

## **New Association for Serviced Apartment Bookers is launched**

Serviced Apartment Booking Agents in the UK have established an association in order to maintain standards of professionalism in the sector.

The Serviced Apartment Bookers Association (SABA) represents companies of all sizes, who have agreed to adhere to the SABA Codes of Conduct regarding good service and business practice.

"Booking Agents in the serviced apartment sector have come together to create an association, which will encourage and ensure professional standards amongst its members," explains SABA's Richard Chapman. "Membership will reassure properties and clients of the standards to expect from a SABA agency."

In addition, the association will provide a means through which agreements can be reached with both properties and their associations. Initially established to include only UK agents, membership has already extended into Europe, with projected membership of 50 specialist serviced apartment agents by the end of 2010.