

Brand Before Building

Why brand is important to BTR

Brand is much more than just a logo

It integrates all parts of your business plan and BTR offer:

- ✓ Customer Experience (CX)
- ✓ Product
- ✓ Communication
- ✓ Operations
- ✓ Service
- ✓ Amenities
- ✓ Finance

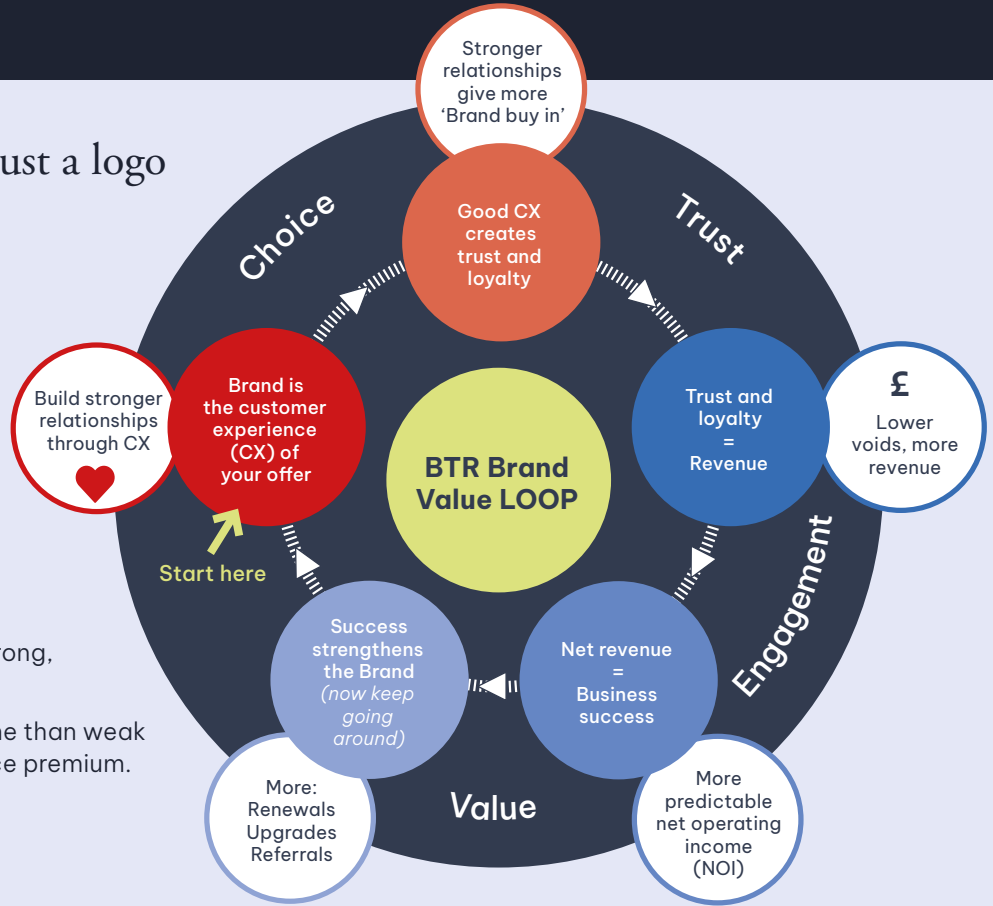
Customers are willing to pay more for strong, familiar, visible Brands.

Strong Brands show 3x more sales volume than weak brands and can command up to 13% price premium.

Brand is proven to drive revenue in consumer markets.

Brand sees tenants as customers.

Brand suits rented residential.



Brand works across the investment horizon

Successful Brand enhances value

	EXIT 1	EXIT 2	EXIT 3
Expected Exit	Planning or vacant possession	PC or rental stabilisation	After maturity of investment
Investment Horizon	3 - 5 years	5 - 10 years	10 - 30 years
Brand Integration	Limited to elements of product & operations	Full, but limited to meet early exit criteria	Full integration with business model
Brand Value	None	Immature, but Brand platform in place	Mature Brand and value add loop
Spending Focus	Capex	Capex and Opex to achieve early exit	Capex and Opex balanced against NOI requirements
What purchasers should look for	Good BTR design with primary operational infrastructure	Solid BTR product, optimal operations that deliver good Customer Experience	Alignment of asset and NOI to business strategy. Opportunities to improve performance and easy rebranding
Purchasers expectation on acquisition	Resubmit planning to align product and ops with BTR business	Full design & Ops review. Expect some Capex and Opex re-investment	Buy as mature business, maintain and renew
Trust in Brand	None	Developing	Mature

Understand Brand before investing in BTR

#BrandBeforeBuilding



S&P 500 market cap

Brand value now accounts for 21% of the value of the world's biggest companies.

