

FOLLOW OUR STEPS TO CREATE A SUCCESSFUL BTR PRODUCT



STEP 1 OUR FIVE GOLDEN RULES...

YIELD DRIVEN DESIGN, LONG INCOME MODEL

YIELD = $\frac{\text{Revenue} - \text{Operating Cost}}{\text{Capital Invested}}$

YIELD = % return on investment
 REVENUE = market rent + premium + event fees
 PREMIUM = value added to market rent price point
 EVENT FEES = revenue from purchasing optional upgrades, services & amenities

CUSTOMER EXPERIENCE

Residents are customers, not tenants. Aim to establish trust and loyalty by delivering consistent and reliable services with customer focused management. Use smart technology to communicate and deliver your brand of BTR.

BRAND BEFORE BUILDING

Define all aspects of the business proposition, product quality, services options and operating standards before designing the building. Use the brand to inform the building design, look and feel and operational model; design from the inside out.

LOCATION, LOCATION, LOCATION
(Site) (Context) (Amenity)

A detailed gap and opportunity analysis of local infrastructure, economic and social assets will reveal what to offer into, or leverage off the local community context with your BTR product.

DIGITAL DEVELOPMENT

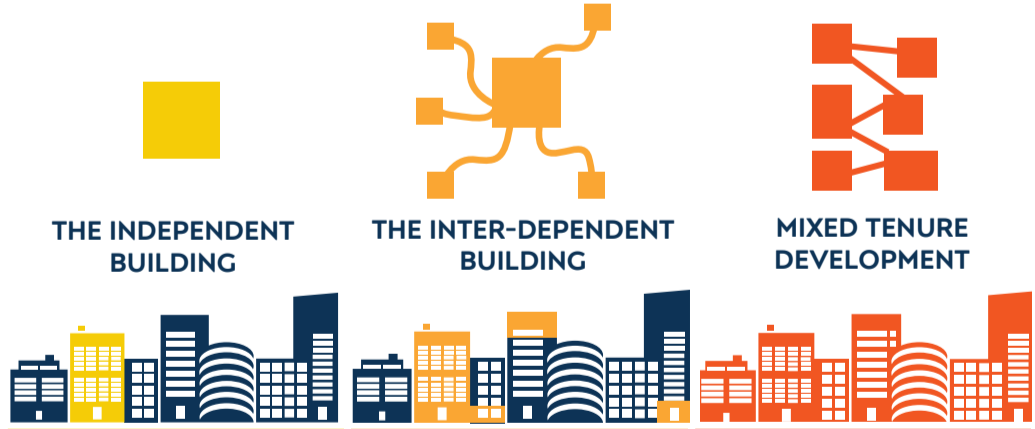
BTR has the potential to be dramatically digitally enabled. Use smart technology to link design, delivery, operations, revenue collection, service provision, customer communication & data collection.

STEP 3 ADD APPROPRIATE AMENITY

UK offer (Yellow) Global offer (Red)

Extra Storage: 20% (UK), 21% (Global)	Rooftop Terrace + BBQ: 27% (UK), 29% (Global)	Cinema/ Game Room: 17% (UK), 21% (Global)
Work Space: 15% (UK), 16% (Global)	Meeting Rooms: 9% (UK), 9% (Global)	Meditation Room/ Yoga Room: 4% (UK), 5% (Global)
Residents Lounge: 5% (UK), 7% (Global)	Gym: 25% (UK), 31% (Global)	Bills Included: 19% (UK), 25% (Global)
No Deposit: 3% (UK), 3% (Global)	Integrated Living Technology: 8% (UK), 8% (Global)	Free Wifi: 28% (UK), 31% (Global)
Underfloor Heating: 3% (UK), 4% (Global)	24/7 Security/ Concierge/Maintenance: 56% (UK), 63% (Global)	Cleaning Service: 17% (UK), 17% (Global)
Instant Move In: 7% (UK), 9% (Global)	Furniture Package: 39% (UK), 43% (Global)	App/Online Service: 25% (UK), 25% (Global)
Pet Friendly: 11% (UK), 12% (Global)	Social Events For Tenants/Guests: 12% (UK), 17% (Global)	Family Friendly: 15% (UK), 16% (Global)

STEP 2 ADD SITE & CONTEXT DATA TO DETERMINE TYPOLOGY



	THE INDEPENDENT BUILDING	THE INTER-DEPENDENT BUILDING	MIXED TENURE DEVELOPMENT
LOCAL AMENITIES (Leisure & Retail Services)	Low dependence In house	Modest dependence In community	High Dependence BUT probably on site
TRANSPORT LINKS	5 mins walk	10 - 20 mins walk	10 - 15 mins walk
MARKET	Higher end	Medium to low	High to low
PRIVATE AMENITY	High	Low	Low
OPEN AMENITY	Low	Medium	High
REGENERATION CATALYST	Modest	Medium/High	High

Geraghty Taylor © March 2017 Data based on approximately 100 projects split equally between the UK and global sites.