

LIV Consult move for JLL project manager

By **Samuel Horti** | Thu 4 January 2018

Specialist build-to-rent (BTR) consultancy firm LIV Consult has recruited Ashley Perry from JLL as part of its London expansion.



Perry was previously a senior project manager at JLL, working with clients including L&Q, and joins LIV Consult as BTR consultancy director.

He will work in a new London office that LIV Consult, part of LIV Group, is due to open in the first quarter of this year. The **consultancy currently advises on more than 30,000 built or planned BTR units.**

“This senior appointment is testimony to our commitment to find the best people in the sector to deliver for LIV clients and Ashley is widely recognised as a leading thinker in the BTR space,” said Iain Murray, managing director at LIV Consult.

Perry started his career in Western Canada at a cost consulting firm and worked with housebuilders and private developers. He is also a committee member of the Urban Land Institute’s UK and European Leaders networks.

The new starter said he had left JLL “on good terms”, but added: “The opportunity to work with LIV Consult in a business that is now clearly recognised as the market leader, together with the chance to help build the London office, was too good to miss.”

Graham Bates, CEO of LIV Group, added: “We saw an opportunity to bring together an unrivalled team to support what we see as the phenomenal growth of this exciting new sector. We are a one-stop shop delivering a suite of advisory services including design, financial analysis and whole of life cost modelling, which ensures that our client projects are best in class with a strong operating model in place”.