate in the country to exercise Right to Manage (RTM) Gables Court, chose RLHA as their managing agent




Between RLHA and ELM we manage over 2500 properties on 85 estates, we also moved our Head Office into Victoria House in Aldershot




Lorraine Collis takes over as the new CEO of the organisation




RLHA re-branded to ELM Group to cover RLHA and ELM




The ELM Way was introduced




We were named finalists of CIPD's People Management Awards we entered the Champion of Change category at the Women in Business Awards 2016 and the updated 2016 published version of the ARHM Code of Practice involved our CEO; Lorraine Collis with her strong input and knowledge




We purchased the freeholds of six new estates for retirement properties, becoming the freeholder and Managing Agent and we achieved ARMA-Q Accreditation




At the end of 2018 ELM Group managed 2500 properties on 90 estates (40 owned by RLHA and 50 for Developers, RTM's, RTC's and Freeholders




Our Estate Manager Ken Taylor was named Concierge of the Year 2017



The organisation faced challenges in 2020 like many from Covid-19: we adapted our business and communicated with our employees and leaseholders and were often ahead of government guidelines with our actions.



RLHA celebrated its 50th birthday! Our Head Office moved from Aldershot to Frimley. 7 estates came on board, and we won Silver at the Negotiator Awards for 'Property Management Company of the Year'



We took on the management of a number of new estates in 2022, made sustainability a key focus. We were shortlisted for Employer of the Year at the Housing Heroes Awards & won Silver for Property Management Company of the Year and a Highly Commended accolade for Employer of the Year at The Negotiator Awards.

**ELM**  
GROUP

*Our rich history is what makes us who we are today*