

Build to Rent in Scotland

Operating at a high level

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Contents

- Lessons Learned for Scotland
- The Value of Community
- Asset Optimisation

Operation is BTR



PBSA: Lessons & Similarities

- Purpose Built Rental Stock
- Long Term Investments
- Social & Financial Returns
- Customer Service is core
- Lifecycle cost
- Asset Optimisation



PBSA or BTR?

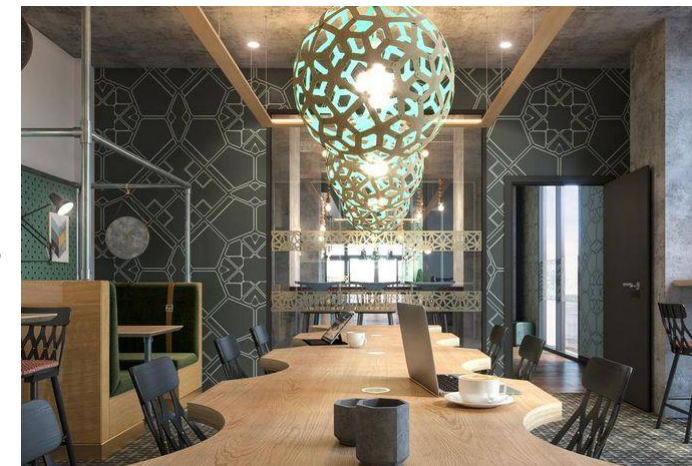
VS



VS

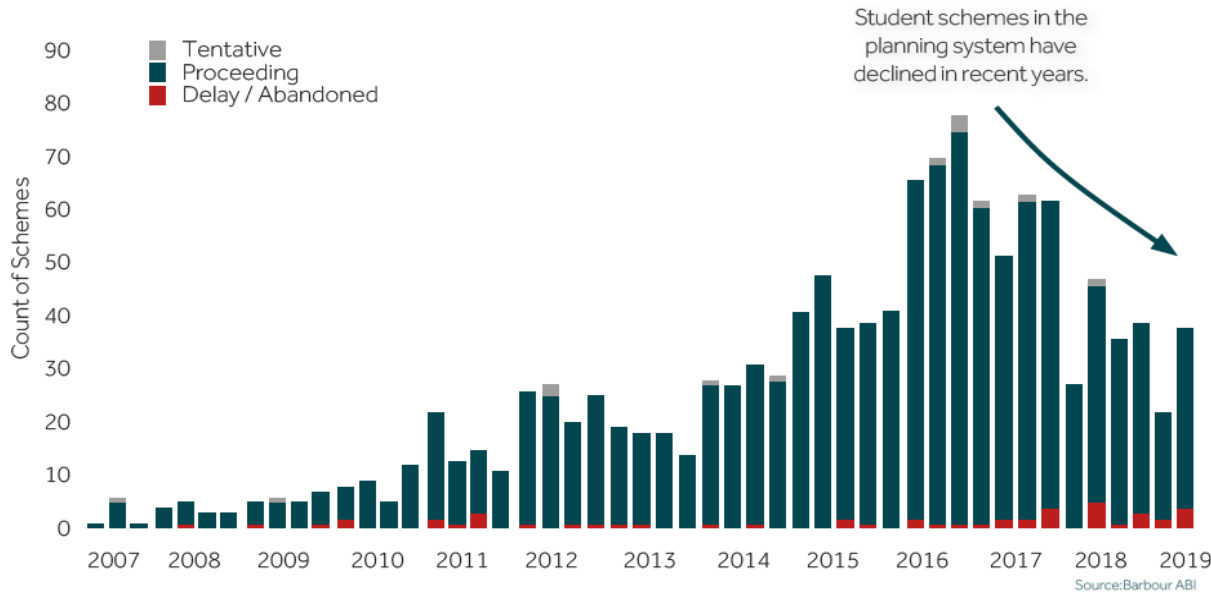


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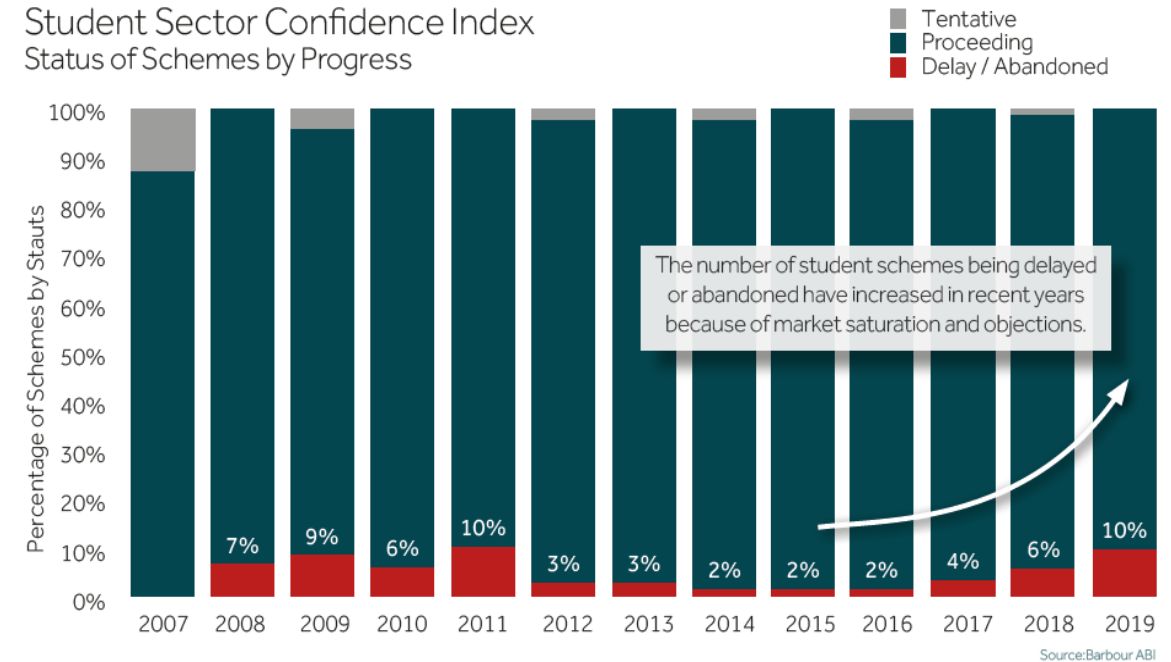


BTR rise as new PBSA slows

Student Sector Activity Index
Activity of Student Led Schemes by Planning Status



Student Sector Confidence Index
Status of Schemes by Progress



BTR is at the start of its journey in Scotland

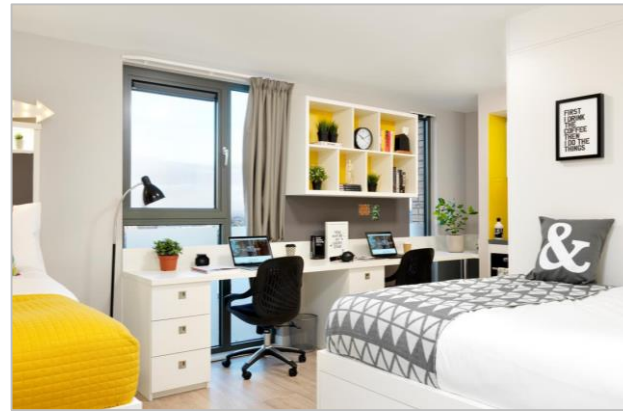


From informal sector to investable asset

£4bn

PBSA assets transacted (2017)

PBSA transformed from informal
subset of PRS to investable and
transactable asset class



BTR is on the rise

£2.7bn

BTR investment in 2018 and up 20% H1 2019

BTR has a substantial market potential



Community & Customer

- Increased rents year on year
- Decreased voids
- Increase in repeat & recommended business
- Health & Wellbeing



These are lessons well established in PBSA operation

BTR on the rise

- Service Expectation
- Professional Management
- Residents Graduate from PBSA to BTR
- Competition for service quality
- Brand Loyalty



On the Up



BTR is more than just flats



Residents are an asset

Residents are;

- Advocates & Promoters
- They Create Destination
- Can Drive Demand
- Reflect Brand
- Care for Asset
- Help placemaking

100%

Customer Satisfaction Survey

- Online Tools & Forums
- Community Engagement
- Residents' Events
- Local Information

These are lessons well established in PBSA operation

Design enabling

- Modular Design
- Scalable
- Lifecycle costs



More to learn.....

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