

BTR

Build to rent

Why should I give you my **money**?

What's in it for **me**?



Customer Experience

BTR is a residential investment
paradigm shift

Single capital transactions to a
long term net income model.

It is a long term, relationship based
revenue stream.



Customer experience

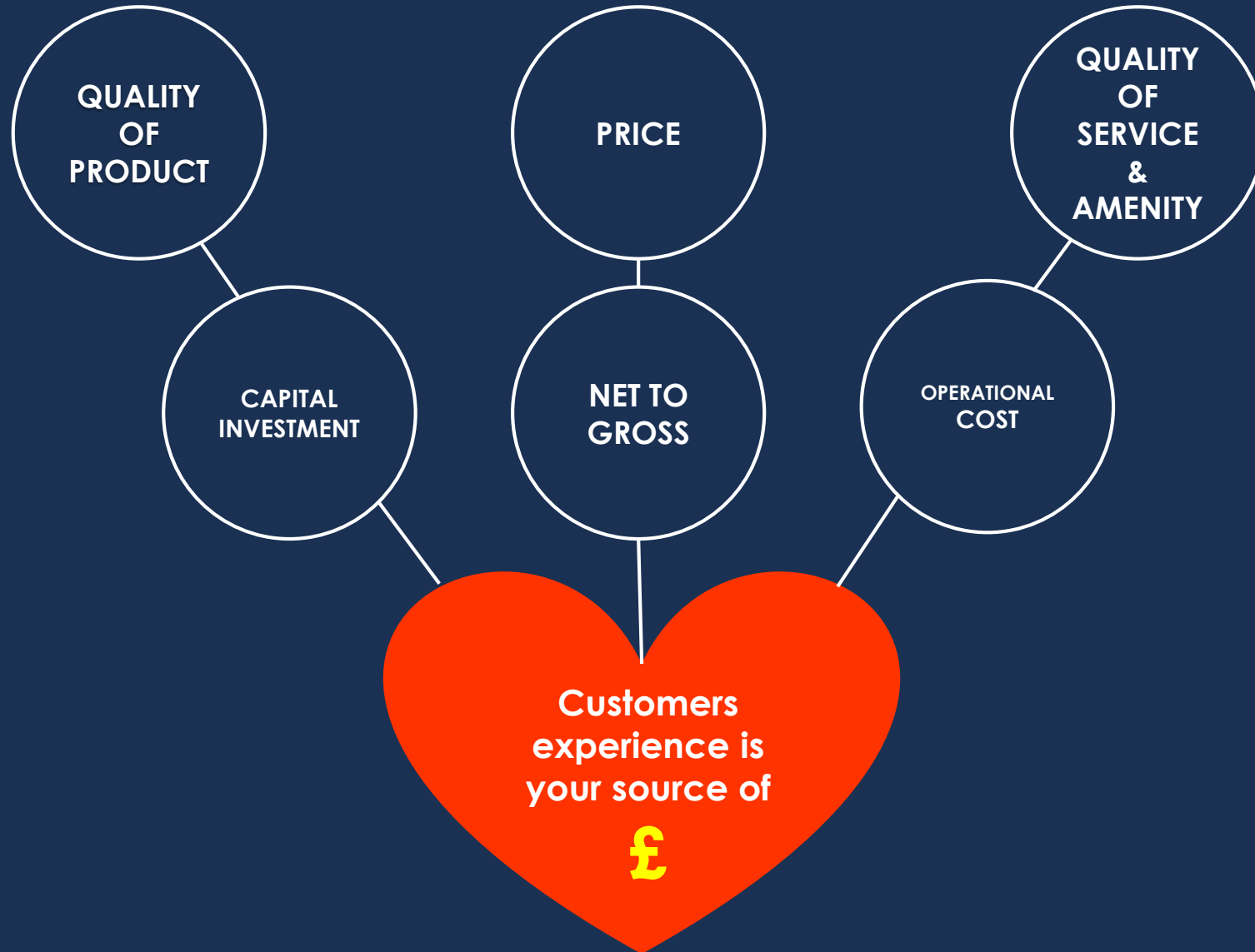


Happy people
spend their money



Unhappy people
Burn you on social media

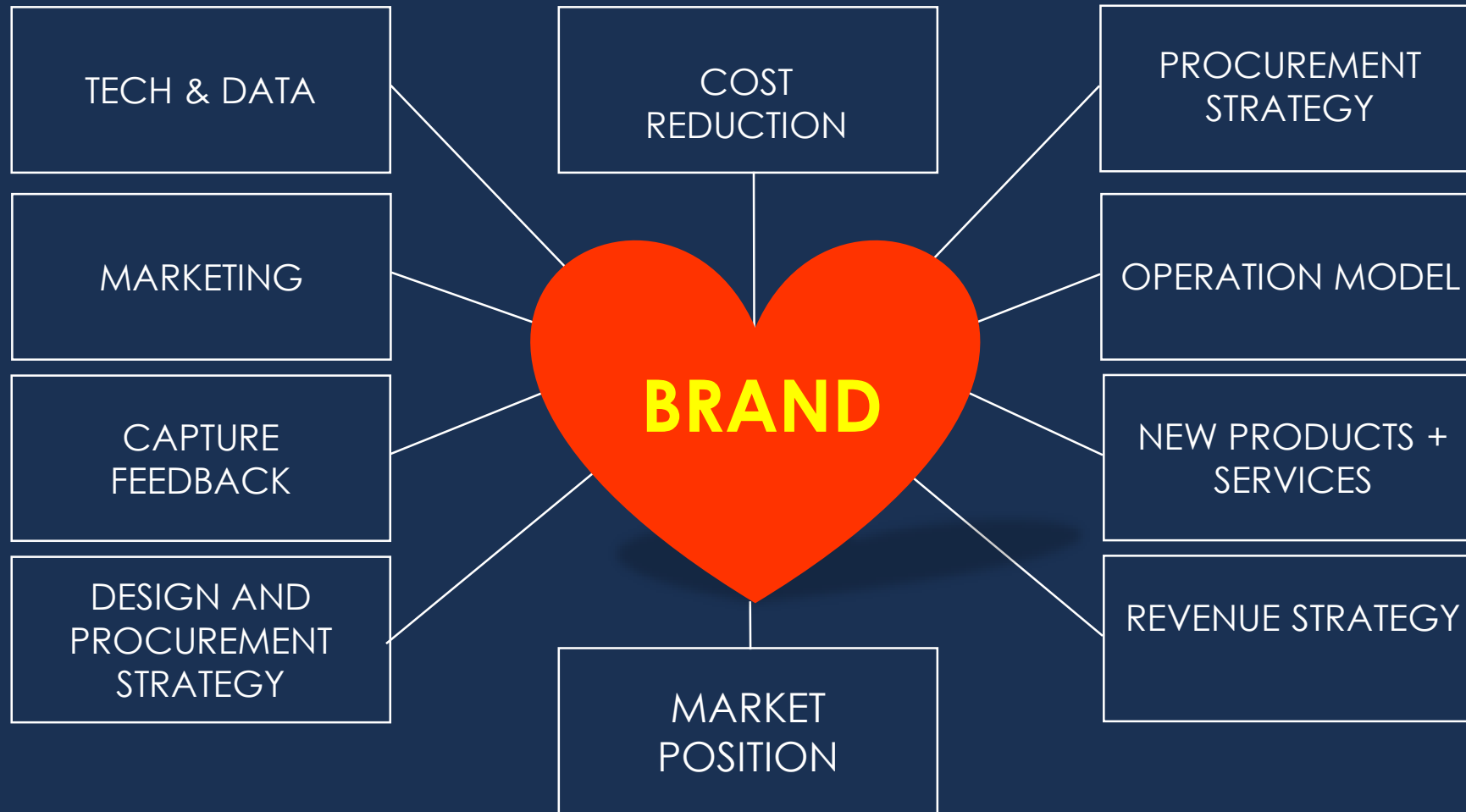
Yield driven design



How do we create a good BTR customer experience?



Brand before building

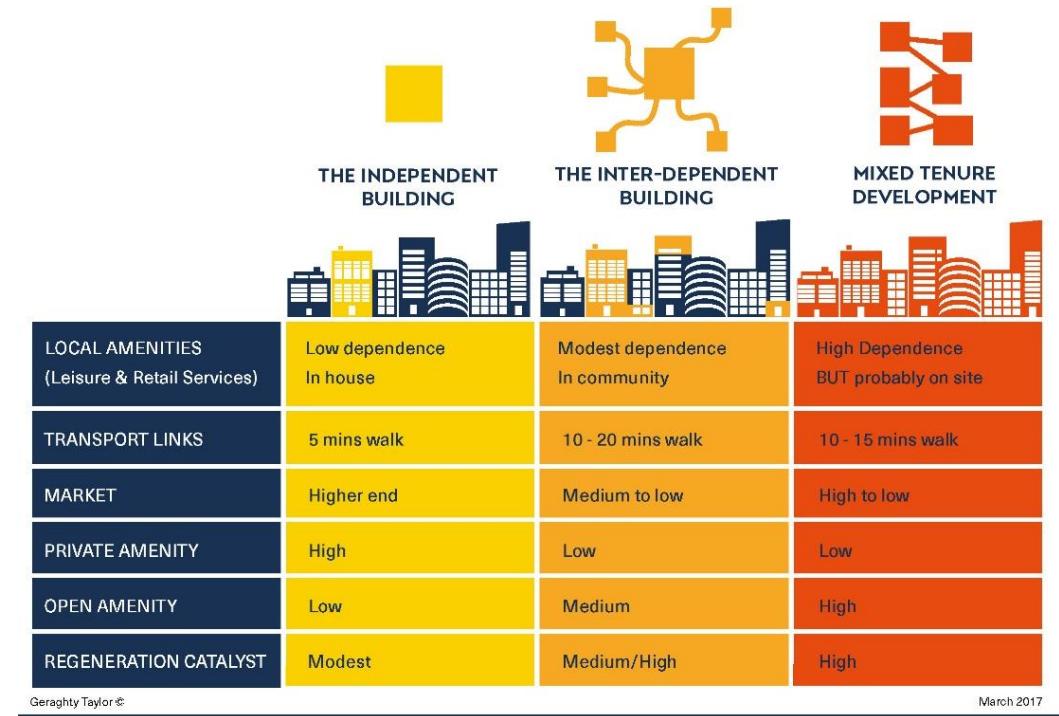


Applying the brand

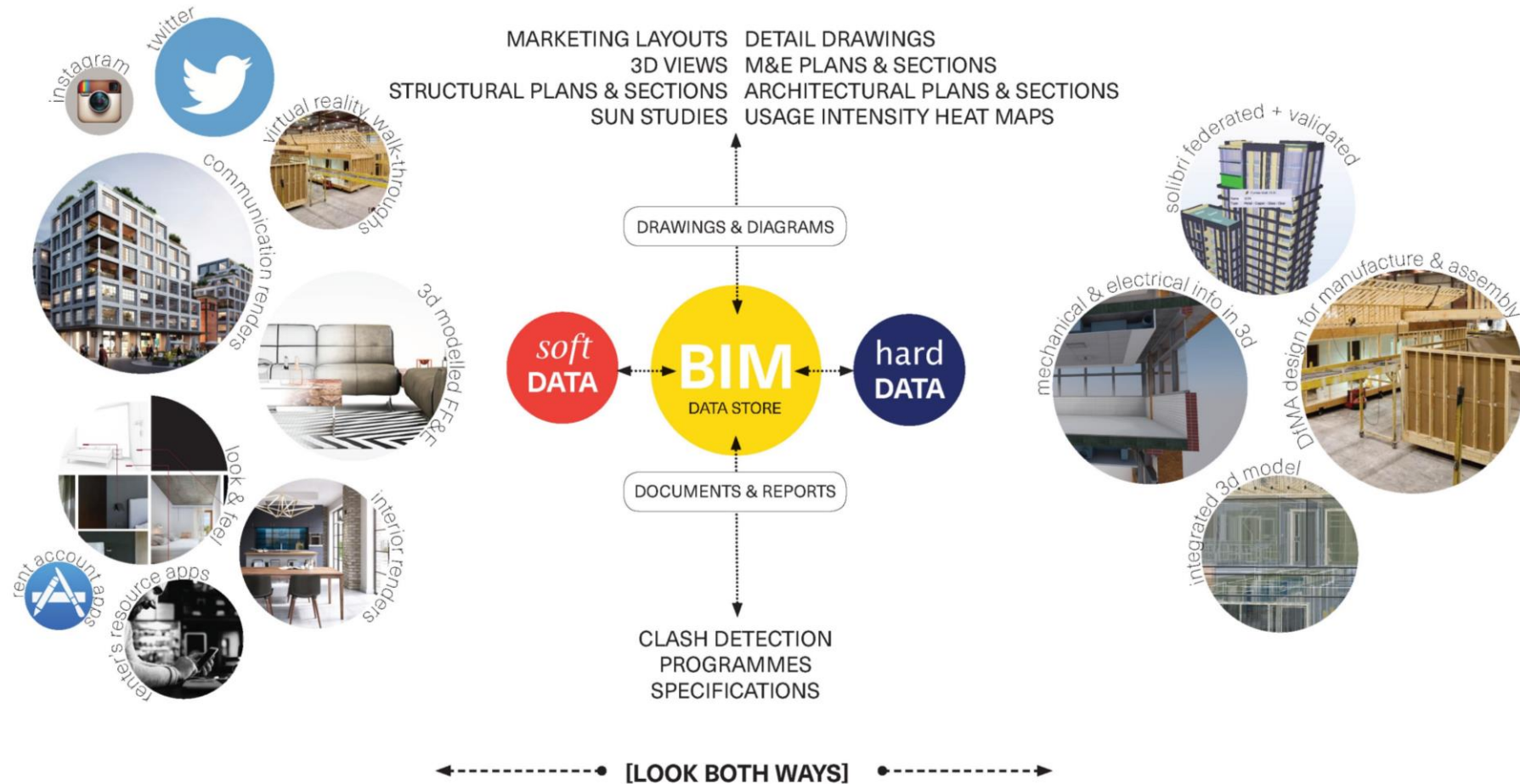
LOCATION **SITE**

LOCATION **TPOLOGY**

LOCATION **AMENITY**



Digital development



Our Five Golden Rules of BTR



YIELD DRIVEN DESIGN, LONG INCOME MODEL

$$\text{YIELD} = \frac{\text{Revenue} - \text{Operating Cost}}{\text{Capital Invested}}$$

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.



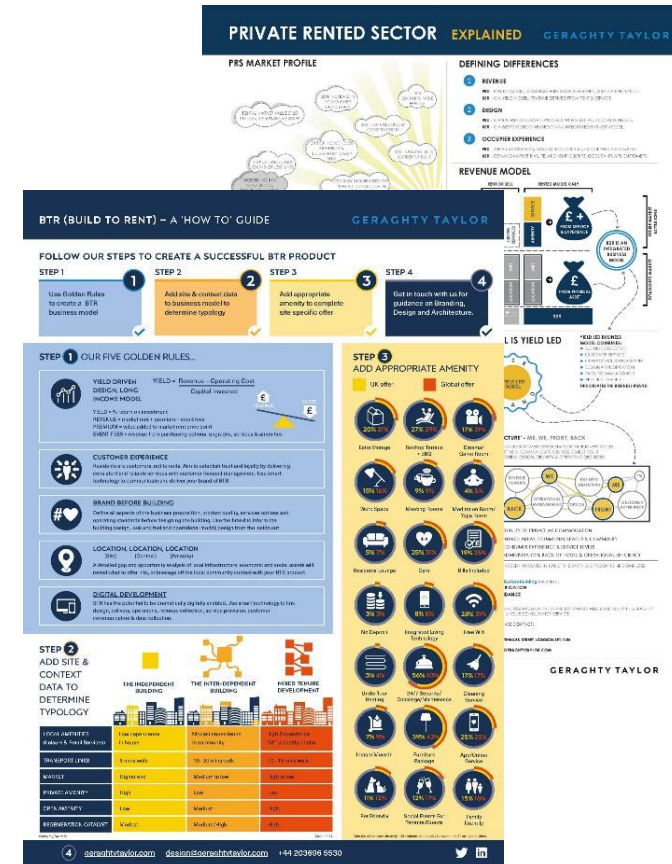
LOCATION, LOCATION, LOCATION (Site) (Context) (Amenity)

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 has the potential to be dramatically digitally enabled. Use smart technology to link design, delivery, operations, revenue collection, service provision, customer communication & data collection.



Download BTR Guides at
www.geraghtytaylor.com

Residents retention is #1 KPI

“Look after your customers
and
they will look after you”

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Branding
Interior Design
Technology

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