



What? How? Why?

GERAGHTY TAYLOR

How important
is the Customer
Experience?

Extremely important.
Your customer is
your revenue source.

Who are your
customers, and how
do you want them
to **experience** your
product?

How do I
achieve my
Yield?

Yield on a long-income
model demands an
efficient Net to Gross.

In a long-income
model, **yield-driven
design** will lower costs
and increase revenue.

Do I need
a brand?

Brand is so much
more than a logo.
It describes your
business and how it
operates. Design
your brand before your
building.

**Design from the
inside out.**

What amenities and services should be included?

Your brand, customer experience and location will influence these decisions.

Provide quality over quantity.

How do I harness the digital revolution?

Use smart technology to **capture data on supply and demand.**

Link customer behaviour to design, operations and revenue.

Who can help me?

Invest in an **experienced team.** Geraghty Taylor have specialist BTR knowledge and offer architecture, branding and interior design services.

Architecture
Branding
Interior Design
Technology

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