

Press Release



Premier
Places

7 May 2009

Premier Partnership for Premier Places

New business partnership means exciting new start for county's leading residential letting and management agency – Premier Places.

City business owners Chris Williams, of Williams Maclaren Accountants and Worcester Tile Ltd in Claines, and Brian Hulme of The Swan at Whittington, The King's Head in Sidbury and The Ewe and Lamb in Bromsgrove have forged a new partnership and recently acquired the award winning lettings agency.

Originally established in 1996 Premier Places is the county's market leader in the independent residential property sector with a portfolio of over 500 managed properties, achieving rental values of between £350 and £2000 each. With prestigious offices on the corner of Foregate Street and Castle Street in Worcester the company currently employs ten staff and is looking to expand the existing team in line with the organisation's growth plans.

The new partners acknowledge Premier Places' established position in the market and intend on utilising the team's skills and experience to further enhance this. New owner Brian Hulme explains: "Chris Williams and I are delighted to be taking over the reins at Premier Places. With the support of the team, who are experts in their field, we plan to build on the strength of the brand while adding our own business ethics to the mix which are under-pinned by a focus on top quality service delivered by professionals."

Co-owner Chris Williams adds: "It is essential that we continue to operate a policy of 'business as usual' through this period of change. Our clients, landlords, staff and stakeholders are our top priority and can be assured of our ongoing professionalism at all times. We look forward to welcoming customers, old and new, to Premier Places."

While new to the residential property sector, Brian Hulme and Chris Williams have over 35 years' combined experience of running their own successful businesses. Mr Hulme, 52, has run his own pub businesses since 1984 when he first opened the Pheasant in New Street. In addition to acting as a consultant and mentor to the pub industry he operates three successful pubs across the county including: The Swan at Whittington, The King's Head in Sidbury and The Ewe and Lamb in Bromsgrove.

Mr Williams, 45, is head of practice trading as Williams Maclaren accountants and business advisors for over ten years. His business portfolio also includes Worcester Tile Ltd of which he is a director. Both businesses are based in Checketts Lane, Claines.

For further information on Premier Places telephone office manager Danni James on 01905 616616.

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PHOTO CAPTION:

Premier Partnership for Premier Places: Brian Hulme (left) and Chris Williams outside the Premier Places' Worcester branch.