

# GERAGHTY TAYLOR

Developing **BTR** business through **DESIGN**



## 5 GOLDEN RULES OF BTR



Yield Driven Design



Customer Experience



Brand Before Building



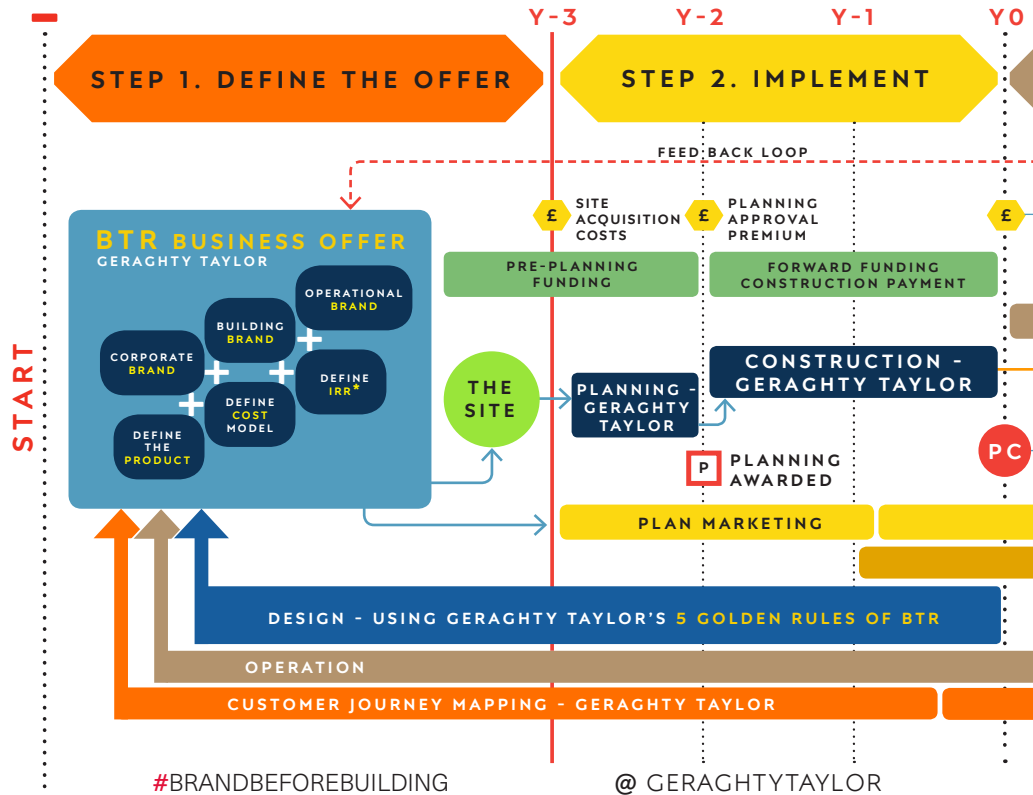
Location & Context



Digital Development

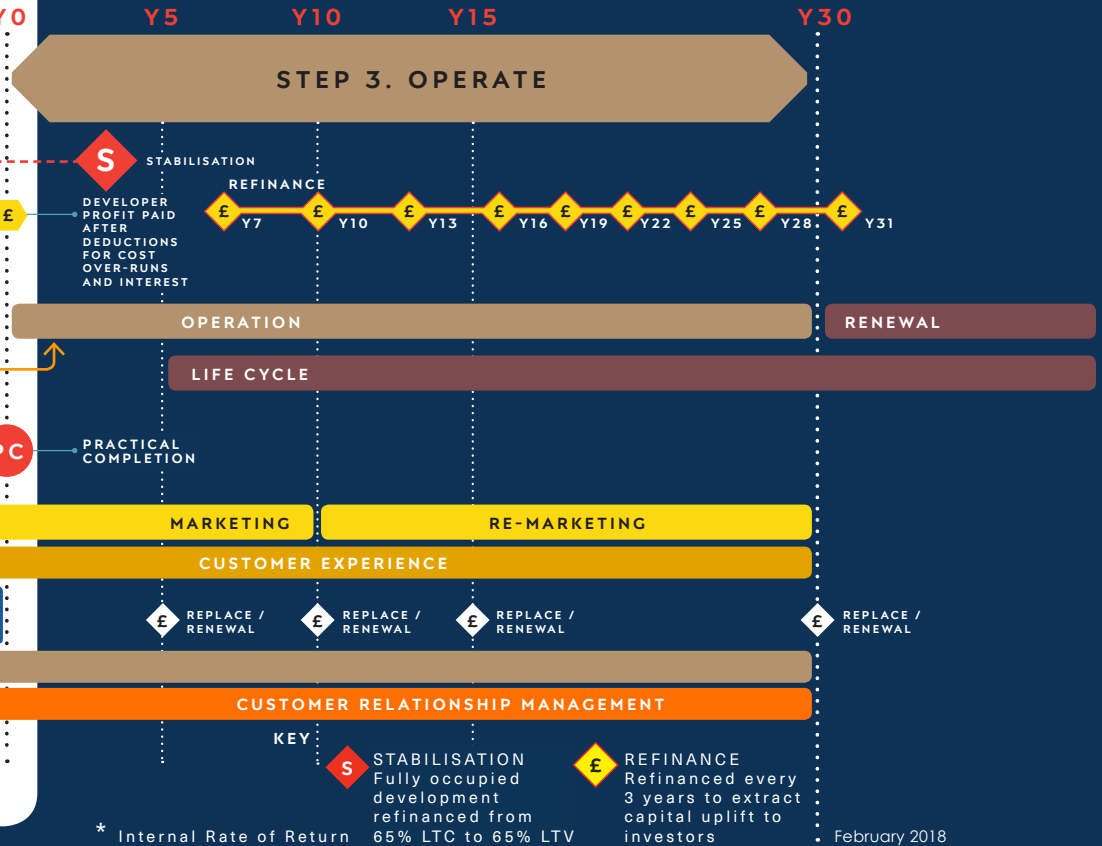
# GERAGHTY TAYLOR

Creating the **DESIGN** that underpins **BTR** business



# BTR TIMELINE

BTR Timeline - © 2018 Geraghty Taylor



**3,200** units designed  
**£ 1/2 billion** currently in design  
**12%** of completed BTR stock  
**10-15%** uplift on projected value

# GERAGHTY TAYLOR

Architecture  
Branding  
Interior Design  
Technology

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