

REACH EVERY FLAT · GIVE EVERY LEASEHOLDER THE FACTS

Talking to your neighbours about RTM.

Your job is not to win an argument, it is to give a neighbour the facts, answer their questions honestly, and, if they agree with the direction, help them register their flat. Honesty is the persuasion. You are a neighbour, not a salesperson, and a single invented detail would cost more than every good conversation earns. **Only say what is true for you**, if you have not done or seen something, do not claim it.

HOW TO USE THESE NOTES

These are prompts, not a script. Adapt them to your own words and what is genuinely true in your building. Lead with the reasons, answer questions, and invite people to register first; explain the £170 only once someone understands and supports the direction.

THE VOICE, IN ONE LINE

Plain English. Service-charge figures as percentages (never pound amounts, the only £ figure we use is the £170 ask). Honest about the limits. Respectful about the managing agent and freeholder, no naming, no blame. Not legal or financial advice, and we say so.

1. The 30-second opener

SAY SOMETHING LIKE

"Hi, I'm a leaseholder here in [building], a few floors up, and one of the volunteers helping with the Right to Manage campaign. You may have seen our estate service-charge budget is up **67.5% since 2021**, about three to four times inflation. A group of us, through the residents' association, are looking at a legal right called Right to Manage that could bring how our own building is run into leaseholders' hands. Can I take two minutes to explain?"

If they're busy: hand them the flyer, point at the QR code, and say the whole thing takes about two minutes online, free and non-binding. That is a successful conversation too, no pressure, ever.

2. The core message, control, not ownership

THE ONE IDEA TO LAND

"Right now the managing agent answers to the freeholder, and we just pay the bills. Right to Manage is a no-fault legal right, no permission needed, nothing to prove. If more than half the qualifying leaseholders in our building join, we can form a company that takes over responsibility for how the building is managed: the agent, the budget, the contracts. **Your lease, your ownership and your mortgage don't change, and nobody is buying anything.** It's about who the money we already pay answers to: **our building, our money, our decisions.**"

3. Two outcomes, and they're not the same thing

This campaign needs **two** things from each building, and it helps to keep them separate:

1 · SUPPORT

Registering support tells us whether your building has enough leaseholder backing to move forward. It is **free, non-binding and informal**, not membership of an RTM company and **not** a legal notice.

2 · FUNDING

The £170 per apartment helps build the ring-fenced fund needed to appoint an experienced RTM consultant and the specialist advice the next stage requires. **Registering alone does not fund that.** Neither step commits anyone to a formal claim.

4. The three asks, always in this order

Lead with reasons and questions. Invite people to register first. Bring up the £170 only once they've understood and support the direction, never lead with the money.

- 1 **Register your support.** "Would you register your flat's support? It's about two minutes on the website, free, and non-binding, it just tells us how much backing your building has." embassygardens-rtm.com/join
- 2 **Join the leaseholders' WhatsApp group.** "It's where updates and questions go, and how you'll hear about the Residents' Forums and Q&A sessions." [link on the website](#)
- 3 **Contribute £170 per apartment to the RTM Fund.** "If you support it, the campaign also needs funding, the £170 pays for the experienced RTM consultant and specialist advisers the next stage needs. It doesn't commit you to a claim." embassygardens-rtm.com/contribute

5. Facts to have ready

THE NUMBERS

Estate service-charge budget up **67.5% since 2021**, three to four times inflation. Balancing charges have landed on top, with no leaseholder vote. Use percentages, never pound figures. Caveats to state plainly: these are budgets not final outturns, they exclude balancing charges, and the split by phase varies (Phase 1 rose about a third, Phase 2 about doubled, partly developer support unwinding). Workings come from the published accounts and are on the website.

THE PLAN & TIMELINE

Register support → an RTM company forms as backing builds → the fund builds → at around **35%** registered support with funding available, the committee may recommend appointing the consultant → eligibility and preparation → statutory claim at **50%+1** → a professional managing agent, now accountable to the leaseholder-controlled RTM company. Realistically twelve months or more, building by building.

THE LAW

A statutory right under the Commonhold and Leasehold Reform Act 2002, improved by the 2024 reforms, mixed-use buildings like ours now qualify, and leaseholders no longer routinely pick up the freeholder's legal costs of a claim (each side generally bears its own, with limited exceptions). Thousands of UK buildings already run this way, including a ten-block estate one bridge along the river.

THE THRESHOLDS, KEEP THEM STRAIGHT

50%+1 of qualifying leaseholders is the statutory threshold to make a claim, subject to eligibility checks. ~**35%** is EGRA's internal point for considering the consultant, not a legal threshold. A qualifying leaseholder might be an individual, joint owners, a company, a trustee or an overseas entity; eligibility questions go to info@egra.org.uk.

THE COST & THE FUND

Registering is free. RTM company membership is free. The **£170 per apartment** is a voluntary contribution to the ring-fenced RTM Fund, which pays for the consultant and specialist legal and professional advice. It's governed by the EGRA Committee, reported in aggregate, and, if the project doesn't proceed, handled under the published fund terms. Contributing is not membership and not a commitment to a claim.

WHO'S BEHIND IT

The RTM subgroup of the Embassy Gardens Residents' Association (EGRA), a volunteer committee of your fellow leaseholders. It is independent of the freeholder and the managing agent, and has no commercial backer. Questions go to info@egra.org.uk, and answers are published on the website's FAQ.

THE QUESTIONS YOU'LL ACTUALLY GET

Straight answers to the common questions.

"Will my service charge go down?"

Don't promise it. "I can't promise that, some costs are rising everywhere. What changes is control: we'd set the budget, tender the contracts and see where every pound goes. Waste gets much harder to hide."

"How many neighbours do we actually need?"

"To make a claim, just over half the qualifying leaseholders in our building, 50% plus one. There's an earlier point, around 35%, where the committee can start the specialist work. It's counted building by building, not estate-wide."

"Who would actually run the building?"

"A professional managing agent, appointed by, and accountable to, the RTM company, and replaceable if they underperform. Volunteer leaseholder directors provide oversight; the professionals do the day-to-day. The committee doesn't become the building manager."

"What about the Sky Pool, gyms and cinema?"

"Be straight: those are shared estate facilities, they're expected to stay managed at estate level and recharged to us. RTM covers our own building's management. Anyone who says RTM fixes everything is overselling it."

"Where does my £170 go? Who holds it?"

"Into a ring-fenced RTM Fund, governed by the committee and reported in aggregate. It pays for the specialist legal and professional advice and the RTM consultant. £170 buys the tools; the community does the work. Only pay through the official website; never hand details to anyone on the doorstep."

"I'm too busy for this."

"Two minutes, once. Scan the code, put in your block and flat number, done. That's genuinely all the campaign needs from most people."

"Is this binding? What am I signing?"

"Nothing binding. Registering support is a free, informal indication of support, your lease and ownership are untouched and you can withdraw any time. RTM company membership is a separate, later step, and that's free too."

"Won't the freeholder just block it?"

"They can't refuse consent, it's a no-fault right. They can challenge on narrow legal grounds, mainly whether the building qualifies, and a tribunal decides. It must grant the claim if the criteria are met."

"Is this residents having a go at management?"

"No, the opposite. We'd hire experienced professionals; what changes is who they answer to. Keep it measured, never personal, never about named individuals or companies."

"Does this affect my mortgage?"

"A standard RTM claim isn't expected to affect a lender's security, it doesn't change ownership or the lease. But I'm a neighbour, not an adviser, so please satisfy yourself or take your own advice if you're unsure."

"What happened to buying the freehold / Option 4?"

"Still the longer-term ambition, enfranchisement or a wider community deal could bring the buildings and estate under resident control. But those need the freeholder to negotiate. RTM doesn't, so it's the practical first step, and those discussions continue in parallel."

"I don't know enough to decide."

Never pressure. "Completely fair, take the information pack, everything's on the website, and there are Q&A sessions where you can grill the committee. Join the WhatsApp group and you'll get the dates."

IF YOU DON'T KNOW THE ANSWER

Say so, and offer to get it: "Good question, I'll get you a proper answer" beats a guess. Log the question, send it to info@egra.org.uk, and point them at the FAQ, where answers are published for everyone. A "disagree with any of this? Tell us" attitude is the campaign's standing invitation, sceptics are welcome.

6. Talking to different neighbours

RESIDENT LEASEHOLDERS

The full case, in person. Point them to the Residents' Forums for questions. Not registered yet? "Read the information and register your support if you agree with the direction."

OVERSEAS & NON-RESIDENT OWNERS

Everything is doable remotely. There's an online owners' session (Tuesday 25 August, 20:00 Hong Kong time), and overseas owners can contribute securely through the official fund page. Forward the owner's briefing.

RENTING TENANTS

They can't join, but they matter. The single most useful thing they can do is forward the owner's briefing (on the website) to their landlord, property owner or letting agent.

JOINT, COMPANY OR TRUSTEE-OWNED FLATS

A qualifying leaseholder can be joint owners, a company, a trustee or an overseas entity. Don't guess eligibility on the doorstep, send it to info@egra.org.uk to verify.

REGISTERED, NOT YET CONTRIBUTING

Thank them, then make the funding case respectfully: "The campaign also needs funding to appoint the consultant and specialist advisers for the next stage. Please consider £170 per apartment." One ask, not repeated payment requests.

REGISTERED AND CONTRIBUTED

Thanks, and a role, not another payment request. "The most useful next step is to help another qualifying leaseholder in your building understand the proposal." They make great Champions.

7. Payment safety & handling information

PAYMENT SAFETY, SAY THIS CLEARLY

Contributions are made **only** through the official website (embassygardens-rtm.com/contribute) or approved printed material with the QR code. **EGRA will never phone, WhatsApp or text a leaseholder asking them to pay into a different account.** Always check the official website before paying. Report anything suspicious to the committee straight away.

HANDLING PEOPLE'S INFORMATION

Log conversations, not gossip. Record only what the campaign needs, never share lists, screenshots or personal details between buildings or groups. Registrations happen on the website, not by collecting details on the doorstep. If in doubt, ask before collecting, not after. The privacy policy is on the website.

8. Do & don't

DO

- ✓ Lead with the reasons and the idea of control, they carry the argument on their own
- ✓ Invite people to register first; explain the £170 only once they're on board
- ✓ Ask renters to forward the owner's briefing to their landlord, many don't know this helps
- ✓ Only say what's actually true for you; adapt the prompts to your own words
- ✓ Log every conversation, and pass hard questions to info@egra.org.uk, "I'll get you a proper answer" beats a guess

DON'T

- ✗ Don't promise lower service charges, ever; it's the one claim that can discredit the campaign
- ✗ Don't name or criticise individuals or companies, respectful about the agent and freeholder
- ✗ Don't quote pound figures for service charges, use the percentages, with their caveats (only £ figure is the £170)
- ✗ Don't pressure anyone or take payment details on the doorstep, point to the website instead
- ✗ Don't give legal or financial advice, or claim experience you don't have, you're a neighbour, not their solicitor

This guidance reflects EGRA's good-faith understanding of the Commonhold and Leasehold Reform Act 2002 as amended by the Leasehold and Freehold Reform Act 2024. Each building would need to qualify and proceed separately, subject to specialist legal and professional advice. It is not legal or financial advice. Service-charge figures are percentages derived from published estate budgets and accounts, subject to the caveats in the leaseholder information pack.