

For immediate release

ASAP unveils its new Agent Quality Accreditation and announces the first 3 serviced apartment booking agents to be Quality Accredited

The Association of Serviced Apartment Providers (ASAP) is delighted to announce the first 3 serviced apartment booking agents to be quality accredited under it's new Agent programme.

James Foice, Chief Executive of the ASAP, commented:

I am very pleased to announce that SilverDoor, The Apartment Service and Room-B have successfully achieved full compliance and have been awarded ASAP's new Agent Quality Accreditation.

Foice continues:

"It is critically important to our sector that ASAP's booking agent members demonstrate the highest standards of industry recognised best practise, in the same way as our quality accredited operators do. The programme involves an independent assessor visiting an agent to conduct a thorough business analysis to fully understand compliance, due diligence and duty of care practises and responsibilities. It is imperative that our members provide a product either directly or through the services of an agent that as a minimum meets the expectations of the client. I am confident that our rapidly expanding accreditation programme provides the necessary assurance the consumer is now demanding in order to stay at a serviced apartment with confidence".

Accreditation involves understanding specific processes including a robust Health and Safety framework, anti-bribery policy, clear commission processing protocol and appropriate insurance cover. Each agent will be expected to differentiate ASAP accredited operators from non-accredited operators, ensure the apartment provider they represent will hold necessary insurances, fire safety risk assessments, safe electrical appliances and have a robust health and safety regime.

Every booking agent to achieve the ASAP Quality Accreditation will display the ASAP Agent Quality Accreditation Marque.



'Stay with confidence'

ASAP expects the majority of its booking agent members to become quality accredited in the next 12 months.

View the full list of all ASAP's quality accredited operators and agents here:

https://theasap.site-ym.com/mpage/v2_accreditedmember

Ends

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- Further information about the first 3 ASAP quality accredited agents:
SilverDoor www.silverdoor.co.uk
The Apartment Service www.apartmentservice.com
Room-B www.room-b.co.uk

Background Information

ASAP: The Association of Serviced Apartment Providers is the not-for-profit trade body dedicated exclusively to the serviced apartment industry. Our 131 members own and operate approximately 100,000 serviced apartments globally. Our membership also includes 14 serviced apartment agencies committed to supporting and growing the sector. Founded in 2002, our members range from large international companies to small independent operators.

The **ASAP Quality Accreditation Marque** is the only recognised industry standard for the serviced apartment sector in the UK.

www.theasap.org.uk