

# Pet premium: dog owners pay £25,000 deposits to rent prime flats

**Jonathan Pryn**

Consumer Business Editor

WEALTHY dog-owning tenants are having to pay deposits of up to £25,000 to secure flats in prime addresses handy for “walkies” in Hyde Park, Regent’s Park and Holland Park.

A dramatic rise in the number of dog owners looking for apartments in central London has allowed landlords to demand huge up-front payments, according to agents. The trend has been



fuelled by the rise of high-profile dog owners such as Amal Clooney, Pixie Geldof and Daisy Lowe and the craze for “handbag dogs” such as shih-tzus, chihuahuas and Yorkshire terriers.

According to Mayfair-based agent EJ Harris, 10 years ago hardly any of its London tenants had dogs – today the figure is around 30 per cent. But almost half of central London flats ban dogs in

**Model owner:** Daisy Lowe is one of a growing band of celebrities with dogs

the terms of their leases, creating a shortage of “dog-friendly” properties.

As a result tenants with dogs are paying much bigger deposits than their non-pet owning counterparts. On a three-bedroom flat to let at £2,500 per week the deposit for a dog-owning tenant is £25,000 or more, compared with only £15,000 for a pet-free tenant.

The majority of London landlords who allow pets also include a professional cleaning fee clause in the tenancy agreement. Elizabeth Harris,

managing director of EJ Harris said: “We have seen a significant rise in the number of dog-owning tenants looking for private rental accommodation in central London. These tenants want luxury pads situated close to Hyde Park or Regent’s Park where they can regularly take their pets for walks.

“Despite the stigma surrounding tenancies with pets, in our experience tenants who own dogs make for reliable and responsible tenants who take good care of the property.” @JonPryn