

Craze for pampered pooches drives up the cost of renting

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A luxury pied-à-terre in a prime location and a handbag chihuahua are essential items for any self-respecting socialite. However, demand for them both has become so great that even daddy may soon wince at the cost.

There has been a huge rise in lettings inquiries from the smart London set of wealthy pet owners, according to EJ Harris, a Mayfair estate agent.

However, with almost half of prime London flats banning dogs in the terms

of their leases, an acute shortage of “pooch friendly” properties has developed.

The result is that the labradoodle, shih-tzu and chihuahua-owning classes are having to pay deposits of up to £10,000 more than non-dog-owners to secure flats that are convenient for “walkies” in Hyde Park, Regent’s Park and Holland Park.

EJ Harris said that ten years ago none of its London clients had dogs. Today the figure is almost one in three.

Dog-owning tenants are typically professional couples aged in their 30s

and 40s and also single socialites, 70 per cent of whom are women, according to Elizabeth Harris, the managing director of the agency.

She said: “We have seen a significant rise in the number of dog-owning tenants looking for private rental accommodation in central London.

“Despite the stigma sur-

Rich pet owners such as Paris Hilton face paying thousands in flat deposits



rounding tenancies with pets, in our experience tenants who own dogs make for reliable and responsible tenants who take good care of the property and keep their pets pampered and well trained.”

The deposit on a three-bedroom flat for let at £2,500 a week for a dog owner would be £25,000 or more, compared with £15,000 for a pet-free tenant, the agent said.

The majority of London

landlords who allow pets also include a professional cleaning clause in the tenancy agreement that requires the tenants to make an extra, non-refundable payment at the start of the tenancy to cover the costs of sanitation and professional cleaning when they move out.

“We always advise dog-owning tenants to create a pet CV that provides a detailed description of the pet and outlines key facts regarding behaviour, health and grooming, which can help to alleviate the landlord’s concerns,” Ms Harris said.