

Buying at The Willowbury
Financial information and costs

**A guide to
buying with
confidence.**

RETIREMENT
VILLAGES



Contents

Introduction	4
Ways to buy	4
Monthly management fee	6
Deferred management fee	7
Key facts snapshot	
<ul style="list-style-type: none"> - Property information - Buying your apartment <ul style="list-style-type: none"> - Cost of moving in - Living in your apartment <ul style="list-style-type: none"> - Ongoing charges - Care charges - Ongoing charges payable to third parties - Selling your apartment <ul style="list-style-type: none"> - Charges when selling or leaving - Insurance - Funding and major repairs 	8 - 11
Finance examples	12 - 13
FAQ's	14 - 15
Final thoughts	16

Welcome to The Willowbury

This booklet provides you with the information you need about buying, living, and selling an apartment at The Willowbury.

At The Willowbury, you purchase your home on a 999-year leasehold. That means you own your own apartment for the long term, but we take full responsibility of looking after your village. If the roof leaks, we take care of it – everything is managed for you and there are no unexpected costs.

There is a management fee that covers the running of the village, which includes the village team and 24/7 support when and if you need it.

The fee is made up of two parts:

- A monthly payment, while you live here,
- A deferred payment, which is paid when you sell your apartment.

Option 1

Open Market Lease

Our traditional lease offers standard fees with resale returns dependent on the market:

- Standard monthly management fee £10,000 per year increasing annually in line with inflation.
- Deferred management fee payable on resale based on your sale price of up to 20%.
- Resale estate agency charges payable at 1.5% as for any other property resale.
- Monthly management fee payable until the property is resold.
- You are responsible for preparing the property to market.

At RVG, we have listened to our customers over the last 40 years, and we now offer two types of leases, giving you choice to decide what is right for you:

- One where you pay a standard monthly fee and a lower deferred fee at the end.
- Another where you pay a reduced monthly fee and a higher deferred fee at the end.

Both give you the same 999-year lease, the same beautiful home and the same benefits. The only differences are how and when you choose to pay and whether you prefer certainty of a guaranteed amount when you sell your apartment, or the opportunity of open market value.

Option 2

Guaranteed Repayment Lease

Our new lease offers reduced annual fees with a guaranteed resale return:

- Reduced monthly management fee £6,500 per year increasing annually in line with inflation.
- Deferred management fee payable on resale based on your original purchase price up to 24%
- No resale estate agency charges.
- Monthly management fees cease after two months and utilities reduce while the property is resold.
- We prepare and decorate the property to market at our cost.



Monthly Management Fee

Our annual management fee replaces both a service charge and ground rent. It covers all costs involved in providing services and running The Willowbury. The fee is fixed, reviewed annually in line with CPIH, and collected monthly by direct debit.

Food, Beverage & Lifestyle

15% discount at the restaurant and priority access

Restaurant and social calendar booking system – Cubigo

Membership to the wellbeing suite: gym, induction and weekly classes

On-site community coordinator to facilitate groups and events

Residents-only lounge

Wellbeing & Safety

On-site Wellbeing Manager and wellbeing services

24/7 emergency on-site response

24/7 on-site security, CCTV and video entry

Tunstall alarms within apartments

Reception team available 7 days a week

Personal Services

One hour of housekeeping per week

Access to transport options, including pool cars

Village Operations & Support

Management office and all village staff

Central support services (legal, finance, HR)

Service contracts (lifts, alarms, health and safety)

Repairs and maintenance of buildings and communal areas

Grounds and garden upkeep, including public square, rooftop gardens and outdoor kitchen

External window cleaning

Building and public liability insurance

Utilities for communal areas

Refuse collection

Sustainability commitments

Emergency maintenance support



Deferred Management Fee

A Deferred Management Fee (called an Event Fee in the lease) is payable to the landlord each time a property is resold. It forms part of your original purchase agreement and is not linked to the cost of any services.

The fee is calculated as a percentage of the property's value and varies depending on how long you have owned the property. It allows us to continue investing in the village's infrastructure, modernisation, and long-term maintenance. RVG does not make a return on the monthly management fee, the Deferred Management Fee is how we recover our investment.

Key facts snapshot

Property information

Operator: Retirement Villages Group Limited

Landlord: West Malling Limited

Management company: West Malling Management Limited

Community: The Willowbury,
236 London Road, West Malling ME19 5AD

Property types: 140 units - 20 x 1 bedroom apartments, 112 x 2 bedroom apartments and 8 cottages

Property status: New build

Occupancy: 1 or 2 persons

Subletting: Subletting or renting out the property is not permitted

Tenure: Leasehold on a 999 year lease

Care arrangements: Domiciliary (personal) care is available from external partners

At least one person aged 65 or over has to live in the apartment.

Buying your apartment

Cost of moving in

Purchase price	1 bedroom apartments from £395,000 to £475,000 2 bedroom apartments from £550,000 to £950,000 Cottages from £820,000 to £875,000 Please refer to the The Willowbury Price List.
Reservation Fee	£1,000
Exchange Deposit	10% of the purchase price.
Other costs	Your legal costs and disbursements for acting on the purchase of the lease, Stamp Duty Land Tax and removal expenses.
Wellbeing assessment	No charge. (If GP report required, buyers would meet cost).

Living in your apartment

Ongoing charges payable to the operator

	Open Market	Guaranteed Repayment
Management Fee	£833 per month (£10,000 per year) for both single and double occupancy. Increases annually in line with the previous October CPIH figure from January 2027.	£542 per month (£6,500 per year). For both single and double occupancy. Increases annually in line with the previous October CPIH figure from January 2027.
Ground rent	None.	
Utilities	Covers electricity, water, sewerage and internet access. £144.09 per month (£1,729 per year) for a 1-bed apartment. £202.10 per month (£2,425 per year) for a 2-bed apartment. Increases annually in line with the previous October CPIH figure from January 2027.	
Emergency Response	Covered by the management fee.	
Parking	Car parking spaces £592 per year. A pool car is also available for use by residents. Increases annually in line with the previous October CPIH figure from January 2027.	

Care charges

Personal care	Available from our external partners from £31 per hour.
Nursing care	Not provided but may be arranged through GPs and District Nurses.

Other ongoing charges not included

Council Tax	See https://www.gov.uk/council-tax-bands .
TV Licence	Payable direct to TV Licensing, see www.tvlicensing.co.uk
Telephone	Payable direct to your chosen supplier.
Digital TV	Payable direct to your chosen supplier.

Selling your apartment

Charges when leaving or selling

	Open Market	Guaranteed Repayment
Deferred Management Fee	<ul style="list-style-type: none"> • 5% of the open market resale price for a sale in the first year • 10% in the second year • 15% in the third • 20% thereafter. 	<ul style="list-style-type: none"> • 8% of your initial purchase price for a sale in the first year • 16% for a sale in the second year • 24% thereafter.
Resale arrangements	The landlord has an option to buy the property back. Otherwise, properties are resold on the open market.	Properties cannot be resold on the open market.
Estate agency charges	The landlord has an exclusive right to market the property for a six-month period. The charge for vendors will be 1.5% of the sale price plus VAT. Vendors may engage their own agent at their own cost on a multi-agency basis if the property remains unsold after six months.	The landlord will resell the property. There will be no charge for vendors. Charges may apply if vendors wish to remain living in the property after giving notice and the property remains unsold.
Ongoing charges	The management fee and utilities fee remain payable until the property has been sold.	The management fee ceases and utilities reduce after the two month notice period.
Redecoration costs	Vendors are responsible for redecorating and refurbishing properties prior to resale.	Reasonable wear and tear is covered. The landlord will normally redecorate and refurbish properties during the notice period. Vendors who choose to remain in a property until it is resold will be wholly responsible for these costs.

Insurance & major repairs

Arranged by the landlord	Buildings, Public Liability and Employers Liability insurance. Costs included in the monthly management fee.
Arranged by the residents	Home contents Insurance.
Major repair costs	Funded by the landlord. No additional liability will fall on residents.



Finance examples

The following examples illustrate the deferred management fees that may be payable under different scenarios.

1. Examples of the Deferred Management Fee payable on the sale of an Open Market lease

1.1 Open Market sale of a property purchased for £625,000 assuming house prices increase by 3%* per year

Year of sale	Deferred Management Fee (%)	Resale Price	Fee payable	Net proceeds
Up to one year	5%	£643,750	£32,188	£611,563
1-2 years	10%	£663,063	£66,306	£596,756
2-3 years	15%	£682,954	£102,443	£580,511
3-4 years	20%	£703,443	£140,689	£562,754
9-10 years	20%	£839,948	£167,990	£671,958

1.2 Open Market sale of a property purchased for £625,000 assuming house prices decrease by 3%* per year

Year of sale	Deferred Management Fee (%)	Resale Price	Fee payable	Net proceeds
Up to one year	5%	£606,250	£30,313	£575,938
1-2 years	10%	£588,063	£58,806	£529,256
2-3 years	15%	£570,421	£85,563	£484,858
3-4 years	20%	£553,308	£110,662	£442,646
9-10 years	20%	£460,890	£92,178	£368,712

1.3 Open Market sale of a property purchased for £625,000 assuming house prices do not change

Year of sale	Deferred Management Fee (%)	Resale Price	Fee payable	Net proceeds
Up to one year	5%	£625,000	£31,250	£593,750
1-2 years	10%	£625,000	£62,500	£562,500
2-3 years	15%	£625,000	£93,750	£531,250
3-4 years	20%	£625,000	£125,000	£500,000
9-10 years	20%	£625,000	£125,000	£500,000

This rate of property price inflation is indicative only. Property prices may go up or down and vary from property to property. The fee payable excludes any outstanding management fee or utilities fee that you owe, mortgage costs, legal fees and removal costs. The Open market sales exclude estate agency fees and the cost to prepare the property to market. We can provide alternative worked examples for any sale price, period of occupation, or rate of change in house prices.

2. Examples of the Deferred Management Fee payable on the sale of a Guaranteed Repayment lease

2.1 Guaranteed repayment sale of a property purchased for £625,000

Year of sale	Deferred Management Fee (%)	Purchase Price	Fee payable	Guaranteed repayment amount
Up to 1 year	8%	£625,000	£50,000	£575,000
1-2 years	16%	£625,000	£100,000	£525,000
2 years onwards	24%	£625,000	£150,000	£475,000

The Guaranteed repayment amount is not affected by the housing market as the fee is calculated on the price you paid on purchase. The deferred fee excludes any outstanding management fee or utilities fee that you owe, mortgage costs, legal fees and removal costs. We can provide worked examples for any purchase price.



FAQs

1. Who runs the village?

The General Manager and Village Management team oversee all on-site management at The Willowbury.

2. What social activities and facilities are available?

The Willowbury offers a full social programme and facilities including a restaurant, residents lounge, gym, and treatment rooms. Many activities are resident-led. Dining, treatments, and some events/activities have additional charges.

3. What emergency support is available?

A first-aid trained team member is on duty 24/7 for emergency callouts.

All homes have Tunstall alarms linked to a receiving centre and the village team for 24/7 first-response assistance (e.g., falls, fire).

4. What emergency maintenance support is available?

On-site maintenance staff handle emergencies (e.g., power failure, leaks) during the day; a night responder is available after hours. The Home User Guide provides further instructions.

5. Can visitors stay overnight?

Yes. Guests may stay in your home for up to 60 days per year, with a maximum of 28 consecutive days. The management team need to be informed.

A guest suite is available from £75 per night for stays of up to 7 nights (subject to approval for longer periods). Guests may also dine in the restaurant.

6. Parking arrangements

Parking spaces can be rented for £592 per year (subject to availability), with one space allocated per apartment. Prices increase annually in line with CPIH (October figure); if CPIH falls, the price remains unchanged. A pool car is also available for residents.

7. Are pets allowed?

Yes. Owners must register their pet and obtain permission from the General Manager. Pets must be well-behaved and are not allowed in communal areas (except assistance dogs).

8. What TV provision is there?

Traditional satellite TV services are being phased out. Residents can access TV through Sky Stream or other streaming services (e.g., Netflix, Prime Video, Disney+). Freesat remains available.

9. Who handles redecoration?

External redecoration is undertaken by the Management Company and funded through the Management Fee. Owners are responsible for internal redecoration and must ensure their property is maintained in good repair.

10. Can I make alterations?

No structural alterations. Minor, non-structural changes require approval and a £90 fee (index-linked annually to CPIH).

Under the Deferred Management Lease, the property must be returned to its original condition (fair wear and tear excepted). If required, the landlord may restore it at the owner's expense.

11. Can I sub-let my apartment?

No. Sub-letting is not allowed.

12. Is there a selection process for prospective purchasers?

We operate an equal opportunities policy. Our communities are designed to offer an enjoyable and supportive environment for older people living independently.

All purchasers meet with our wellbeing team for a pre-move assessment. This helps us understand individual needs and preferences and ensures a smooth, tailored experience when moving into the retirement village.

13. What if I can't look after myself or my partner?

The community supports independent living. If needs change, staff assist residents in arranging domiciliary care (privately or via social services). Live-in carers are permitted.

If a resident requires permanent nursing/specialist care and declines to move, the lease allows the landlord to serve notice as a last resort. If one partner becomes less independent, the other may continue supporting them with external help.

14. What is the Management Company's role?

The Willowbury Village Management Ltd manages the estate, buildings, and services.

The Residents' Charter (a legal document) outlines services, repair responsibilities, behaviour expectations and complaints procedures, and may be updated following resident consultation.

15. Does the Management Company consult residents?

Yes. Residents are encouraged to form a Residents' Association; the General Manager may attend meetings by invitation.

16. Do I need to pay a reservation fee?

Yes, a reservation fee of £1,000 is required to secure your chosen apartment. This will offset against the purchase price or is refundable in full.

17. How much is the Management fee and how does it increase?

Open Market Lease

The full Management Fee is £10,000 per annum £833 per month (from 1 January 2026 to 31 December 2026.)

The Management Fee is calculated annually and collected monthly by Direct Debit whilst you live (or remain the owner of the lease) at The Willowbury.

The Management Fee will increase annually on 1 January in line with CPIH, using the indexation figure from October of the prior year. If CPIH decreases, the current price will be maintained.

Guaranteed Repayment Lease

The subsidised Management Fee is £6,500 per annum £542 per month (from 1 January 2026 to 31 December 2026.

18. How do I pay for utilities?

Water, electricity and Wi-Fi are included in a monthly Utilities Fee:

£144.09/month for 1-bed

£202.10/month for 2-bed

This increases annually from 1 January 2027 in line with CPIH (October figure). If CPIH falls, the price is held.

RVG may adjust the fee if wholesale prices change significantly (with evidence). Residents must follow Fair Usage and Internet Usage Policies.

19. What other costs am I responsible for?

Residents pay for council tax, telephone, home contents insurance, TV licence, TV subscriptions, and any personal bills.

20. Should I obtain legal advice?

Yes. Independent legal advice is required before purchasing a property at The Willowbury. Purchasers must have legal representation.

21. What happens when my property is sold when I pass away or move out of the village?

Open Market Lease

RVG will have exclusive rights to sell your property using our in-house dedicated sales team which provides a full marketing and agency service, at a fee of 1.5% plus VAT. If after a six month period, a sale has not been agreed, the vendor may request an external estate agent to assist on a multi-agency basis.

If you choose to sell your property, you must serve notice in writing to the Landlord. The Landlord has the first option to buy your property back. If the Landlord decides not to make an offer, the property will be released for sale on the open market. You will also be required to return your property to its original condition

Guaranteed Repayment Lease

All properties sold under a Guaranteed Repayment Lease must be resold by the landlord; residents cannot sell them on the open market.

Once the General Manager acknowledges receipt of the notice, a two-month notice period begins.. During this time, you must clear your belongings from the apartment. Any remaining items will be removed and disposed of to allow Retirement Villages to enter the property to redecorate, refurbish and market for sale. The Guaranteed Repayment amount, minus the Deferred Management Fee, and any arrears, will be released to you or your estate once the sale is complete.

There is no need to instruct or pay for a sales agent or solicitor, as the repayment amount is guaranteed. However, you may seek independent legal advice if you wish.

22. When do I pay my Deferred Management Fee?

The Deferred Management Fee becomes payable whenever the property is sold or there is a change of ownership. The fee is deducted directly from the sale price.

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To find out more, call us on 01732 913 860 or visit thewillowbury.co.uk

Final thoughts

We always encourage you to discuss your housing options with family and friends. It is also important to seek independent legal, financial and any other appropriate advice, support, and representation, before deciding to purchase a Retirement Villages apartment. When you're ready to buy, you'll need to appoint a solicitor to support you through the purchase process.

We are members of ARCO (the Associated Retirement Community Operators), which represents the Integrated Retirement Community sector in the UK. As ARCO 'Approved Operators', we aim to operate all our retirement communities according to the principles laid down in the ARCO Consumer Code.



The Willowbury
236 London Road,
West Malling
ME19 5AD

01732 913 860
thewillowbury@thrive-living.co.uk
willowbury.co.uk



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