# WHAT IS NEXT FOR THE RENTAL MARKET?
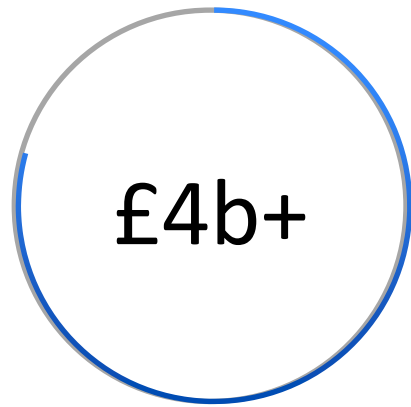


**MEGI CARA**
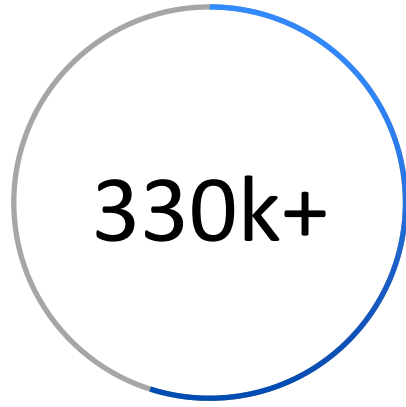
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SOLUTION CONSULTANT
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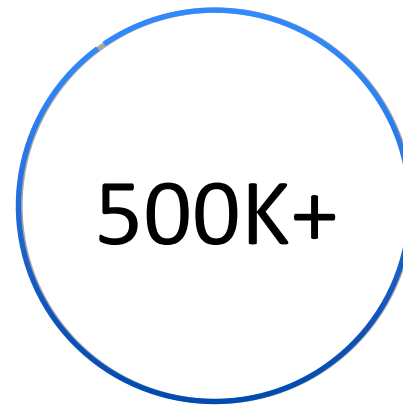# WHY IS SCALE IMPORTANT?

**SAVILLS: UK BUILD TO RENT MARKET UPDATE – Q4 2022**

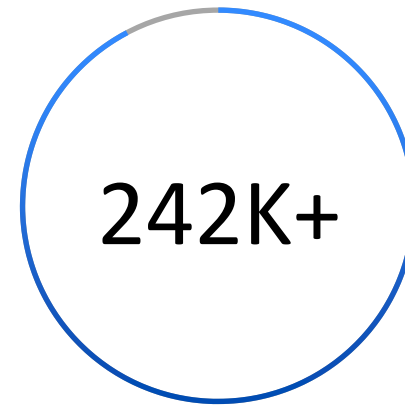| £4b+ | 330k+ | 500K+ | 242K+ |
|------|-------|-------|-------|
| **INVESTMENT IN MULTIFAMILY IN 2022** | **NET MORTGAGE BUY TO LET REDEMEMPTIONS** | **NET MIGRATION TO UK – JUNE 2022** | **BTR STOCK: HOMES COMPLETED OR IN POTENTIAL PIPELINE** |

# ADVANTAGES OF SCALE

## MACRO FACTORS – ESG

*Addressing the 'Social' in ESG -* **Anne Kavanagh, CEO, Telford**

**Homes**

## ECONOMIES OF SCALE

*"If you can buy broadband more cheaply, you can look at giving new customers a gift of gigabyte broadband instead of, say, 30mbps."*
**- Simon Chatfield, Head of BTR, John Lewis Partnership**

## INVESTOR APPETITE

*Scale enables investors to deploy large amounts of capital quickly*
**–Lesley Roberts, Director of BTR Operations, Godwin Developments**

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# ROLE OF TECHNOLOGY IN SCALE

- TRANSACTIONAL BUSINESS
- REDUCING FRICTION
- CUSTOMER CENTRICITY
- ENABLING PEOPLE TO DO MORE
- COMPLIANT OPERATIONS

# KEY CHALLENGES

What are some key operational challenges around scaling?

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**BRAND CONSISTENCY**

**SYSTEM ARCHITECTURE**

**VALUE DRIVEN OPERATIONS**

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# WHAT IS THE REAL COMPETITION AS THE

# RENTAL MARKET SCALES



HOMEVIEWS 2023 BUILD TO RENT REPORT IN PARTNERSHIP WITH **rightmove** ⌂

homeviews **INSIGHTS**

## 18 COMMUNITIES SCORED ABOVE AVERAGE IN EVERY CATEGORY ON HOMEVIEWS IN 2022

⭐ Star Rating   ⚖ Facilities   🏢 Design   📍 Location   📊 Value   🖼 Management

| OPERATOR | BTR COMMUNITY | OPERATOR | BTR COMMUNITY |
|---|---|---|---|
| DANDARA LIVING | ASTON PLACE, B1 | M | THE MCEWAN, EH3 |
| | CHAPEL WHARF, M3 | | |
| | THE POINT, AB10 | | |
| allsop | THE KEEL, L3 | THE JAMES | THE JAMES LIVERPOOL, L2 |
| | THE TRILOGY, M15 | | |
| | VOX, M15 | | |
| WAY OF LIFE | THE GESSNER, N17 | Touchstone | THE FORUM, B5 |
| | THE WULLCOMB, LE1 | | |
| | THE LANSDOWNE, B16 | | |
| urbanbubble | THE RESIDENCES MANCHESTER, M15 | Essential Living | UNION WHARF, SE8 |
| | THE WHITMORE COLLECTION, B3 | | |
| THE QUARTERS BY BRAVO | THE QUARTERS KILBURN, NW6 | AmroLiving | THE GREEN ROOMS MEDIACITYUK, M50 |
| | THE QUARTERS CROYDON, CR0 | | |

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# KEY TAKEAWAYS

ADVANTAGES VS CHALLENGES WITH SCALE

THINKING ABOUT SCALE AS A MINDSET

ROLE OF TECHNOLOGY IN SCALE

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# THANK YOU

Feel free to contact Yardi with any questions.

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