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# Accelerating Build to Rent (BTR), the scope for MMC

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Brendan Geraghty, CEO

# What is BTR?

- High quality homes, professionally managed
- Scale - minimum 150 homes (urban) 50-200 homes SFH
- Institutionally invested product (or similar)
- Purpose built for rent, often with on-site amenities and services designed in
- Offers security of tenure through flexible, long-term tenancies
- Long term hold, with community at its core.



# How does BTR fit into PRS?



The UK has the capacity for 2 million BTR homes

# Types of BTR



Urban BTR  
(multi-family)



BTR Housing/  
Single family



Co-Living

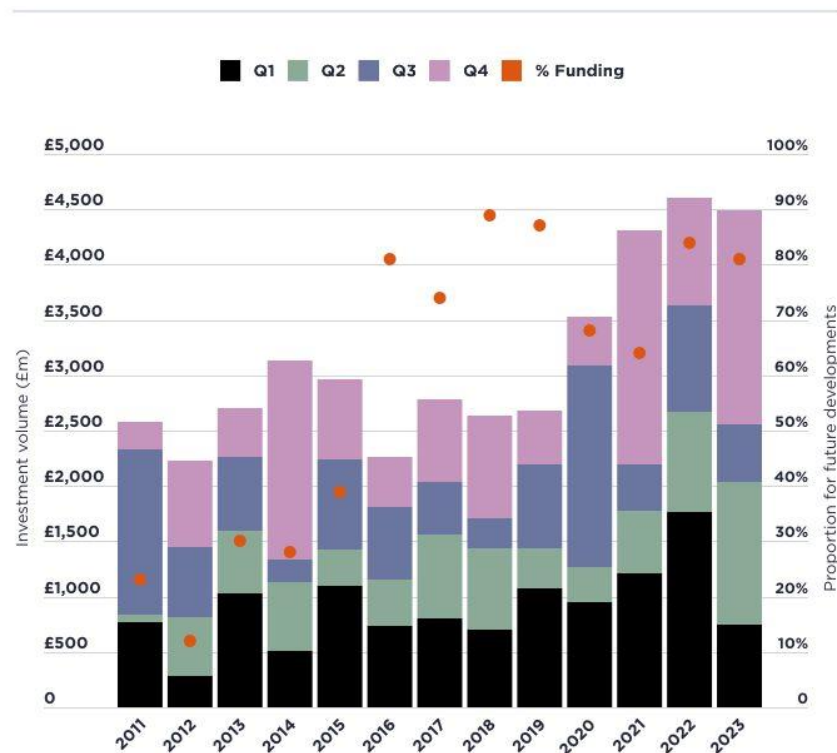


Later Living



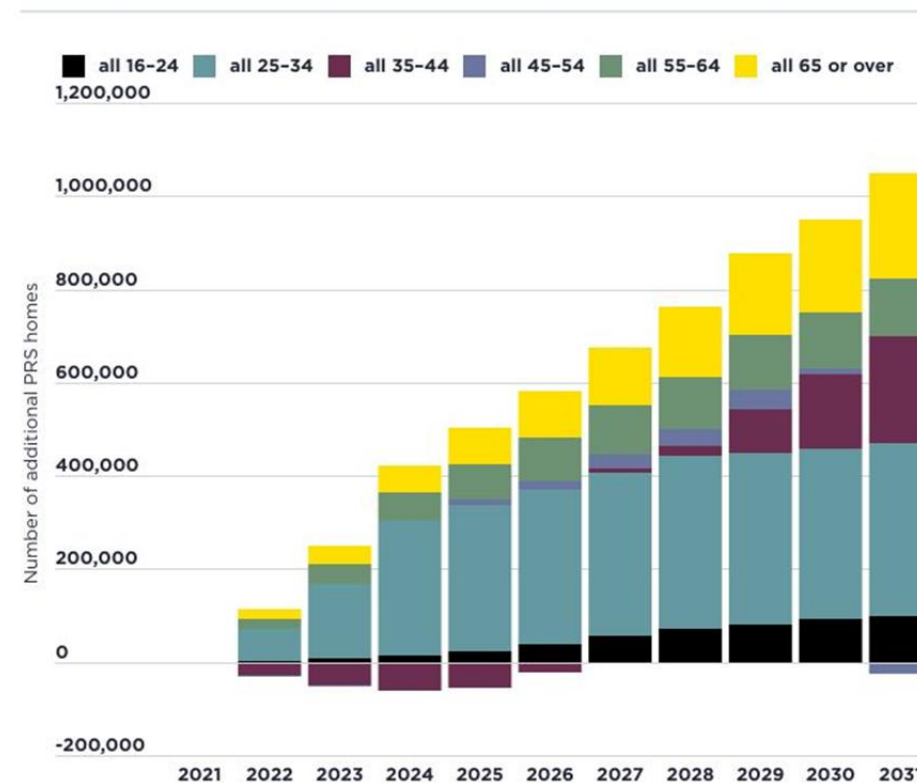
DMR & Affordable

**Figure 1 - Investment in Build to Rent recorded the second strongest year, with high proportion for new development**



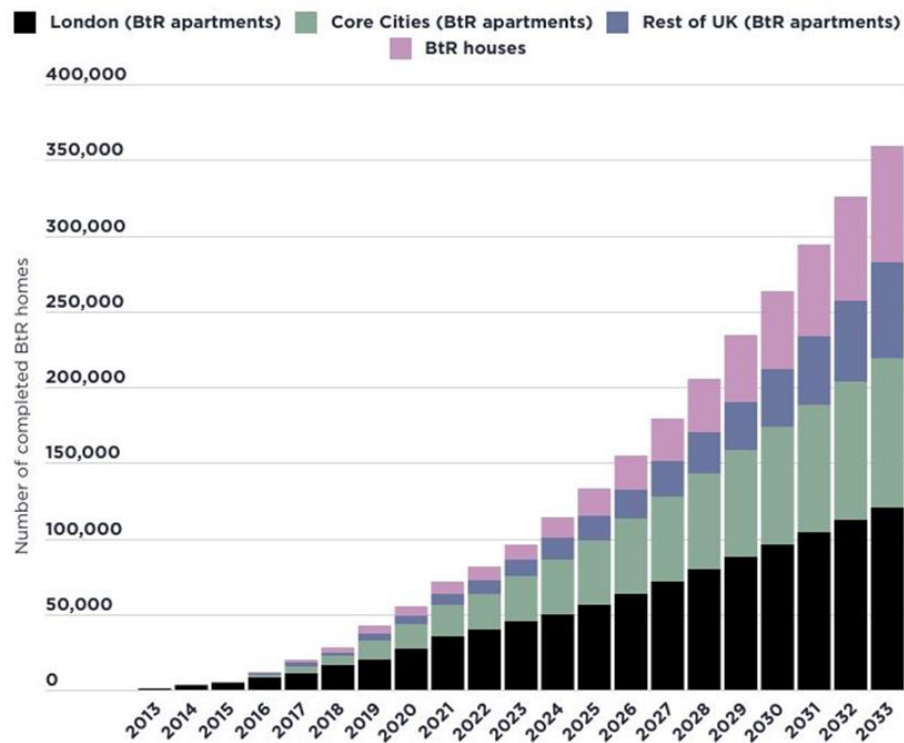
Source: Savills Research

**Figure 4 - Over 1 million additional PRS households projected by 2031**



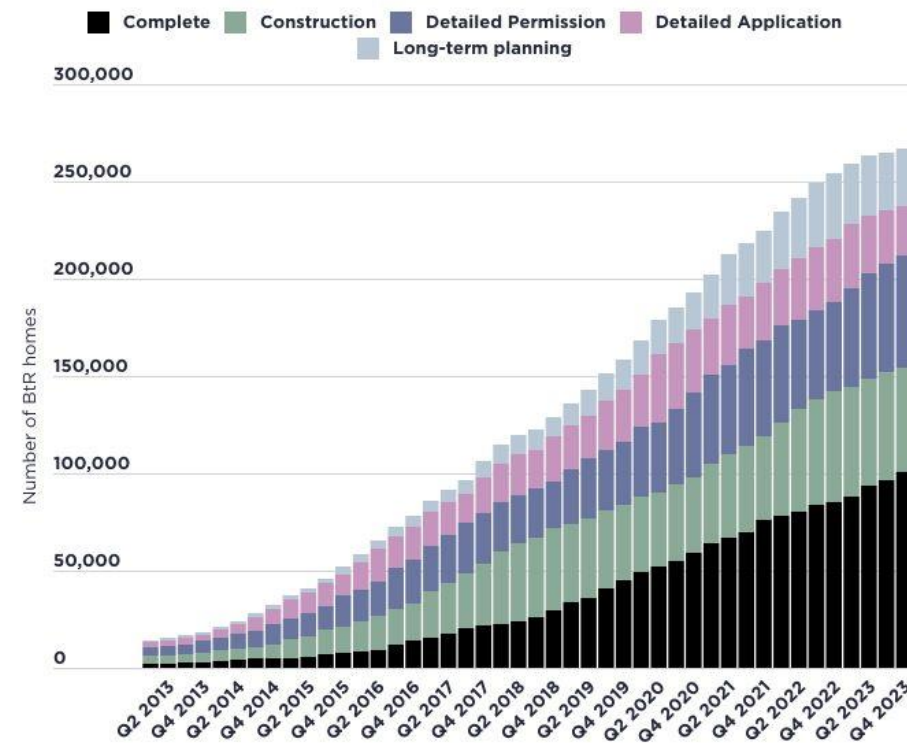
Source: Savills Research using English Housing Survey, ONS

**Figure 6 - Number of Build to Rent homes expected to reach 360,000 by 2033**



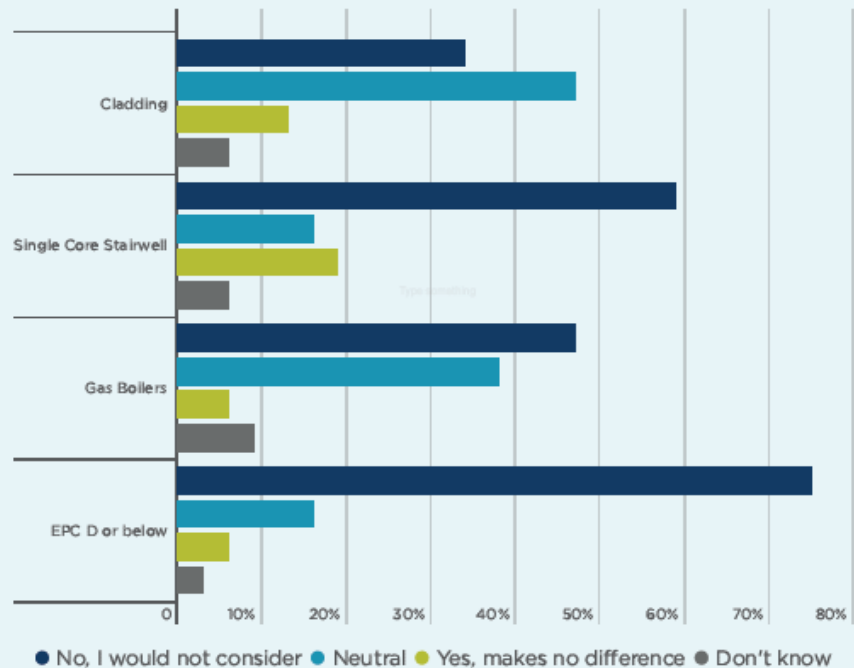
Source: Savills Research, British Property Federation, Molior, DLUHC

**Figure 8 - Continued growth in 2023 but applications have fallen**

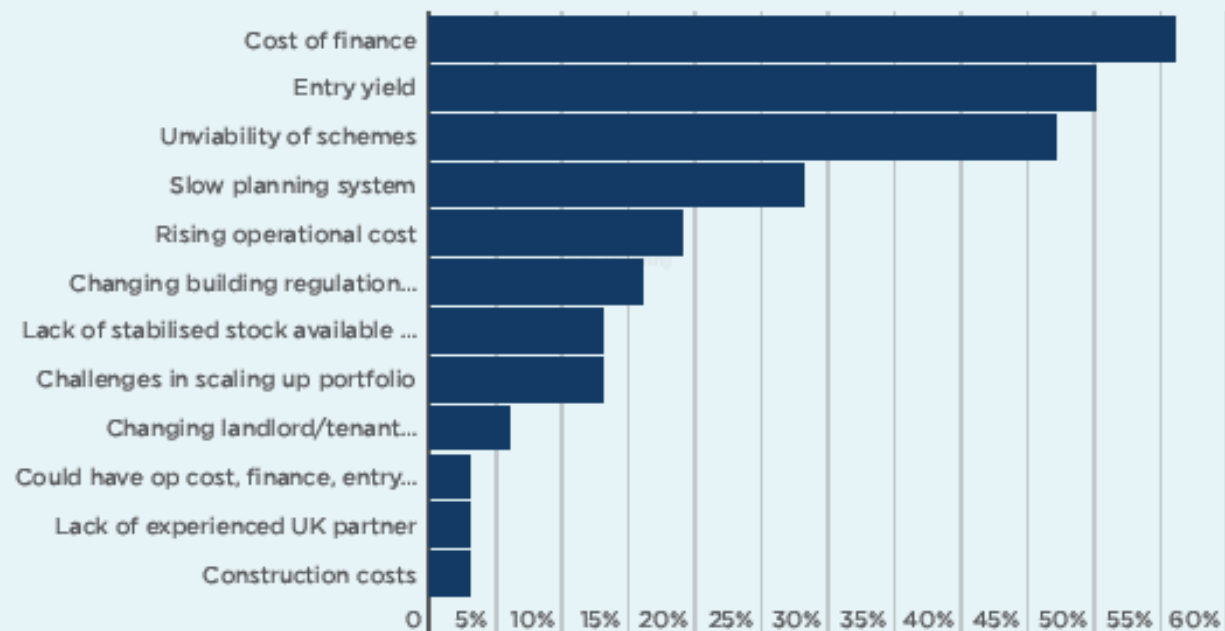


Source: Savills Research, British Property Federation, Molior

**WOULD YOU CONSIDER INVESTING IN A UK BTR SCHEME WITH THE FOLLOWING?**



**WHAT DO YOU BELIEVE ARE THE MOST SIGNIFICANT BARRIERS TO YOU INVESTING IN THE UK BTR MARKET? (THREE OPTIONS)**





# The 5 golden rules of BTR



## **YIELD DRIVEN DESIGN, LONG INCOME MODEL**

**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

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



## **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.





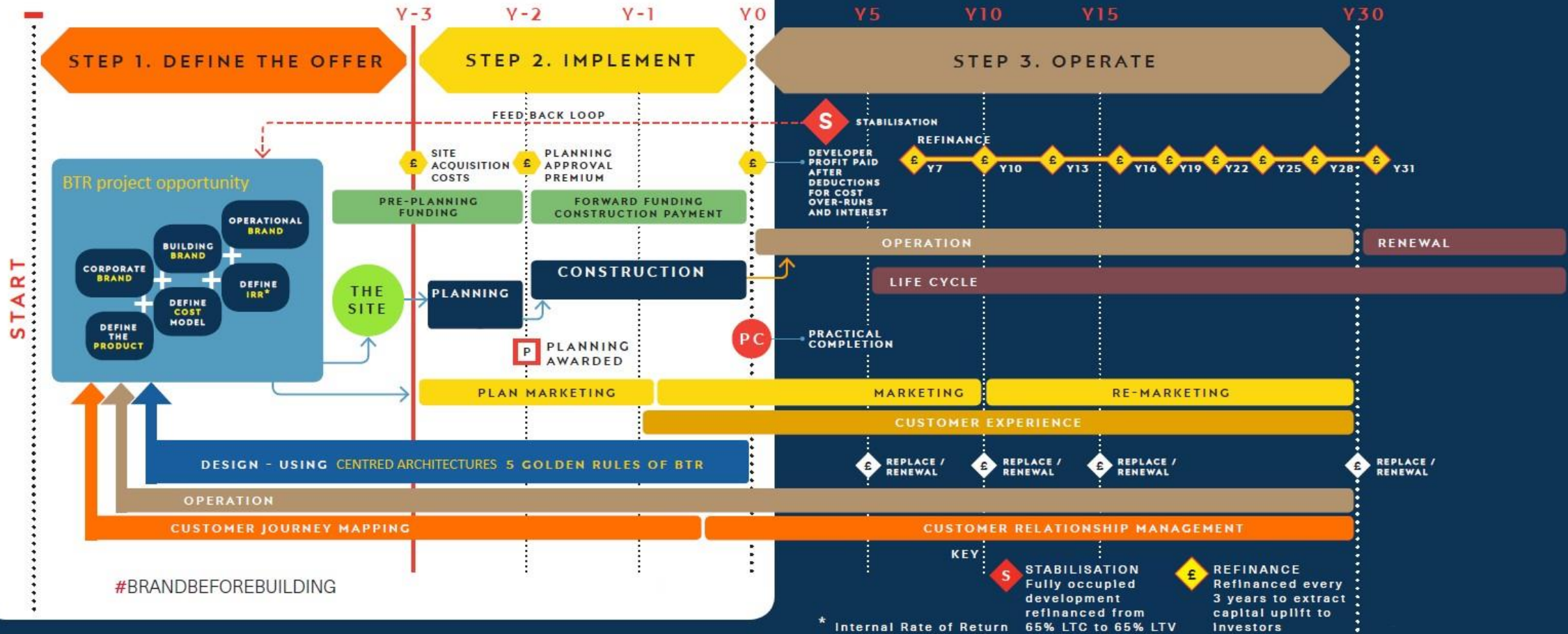
# Capex v. Opex

## Centred Architecture

Creating the **DESIGN** that underpins **BTR development strategy**

## BTR TIMELINE

BTR Timeline - © Centred Architecture 2021

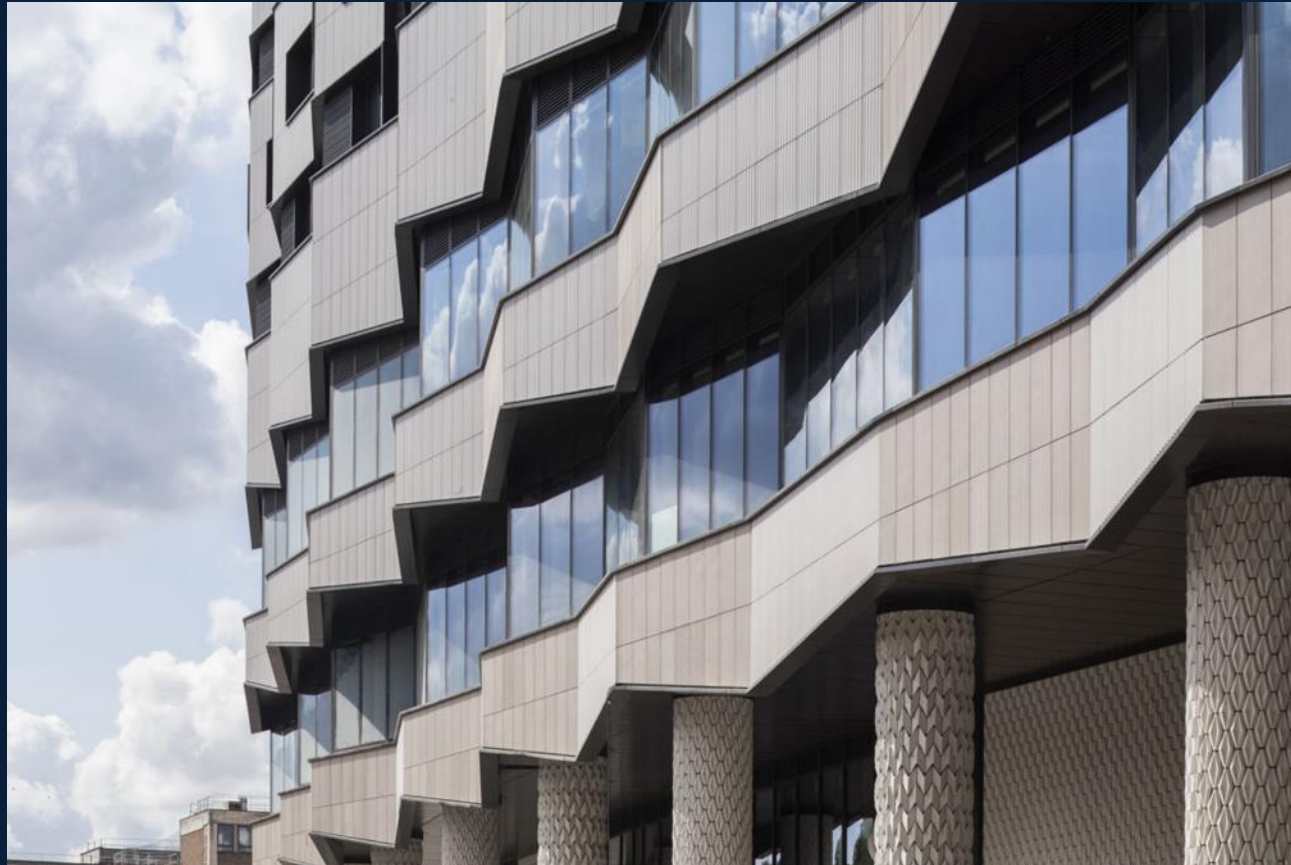


# BTR leadership in MMC: Greystar – 10 Degrees

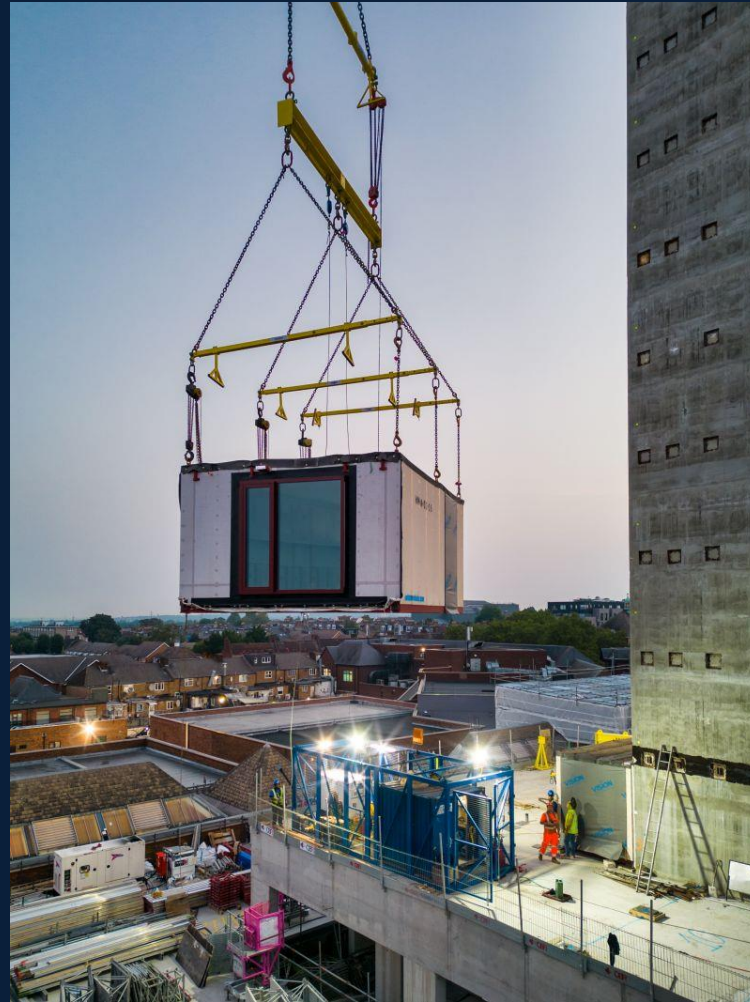




# BTR leadership in MMC: Enclave (co-living) Croydon



# BTR leadership in MMC: Longharbour at Walthamstow





# Wembley Park Regeneration

A LB of Brent and  
Quintain Partnership



8,500 new homes, of which 5000 are BTR.  
8000 new jobs, 1.25 million ft<sup>2</sup> of retail, office and leisure spaces.





# BTR Housing

Placefirst  
The Green Hartlepool  
170 BTR Repurposed 2-4 Bed Homes



Packaged Living  
Former Charlton School, Telford  
195 BTR Homes





# BTR Housing Need: 1 million homes by 2030



BTR Housing

550,000 homes  
£160bn



Urban BTR  
(multi-family)

330,000 homes  
£110bn



Rural

110,000 homes  
£28bn

# Thank You

