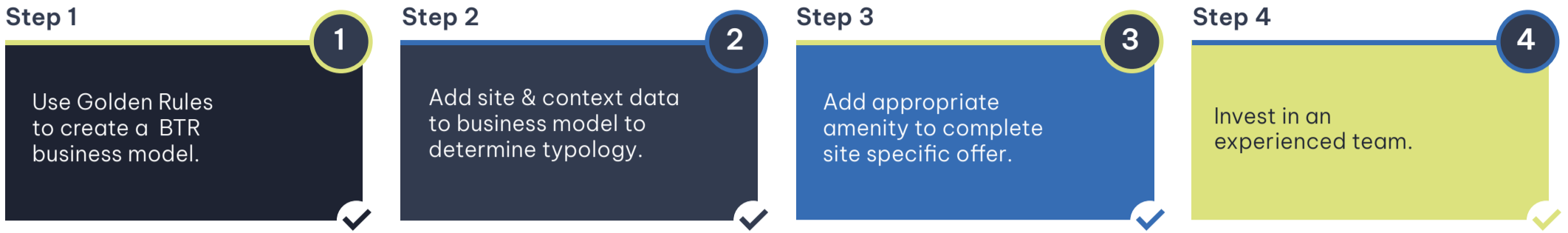


# Build to Rent (BTR) sector

## A 'how to' guide

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 buildings/communities are digitally enabled. Using smart technology to link design, delivery, operations, revenue collection, service provision, customer communication and data collection.

### 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 min walk               | 10 - 20 min walk               | 10 - 15 min 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                                 |

### Step 3 Add Appropriate Amenity



2019 data based on approximately 100 projects split equally between the UK and global sites.