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# BUILD TO RENT REPORT 2024

APRIL 2024



# FOR BUSINESS

HomeViews works closely with over 100 leading UK developers, house builders, BTR operators, suppliers, consultants and more.



### HomeViews Partnerships

If you're a company with reviews on HomeViews, we'll help you build your brand, market to your target audience and better understand your buildings and residents.

*"A FANTASTIC SOURCE OF TRUSTED AND TRANSPARENT INFORMATION FOR OUR PROSPECTIVE RESIDENTS."*

Juliet Self  
Director of Customer Brand and Experience



### HomeViews Pro

For the first time ever, the UK's only resident experience database is available to the wider property industry, including investors, researchers, developers and more.

*"WE HAVE FOUND THE PLATFORM TO BE INVALUABLE, WITH THE QUALITY OF INFORMATION EXCEPTIONAL."*

Iain Murray  
Senior Director BTR Consultancy (Europe)



# INTRODUCTION FROM HOMEVIEWS

Welcome to our 2024 Build to Rent Report in what is a significant year, both for the BTR sector and for us here at HomeViews.

Firstly, I'm delighted to see BTR achieving the highest resident ratings we've ever seen in 2023. This is a truly heroic recovery following a difficult period for the entire property industry around 2022.

The fierce competition at the top of the sector is perhaps part of the reason for such high ratings in 2023, and was clearly seen at our recent Resident Choice Awards in February. You'll find all the winners and highly-rated contenders at the back of this report. A huge well done to all featured as the standards were sky-high and margins very tight.

As you may have heard, February also saw HomeViews acquired by Rightmove. This offers us a brilliant opportunity to expand our services for partners and other stakeholders, and is also a significant vote of confidence in Build to Rent from the UK's largest property platform.

We recognise the growth and evolution of Build to Rent in this report, with more detailed analysis of sub-categories like Co-living and Single Family Homes. This is also mirrored in our HomeViews Pro data dashboard, launched last year and giving subscribers ever-greater access to the insights our data uniquely provides.

I hope this report helps you to understand Build to Rent better, and also perhaps to spread the word on the immensely positive impact BTR is having on both the UK housing industry and its residents.

**RORY CRAMER,**  
Co-founder and CEO

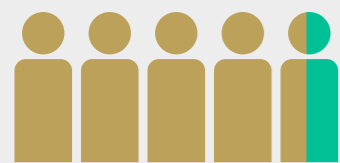


**"THE RATINGS WEBSITE THAT'S CHANGING HOUSING."**

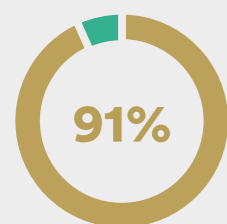


Drop Ella a message to find out more: [ella@homeviews.com](mailto:ella@homeviews.com)

## WHY REVIEWS?



**89% OF RENTERS** SAID THEY USED REVIEW SITES TO NARROW DOWN THEIR SEARCH AND MAKE A FINAL SELECTION <sup>1</sup>



OF CONSUMERS BETWEEN THE AGES OF 18 TO 34 TRUST ONLINE REVIEWS AS MUCH AS **PERSONAL RECOMMENDATIONS** <sup>2</sup>



REVIEWS ON HIGHER-PRICED PRODUCTS CAN INCREASE CONVERSION RATE BY **380%** <sup>3</sup>

## WHY HOMEVIEWS?



PROPERTY'S ONLY DEDICATED REVIEW SITE FOR DETAILED, VERIFIED RATINGS AND INSIGHTS TRUSTED BY MILLIONS



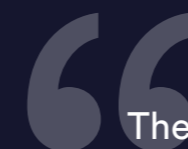
UNIQUE INDUSTRY INSIGHTS FROM 44,000 REVIEWS COVERING 92% OF COMPLETED BTR COMMUNITIES



RIGHTMOVE HAS THE UK'S BIGGEST RENTER AUDIENCE AND OUR NEXT STEP IS TO ADD HOMEVIEWS CONTENT TO BUILT FOR RENTERS LISTINGS

1) 2017, J. Turner Research, 2) Brightlocal, 2020, 3) Spiegel Research Centre, 2017

# A new home HomeViews is now part of Rightmove



The HomeViews team has built an impressive platform that helps consumers make more informed decisions about where to live, and gives you access to data insights and tools, including direct feedback from residents. We're exploring how best to create new and effective relationship tools for you, and ways to enrich information for UK consumers.

Our commitment is to continue to build more attention and drive more renters to the BTR sector.



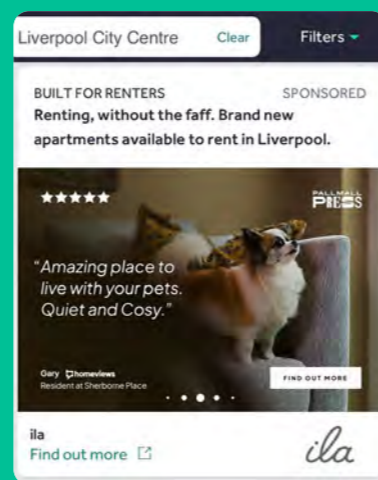
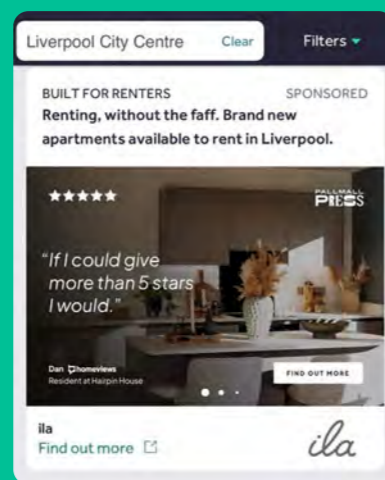
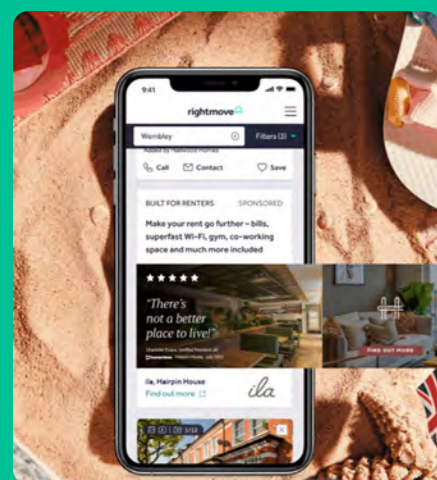
Johan Svanstrom  
CEO, Rightmove



# HOMEVIEWS + RIGHTMOVE: THE OPPORTUNITY

Rightmove's acquisition of HomeViews reflects its focus on Build to Rent.

- HomeViews content will be visible to a highly-engaged audience of prospective tenants on Rightmove.
- HomeViews BTR partners have higher ★ Star Ratings than non-partners, averaging 4.36 vs. 3.85.
- Take advantage now to make sure your HomeViews coverage is as good as possible by actively collecting reviews.



Our Partners are already benefiting from HomeViews content on Rightmove.

rightmove

homeviews

# HOMEVIEWS ADDS VALUE TO THE BTR INDUSTRY IN PERPETUITY

Through the lifecycle of a building, resident data, developer data and economic data is valuable to each stakeholder.

## HOMEVIEWS IS USED THROUGH THE WHOLE LIFECYCLE OF A BTR BUILDING

### DESIGN AND DEVELOPMENT

HomeViews Pro is used in the design and development process to ensure the best building is delivered. Swift decisions based on industry-wide feedback have never been possible in this way before.

Verified ratings and data for business development, capital raising and in-depth competitor analysis to ensure the best possible resident experience. Resident satisfaction is now a key ESG metric for future investments and asset valuation.

### LAUNCHING & LEASE UP

HomeViews Partners can safely and accurately manage online brand and building profiles. Social proof and validation are very powerful conversion tools; building a brand and marketing initiatives using resident feedback.

### STABILITY

Ongoing brand management and marketing, as well as contractual KPIs between operators and Investors, and setting KPIs and incentive schemes for operational teams. BTR operators are incentivised to invest long-term in their brand, reputation and customer success to maximise rental yields and occupancy.

### BUSINESS DEVELOPMENT/FUNDRAISING

Verified ratings and data for business development, capital raising and in-depth competitor analysis to ensure the best possible resident experience. Resident satisfaction is now a key ESG metric for future investments and asset valuation.

Site selection

Concept planning

Acquisition

Detailed design

Launch marketing

Lettings

Operations

Reputation

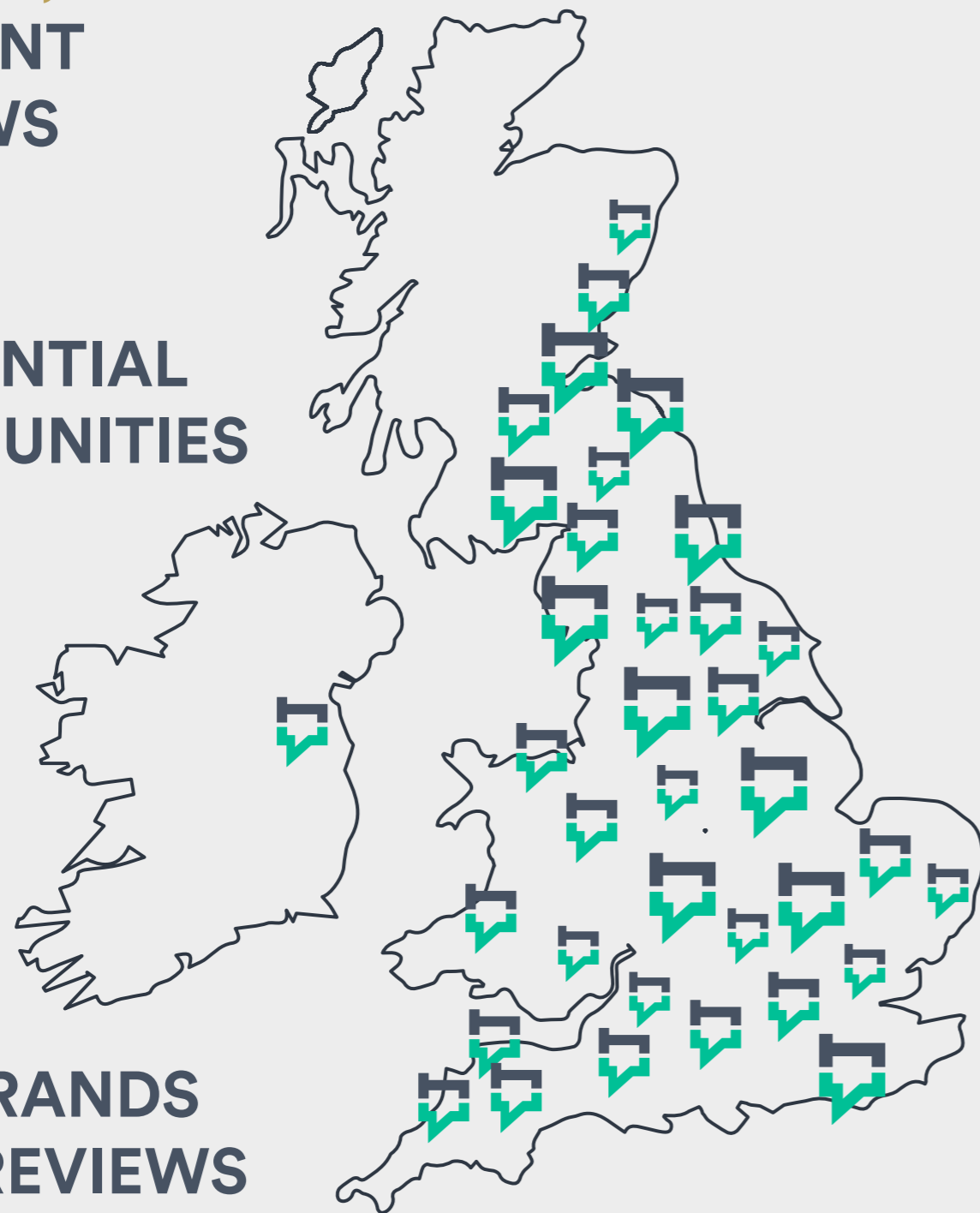
Asset valuation

# THE LARGEST DATASET ON THE UK RESIDENT EXPERIENCE

OVER **44,000** RESIDENT REVIEWS

**2,600** RESIDENTIAL COMMUNITIES

**700+** BRANDS HAVE REVIEWS ON HOMEVIEWS



# BUILD TO RENT DATA COVERAGE

This 2024 report compares verified review data from calendar years starting in 2020, but also draws upon our 'All-time' data set that began in 2019. In order to match the previous year's UKAA Awards data set, the data used to calculate our Resident Choice Awards was drawn from 17 October 2022 to 31 December 2023.



**15,079** TOTAL VERIFIED BTR REVIEWS



**521** ALL 'BTR' COMMUNITIES



**92%** COVERAGE OF ALL BTR COMMUNITIES



**77** SINGLE FAMILY HOUSING COMMUNITIES = **87%** COVERAGE



**108** OPERATORS

(All-time data)

## UK BTR SECTOR (Q1 2024)

**101,875** completed BTR units

**55,000** BTR homes under construction

**109,000** BTR homes in planning

Source: BPF/Savills/Molior, 2024

# DATA SUBCATEGORIES

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The expansion and diversification of the Build to Rent sector brings with it the need to more accurately categorise



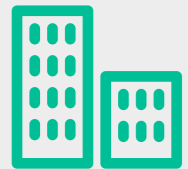
## PURE BTR

Specifically designed rental apartment communities, mainly in city/town centre locations, offering a wide range of dedicated facilities and on-site professional management.



## SINGLE FAMILY HOUSING (SFH)

Mainly new build houses and town houses professionally rented and managed, often in suburban locations and increasingly offering communal resident amenity spaces.



## RENTAL OPERATOR

Collections of residential apartments or houses professionally rented and managed but not originally designed for renting. Resident amenities tend to be minimal.



## CO-LIVING

Purpose-built compact rental apartments generally comprising studio and small one-bedroom units in a curated community. Commonly featuring high-quality communal amenity spaces.



## FOR SALE

New build sales developments, including apartments, housing, or combined schemes.



## HOUSING DEVELOPMENT

New build sales housing developments, usually located in suburban or rural locations.

# WITH THANKS TO OUR PARTNERS

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## CONTENT PARTNERS



# CONTENTS

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## BUILD TO RENT OVERVIEW 18

Highest BTR ratings ever in 2023	20
London & regional ratings uplift	22
BTR outperforms 'For Sale' tenant ratings	24
BTR resident demographics: 2021 - 2023 reviewers	26

## CONSUMER TRENDS IN BUILD TO RENT (BTR) 28

Introduction	30
Higher proportion of "long distance" enquiries	31
Significant increase in the area people cover in their search	32
Trend of people looking to leave the city	33
UK location enquiries statistics	34
Room to build the awareness of BTR	36
Increasing number of renters enquire to both BTR and PRS properties	37
BTR and PRS from an enquirer perspective	38
Further map statistics	40
BTR increase in amenities being advertised	42
Annual "Happy at Home" survey results	43

## BTR SUBCATEGORIES 44

Pure BTR remains highest rated	46
2023 service ratings by BTR sub-categories	48
Case study: The Palm House, HA3	50
BTR sub-category ratings over time	52
SFH higher rated than For Sale housing	54
Case study: Allsop Single Family Housing	56
Sponsor: WeAreTen - Design For Better Living Means Designed For Better Returns	58

## BTR DESIGN 60

TOP 10: BTR communities by Design rating (2023)	62
Case study: Eda, M50	64
Highest rated development sizes in 2023	66
Sponsor: BoConcept - BoConcept x Uncle	68

## BTR FACILITIES 70

TOP 10: BTR communities by Facilities rating (2023)	72
Essential facilities for top rated BTR	74
BTR facilities and associated ratings	76
Advertised facilities vs. facilities ratings by sub-category (2023)	78
Case study: The Keel, L3	82
Sponsor: ASK4 - Unlocking Connectivity	84

## THE BTR VALUE PROPOSITION 86

TOP 10: BTR communities by Value rating (2023)	88
Case study: Aston Place, B1	90
BTR value ratings 2020 - 2023	92
Price vs. value ratings (2023)	93
Sponsor: Relōku - BTR's trusted movers	94

## MANAGEMENT & COMMUNITY 96

TOP 10: BTR communities by Management rating (2023)	98
Case study: The Quarters Croydon, CRO	100
Q&A: Award-winning community manager Jason McHenry	102
Larger operators again rated higher	104
Sponsor: Yardi - Yardi developments rated higher for third year in a row	106

## SUSTAINABILITY 108

Declining value for sustainable building features	110
Sustainability reports	112
Sponsor: FleetMilne - Understanding Your Audience	114

## HOMEVIEWS RESIDENT CHOICE AWARDS 2024 120

# KEY FINDINGS

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## BTR OVERVIEW

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- Build to Rent residents rated their homes higher in 2023 than in any previous year. Ratings show a consistent and significant recovery from the dip seen the previous year
- Management ratings showed the most dramatic improvement in 2023, following the most pronounced dip of any category in 2022
- Value remains the lowest rated category for BTR, but shows a steady upward trajectory despite steady price increases
- For the fourth year running, All BTR residents rated their homes higher across every category than tenants in For Sale developments



## BTR SUB-CATEGORIES

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- Pure BTR remains the highest-rated form of new build housing on HomeViews but early data for Co-living shows the sub-category holding its own
- Co-living boasts higher Design and Facilities ratings than Pure BTR but receives 7% lower Location scores
- Single Family Housing residents rated their homes higher than tenants in other new build housing developments, with Management and Facilities the key drivers. Only Location was rated lower by SFH residents



## DESIGN

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- For the third year running, larger BTR communities (>300 units) outperformed smaller schemes
- The 301-400 unit size bracket is the highest rated across every category for UK BTR communities. The 201-300 unit bracket was the next highest-rated, outperforming larger 401-500 and 500+ developments
- Residents of the 10 highest-rated BTR communities for Design mention the words ‘modern’ and ‘spacious’ significantly more than residents in the lowest rated schemes. The very highest rated are also described as ‘luxurious’ and ‘beautiful’



## FACILITIES

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- The most common facilities offered by the Top 10 highest rated communities for Facilities were Lounge, Co-working Spaces, Gym and Pet Friendly
- ‘Gym’ was mentioned positively in 48% of reviews for the Top 10 highest rated communities for Facilities, making it by far the most commonly mentioned amenity
- Facilities that widely correlated with higher Facilities ratings were 24hr Onsite Management, Coworking Spaces, Lounge, Onsite Maintenance, Gym and Concierge



# KEY FINDINGS

## £ VALUE

- Despite steady price increases, BTR residents feel they are getting better and better value for money. All BTR Value ratings have increased consistently year-on-year, while For Sale Tenant ratings have seen a steady decline
- Little correlation is seen between the pricing of a development and its Value ratings. Some of the communities with the highest prices relative to local averages also enjoyed the highest Value ratings
- Regionally, Scotland takes the crown for highest-rated for Value in 2023, with the West Midlands close behind



## 🏠 MANAGEMENT

- ‘Friendly’ and ‘helpful’ were mentioned in 50% of reviews for the 10 highest rated communities for Management, compared with only 18% of reviews for the lowest rated communities
- For the second year running, larger operators (≥3,000 units) were rated higher for Management, Customer Service and Tenant Recommends than smaller operators



## 🌱 SUSTAINABILITY

- Decreasing interest in sustainable building features for All BTR can be seen to be driven by the younger age of residents in the predominant Pure BTR sub-category. Older residents in SFH can be seen to be increasingly interested in sustainable features



# KEY FINDINGS

## 👤 CONSUMER TRENDS IN BUILD TO RENT

- As a result of limited supply / high demand and resultant price increases, tenants are looking further and wider for their ideal rental home, particularly for BTR
- While the ‘city exodus’ may have plateaued for now, it is stabilising at a significantly higher percentage than in previous years
- 28% of people indicated they had heard of ‘Build to Rent’, showing room to grow awareness among prospective renters
- Once informed of the concept, 28% of consumers found BTR very appealing, or appealing – offering significant scope to grow awareness and promote associated benefits
- As of 2024, there has been a significant rise in the presence of BTR properties within the SFR (SFH) market across the UK, but particularly notable in the East Midlands, North East and South East
- Standalone homes comprise approximately 70% of rental properties across a significant portion of the UK, emphasising the opportunity for continuous and enhanced investment within the SFR market
- The percentage of BTR listings featuring amenities has increased, with service features remaining the most commonly mentioned. However, the biggest drivers for happiness for renters tend to be more emotional/intangible, such as pride in their area and a sense of belonging



# BUILD TO RENT OVERVIEW

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# HIGHEST BTR RATINGS EVER IN 2023

Ratings by calendar year show a consistent and significant recovery from the drop we reported in last year's report.

All ratings categories were higher in 2023 than in any previous year, with Management ratings showing the most dramatic improvement following the most pronounced dip of any category in 2022. Location remains the highest-rated category for All BTR communities, with Value the lowest but showing a steady upward trajectory.

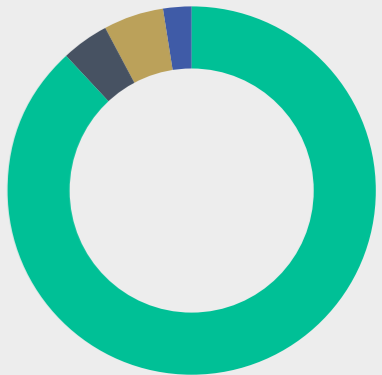


All BTR ratings categories were higher in 2023 than in any previous year, with Management ratings showing the most dramatic improvement in 2023.

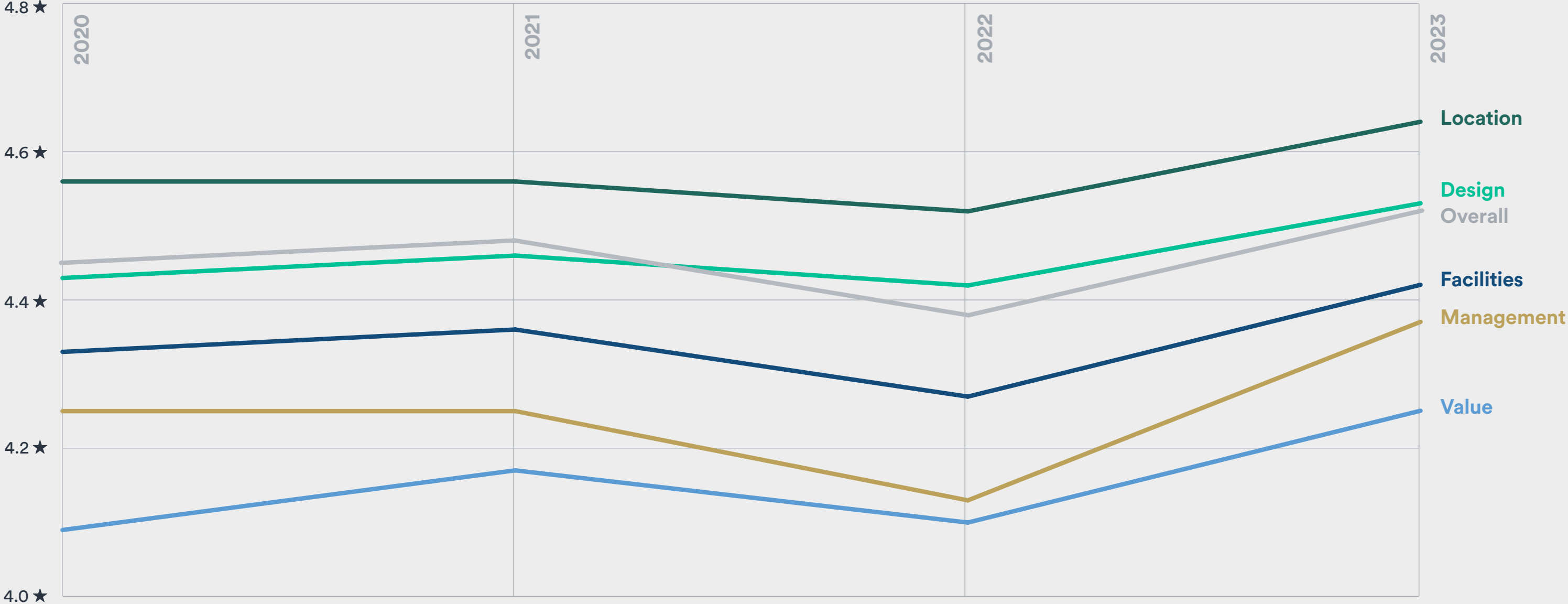
## ALL BTR REVIEWS BREAKDOWN

### 2023 BY SUB DEVELOPMENT TYPES

- Pure BTR (88.24%)
- Rental Operator (4.06%)
- SFH (5.43%)
- Co-living (2.28%)



## ALL BTR: VERIFIED RATINGS OVER TIME 2020-2023



# LONDON & REGIONAL RATINGS UPLIFT

41% of our 'All Time' reviews are for London homes, making this broadly consistent with the proportion of completed BTR developments in the capital. Here we look at London/Regional breakdown of all the review categories on the previous slide.

The result shows a fairly consistent picture. London continues to lag behind the rest of the UK for all rating categories. However, having seen the most dramatic dip in ratings in 2022, London plays a significant role in driving the ratings recovery in 2023, regaining lost ground to achieve its highest ratings so far in 2023.

Having seen a less pronounced dip in 2022, regional BTR shows a steadier rise in ratings over the past four years. Location ratings outside London were the highest of any category (4.72), with the West Midlands seeing the highest (4.82).



London ratings continue to lag behind the rest of the UK but the capital plays a significant role in driving the ratings recovery in 2023.



"I've been living in London for a last 7 years and finally I found a place to call home [...] Everything is PERFECT."

- Verified Resident on HomeViews, The Gessner N17 (Way of Life), October 2023

## LONDON RATINGS VS. REST OF UK

	Overall Rating	Facilities	Design	Location	Value	Management
<b>London</b>						
2023	4.36	4.24	4.43	4.48	4.07	4.19
2022	4.21	4.10	4.30	4.35	3.92	3.91
2021	4.37	4.23	4.37	4.47	4.04	4.11
2020	4.40	4.21	4.40	4.46	4.03	4.17
<b>Rest of UK</b>						
2023	4.59	4.52	4.59	4.72	4.34	4.46
2022	4.50	4.39	4.51	4.64	4.23	4.30
2021	4.56	4.46	4.52	4.63	4.26	4.35
2020	4.53	4.48	4.48	4.68	4.16	4.35

# BTR OUTPERFORMS 'FOR SALE' TENANT RATINGS

Comparing All BTR ratings with those from For Sale Tenants shows that BTR is rated higher for the fourth year running. The tenant experience in For Sale properties shows an overall decline in ratings over time for all categories except Location.

In contrast, BTR ratings display an increase overall over the past four years.

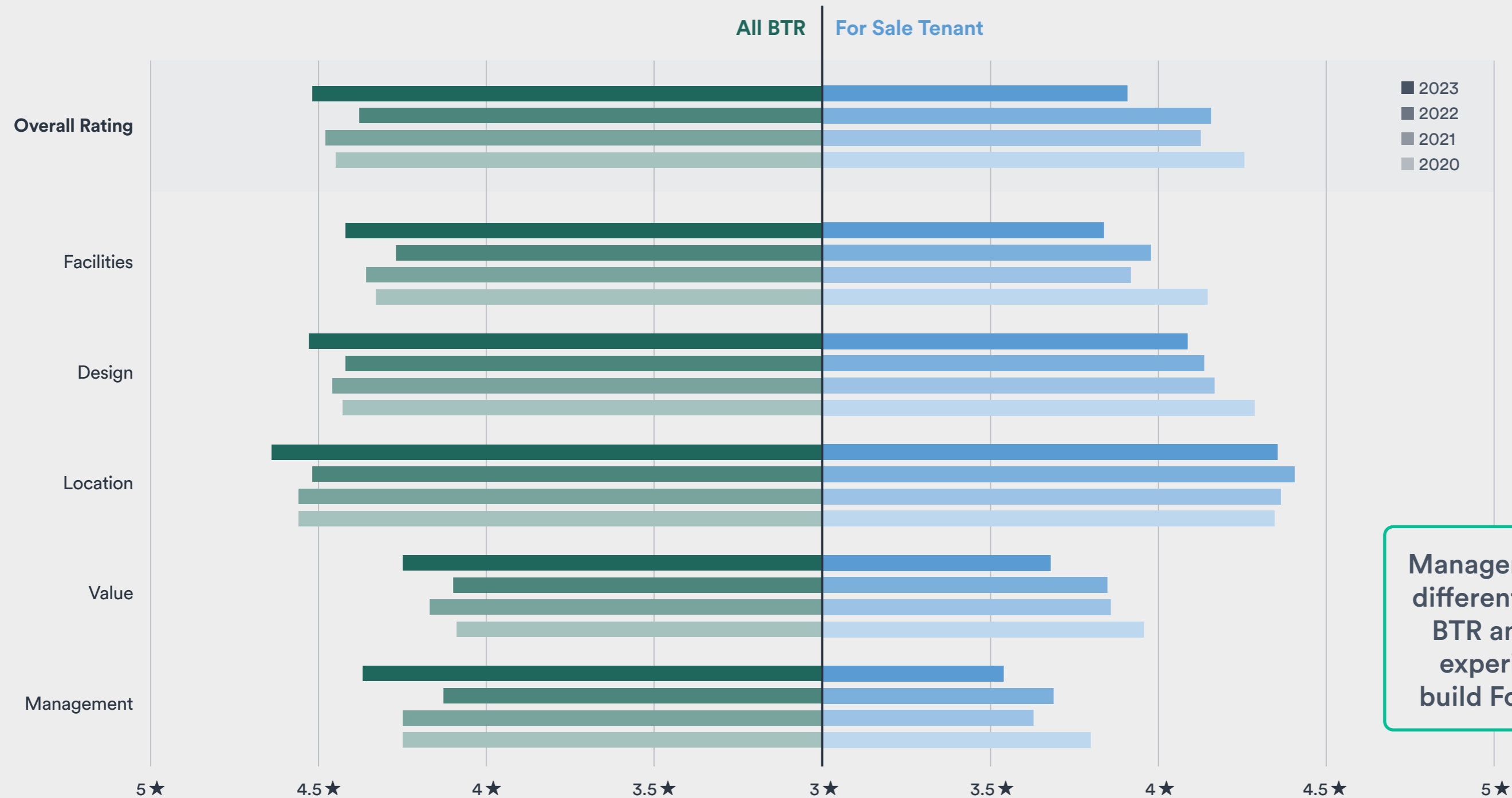


**BTR ratings are steadily improving over time.**  
In contrast, For Sale Tenant ratings show consistent decline.



“Overall, Dandara offers a top-notch rental experience thanks to its helpful staff, beautiful apartment, and great amenities.”

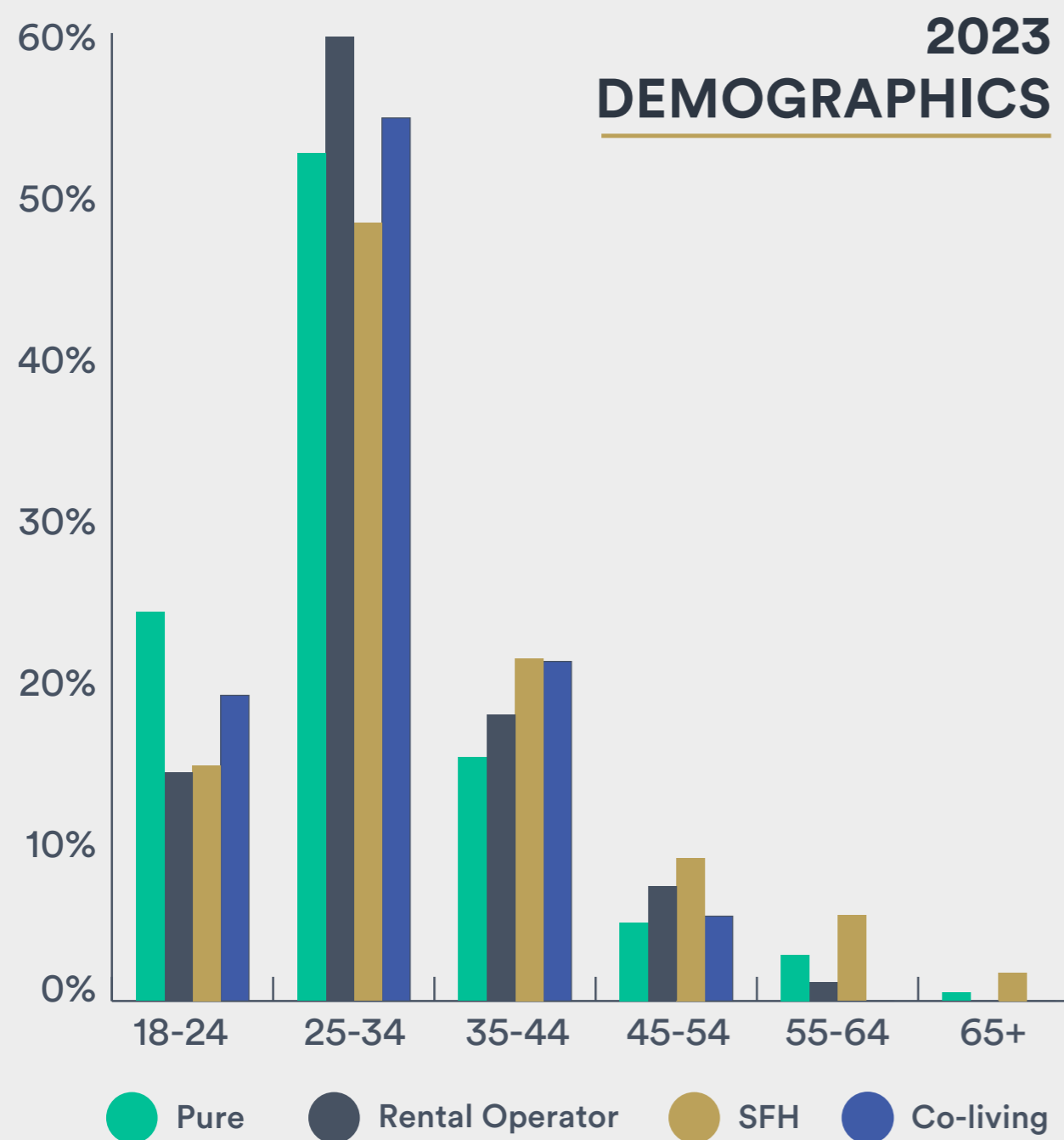
- Verified Resident on HomeViews, Leodis Square LS11, September 2023



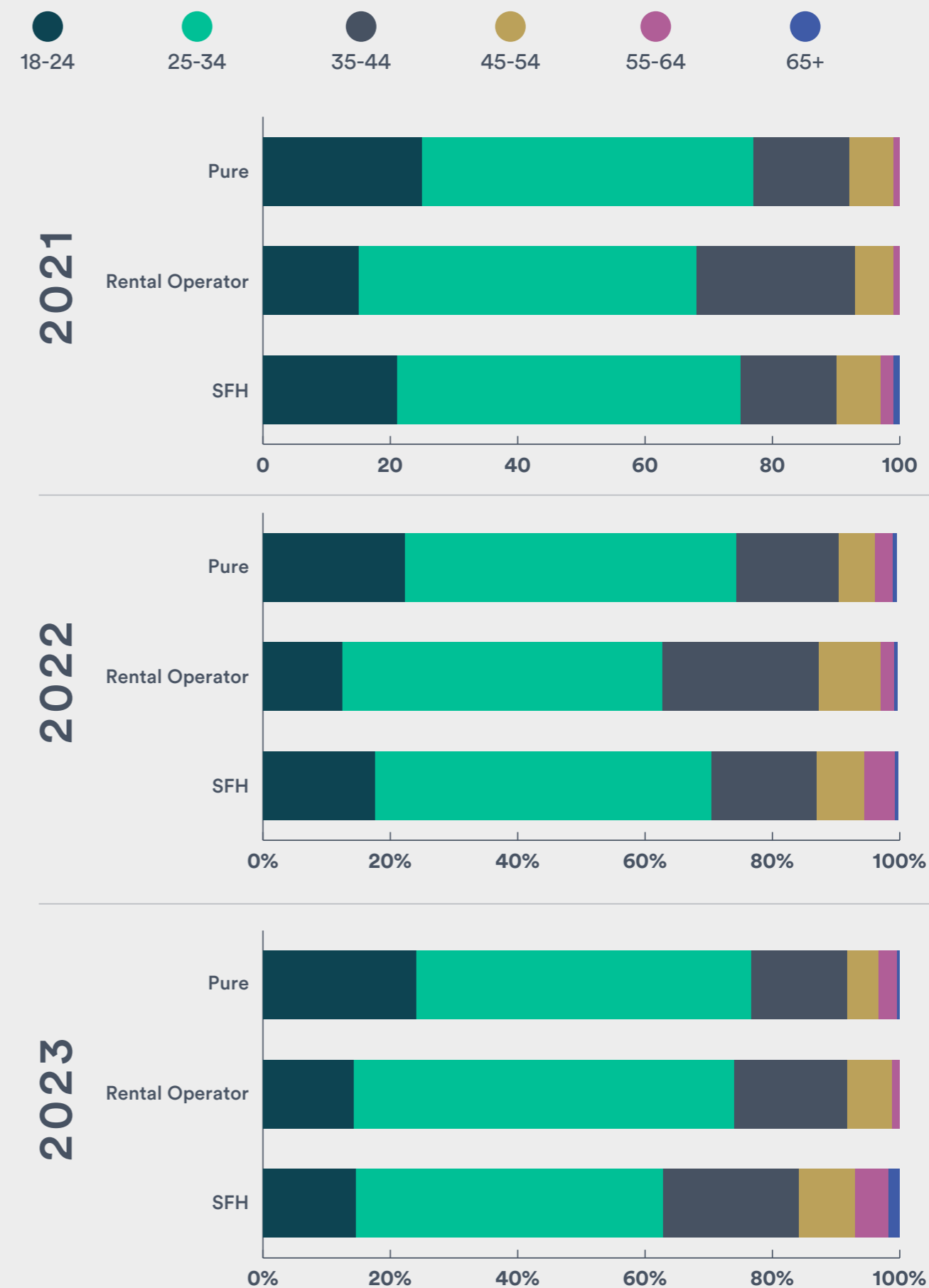
Management is the key differentiator between BTR and the Tenant experience in new build For Sale homes.

# BTR RESIDENT DEMOGRAPHICS: 2021-2023 REVIEWERS

Resident demographics add a crucial layer of detail to HomeViews data. Here we take a look at BTR resident ages as indicated by the reviews collected since February 2021. We only show Co-living for 2023 as this is when sufficient data began to be collected.



## DEMOGRAPHICS 2021-2023



See opposite for 2023 Co-living data – insufficient data for previous years.

# CONSUMER TRENDS IN BUILD TO RENT (BTR)

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**Timothy Bannister**

Director of Property Science Innovation

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**rightmove** 

# Introduction

As we navigate further away from the uncertainties of the pandemic and its aftereffects, fresh trends are emerging in the rental market. With millions of tenants searching for their next home on Rightmove, we are in a unique position to observe home mover behaviour and assess, for this report, how it has been changing.

Over the past year we have seen an ongoing mismatch between rental supply (not enough) and demand (very high) with rental prices continuing to grow at pace as a result. This has created fierce competition amongst tenants looking for their next home and stretched their affordability. As a result, tenants have adapted their search patterns – looking further and wider for their ideal rental home.

Within this context, our data has shown Build-to-Rent (BTR) expanding in major cities, as it becomes a more readily available option to tenants alongside Private Rental Sector (PRS) offerings. Our surveys show there is room to increase awareness of BTR, but our data also shows that the BTR listings we see on Rightmove in 2024 closely match the type of property that is in demand – the Single-Family Rental offering in particular, is showing strong momentum with significant geographical expansion.

Lastly, we've taken a look at the amenities that BTR providers are offering, and also shared what tenants tell us makes them happy in their homes.

Our analysis uses millions of Rightmove tenant enquiries across billions of minutes online to contribute the latest and most up to date trends for inclusion in this report, in collaboration with HomeViews.

We hope you find it useful.



**Timothy Bannister**

Director of Property  
Science Innovation



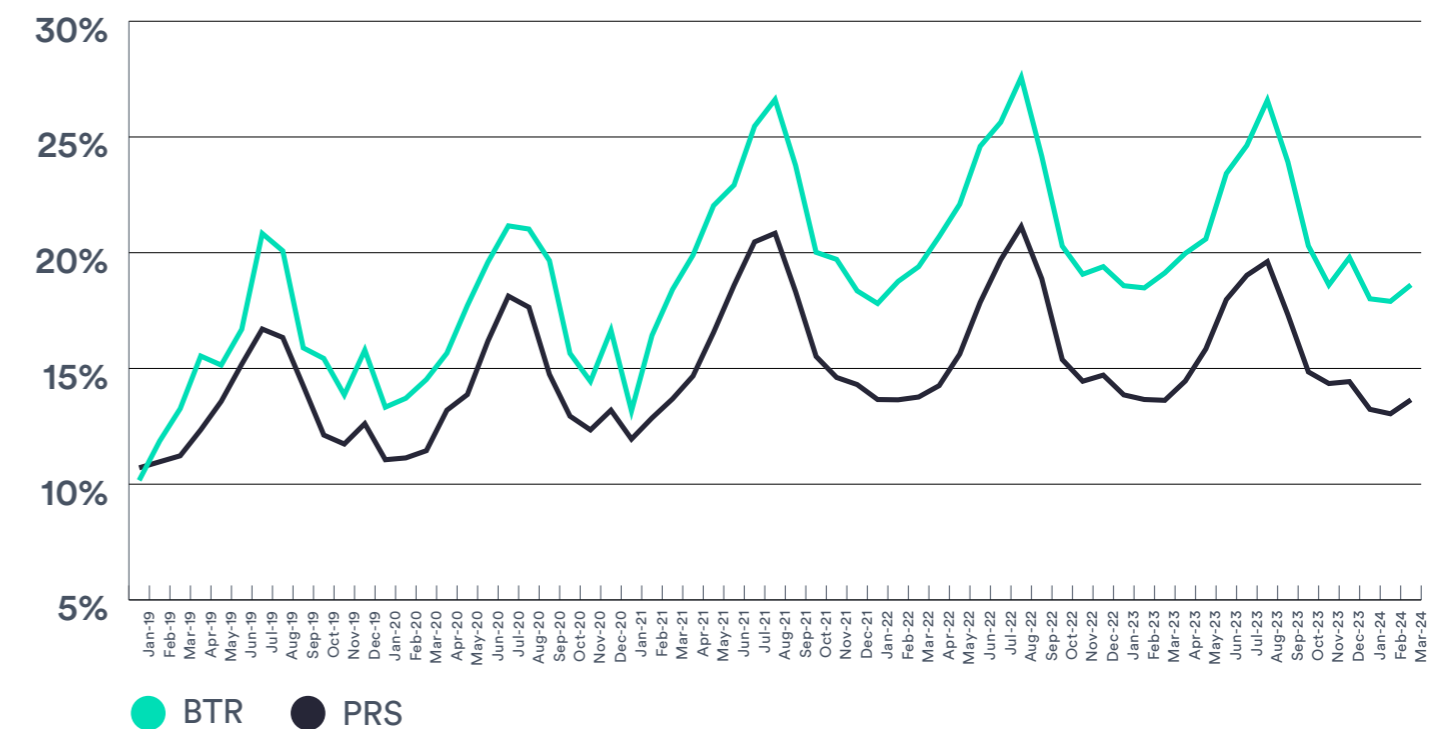
# We have seen a higher proportion of “long distance” enquiries, particularly for BTR

While the rental market displays strong seasonal patterns in property search, over the longer term both the BTR and PRS sectors have seen an upward trend in tenants willing to move further away from where they currently live to find a home.

Interestingly, since January 2019, BTR has outpaced the PRS in generating demand from distant locations. The proportion of long-distance (+50km) inquiries for BTR grew by 8% between January 2019 and January 2024, whilst the PRS grew 2% .

With the gap widening between PRS and BTR for long distance enquiries, BTR looks to be an attractive destination for those looking to move longer distances, such as relocators and students.

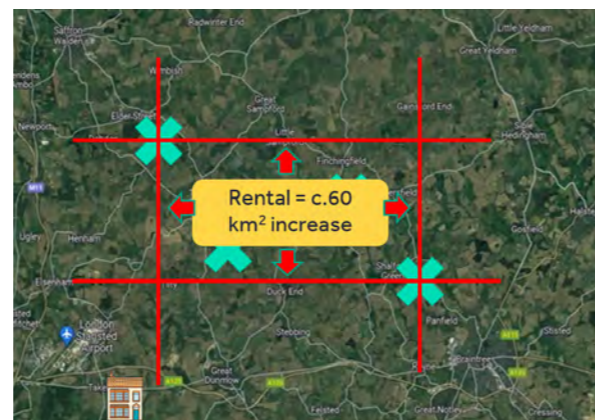
## PROPORTION OF ENQUIRIES OVER 50KM



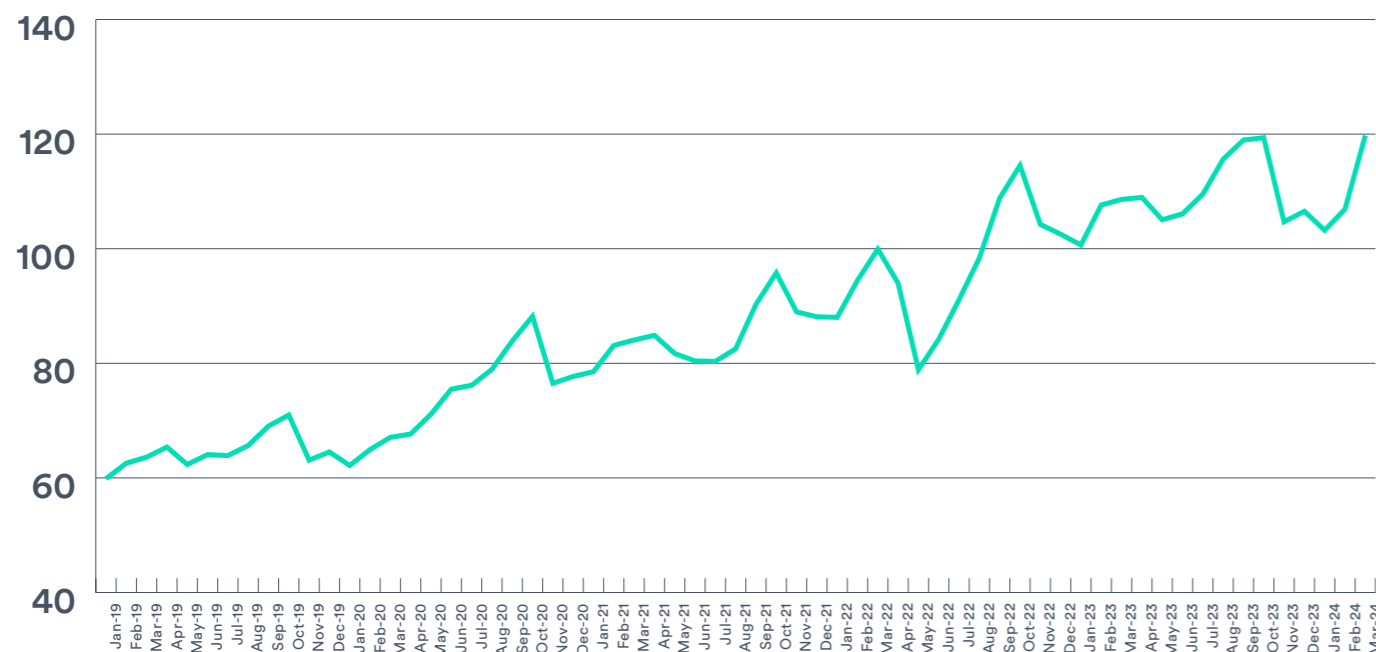
# ...and we have seen a significant increase in the area people cover in their search

Since 2019, renters' average search area has doubled, from 60km to 120km, notably expanding after the property market reopened post-Covid closure.

Remote working in the pandemic heightened the mobility of previously office-bound workforces – increasing the area to which renters were willing to look. Whilst these factors have continued to a degree post-pandemic, other factors such as a lack of available rental stock, high levels of demand and fast rising prices, have also emerged. These additional dynamics have added to the trend of renters searching across a wider area to find the perfect property for their needs and budgets.



## AREA OF RENTAL SEARCH REGIONS (KM)



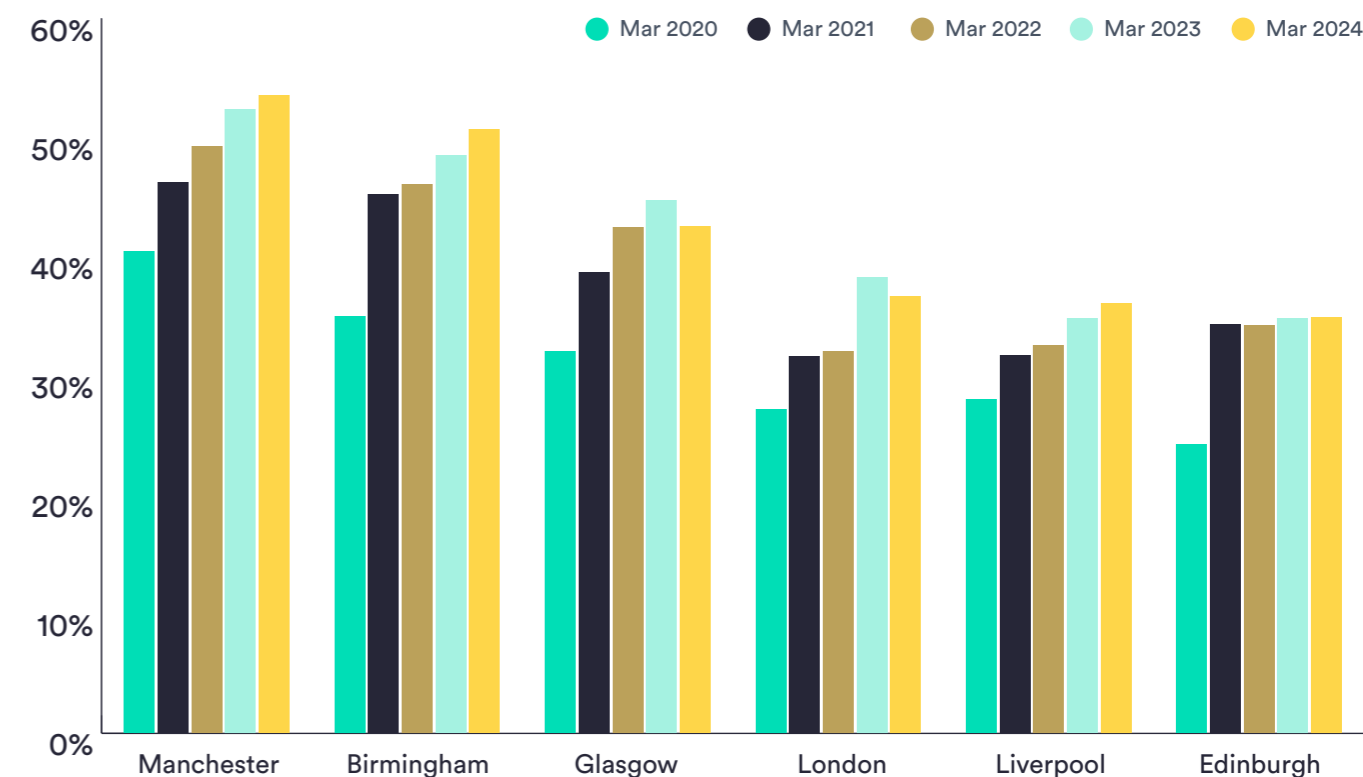
# The trend of people looking to leave the city remains; affordability has been a driver

In the early stages of the pandemic lockdown with the cultural, employment and recreational draws of cities put on hold, we saw a strong uptick in the proportion of renters living in cities looking to leave them.

Following the opening of the market post-lockdown, we saw rental property price growth start to accelerate, stretching affordability and providing a new stimulus for renters to leave the city in search of their next home.

In 2024, this trend seems to have slowed, with cities such as London and Glasgow, seeing a slight reduction in the proportion of leads looking to leave the city. Whilst the city exodus may have plateaued for now, it is stabilising at a significantly higher percentage than in previous years.

## PROPORTION OF RENTAL LEADS SENT FROM WITHIN THE CITY TO OUTSIDE OF THE CITY

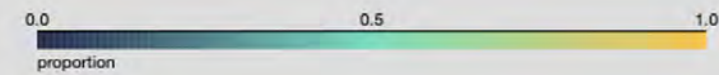


## Enquiries into London BTR come from a broad range of local authorities

London's BTR market attracts demand from the widest catchment area compared to other BTR markets in the UK, with significant relocation demand.

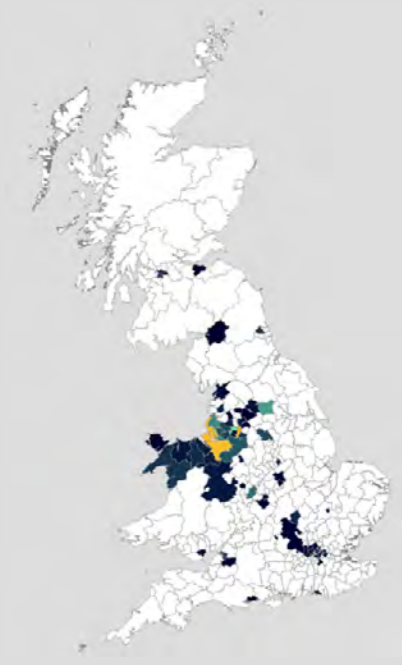
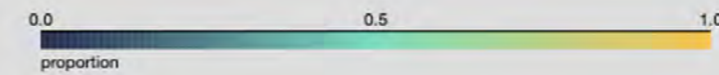
However, the majority of London's BTR demand comes from within London itself.

Here you can see that whilst the majority of London's BTR demand is in the capital, there are many other pockets of demand across the UK.



## Liverpool's catchment includes a number of major cities outside of the North West

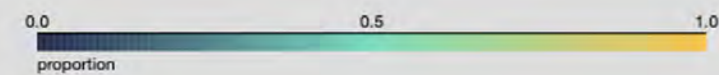
Liverpool attracts interest from diverse locations, managing to capture significant pockets of relocation demand from a number of other major cities.



## Birmingham enquiries are less spread

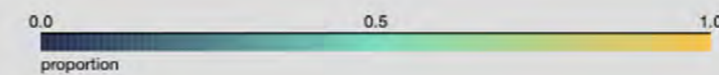
Birmingham BTR demand is more locally concentrated than London's, with a lower spread of relocation demand.

With companies like Goldman Sachs expanding to Birmingham, Birmingham's catchment could be set to widen as it capitalises on increasing workforce relocation.



## Manchester's catchment is broad

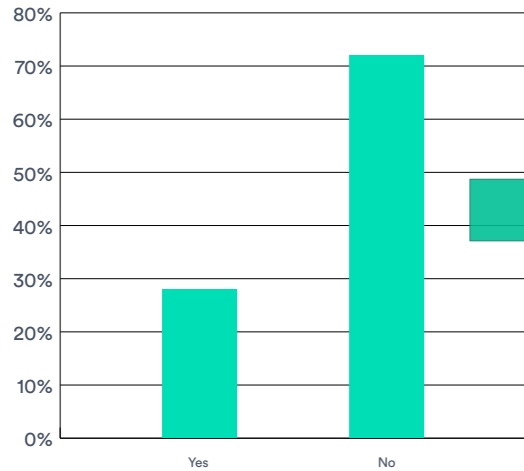
Manchester ranks second only to London in terms of the broad catchment for BTR demand, solidifying its role as a talent retention hub in the north. It attracts significant demand from northern and midland areas for city-to-city relocations. Additionally, there's robust local BTR demand in Manchester, as it has become a significant proportion of the local market.



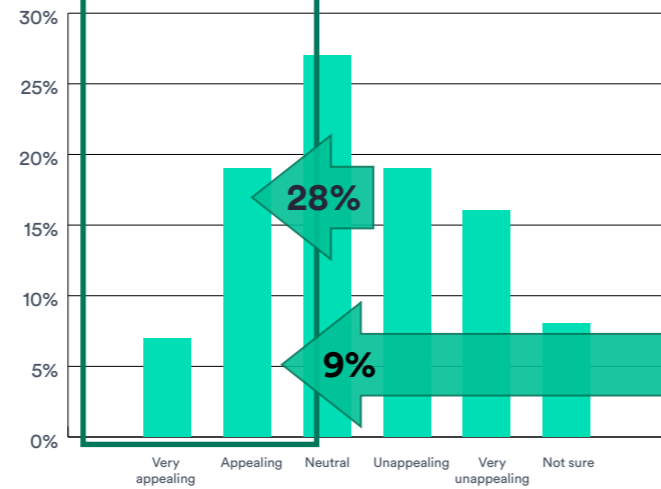
Note: Maps show the local authorities from which enquiries are sent to BTR listings (from 01/01/2023 to 15/4/2024) and the proportion of overall enquiries they contribute, indexed between 0 and 1.

# There is room to build the awareness of BTR

Have you heard of the term "Build to Rent"?

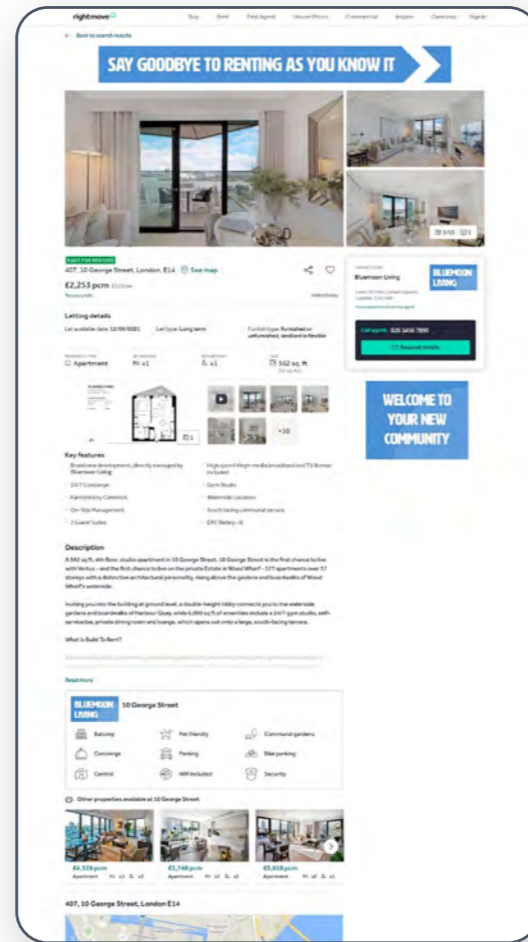


Considering what you now know about Build to Rent, do you find the concept appealing?



With 28% of people indicating they had heard of "Build to Rent" there is clearly room to grow awareness of the BTR offering amongst prospective renters.

Once informed of the concept, 28% found it very appealing, or appealing - offering significant scope to grow not only awareness of the offering but to also promote the benefits that come with it.



# Increasing numbers of renters enquire to both BTR and PRS properties

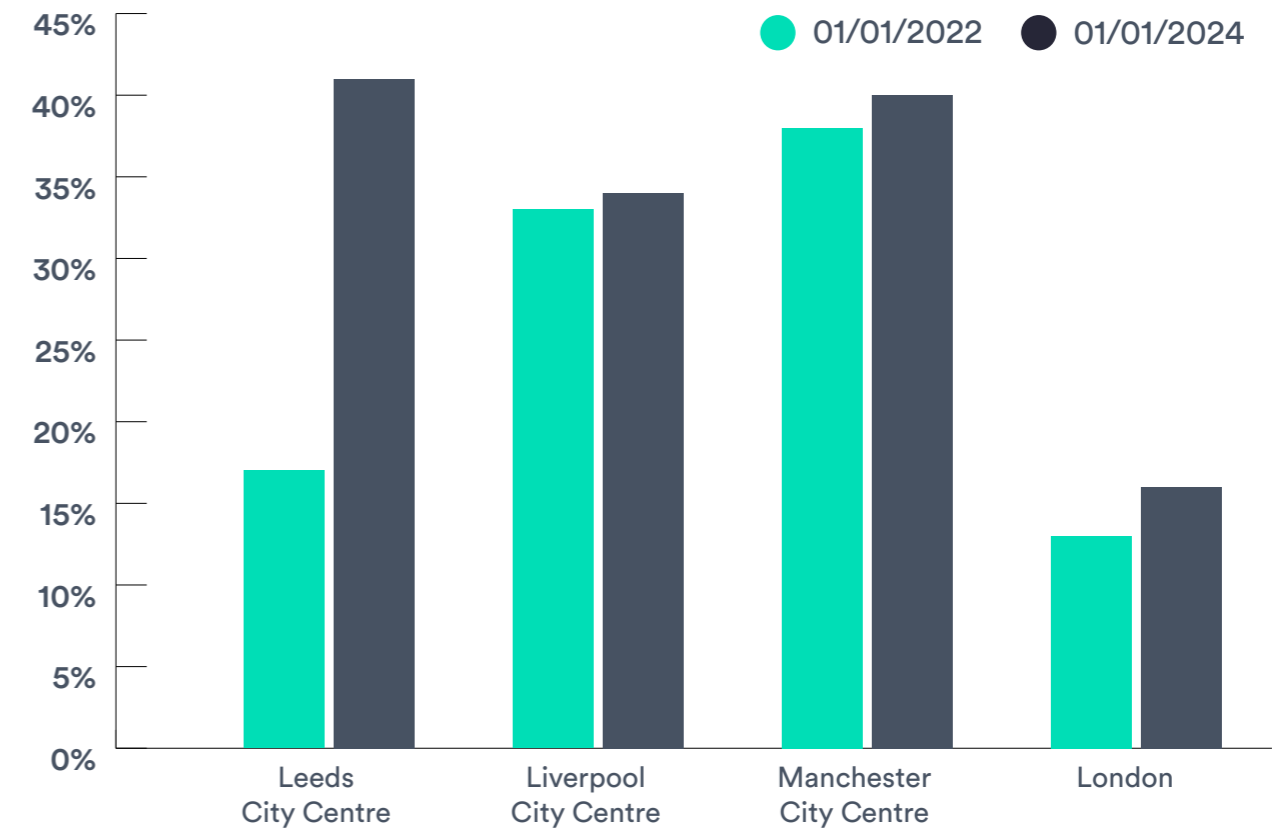
All cities experienced an uptick in the proportion of enquiries sent from renters to both BTR & PRS properties from 2022 to 2024. This increase demonstrates BTR being increasingly considered by renters as an option in the rental market.

In Leeds, BTR has emerged as a stronger competitor, over the last two years, more than doubling its draw of enquirers to both PRS and BTR over that period.

Liverpool and Manchester both show BTR has an existing foothold in the rental market, with established track record of enquirers to both PRS and BTR, which has been improved on over the two years, as BTR sustains and increases enquiries.

Whilst London has shown marked growth in its enquirers to both PRS & BTR, due to the scale of the PRS market in London, it struggles to keep pace on this metric, as BTR options represent a small proportion of the market.

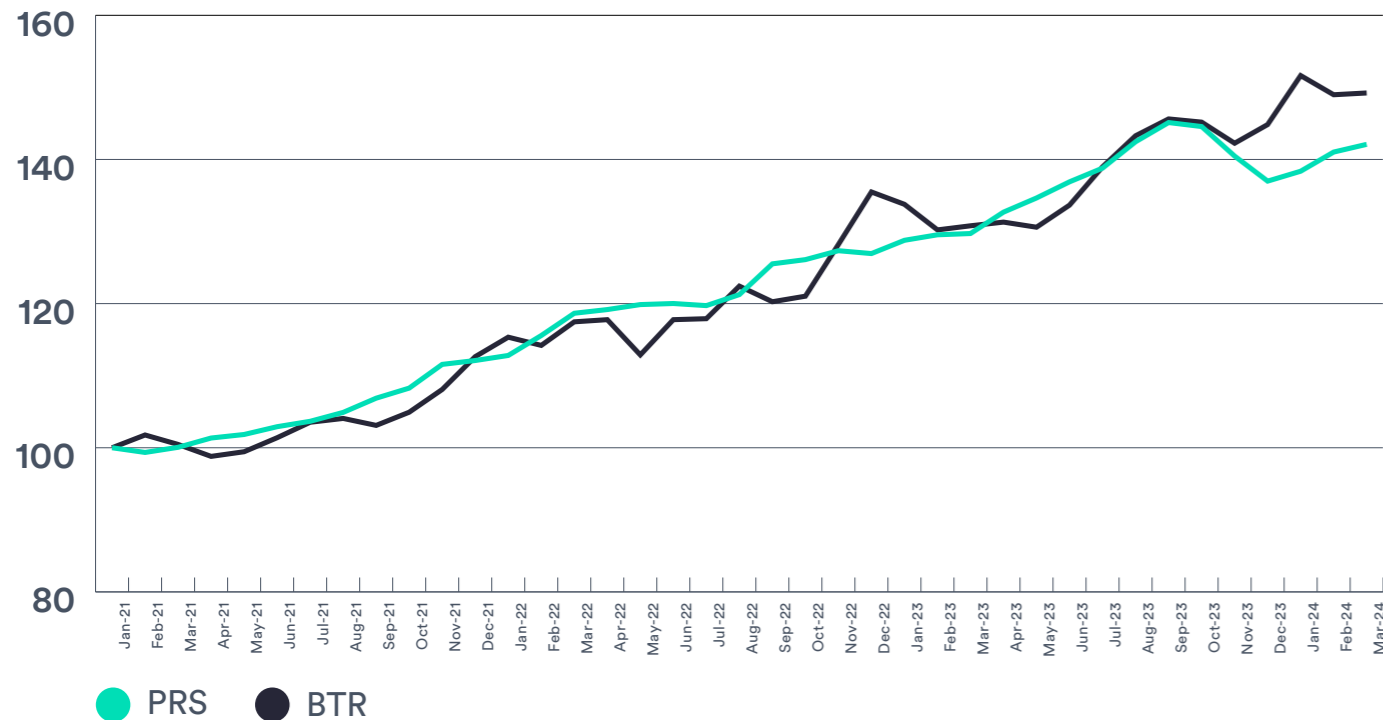
## PROPORTION OF MULTIPLE ENQUIRERS TO PRS AND BTR



# Where BTR and PRS are more fungible from an enquirer perspective, price behaviour is closely matched

Where we see a high level of renters sending enquiries to both PRS and BTR properties, we have seen price trends in the sectors closely track each other.

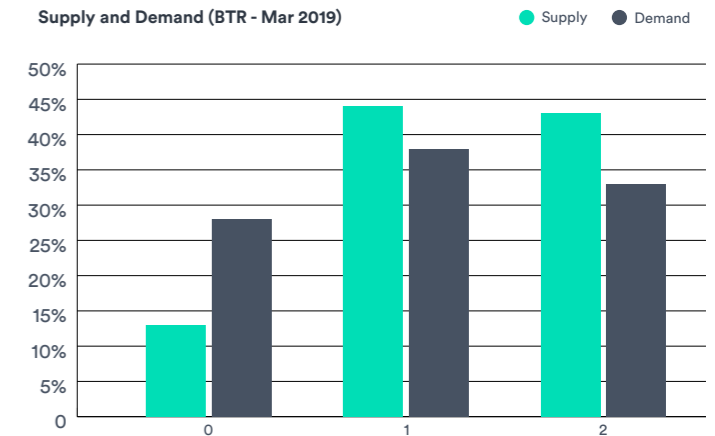
## INDEXED RENTAL PRICE (1 BED) - MANCHESTER CITY CENTRE



# We looked at the rental demand / supply balance for BTR in 2019; it showed a mismatch

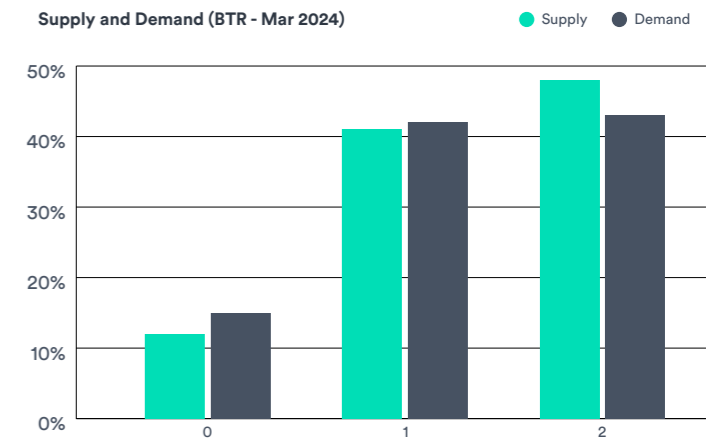
The mismatch observed, highlighted that there was a supply deficit in the studio market with demand outpacing supply a possible area for investment and development.

There was also a need for some re-calibration in the two-bedroom sector, where demand was 10% below supply.



## ...the distribution has become more evenly matched...

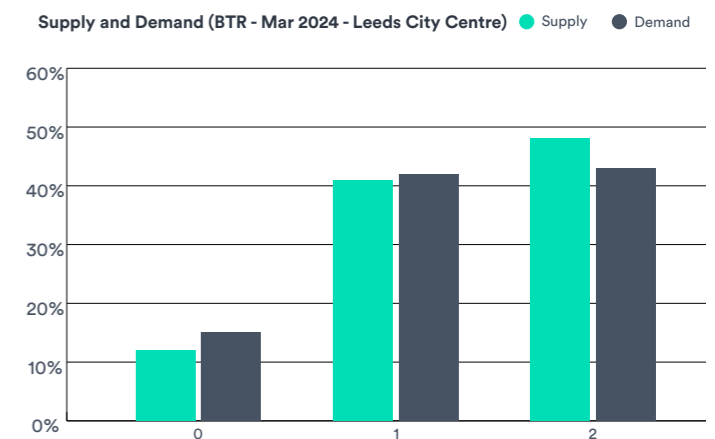
As of 2024, that supply demand imbalance, particularly in the studio and two-bed sectors, has been rectified with all property types now much more closely aligned for supply and demand.



## ...it does differ by city though; Leeds renters, for example, now favour one bed properties

The BTR market does differ across cities, emphasising that it's not a one-size-fits-all model.

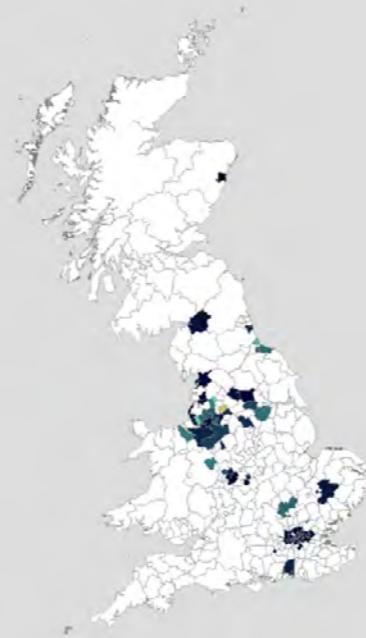
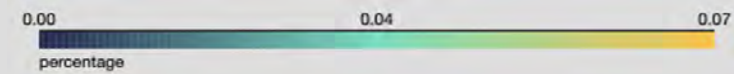
The demand and supply distribution in Leeds, for example, differs to other cities and underscores the importance of understanding the unique appetites of prospective residents across various geographical areas.



## SFR – 2021

As of 2021, BTR constituted a small portion of the extensive Single-Family Rental (SFR) market, a market that typically consists of detached homes rented to individuals or families in suburban areas.

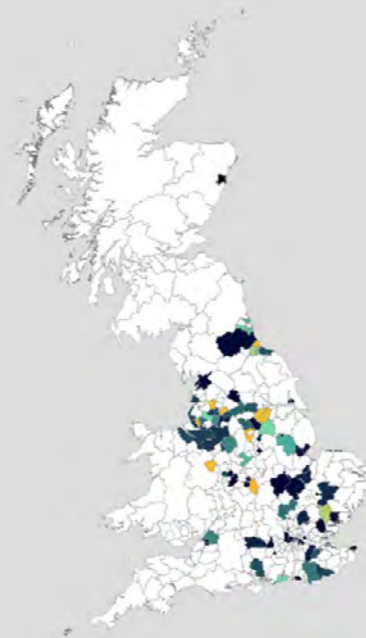
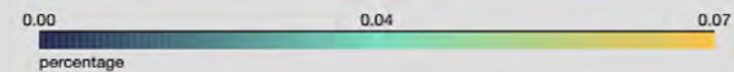
This small proportion, was largely concentrated around London and the North West.



## SFR – 2024

As of 2024, there has been a significant rise in the presence of BTR properties within the SFR market across a spread of areas in the UK.

Particularly notable is the increase in the East Midlands, North East and South East.

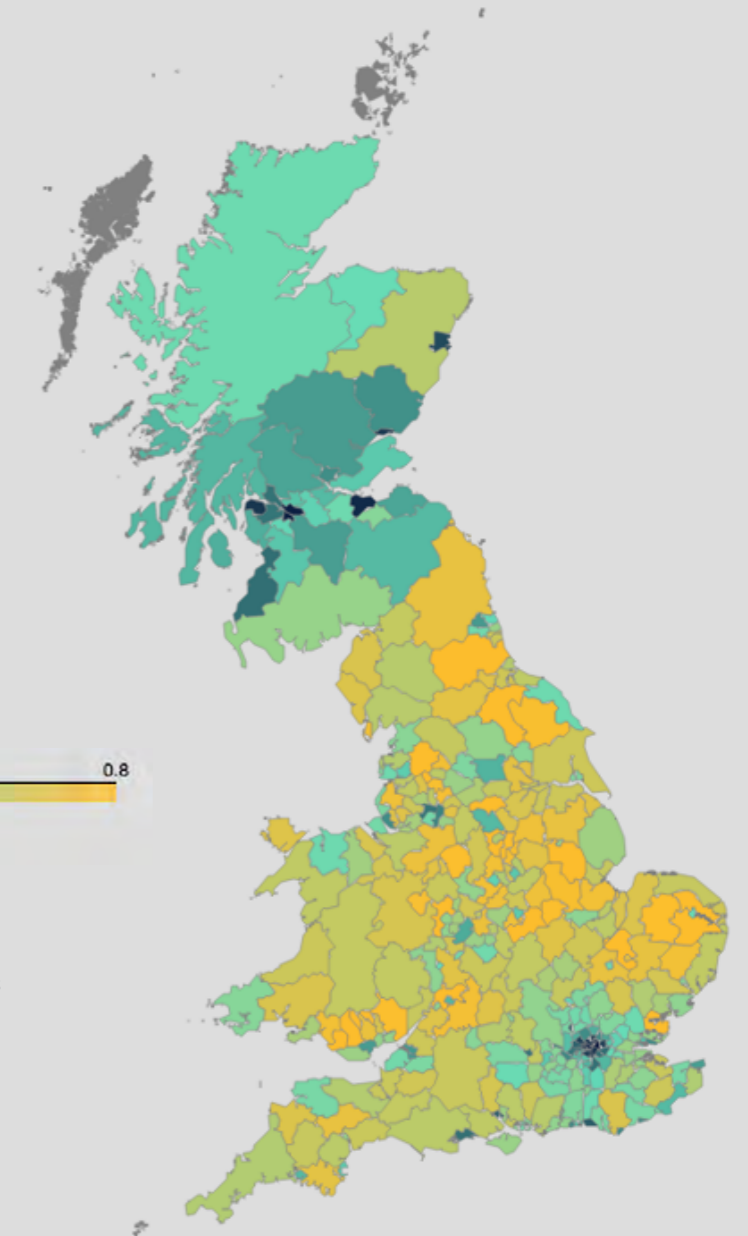
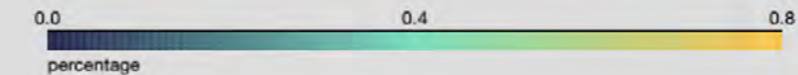


Note: Maps show the local authorities which contain SFR BTR listings and their proportion of overall rental listings in that local authority.

## Rental Houses

Standalone homes represent a significant segment within the broader rental market, comprising approximately 70% of rental properties across a significant portion of the UK.

This emphasises the opportunity for continuous and enhanced investment within the SFR market, capitalising on the existing house rental markets and integrating SFR solutions.



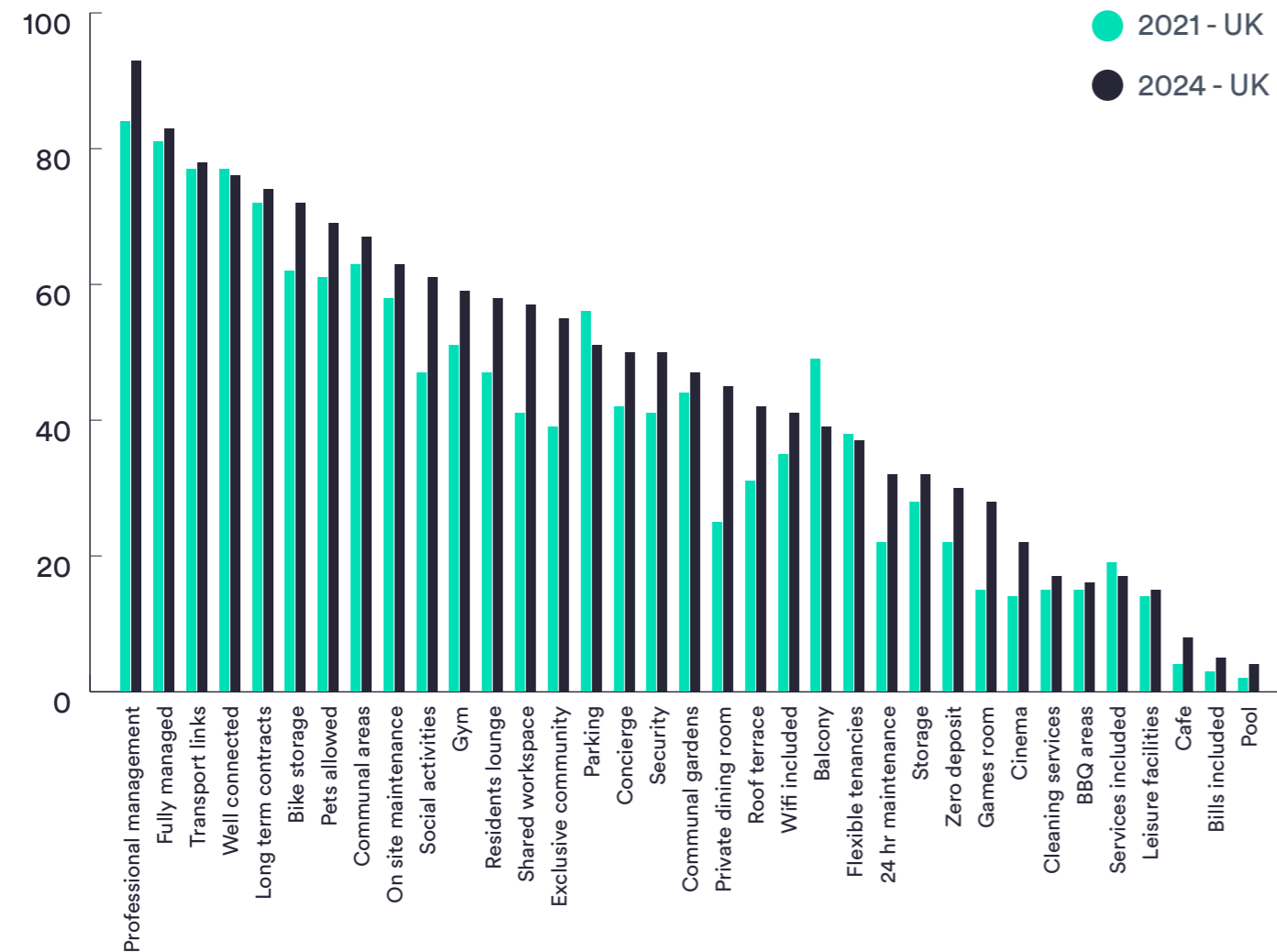
Note: Map shows the proportion of a local authority's rental market which are rental houses (01/01/2024 to 15/04/2024).

# In BTR specifically, we have seen an increase in the amenities being advertised on listings...

The percentage of BTR listings featuring amenities has increased over the past three years. Service features, such as “professional management”, remain the most commonly mentioned in listings. Areas where residents can interact as part of the community or book for social occasions (e.g. “shared workspaces”, “games rooms” and “private dining rooms”) have seen significant jumps in prevalence.

Only three features, “parking”, “balcony” and “services included” have seen a drop in the proportion of listings offering them.

## PROPORTION OF BTR LISTINGS WITH AMENITIES



# Our annual “Happy at Home” survey shows, however, that the biggest drivers for happiness tend to be more emotional/intangible

	Key drivers of Happiness in their area for renters	Rank
Pride in your area and a sense of belonging correlate most with happiness	I feel proud about the area I live in	1
	I feel a sense of belonging	2
	Generally, the people are friendly and polite	3
	I can be myself	4
	There’s a real sense of community spirit	5
Amenities are important but not as important as more emotional aspects as drivers of happiness	I earn enough to live comfortably in my area	6
	Nature and green spaces	7
	Artistic and cultural activities	8
	Employment opportunities and desirable jobs	9
	Sports and recreational activities	10
	Essential local services e.g. doctors, schools	11
	Non-essential amenities e.g. restaurants, shops	12
	Public transport connections i.e. bus, train, tram	13

# BTR SUBCATEGORIES

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CONTENT PARTNER



# PURE BTR REMAINS HIGHEST RATED

Pure BTR remains the highest-rated form of new build housing on HomeViews.

Early data for Co-living shows the format holding its own against the highly successful and well-established Pure BTR product. Co-living boasts higher Design and Facilities ratings than Pure BTR but falls behind on Location ratings.

Despite far fewer amenities and lighter-touch management, Single Family Housing also performs well against the other BTR formats, with an impressive 4.31 Overall Rating. This is significantly higher than the 3.97 average achieved by Rental Operator homes, which only betters SFH on Location ratings.

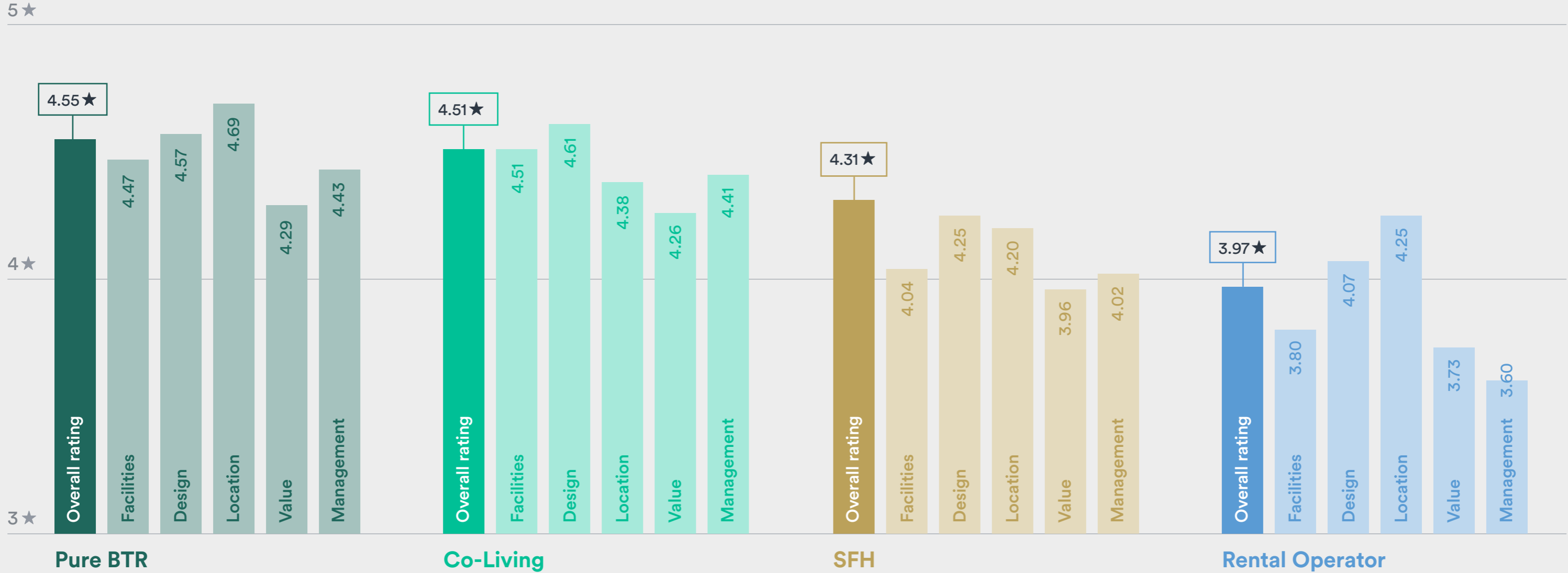


**Co-living** is holding its own against the highest-rated Pure BTR product.

“...exceeded my expectations, offering a fantastic living experience with a well-designed space, excellent facilities, and responsive management teams. I would highly recommend it to anyone looking for a modern and comfortable living space.”

- **Verified Resident, Gravity Co West Court TW3 (Co-living), November 2023**

## 2023 RATINGS BY BTR SUB-SECTOR



# 2023 SERVICE RATINGS BY BTR SUB-CATEGORIES

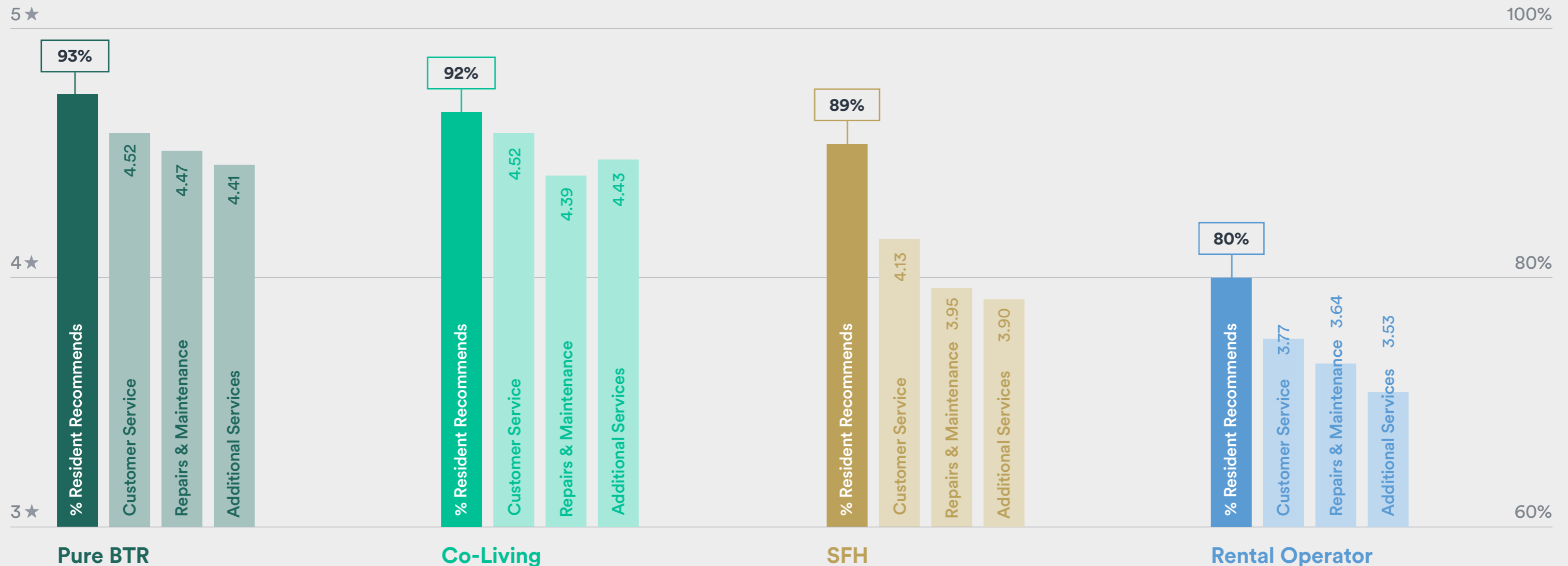
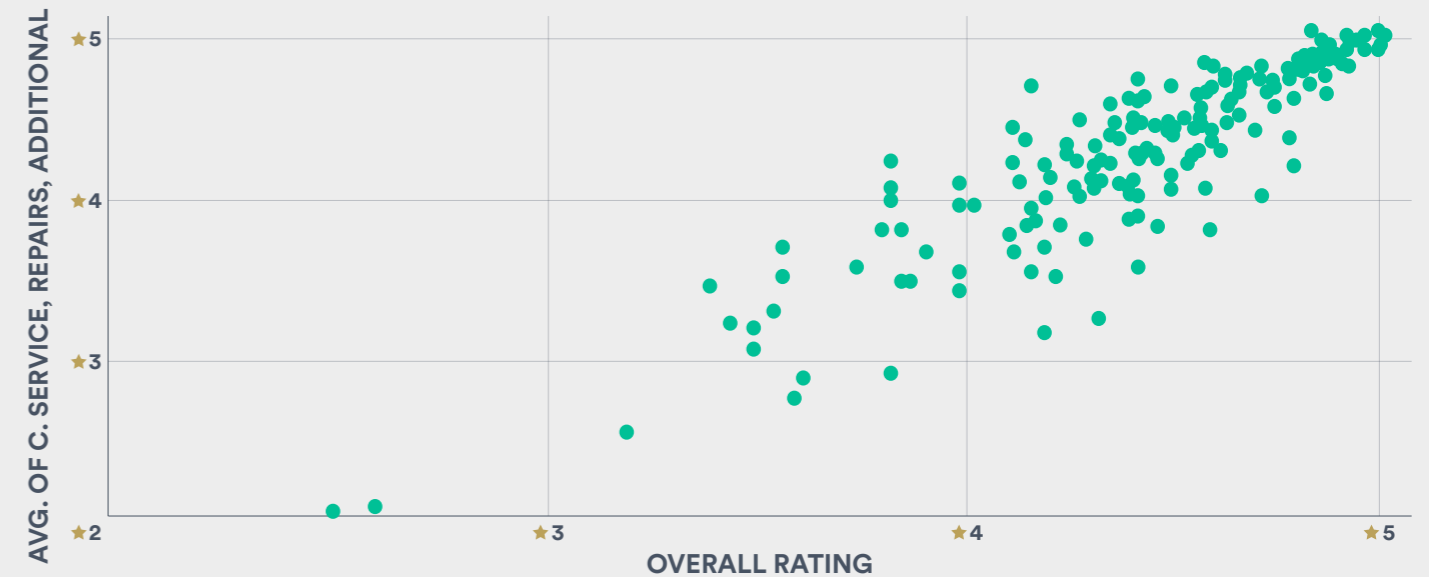
HomeViews reviews include questions on specific service categories.

We ask BTR residents to rate Repairs & Maintenance, Customer Service and Additional Service, as well as whether they would recommend their landlord to friends and family. Responses to these are only made available to our developer and operator partners.

HomeViews Partners are able to monitor their performance across all categories, including these service ratings. Many top operators are using these metrics to set performance KPIs with investors and for internal teams.

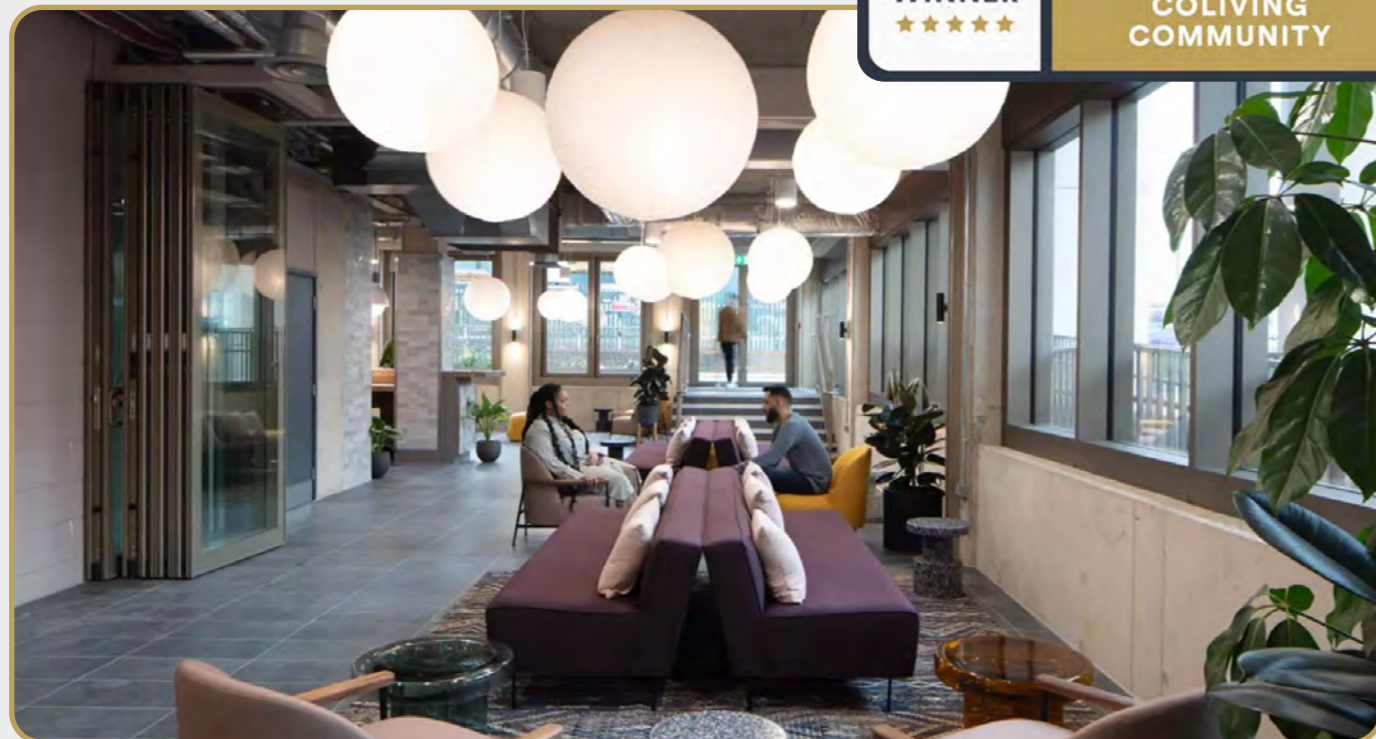
## ALL BTR SERVICE RATINGS VS. OVERALL RATINGS

We took an average of Customer Service, Repairs & Maintenance, and Additional Services ratings and plotted them against Overall Ratings. This shows that communities with higher service ratings tend to achieve higher ratings overall.



# The Palm House, HA3

by urbanbubble & Folk Co-living



★★★★★ 4.84 (based on 48 reviews)

## Facilities

- 24hr onsite management
- Bike storage
- Cinema room
- Communal gardens
- Concierge
- Coworking spaces
- Gym
- Laundry facilities
- Library
- Lounge
- Onsite maintenance
- Parcel storage
- Private dining
- Resident events
- Wifi included

## Useful to know

Rental price: £1,445 - £1,735pcm  
Accommodation: Studios  
Architect: Hawkins \ Brown  
Interior Designers: Atypical Practice



\*Rating and pricing as of 25/04/24

The Palm House won our 2024 Resident Choice Award for Top Rated Co-living Community. Here we explore what has made this new scheme such a success with its residents.

Reviews of The Palm House often mention the regular events and communal facilities that help to build a community, and the friendly approach of the management team is also frequently mentioned.

As we saw on the previous graphic, Co-living outperformed Pure BTR on Design ratings in 2023. The Palm House achieved even higher than the Co-living Design average, with a rating of 4.81, so which design features are residents talking about?

The building is praised for being modern and well thought-out, while also being cosy and homely. They also commented on the spacious designs of their apartments and the shared spaces. Residents' favourite facilities at The Palm House were the gym, cinema room and coworking space. They saw the shared spaces as an extension to their studio apartments, praising the convenience and quality of these facilities.



“We are so happy to be part of this co-living space. It’s so peaceful and quiet, yet so lively and fun with all the entertainment they have to offer.”

- Verified Resident on HomeViews, The Palm House HA3, December 2023



“The design here at The Palm House is beautiful, it feels cosy and you feel welcomed walking into the building.”

- Verified Resident on HomeViews, The Palm House HA3, November 2023



“The studio design is great. I was surprised when I arrived that the studio is actually more spacious than it looked like on the pictures and videos.”

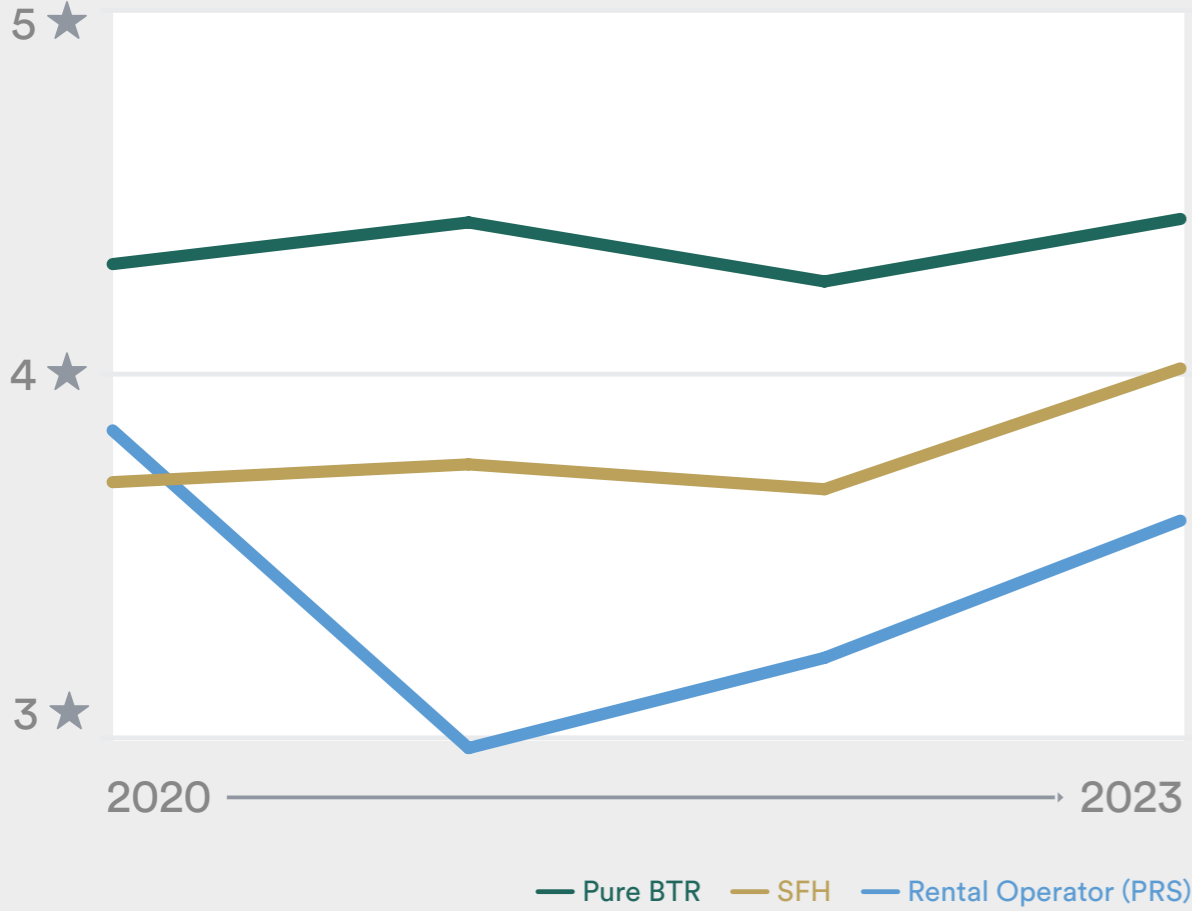
- Verified resident on HomeViews, The Palm House HA3, December 2023

# BTR SUB-CATEGORY RATINGS OVER TIME

As we have seen, Pure BTR and SFH residents enjoy a consistently higher lived experience than residents in the Rental Operator sub-category.

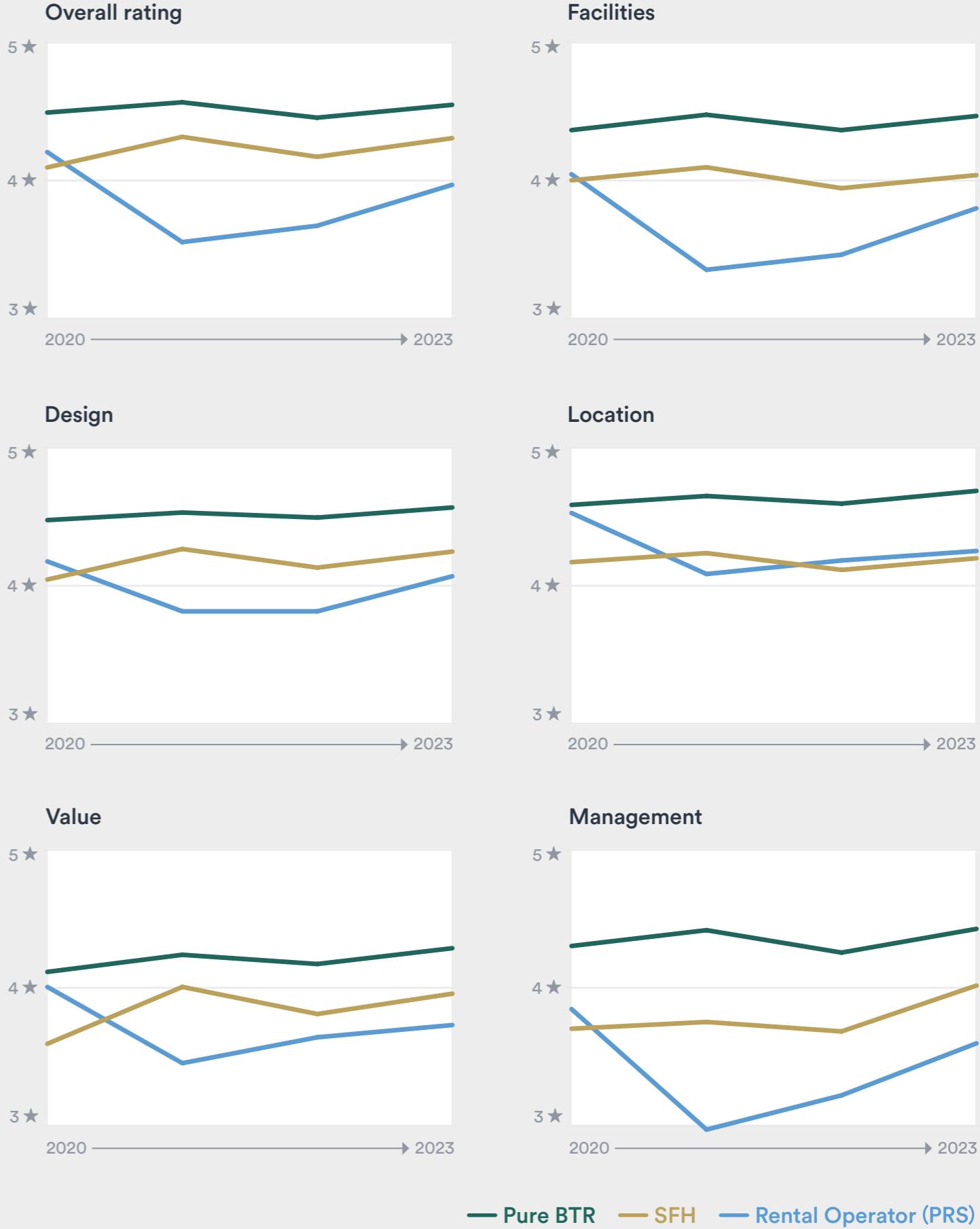
Although the Rental Operator resident experience has recovered since a consistent dip in ratings in 2021, by contrast SFH and Pure BTR show a steady uplift in ratings during that time, with Management being a key driver to overall ratings uplift.

## MANAGEMENT



**Management is a key driver to the steady uplift in ratings for Pure BTR and SFH since 2020.**

## RATINGS OVER TIME

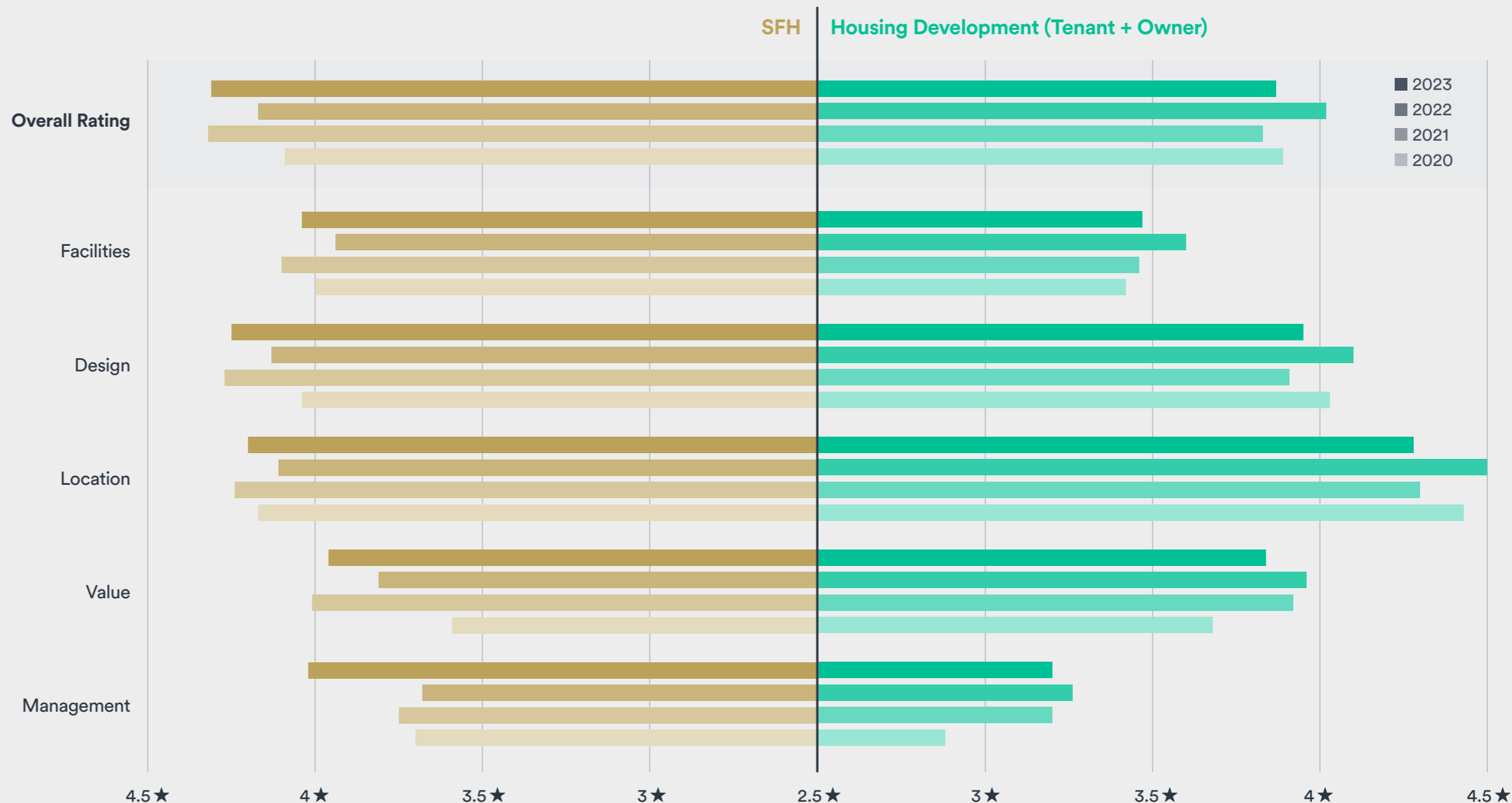


# SFH HIGHER RATED THAN FOR SALE HOUSING

For four years in a row, residents in Single Family Housing (SFH) have rated their lived experience higher than residents in For Sale Housing Developments.

Management and Facilities are seen to be the key drivers behind higher ratings by SFH residents. Only Location ratings for SFH are lower than those for other Housing Developments.

This difference is interesting because it highlights the impact of customer service, management, security of tenure and other fundamentals of renting from a professional landlord. These are what really set SFH apart from the otherwise similar For Sale Housing Development.



**Management and Facilities** are seen to be the key drivers behind higher ratings by SFH residents than other housing residents.



“These homes are beautiful warm and welcoming houses in such beautiful well kept surroundings [...] The team at Simple Life have been excellent with all communications and the app is such a useful tool.”

- Verified Resident, Simple Life at Dutton Fields CH5, November 2023



NUMBER OF DEVELOPMENTS **17**



**4.59 (based on 65 reviews)**

(Data relevant to 2023 portfolio prior to Q1 2024 sale of SFH stock)

Single Family Homes



Allsop Single Family Housing won our 2024 Resident Choice Award for Top Rated SFH Operator. Here we take a look at what residents are saying to gain insights into what goes into creating outstanding SFH homes.

With fewer ‘built-in’ amenities than other BTR formats, Location is a key factor for SFH homes. Despite the 2023 average SFH Location rating (4.20) falling below that for other housing developments (4.28), Allsop SFH achieved a much higher 4.77 average.

Reviews often mention quiet, friendly neighbourhoods and close proximity of shops, transport links, parks and other green spaces. The Pioneers development in Houlton in particular includes some of the more unusual facilities offered by SFH operators, including coworking space and an onsite café, and residents mention these positively in reviews. Easy access to a local gym is also frequently cited as a benefit.

Allsop SFH residents also regularly praise the design of their developments. Good use of space, high-quality appliances, smart home technology and energy/cost saving features such as solar panels are mentioned by satisfied residents in reviews.

Lastly, the quality of the management teams are also singled out by Allsop residents as a key factor in them choosing – and enjoying – their homes. Many cite how helpful and available the team was when moving into their homes, and then in assisting with issues afterwards.

“

“I love our little home and where we are located. Easily accessible to the M1 without hearing it, the house is perfect, the neighbourhood is fantastic and couldn’t have asked for a better home!”

- Verified resident on HomeViews, The Pioneers CV23, December 2023

“

“The design of the property is modern, high spec and user friendly. It appears to be good on energy costs has the solar panels really do make a difference.”

- Verified resident, Watling Grange HG3, September 2023

“

“I’d say Joe [Gilman] played a big role in my initial decision making process to rent a property here. He was always available every step of the way including after moving in. He went above and beyond to solve any problems.”

- Verified Resident, The Pioneers CV23, March 2024

## DESIGN FOR BETTER LIVING *means* DESIGNED FOR BETTER RETURNS

As the Build-to-Rent (BTR) market expands, residents are increasingly selective about their rental choices. For this reason TEN's design strategy is to focus on key areas to meet both the current and the future demand:

### **Resident Experience:**

Residents prioritise an enhanced lifestyle beyond just the apartment and amenity. Our work with John Lewis BTR, underscores the importance of designing for the resident journey & lifestyle, thus elevating their living experience.

### **Definitive Product Proposition:**

A precise product proposition attracts and retains the right residents, ensuring sustainable long-term returns. All our projects involve crafting a distinct proposition, identifying target residents, and aligning design accordingly.

### **Operational Efficiency Design:**

Our collaborations with Grainger Plc demonstrates how thoughtful design in staff welfare and operational BOH areas leads to better-managed buildings and satisfaction for both staff and residents.

### **Apartments:**

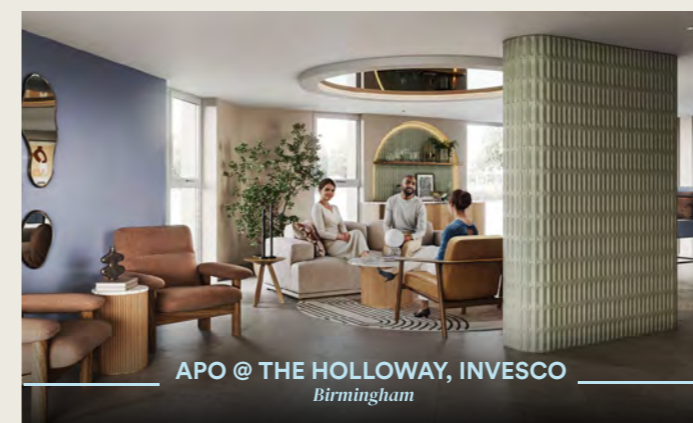
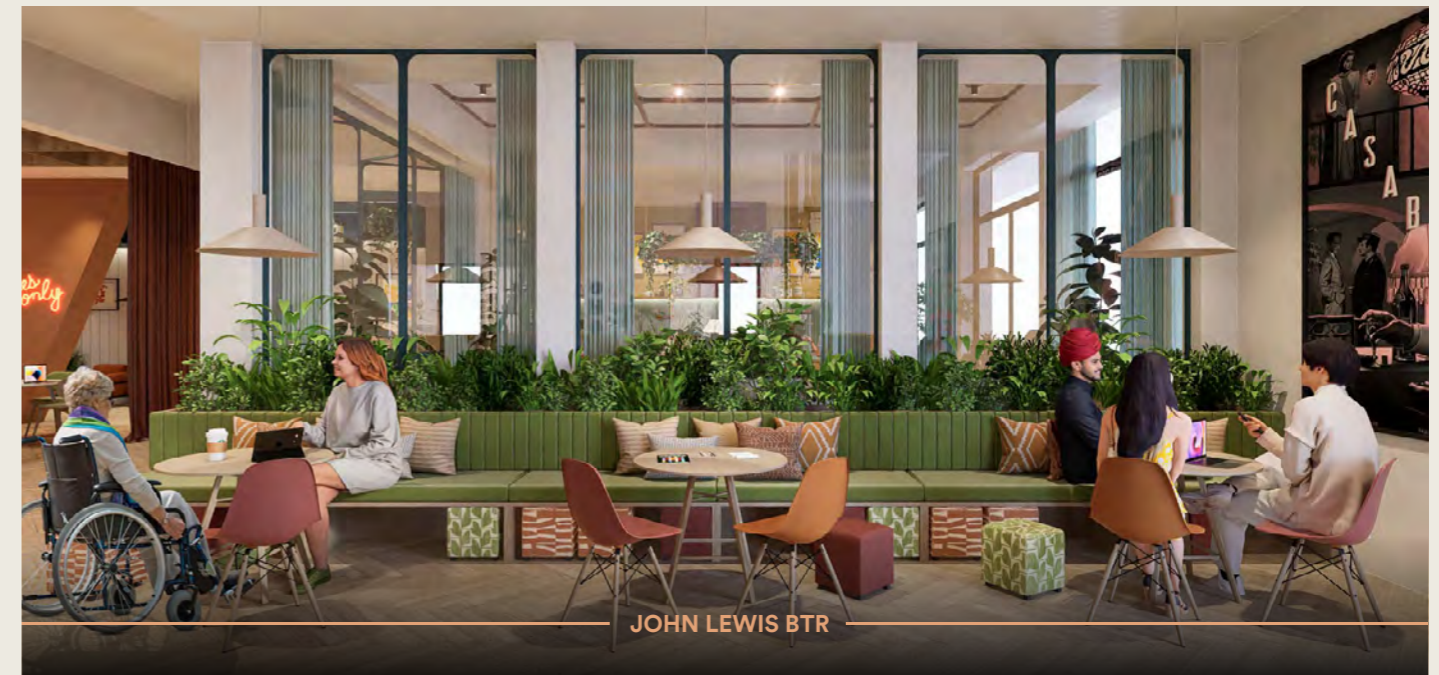
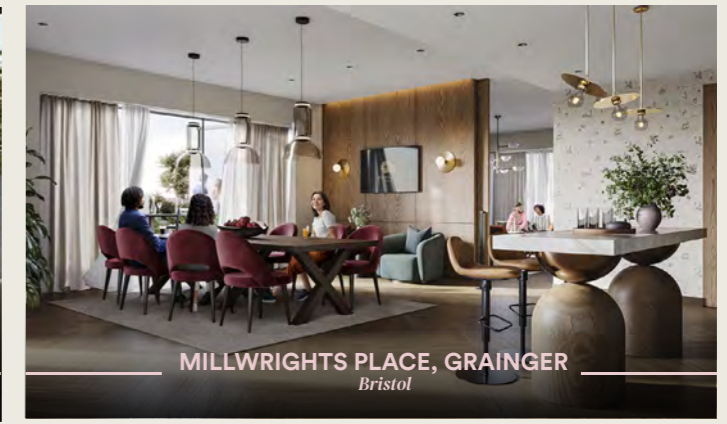
The apartment is the fundamental product in BTR. It's the primary investment for residents, yet it's often overlooked. Our work on The Castings addressed this by elevating quality through color palettes, superior layouts, and premium furniture.

### **The Next Design Cycle:**

Proactively planning for future maintenance and refurbishment cycles is paramount. We experienced first-hand the challenges of refurbishment with our GetLiving's Re:Fresh project at East Village. For CDL we introduced modular design to streamline costs & environmental impact in future refurbishments enhancing sustainability.

### **In a crowded market how do you stand out?**

We excel at engaging new entrants with comprehensive knowledge from the outset. For existing players we introduce innovative design strategies to elevate portfolio quality. In the face of industry challenges & competition, we firmly believe that prioritising better living environments yields enhanced long-term returns.



TEN is a leading full-service BTR design studio working with developers all over the UK.

Sameer Mahomed  
Sameer@weareten.co  
www.weareten.co

*Get in touch to discuss your project with us.*

# BTR DESIGN









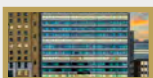
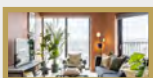
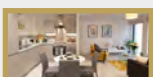
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CONTENT PARTNER

BoConcept

# TOP 10

## BTR COMMUNITIES BY DESIGN RATING (2023)

COMMUNITY	DESIGN RATING
 Eda, M50 - Eda	★ 5.00
 The Keel, L3 - Allsop Letting & Management	★ 5.00
 The James Liverpool, L2 - The James	★ 4.96
 The Whitmore Collection, B3 - Legal & General, urbanbubble	★ 4.96
 The Quarters Swiss Cottage, NW3 - The Quarters by Bravo	★ 4.96
 The McEwan, EH3 - Moda Living	★ 4.95
 Bloom Nine Elms, SW11 - Greystar	★ 4.94
 The Almere, MK9 - Native	★ 4.93
 The Quarters Croydon, CR0 - The Quarters by Bravo	★ 4.92
 York & Elder, BN1 - Legal & General, urbanbubble	★ 4.91
 The Trilogy, M15 - Allsop Letting & Management	★ 4.91

(Communities with min. 10 reviews)

### RESIDENT SENTIMENT: 10 HIGHEST RATED

Overall, design-related topics were mentioned in 57% of reviews for the 10 highest rated communities for Design, making it a key topic of discussion.

‘Modern’ was mentioned in 28% of reviews for the Top 10, and a large proportion of reviews for the Top 10 also mentioned how spacious their homes were.

“

“Best looking high rise in MK – outside and inside both. Beautifully designed and good quality furniture [...] Flats are spacious and love the natural light in all rooms.”

- Verified Resident, The Almere MK9, April 2023

“

“One of the reasons I chose to be a tenant here is the design of the apartment. It is well spaced and has a spacious balcony, for one. It looks like home.”

- Verified Resident, The Whitmore Collection, B3 July 2023



“

“The design is very modern and stylish- great for bringing guests around.”

- Verified Resident, The McEwan EH3, July 2023

# Eda, M50

by Eda

Highly rated for  
Design in 2023



5.00 (2023 Design rating)

## Facilities

- 24hr onsite management
- Cinema room
- Concierge
- Coworking spaces
- Games room
- Gym
- Parcel storage
- Pet friendly
- Private dining
- Resident events
- Roof terrace

## Useful to know

- Rental price: £1,235 - £1,980pcm
- Accommodation: 1, 2, 3 beds
- Architect: Chapman Taylor / Jon Matthews
- Landscape Architect: Exterior Architecture
- Pure BTR

\*Pricing as of 25/04/24

Here we take a look at one of 2023's highest-rated BTR communities for Design, Erie Dock Apartments, or 'Eda' for short. Located in the ultra-competitive Salford Quays, Eda offers a range of 1-3 bed furnished apartments.

Achieving a flawless 5\* rating across the board in 2023, Design was a key topic of discussion, featuring in 67% of those positive reviews. Residents often mentioned the high quality and finish of the building itself, praising the attention to detail applied from the construction stage onwards.

Other key design factors that receive regular mentions include the high-quality appliances, views over Old Trafford and the docks from the large windows, furnishing quality and style, plus the design of the co-working space.

As with the rest of the Top 10, residents often included comments about how 'spacious' and 'modern' their homes were, but also described them as 'luxurious' and 'beautiful'.



"The design and consideration which has been made during the construction process is great, as well as the warm lobby area which gives the development a luxury feeling."

- Verified resident on HomeViews, Eda M50, October 2023



"The social and the co-working space have great design. The co-working space was one of the main reason we chose this building. It is well designed for long hours of focus study or work. Interior design of flat is perfect too."

- Verified resident on HomeViews, Eda M50, October 2023



"Beautiful new building with amazing views to the city and the river. Many stunning and beautiful amenities and services the building offers the tenants. The apartments are gorgeous and the communal areas of the building have amazing views to the city and the river."

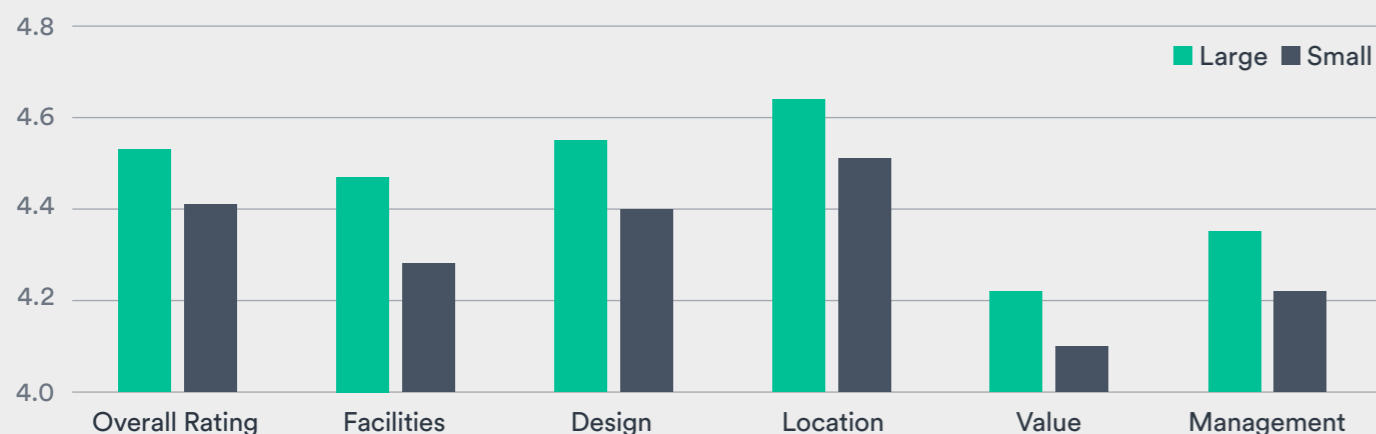
- Verified resident on HomeViews, Eda M50, October 2023

# HIGHEST RATED DEVELOPMENT SIZES 2023

The median development size for completed BTR developments in the UK is close to 300 units (BPF/Savills). Comparing communities above this ('Large') with those below ('Small'), we see that larger developments are higher-rated across every category.

For the third year running, larger BTR communities outperformed smaller schemes.

## SCORES BY DEVELOPMENT SIZE

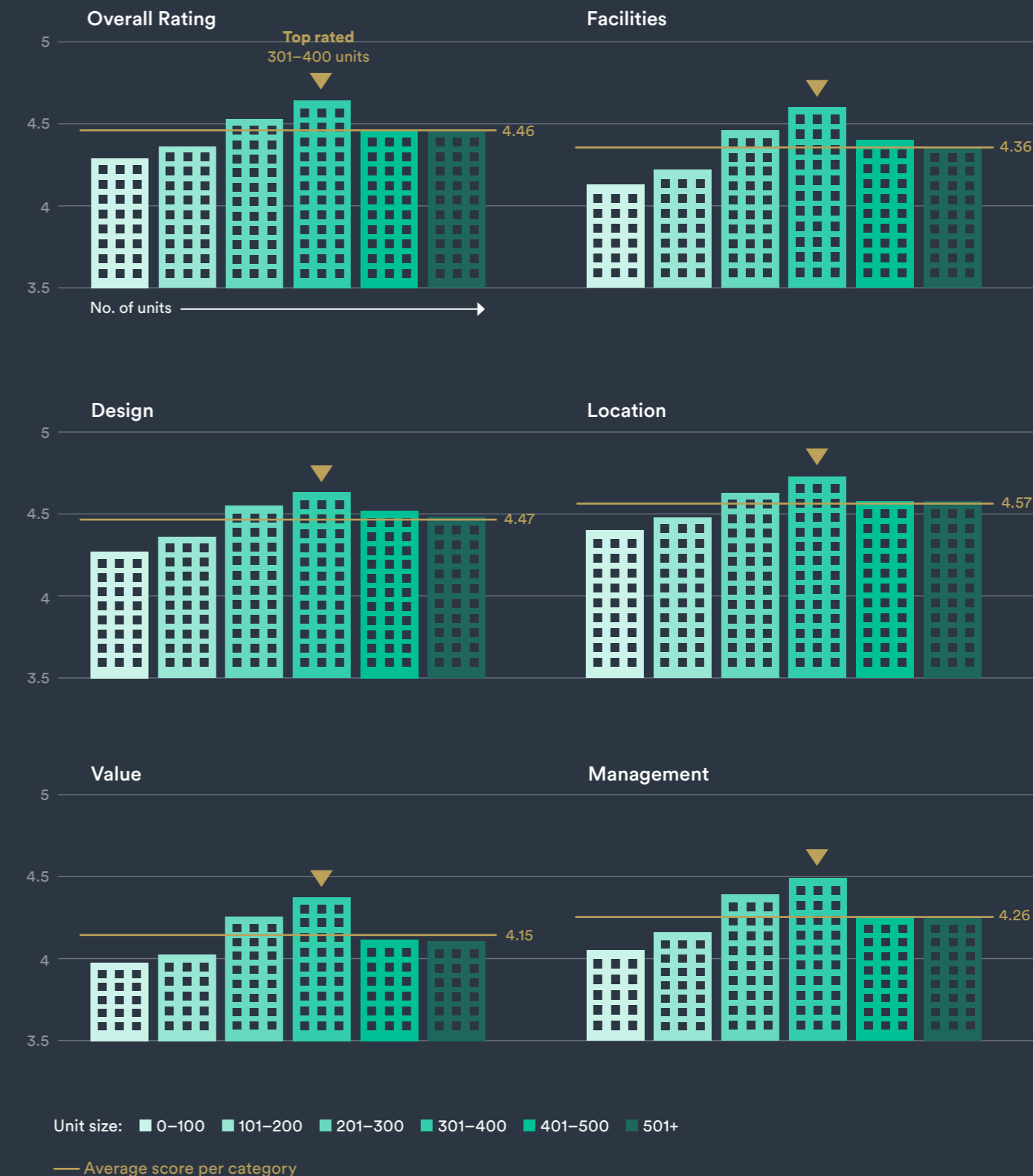


Breaking this data down into more specific unit size categories, we see that the 301-400 unit bracket is the highest rated across every category.

The 201-300 unit bracket is the next highest-rated, outperforming the larger 401-500 and 500+ categories. The lowest ratings were seen for developments under 200 units.

## AVERAGE RATINGS BY UNIT SIZE FOR BTR DEVELOPMENTS (ALL TIME)

The 301-400 unit bracket is the highest rated across every category.



# BOCONCEPT X UNCLE

4.6 overall design rating



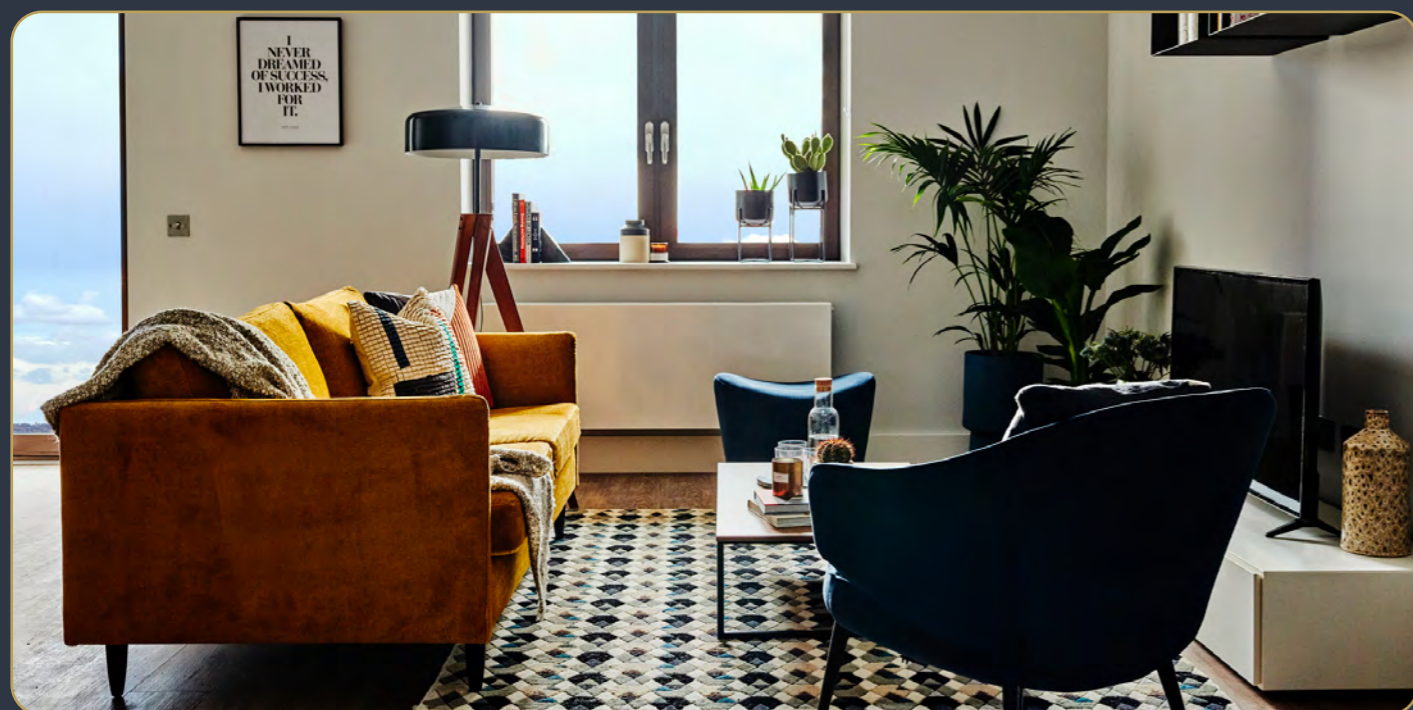
BoConcept has delivered solutions for property professionals around the world. We have been at the forefront of furniture design for over 70 years, with more than 350 stores in 67 countries worldwide, we strive to elevate life for everyone with Danish design, and this mission inspires our motto: **Live Ekstraordinær**.

## THE PARTNERSHIP

Having furnishing over 1600 units, across their developments in Wembley, Southall, Stockwell, Colindale, Elephant&Castle and Leeds, BoConcept is now the trusted furniture partner for Uncle, with a pipeline to further deliver a number of projects over the next 24 months.

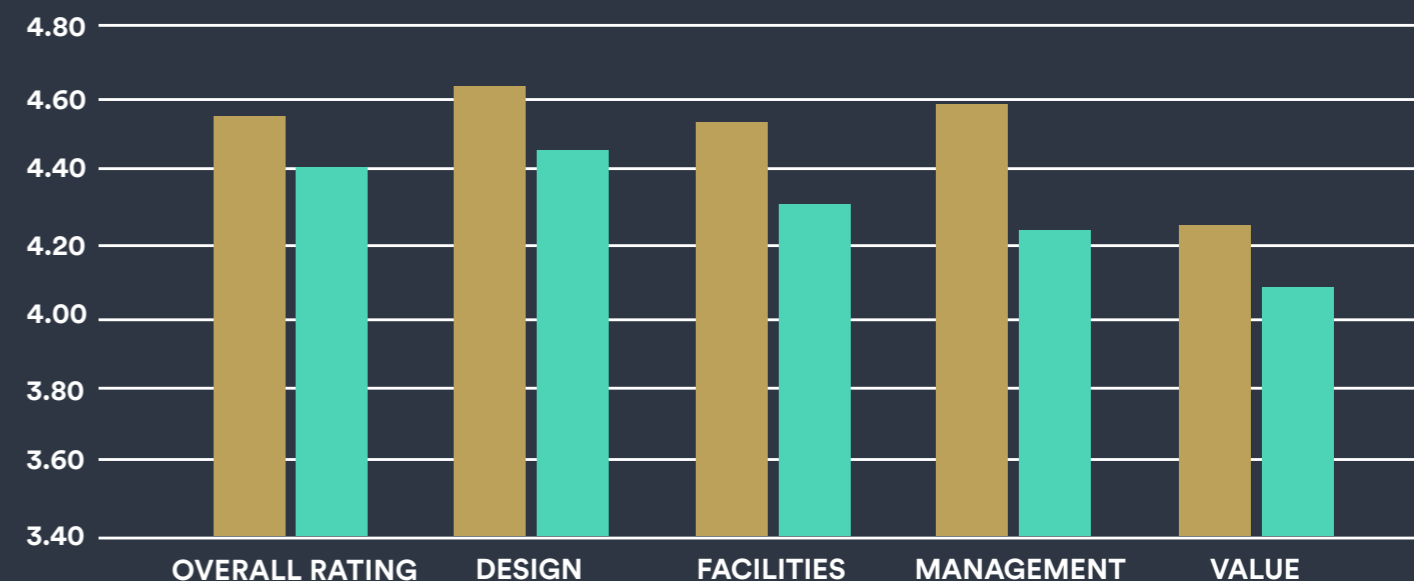
Our high-end furniture, combined with a passion for design and a recognisable brand associated with affordable luxury, are the key elements of this collaboration. Living with furniture that you would actually want to own contribute to the overall value and desirability of rental properties.

BoConcept transforms living spaces to inspire and offer functionality and personality, so that you smile when you open your door at the end of a long day.



## UNCLE WEMBLEY - CASE STUDY

The project required furnishing 126 units in 4 weeks. BoConcept designed three different furniture schemes, to perfectly match the aesthetic and finishes of the flats, and always keeping their tenants in mind.



● UNCLE WEMBLEY AVERAGE ● ALL BTR BENCHMARK (All-time data as at 30th January 2024)

**“The outside design of the building looks homely whilst being modern, the communal areas are filled with modern, good looking and comfortable furnitures. The furnished flats are no different having what you need to live comfortably and in style.”**

Matheus, Resident on HomeViews at Uncle Wembley, February 2021

**“The quality of the beds, sofas etc are really high as well.”**

Georgina Callaghan, Resident on HomeViews at Uncle Wembley, February 2021

**“The design of the furnished apartments is really nice”**

Charlotte B, Resident on HomeViews at Uncle Wembley, February 2021

**Design is stunning. Properties have beautiful furniture and high quality items which makes a big difference.”**

Alex Crookes, Resident on HomeViews at Victory Plaza, September 2020

# BTR FACILITIES










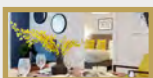
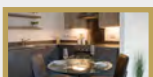
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CONTENT PARTNER

ASK4

# TOP 10

## BTR COMMUNITIES BY FACILITIES RATING (2023)

COMMUNITY	FACILITIES RATING
 Verse, CF10 - Fresh	★ 5.0
 The Keel, L3 - Allsop Letting & Management	★ 4.97
 Eda, M50 - Eda	★ 4.97
 The Point, AB10 - Dandara Living	★ 4.96
 Bloom Nine Elms, SW11 - Greystar	★ 4.94
 Hairpin House, B12 - Ila	★ 4.93
 The McEwan, EH3 - Moda Living	★ 4.93
 The Quarters Swiss Cottage, NW3 - The Quarters by Bravo	★ 4.91
 The Whitmore Collection, B3 - Legal & General, urbanbubble	★ 4.90
 Aston Place, B1 - Dandara Living	★ 4.89
 Vox, M15 - Allsop Letting & Management	★ 4.89

(Communities with min. 10 reviews)

### RESIDENT SENTIMENT: 10 HIGHEST RATED

42% of reviews for this Top 10 specifically mention ‘facilities’ in their reviews, compared with 30% of residents in the 10 lowest rated communities for Facilities.

Residents in the Top 10 also talk more about specific facilities like gym, parking, garden, etc. than residents in the lower rated schemes.

48% of reviews for the Top 10 mention ‘Gym’ positively, compared with only 6% positive mentions for the 10 lowest rated communities. This makes it by far the most common facility to be mentioned by residents in the Top 10 and, as we see on the next page, eight of the Top 10 communities offer a gym.



“Building is kept clean and secure. The building includes a free gym, nice communal area and paid parking.”

- Verified Resident on HomeViews, Aston Place, B1



“Easily the nicest place I’ve lived, lovely apartments and the gym facilities are excellent.”

- Verified Resident on HomeViews, The Keel, L3



“Facilities are amazing, having a social area with a pool table to entertain guests, places to socialise and a gym make it easy to have everything at your doorstep.”

- Verified Resident on HomeViews, The Whitmore Collection, B3

# ESSENTIAL FACILITIES FOR TOP RATED BTR

In 2023, the facilities associated with the most Top 10-rated communities were Lounge, Coworking Spaces, Gym and Pet Friendly. Although half of the lowest-rated schemes included a Lounge, only two included a gym – regularly shown by our data to be an important facility for resident satisfaction.

This analysis includes only those facilities that are advertised at a minimum of five communities. Subsequent pages offer a more detailed look at the full range of BTR facilities being offered.

**OFFERED BY MOST TOP-RATED COMMUNITIES FOR FACILITIES:**



Lounge



Coworking Spaces

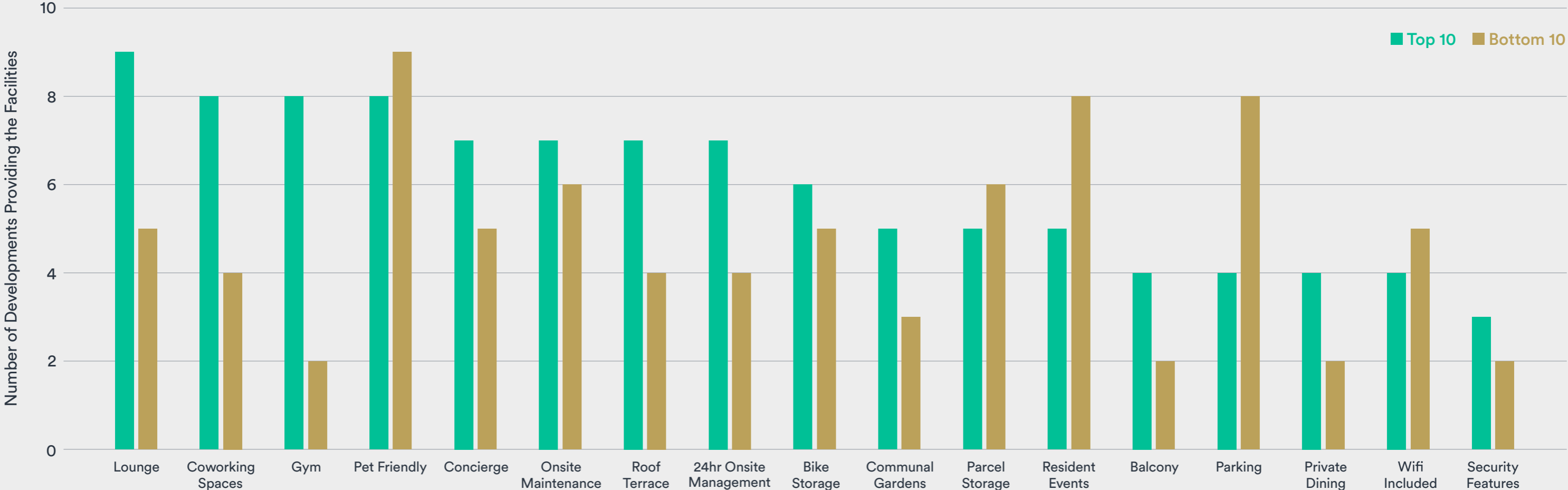


Gym



Pet Friendly

## FACILITIES AT HIGHEST/LOWEST-RATED ALL BTR COMMUNITIES



# BTR FACILITIES AND ASSOCIATED RATINGS

Here we look at all facilities offered by BTR communities across the UK, and the average Facilities ratings for schemes offering those facilities. We also include Frequency of Facilities to indicate how common each facility is.

This helps to show that, while facilities like a Pet Spa or Running Track may be associated with very high Facilities ratings, they are offered at very few schemes nationally.

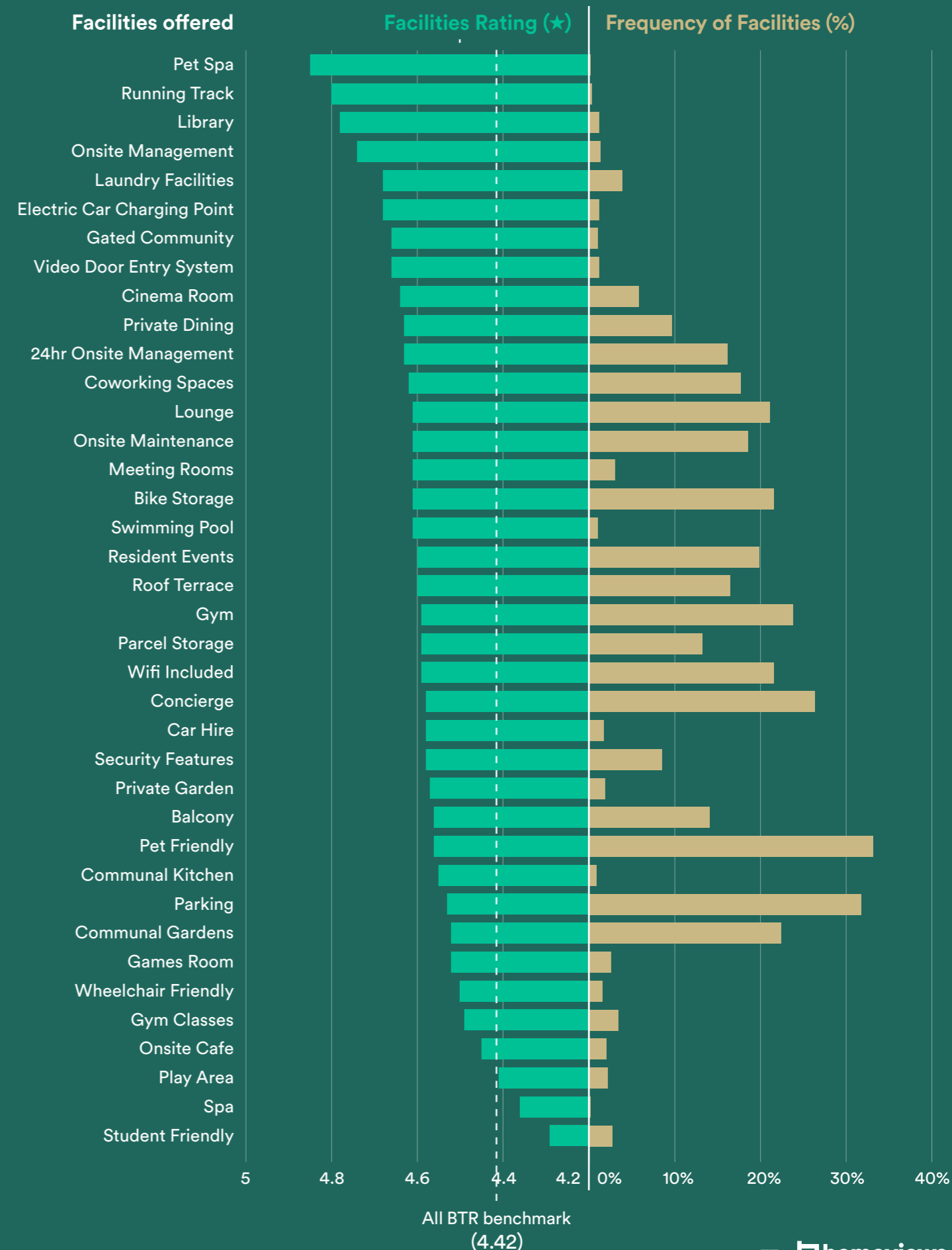
Further down the list we see those Facilities that correlate with higher Facilities ratings over a larger number of BTR communities: 24hr Onsite Management, Coworking Spaces, Lounge, Onsite Maintenance, Gym and Concierge.



The running track at The Mercian B15 by Moda Living

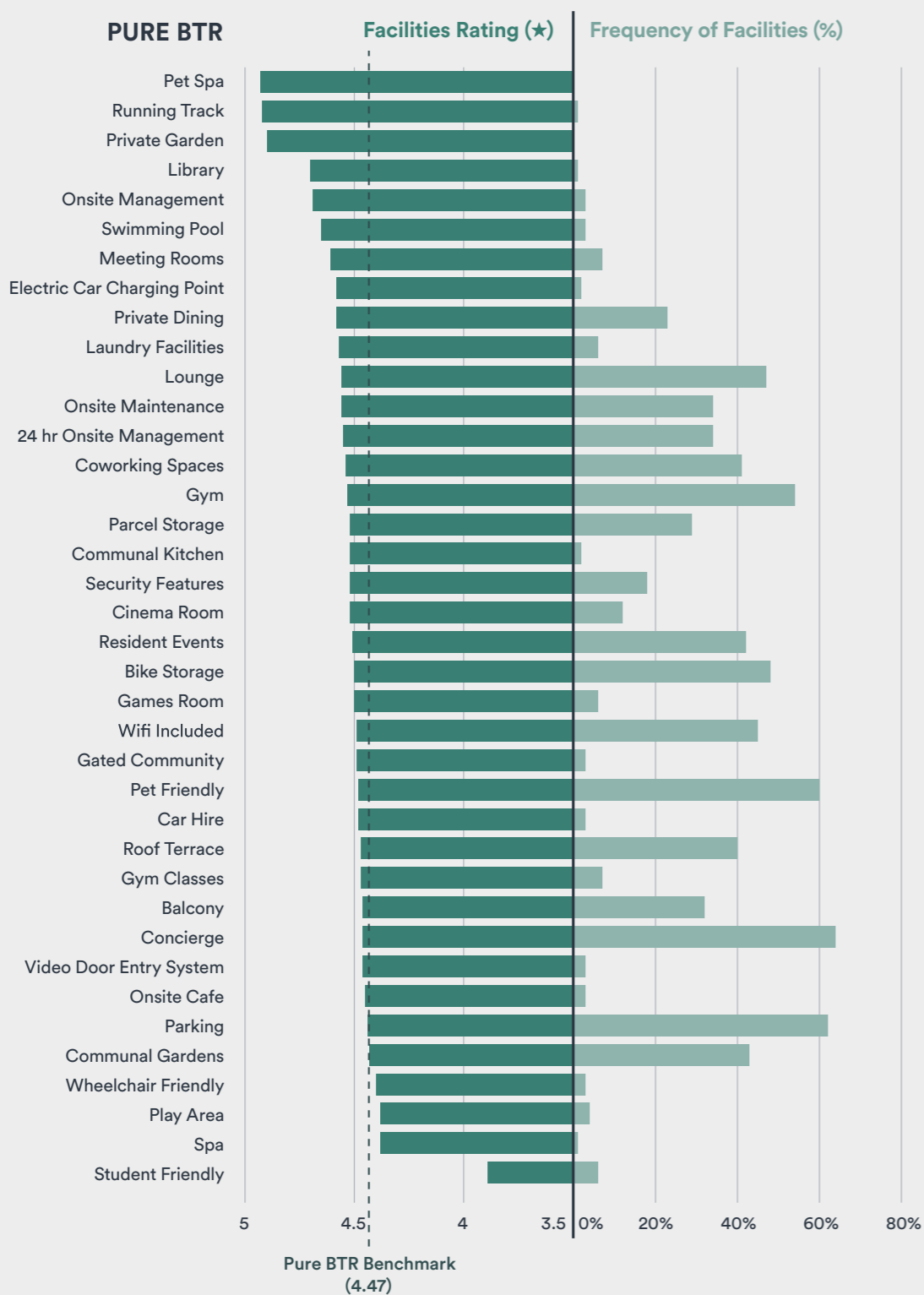


## ALL BTR ADVERTISED FACILITIES VS. FACILITIES RATINGS (2023)

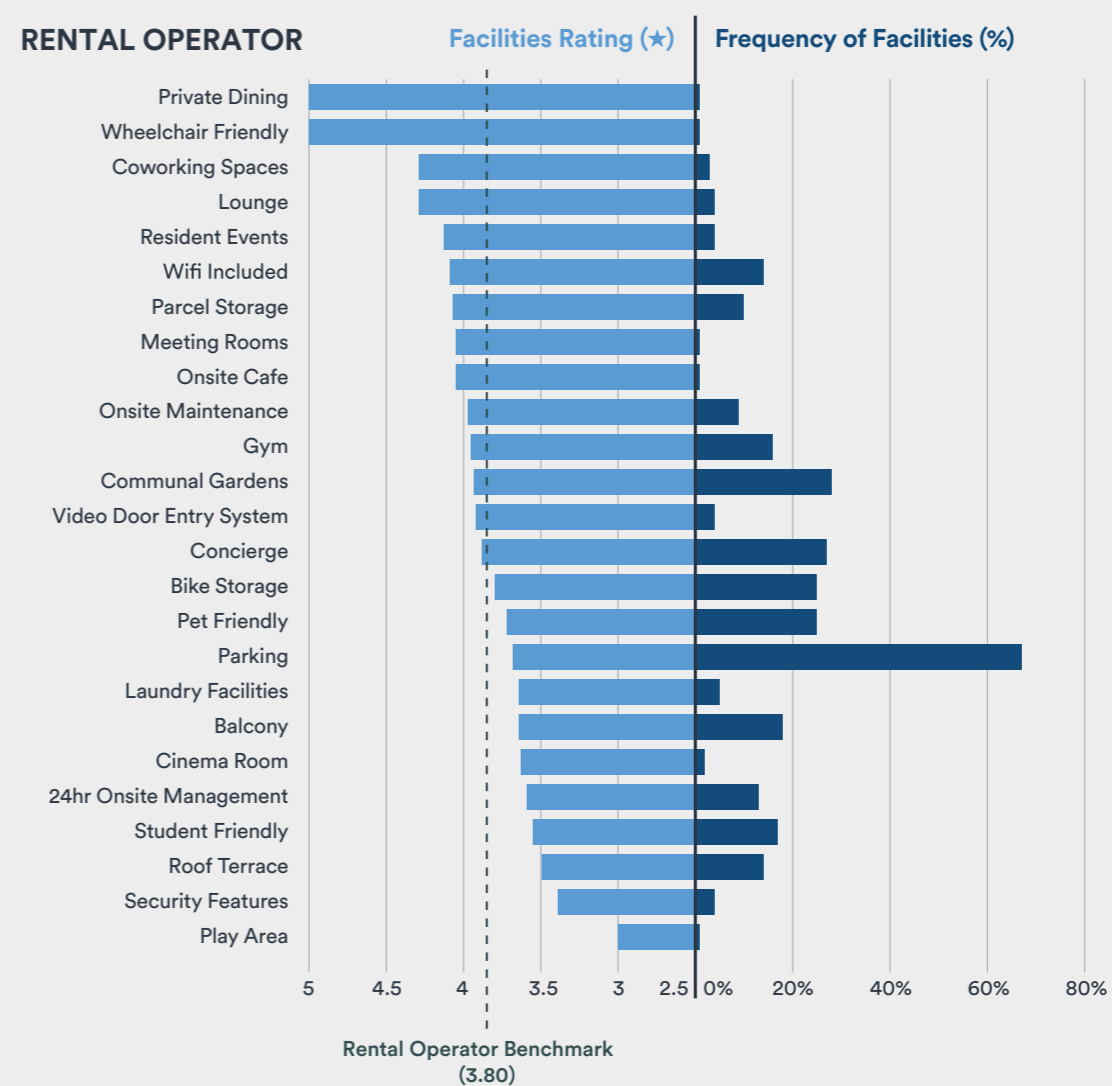


# ADVERTISED FACILITIES VS. FACILITIES RATINGS BY SUB-CATEGORY (2023)

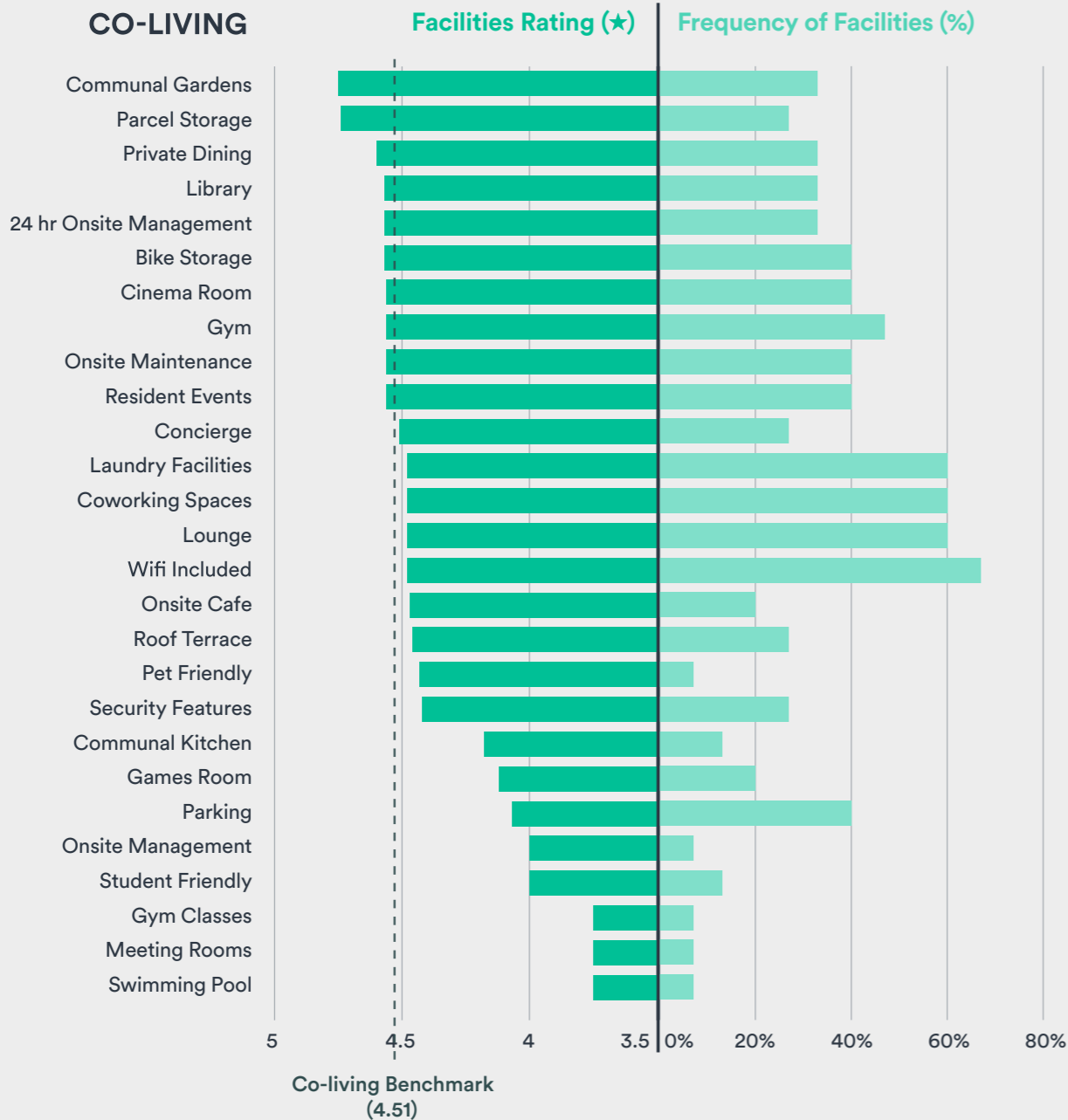
As expected, Pure BTR offers the most diverse range of facilities. Established resident favourites such as communal lounge, gym and resident events can be seen across a large proportion of schemes. Meanwhile, more unusual facilities like a Running Track appear to be a hit with residents, enjoying regular positive mentions in reviews.



Although not offering the full Pure BTR experience, we see a small number of Rental Operator homes offering some of the key facilities usually associated with premium BTR developments. For example, Private Dining, Coworking Spaces, communal Lounge and Resident Events can be seen here to be advertised by developments achieving Facilities ratings well above the Benchmark for this sub-category.



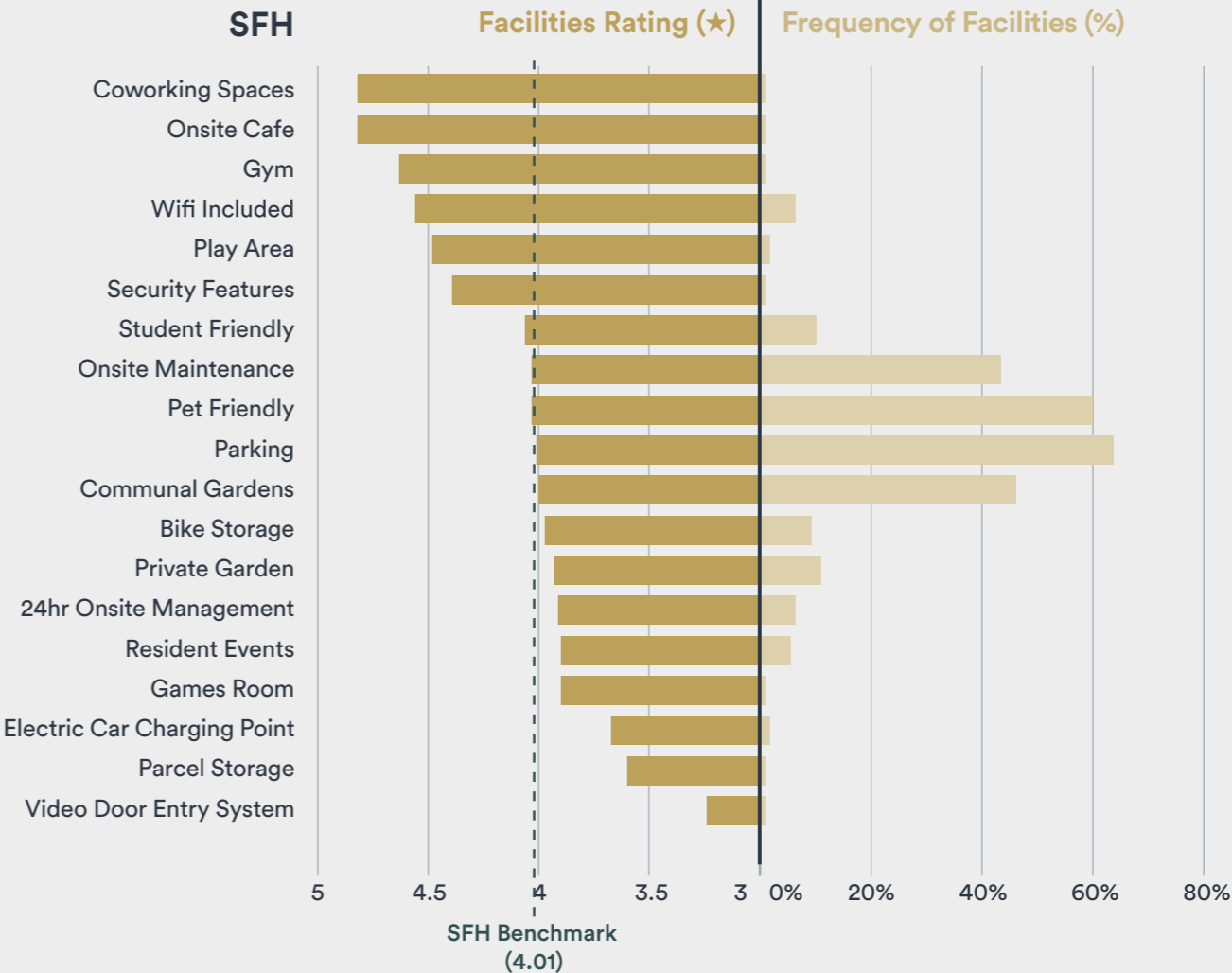
As we saw earlier in the report, Co-living communities are achieving higher Design and Facilities ratings than Pure BTR. Here we find some clues as to why this may be, with consistent inclusion of those facilities that are connected to higher facilities ratings.




 Co-living communities are achieving higher Design and Facilities ratings than Pure BTR.

Being generally far less amenitised than other BTR formats, Single Family Homes residents tend to give greater weight to amenities in the surrounding area when rating the Facilities of their homes.

Operators like Allsop are generating impressive ratings by offering Coworking Spaces, Gyms, cafés and other unusual onsite communal facilities. However, SFH residents often talk about local facilities such as parks or supermarkets in their reviews, as well as the quality of more essential facilities like parking or private gardens.



 Single Family Homes residents tend to give greater weight to amenities in the surrounding area when rating the Facilities of their homes.

# The Keel, L3

by Allsop Lettings and Management

Highly Rated for  
Facilities in 2023



4.97 (2023 Facilities Rating)

## Facilities

- Bike storage
- Coworking spaces
- Gym
- Lounge
- Meeting rooms
- Onsite maintenance
- Onsite management
- Parcel storage
- Parking
- Private garden
- Video door entry system

## Useful to know

- Rental price: £770-£1800pcm\*
- Accommodation: Studios, 2, 3 beds
- Pure BTR

\*Pricing as of 25/04/24

Despite offering fewer facilities than many surrounding developments, 97% of residents at The Keel gave its facilities a five-star rating.

Reviews suggest that this is linked to the perceived quality and cleanliness of the facilities, rather than their variety. In addition, our data shows that The Keel offers those essential facilities most closely connected with resident satisfaction.

For example, the gym is mentioned in 51% of reviews – the most of any specific facility. Parking and the free coffee machine in the lobby are both mentioned in 35% of reviews, showing how small touches can still have as much of an impact as major facilities.

The Keel also distinguishes itself by offering extra security features, such as a video door entry system, gated fob access and 24-hour onsite management, which residents say helps them to feel safe. Residents also appreciate the convenience offered by the parcel lockers.



“The Keel is a lovely place to live, I always feel safe here with the 24/7 reception team on site. Free coffee downstairs at reception is also an amazing added benefit! Gym on site and such a perfect location.”

- Verified Resident on HomeViews, The Keel L3, September 2023



“The apartments and general facilities are very well managed and maintained. The gym is very clean, reception team always friendly and parcel/post management is also great.”

- Verified resident on HomeViews, The Keel L3, October 2023



“The well-equipped fitness centre, inviting communal spaces, and secure parking facilities are just some of the features that make living at ‘The Keel’ a truly remarkable experience.”

- Verified resident on HomeViews, The Keel L3, June 2023

## Unlocking Connectivity

Providing seamless connectivity via a managed service is a game-changer in BTR.



### Faster Setup

Residents get online the moment they move-in.



### Simplified Billing

Include connectivity in your rental value, or we can bill the resident directly.



### Enhanced Experience

Seamless connectivity fostering happiness, wellbeing and productivity.



### Dedicated Support

Round-the-clock support maintains the integrity of your brand, and ours.



### Technical Expertise

Specialist guidance throughout planning, design, construction, or retrofit phases.



### Future-Proofing

An infrastructure ready for whatever smart tech you, or your residents, choose to deploy.



"Our sole purpose at ASK4 is supporting residents to be connected, enabling them to live and work productively. We do this with a tech stack built specifically for multi-tenant buildings and a team with over 20 years of unrivalled sector experience. And when it comes to impact, the Homeviews Resident Choice Awards speak for themselves."

**Jess Glover**

MARKETS AND PROPOSITION DIRECTOR, ASK4

# 50%

of the top-rated BTR communities are **powered by ASK4 Internet.**

### Top Rated BTR Community



**Scotland:**  
The McEwan,  
Moda Living

MODA



**North-East England:**  
New York Square,  
Moda Living

MODA



**London:**  
The Quarters Croydon,  
The Quarters by Bravo

THE QUARTERS  
BY BRAVO

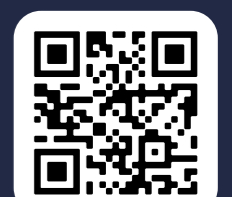


Aston Place,  
Birmingham  
Dandara Living

dandara



**Follow the leaders...**  
[ask4.com/btr](https://ask4.com/btr)



# THE BTR VALUE PROPOSITION

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CONTENT PARTNER

relōku

{ London's Personal Porters }

# TOP 10

## BTR COMMUNITIES BY VALUE RATING (2023)

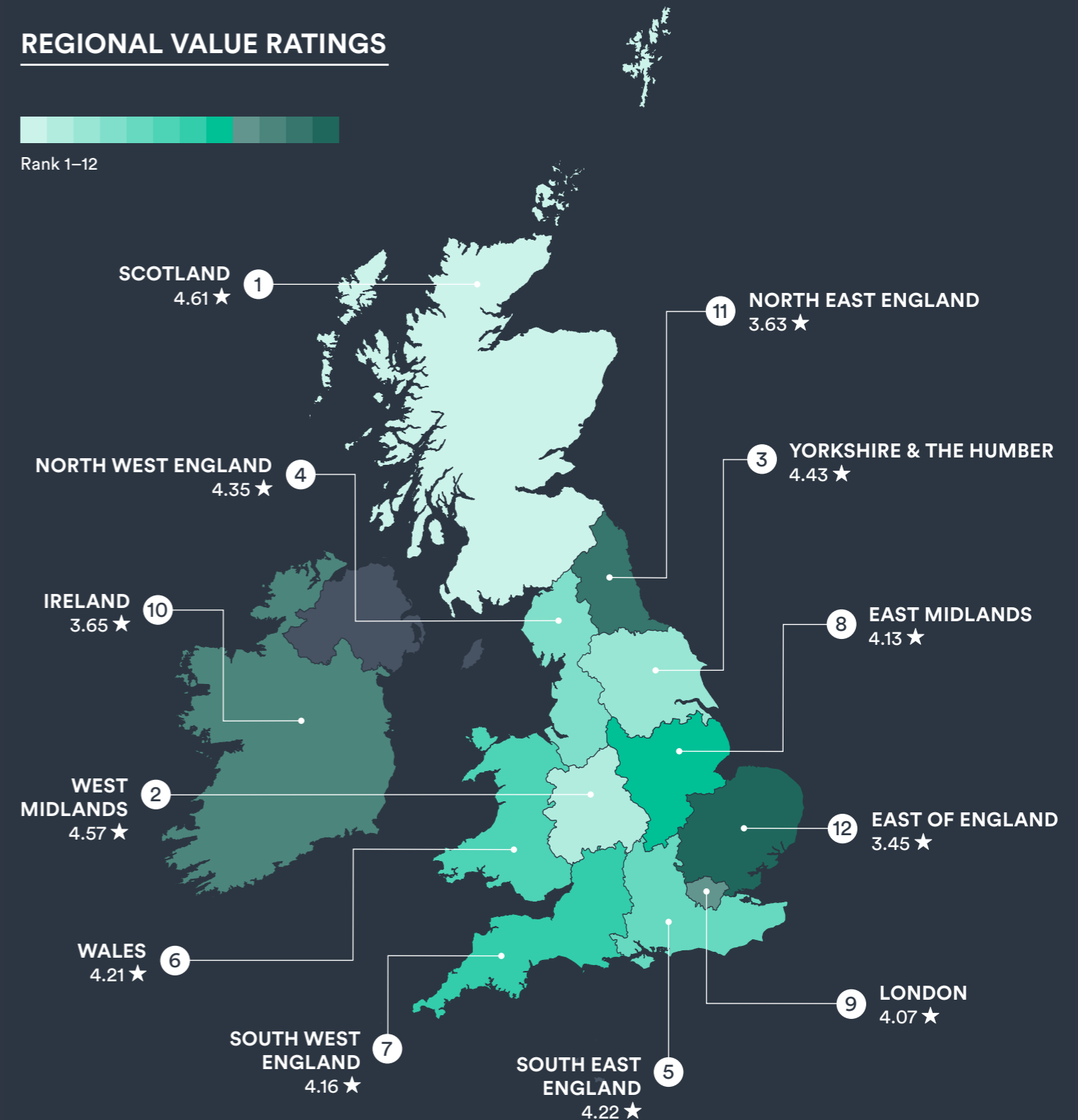
COMMUNITY	REGION	VALUE RATING
 The Keel, L3 - Allsop Letting & Management	Northwest England	★ 4.95
 Eda, M50 - Eda	West Midlands	★ 4.94
 The Trilogy, M15 - Allsop Letting & Management	Northwest England	★ 4.91
 Aston Place, B1 - Dandara Living	West Midlands	★ 4.89
 The James Liverpool, L2 - The James	Northwest England	★ 4.89
 The Quarters Croydon, CR0 - The Quarters by Bravo	London	★ 4.88
 Poplin, M4 - Native	Northwest England	★ 4.88
 The Almere, MK9 - Native	East Midlands	★ 4.85
 The Point, AB10 - Dandara Living	Scotland	★ 4.85
 Vox, M15 - Allsop Letting & Management	Northwest England	★ 4.83

(Communities with min. 10 reviews)

The Keel in Liverpool takes the top spot in our list of the highest rated BTR communities by Value ratings for 2023. We look at this highly successful office-to-resi conversion in more detail in the Facilities chapter.

With perceptions of Value being so closely linked with location, it is interesting to note that Manchester and Liverpool dominate the Top 10, while only two communities in southern regions make the list.

## REGIONAL VALUE RATINGS



Regionally, Scotland takes the crown for highest-rated for Value in 2023, with the West Midlands close behind. The North West is the fourth highest rated region, and boasts six of the ten highest rated communities for Value.

Looking at ratings over time, only the East Midlands and the East of England saw a small drop in Value ratings in 2023. The North East enjoyed the most pronounced improvement, climbing up to 3.63 from just 2.95 in 2022.

# Aston Place, B1

by Dandara Living

Highly Rated for Value in 2023



4.89 (2023 Value Rating)

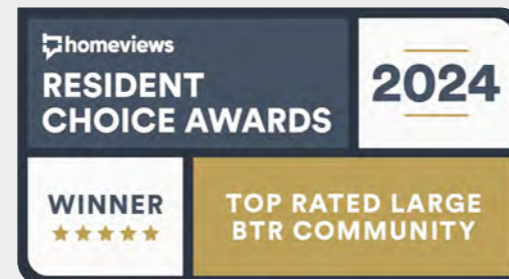
## Facilities

- 24hr onsite management
- Balcony
- Bike storage
- Concierge
- Coworking spaces
- Gym
- Lounge
- Onsite maintenance
- Parcel storage
- Parking
- Pet friendly
- Private dining
- Resident events
- Roof terrace
- Security features
- Wifi included

## Useful to know

Rental price: £825 - £1300pcm\*

Accommodation: 1, 2 beds



\*Pricing as of 25/04/24

Winner of the Top Rated Large BTR Community award at the 2024 Resident Choice Awards, Aston Place has received a string of awards since its completion in late 2019.

Securing its position in our Top Rated list for Value with a rating of 4.89, Aston Place is a community offering outstanding value for money in a city that already ranks extremely highly in this category (4.62). Competitive pricing is clearly a factor, with studios on offer from just £825pcm – significantly lower than the Birmingham average of £1,010pcm.

However, reviews that mention value usually mention the key factors of location, amenities, design and the management team.

Mentions of value in reviews are often connected to its central location, with easy access to the city's main attractions and New Street Station. The list of facilities includes all those that our data show have the most significant impact on resident happiness – gym, communal spaces, resident events, pet friendly and concierge – but reviews also mention that facilities are well designed and impeccably maintained.

The management team also is singled out in a large proportion of reviews for offering a consistently helpful and genuinely friendly service.

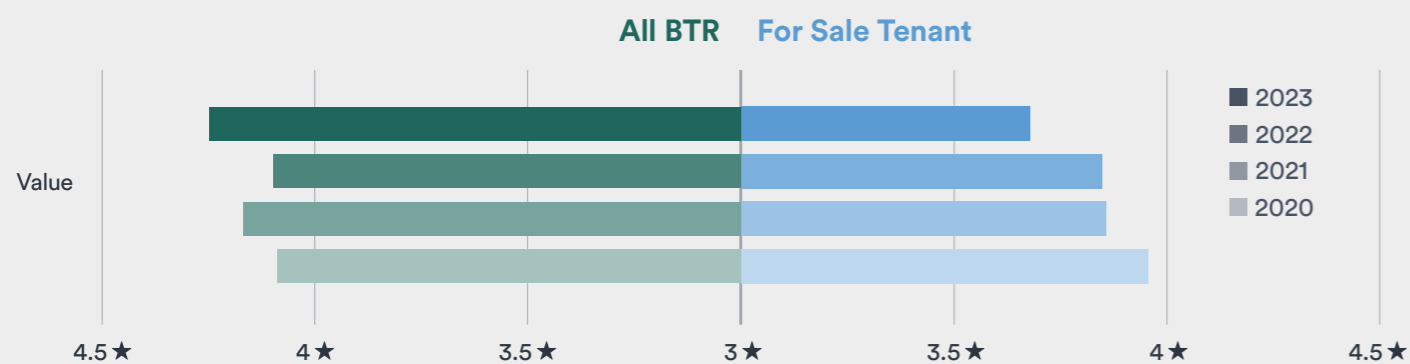


“Offering an attractive price, this centrally located gem near New Street Station places you in proximity to Birmingham’s top attractions – ICC, Centenary Square, library, canals, and Broad Street. Impeccably clean facilities, complemented by an exceptional apartment, create a delightful living experience. The staff, known for their warmth and friendliness, adds a welcoming touch to this exceptional residence.”

- Verified Resident on HomeViews, Aston Place B1, November 2023

# BTR VALUE INCREASING DESPITE PRICE INCREASES

## ALL BTR VS. FOR SALE TENANT VALUE RATINGS 2020-2023

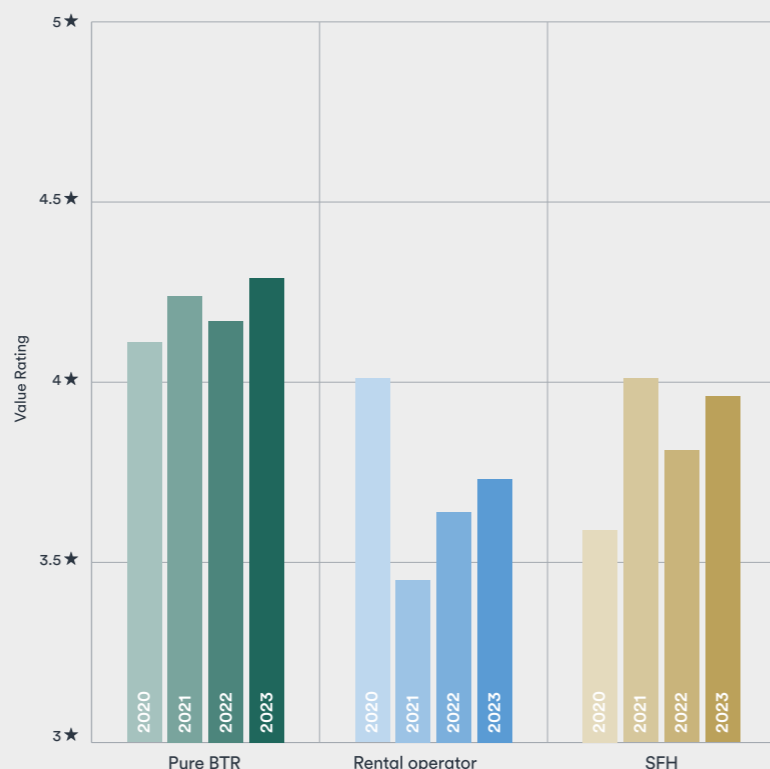


Rental pricing increased steadily across BTR and PRS sectors between 2021-2023 (Rightmove). Despite this, as we saw earlier in the report, Value ratings for All BTR were higher in 2023 (4.25/5) than at any point previous. In contrast, For Sale Tenant ratings for Value have seen a steady decline since 2020.

Despite steady price increases, All BTR Value ratings were higher in 2023 than in any previous year, with For Sale Tenant ratings seeing a consistent decline

## VALUE RATINGS OVER TIME BY SUB-CATEGORY

The sub-category breakdown over time shown below indicates this is largely driven by Pure BTR. Although only a small proportion of reviews for 2023, Co-living also contributed a strong Value rating of 4.26/5 (see p.46).

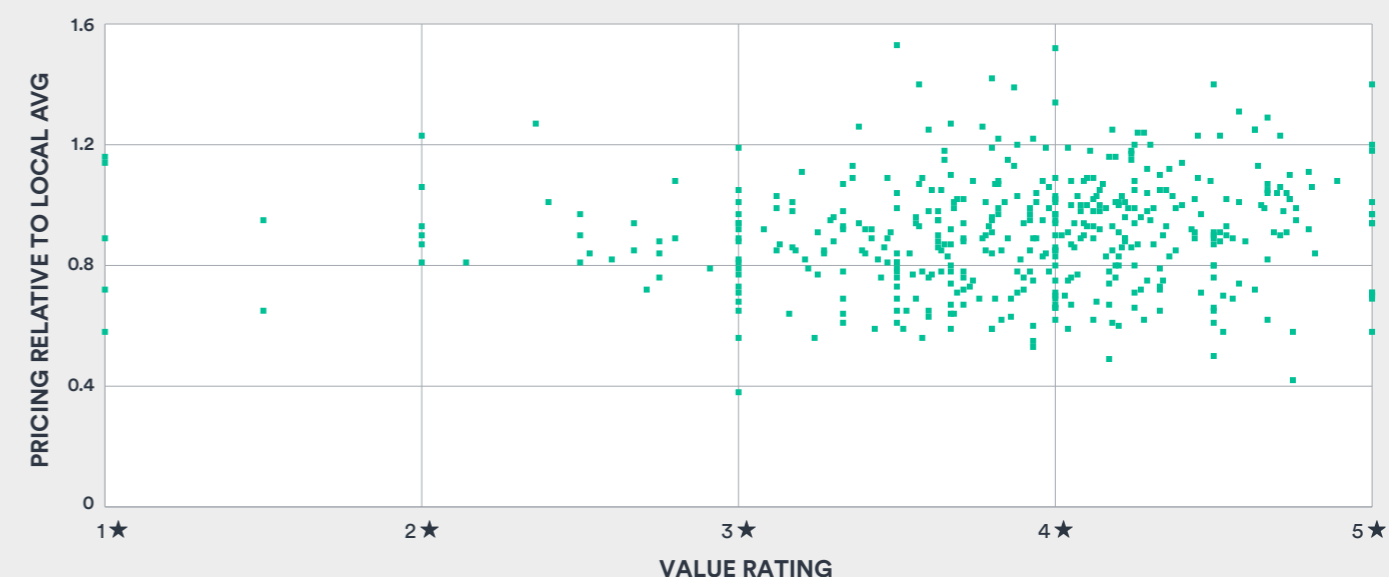


# PRICE VS. VALUE RATINGS

Little correlation is seen between the pricing of a development (relative to the local average) and its Value ratings. As this graphic shows, some of the communities with the highest prices relative to local averages also enjoy the highest Value ratings.

Residents moving into Build to Rent communities are experiencing the value added by factors such as onsite facilities, communal spaces and events, responsive management and carefully selected locations close to local amenities. Reviews show that residents are happy to pay a premium where benefits exceed expectations – especially common for tenants who are new to the BTR experience.

## CORRELATION: PRICING RELATIVE TO LOCAL AVG. VS. VALUE RATINGS (2023)



“I would never rent again in a building that hasn’t been built for renters. You are the customer here and that makes all the difference.”

- Verified Resident at a development with higher pricing (1.2 x the local avg.) and high avg. Value rating of 4.63

“I like that you are able to mix with other residents in the resident areas. Events are put on for us which is fun. There is an app where you can talk to the staff if you need help. The gym is good doesn’t get very busy which I prefer.”

- Verified Resident at a development with higher pricing (1.3X the local avg.) and high avg. Value rating of 4.58



## BTR'S TRUSTED MOVERS

The highest-rated BTR communities exceed resident expectations through exceptional service and management.

You spend millions creating beautiful spaces for your residents but are you allowing substandard suppliers, oblivious to your vision and standards, to tarnish the experience?

### THE PROBLEM: YOUR TENANT NEEDS TO MOVE IN.

Urban removal services are notoriously unprofessional, dominated by gig-platforms subcontracting to unlicensed, unregulated 'man & van' suppliers.

**100%** of removal/delivery customers described poor communication from providers

**71%** of removal/delivery customers reported late arrival/cancellation

**20%** of removal/delivery customers cited damage to goods or property

(Source: Which? removals & delivery survey, 2021)

### THE SOLUTION: PREMIUM BTR-SPECIFIC MOVERS

Relōku is a London tech-removals hybrid, offering the highest-level moving and porter services specifically for the smaller moves required by your residents.

- Industry-leading apps for real-time scheduling, tracking and communication
- Vetted, trained, uniformed teams in branded vans for security and safety
- Full insurances for your buildings, your tenants, and their items.

### THE BENEFITS

- Instantly solves your new tenants' removals problem
- Adds incentive and value for enhanced client on-boarding experience
- Removes safety and quality issues of anonymous gig-workers in your buildings



### TRUSTED BY



"Absolutely amazing experience throughout, plus a brilliant idea and innovation for the industry."

- Elliot Sheaf ★★★★★ Google Review

"My flat move was an absolute breeze - can't recommend highly enough"

- Howard Stobo ★★★★★ Google Review

### WHY SHOULD MOVING MATTER TO YOU?

1. It solves the tenant's problem which is created when they join you.
2. It's a more compelling, cost-effective incentive than equivalent offers.
3. Your FOH and security teams have regular, familiar movers in your buildings.

### HOW WOULD IT WORK?

1) Offer residents a free or discounted move-in as part of your incentive package, we'll take care of the rest..

Or...

2) Give personalised codes for exclusive discounts as your trusted removal supplier.

"Relōku is by far the best porter service out there."

- Simon Slater ★★★★★ TrustPilot

Contact us today for details

✉ Paul@reloku.com

✉ Mark@reloku.com

# MANAGEMENT & COMMUNITY


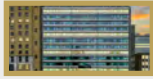








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CONTENT PARTNER



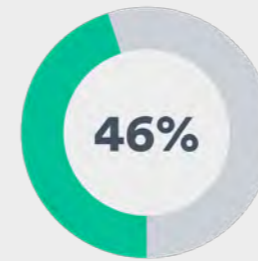
# TOP 10

## BTR COMMUNITIES BY MANAGEMENT RATING (2023)

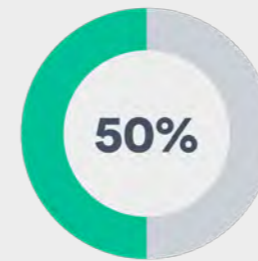
COMMUNITY	MANAGEMENT RATING
 Eda, M50 - Eda	★ 5.00
 The Quarters Croydon, CR0 - The Quarters by Bravo	★ 5.00
 Verse, CF10 - Fresh	★ 5.00
 The Almere, MK9 - Native	★ 4.98
 The Keel, L3 - Allsop Letting & Management	★ 4.97
 The James Liverpool, L2 - The James	★ 4.96
 The Quarters Swiss Cottage, NW3 - The Quarters by Bravo	★ 4.96
 The Trilogy, M15 - Allsop Letting & Management	★ 4.96
 York & Elder, BN1 - Legal & General, urbanbubble	★ 4.96
 Headingley Park, LS6 - AddLiving	★ 4.95

(min. 10 reviews, order determined by more decimal places than those shown)

## RESIDENT SENTIMENT: 10 HIGHEST RATED



of reviews for the Top 10 communities for Management referenced ‘quick’, ‘prompt’ or ‘efficient’ management responses.



of reviews for the Top 10 included the words ‘friendly’ and/or ‘helpful’, while only 18% of reviews for the 10 lowest rated communities for Management referenced these.

“

“All I ever needed was met with an excellent response within hours if not minutes. Brilliant management.”

- Verified Resident at The Quarters Croydon CRO, March 2023

“

“Very responsive and attentive staff, they try to accommodate and be flexible.”

- Verified Resident at York & Elder BN1, December 2023

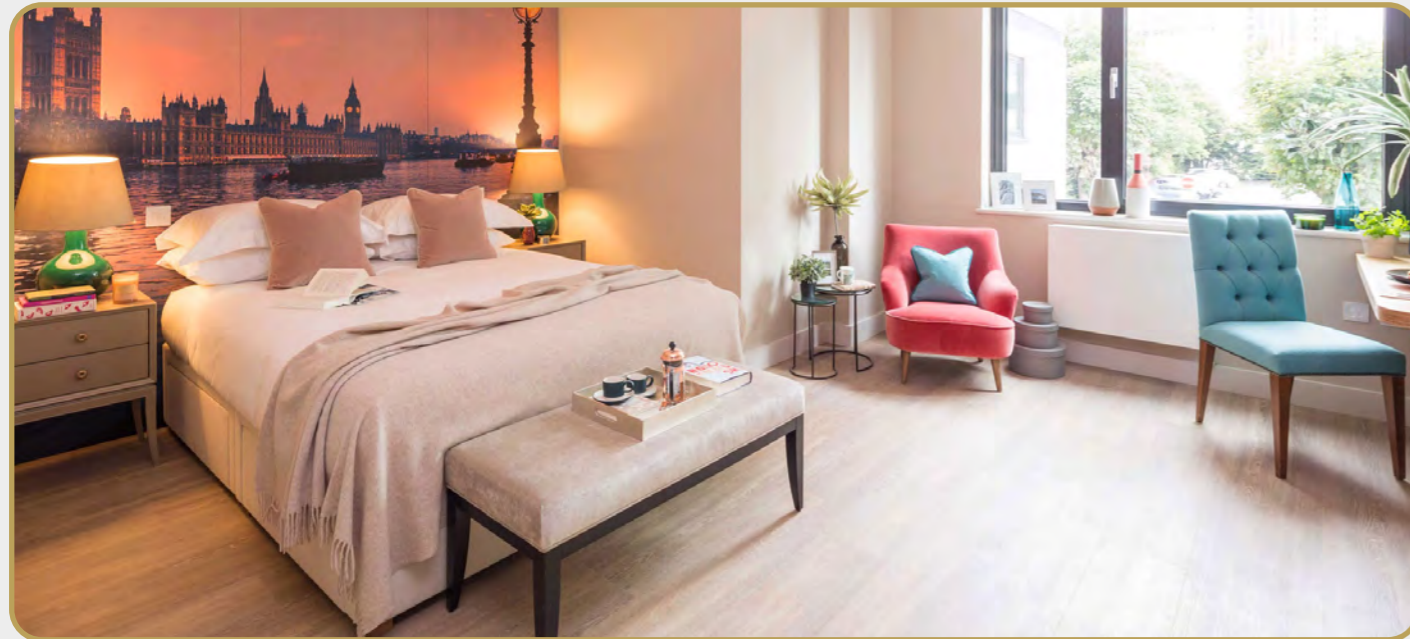
“

Whenever we have an issue the building responds to the issue straight away and it is usually fixed within a few days. I can’t ask for anything better.”

- Verified Resident at The Trilogy M15, April 2023

# The Quarters Croydon, CRO

by The Quarters by Bravo



5.00 (2023 Management Rating)

## Facilities

- Balcony
- Bike storage
- Concierge
- Lounge
- Onsite maintenance
- Parking
- Security features

## Useful to know

- Rental price: £1,100 - £1,200 pcm
- Accommodation: Studios
- Pure BTR

The Quarters Croydon is a Pure BTR collection of high-spec studios that achieved a perfect 5\* rating for Management in 2023, as well as our Resident Choice Award for Resident Team of the Year.

Reviews show that although residents did experience small issues, the swift and helpful response from their management team ensured ratings remained high. 'Responsive' was a word that appeared in 57% of reviews, while 'Clean' was used in 54%. 'Friendly' and 'Helpful' were also key themes in reviews.

Residents also mention the 24hr management and security personnel give them a strong sense of satisfaction with the way the building is run.



"Management are very attentive and helpful, as if they were your family, great touch to the service they provide. Cleanness is exceptional, it feels premium to live here"

- Verified Resident on HomeViews,  
The Quarters Croydon CRO, March 2023



"Amazingly well managed, everything is maintained, cleaned, fast responses if any issues come up."

- Verified Resident on HomeViews,  
The Quarters Croydon CRO, March 2023



"The support team is great in providing timely help, always approachable and handy in highlighting any issues right on the spot regardless of the time of the day & night. The premises are well protected with security, which is crucial for me..."

- Verified Resident on HomeViews,  
The Quarters Croydon CRO, October 2023

\*Pricing as of 25/04/24

# Q&A: AWARD-WINNING COMMUNITY MANAGER JASON McHENRY

Fizzy Walthamstow by Greystar

## How long have you been working in Build to Rent?

I've been working in BTR for 6 ½ years now with Fizzy. I was previously working in hotels and have always had a passion for customer service. When I heard about Fizzy Living I was immediately interested, as I felt my skills could really transfer well into property management.

## Why do you think you get so many positive mentions from residents in their reviews?

I've invested a lot of time and effort into building really good relationships with the residents here. As well as performing my role as Community Manager, helping with any issues to do with their tenancy and apartments, I also take time to get to know them as people – their pets, their families, their interests. Monthly events help too, as I always host and attend to really show them the fun side of Fizzy and give them something they wouldn't get from a standard property manager.

## What would you say are the three key characteristics of the Fizzy/Greystar team that allow you to perform your role to such a high standard?

For me, the biggest things are trust, support and a certain amount of freedom to do what I feel is best for my community.

## What technologies most support you in performing your role?

Our resident portal definitely helps me engage with our community by allowing me to promote our events and giving them a direct link to myself and the team.

## How do you see Build to Rent improving over the next five years?

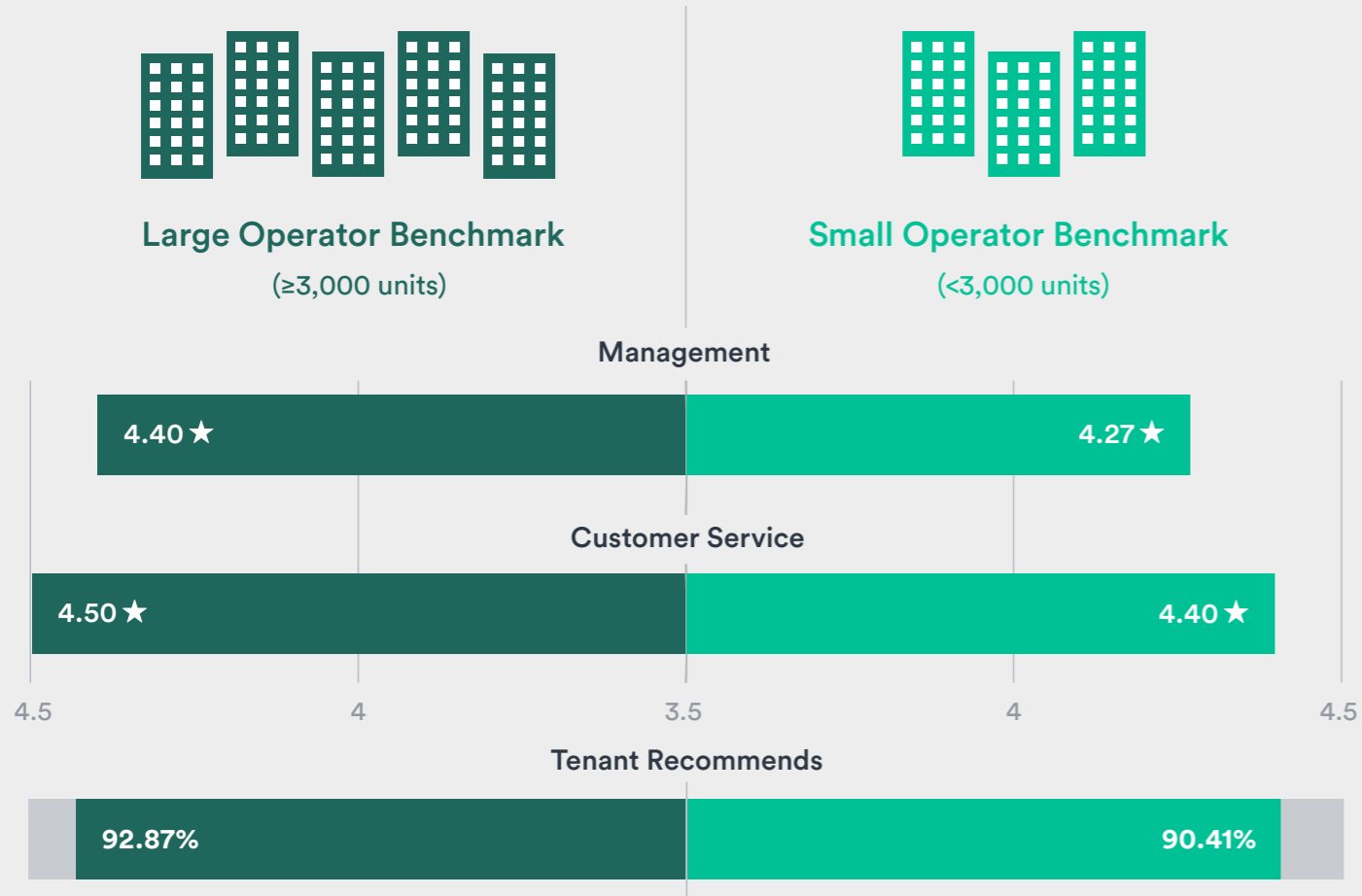
People are looking for somewhere that takes the hassle out of renting and provides an experience that enriches so many different parts of their lives. They want to be connected with others in a community, they want local perks, events, communal spaces, and an on-site team to deal with any issues. BTR goes above renting and moves into being a lifestyle choice.



# LARGER OPERATORS AGAIN RATED HIGHER

2023 saw larger BTR operators (≥3,000 units) rated higher than smaller operators for the second year running. This was consistent across Management and our service-related categories, Customer Service and Tenant Recommends.

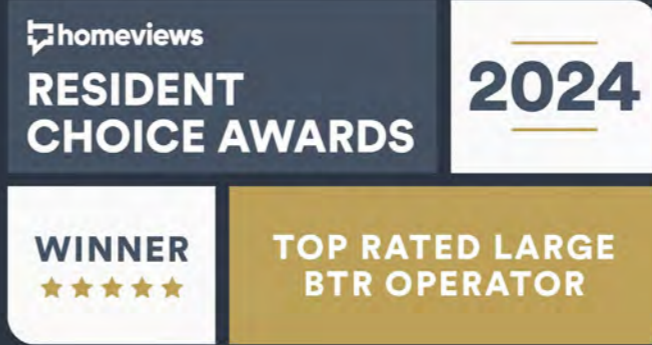
## LARGE VS. SMALL OPERATOR COMPARISON



While many smaller operators are achieving the very highest ratings, there were enough with lower ratings to bring this benchmark rating down to below that of the larger operators.

We now explore reasons behind this by taking a detailed look at Native – winner of our 2024 Top Rated Large BTR Operator award.

# NATIVE

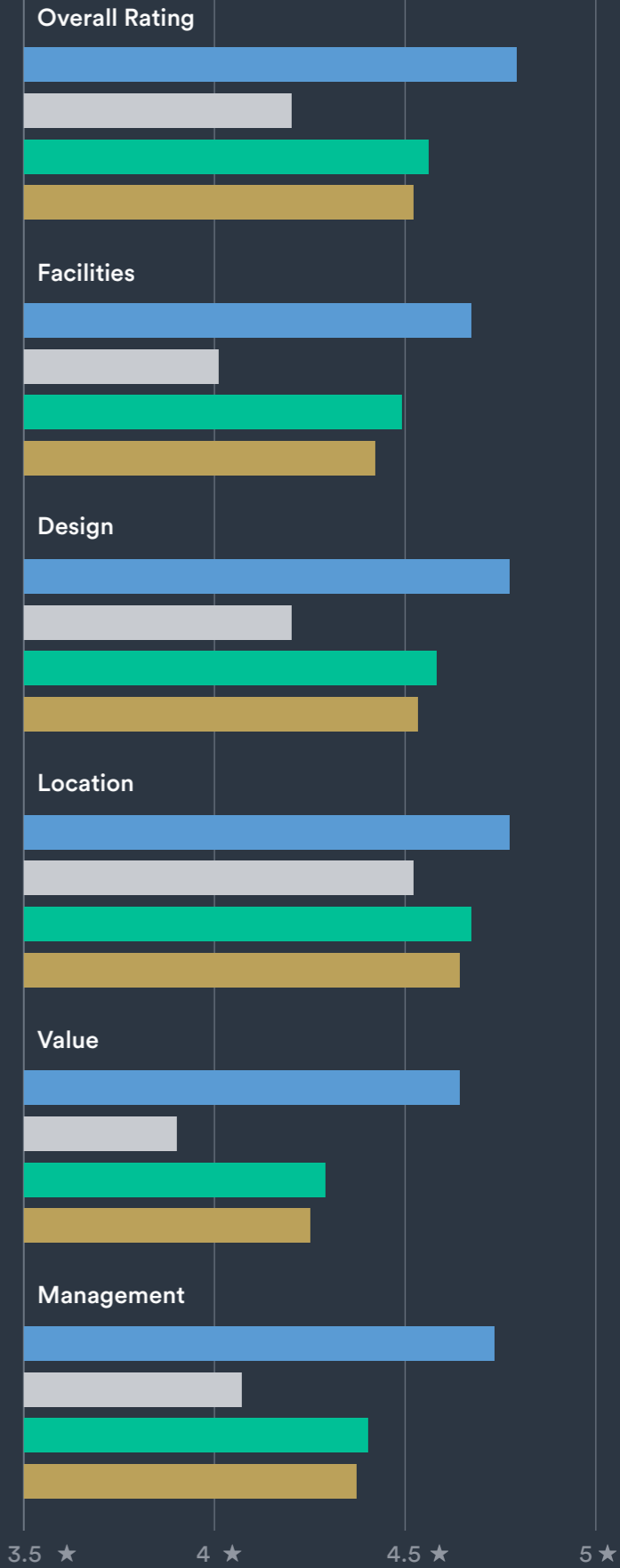


Winner of our 2024 Resident Choice Award for Top Rated Large BTR Operator, Native aims to create “sustainable communities with soul.”

Here we give an example of the kind of benchmarking available to users of HomeViews Pro – our dashboard tool giving access to all 44,000 of our reviews.

Native achieved higher ratings in 2023 than both our BTR and Large Operator benchmarks. Here we also included ratings for a competitor of comparable size.

- Native
- Comparable Competitor
- Large Operator Benchmark
- BTR Benchmark





# YARDI DEVELOPMENTS WERE RATED HIGHER BY RESIDENTS ON HOMEVIEWS FOR A THIRD YEAR IN A ROW.

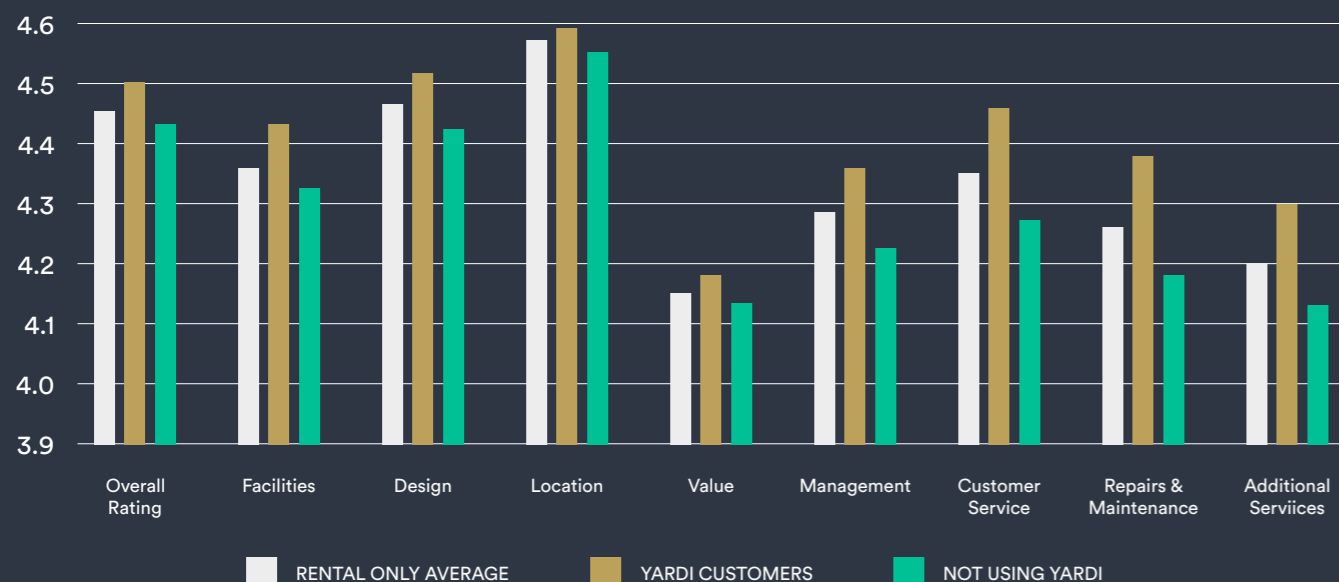
Yardi is one of the leading global providers of property and resident management solutions. Managing nearly 15 million BTR units internationally, and hundreds of thousands of daily users on their resident app, Yardi’s end-to-end property management software is the go-to platform for industry leaders in real estate.

**For a third year in a row, BTR developments using Yardi solutions were ranked higher by residents than the rest of the Rental Only Market in all the categories surveyed.**

Developments using Yardi software scored particularly highly in key areas such as: Management, Customer Service, Repairs & Maintenance and Additional Services. The improvement from last year in these key areas highlights Yardi’s continued innovation, and its tangible effect on resident satisfaction.

We spoke to Yardi Regional Director, Justin Harley, on how the BTR sector has met the challenges of the past year and what the future holds.

## COMPARISON OF DEVELOPMENTS USING YARDI SOLUTIONS



“ All issues raised and managed through a handy app and response time is always good. ”

HomeViews Resident Review



INTERVIEW WITH JUSTIN HARLEY, YARDI

### How has the BTR sector responded to the challenges of the past year?

2023 was, in some ways, a difficult year for BTR in the UK. The economic situation has resulted in a dip in both investment and announcement of new projects.

At the same time, we are still seeing enormous demand for BTR as a product, and overall resident satisfaction scores display that there remains significant demand on the consumer side.

While rising costs will continue to prove difficult for developers, the fantastic standard of BTR as compared to the alternatives show the sector is well placed to thrive as economic challenges ease.

### How important is software when it comes to success in BTR?

The key to success comes down largely to effectively operating at scale. To scale any business efficiently, it is vital that processes are as streamlined and well-oiled as possible.

This is where software can be invaluable, as it provides businesses with the tools they need to automate those tasks, which can become time sinks if done manually.

When you look at how residents rate BTR developments, Value is the area which is consistently ranked the lowest. This means developments need to work even harder to ensure that vital areas such as Customer Service, Maintenance and Management are as well optimised as they can be – it is this that will improve perceived value and will lead to residents staying in your communities for longer.

### How can developments stand out in an increasingly crowded marketplace?

Rental housing in the UK is currently in such short supply that we are in a “build it and they will come” environment. As the BTR market begins to mature, however, this will become less and less the case.

Operators need to act now to ensure that their brand is perceived as trustworthy, and worthy of being a place renters want to call home. It all comes down to the service they are able to provide, and the stronger this proposition is, the more likely these developments are to prosper both now and in the future.

**FOR MORE INFORMATION ON BTR SOLUTIONS, VISIT [WWW.YARDI.CO.UK/BUILD-TO-RENT-SOFTWARE](http://WWW.YARDI.CO.UK/BUILD-TO-RENT-SOFTWARE) or contact [Justin.Harley@yardi.com](mailto:Justin.Harley@yardi.com)**

# SUSTAINABILITY

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CONTENT PARTNER

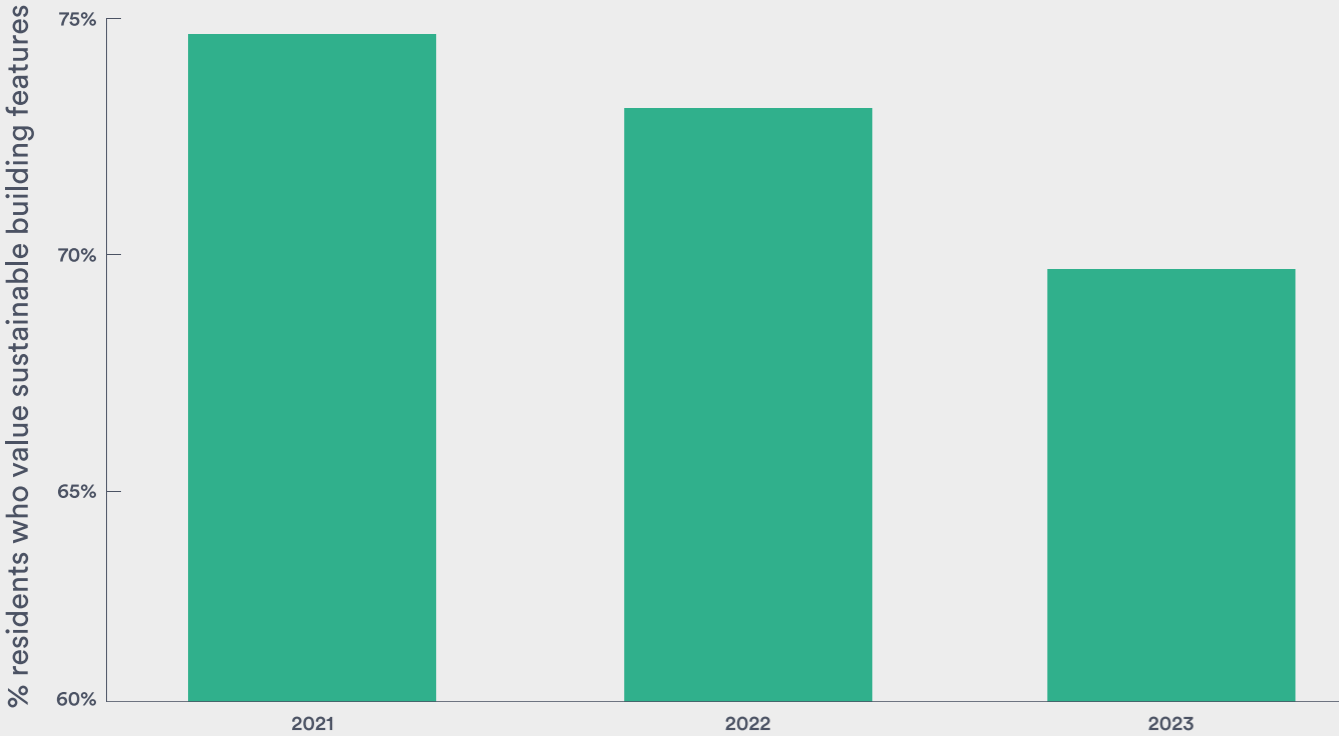
FleetMilne

# DECLINING VALUE FOR SUSTAINABLE BUILDING FEATURES

Since 2021, HomeViews has been asking reviewers whether sustainable building features were important to them when considering a new home.

Those who say 'yes' are then asked to select up to three sustainable features that are most valuable to them. Results of these questions were covered in detail in our [2023 Sustainability Report](#), but here we update key stats for Build to Rent for 2024.

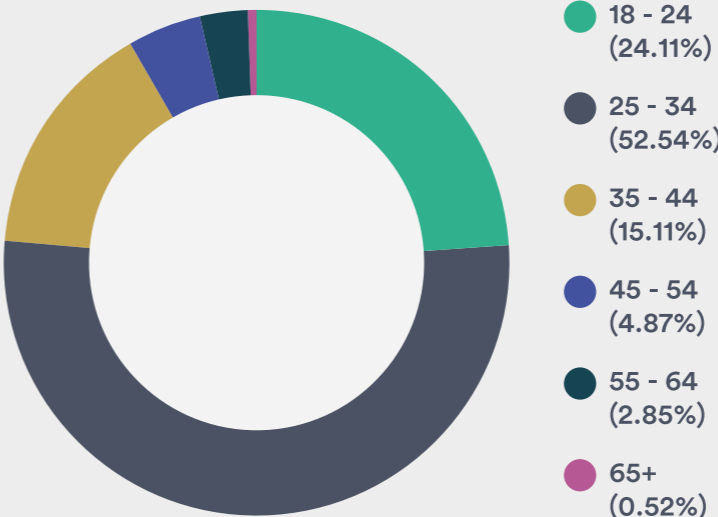
## RESIDENT VALUE FOR SUSTAINABLE BUILDING FEATURES (ALL BTR)



As we see in this bar chart, interest in sustainable buildings features is declining for All BTR.

Breaking this down into constituent sub-sectors, we see that this is predominantly driven by Pure BTR – the youngest residents of any sub-sector and the largest proportion of All BTR residents.

## PURE BTR AGE BREAKDOWN (2023)



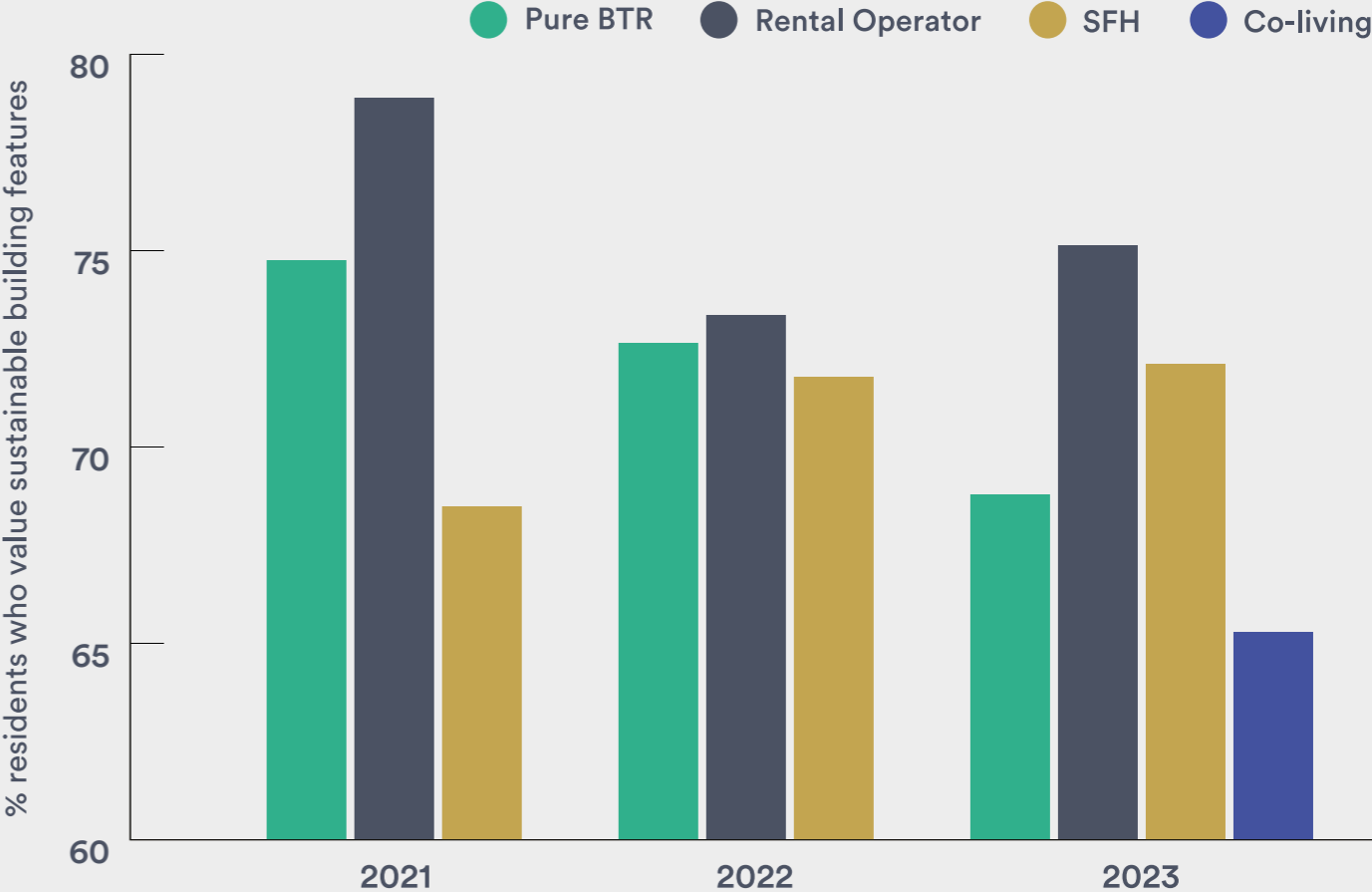
Over three quarters of Pure BTR residents are under 35 years of age.

Our 2023 Sustainability Report found that the younger the resident, the less likely they are to care about sustainable building features.

In contrast to Pure BTR, residents of Single Family Housing are becoming older over time, with care for sustainable features increasing over time.

Although only a small proportion of the All BTR mix, so less of an influence on that overall rating, Co-living residents are among the youngest. In line with our previous findings, they display the least interest in sustainable building features.

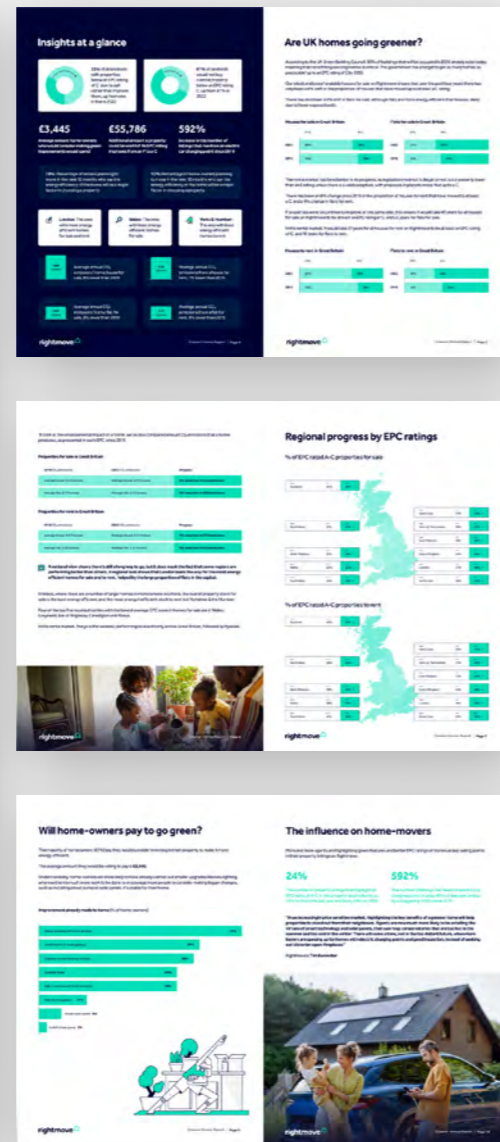
## RESIDENT VALUE FOR SUSTAINABLE BUILDING FEATURES OVER TIME





# Greener Homes report

A study looking into the challenges and changing behaviours on the journey to more sustainable homes.



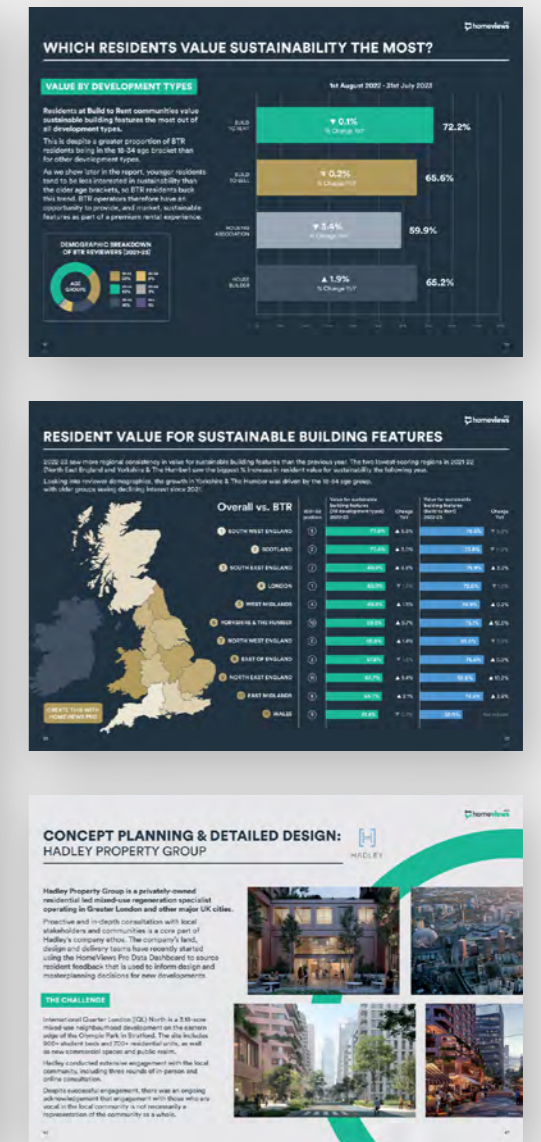
## GREENER HOMES REPORT

There are signs that the energy bills surge has made more people, especially renters, aware of energy efficiency. One in five (19%) tenants said it will be a major factor when choosing a home.



# homeviews PRO 2023 SUSTAINABILITY REPORT

RESIDENT DATA FOR ESG CRITERIA




## HOMEVIEWS SUSTAINABILITY REPORT


Sustainable building features that have seen the biggest increase in interest among resident were those directly connected to cost savings, such as Energy Saving Measures (+3.1%) and Smart Features (+2.0%).


LOOK OUT FOR 2024 REPORTS LATER THIS YEAR.


## Understanding Your Audience


For 20 years, FleetMilne has been at the forefront of revolutionising urban living for a diverse range of residents—from young professionals and international students to high-end corporates and empty nesters. Our deep understanding of resident preferences and local market nuances enables us to tailor properties to enhance both lifestyle and investment potential.

 **Local Expertise:** Leveraging our in-depth understanding of urban markets so every scheme we lease or manage anticipates the needs of modern residents.

 **Proptech Excellence:** Through a flexible tech stack, we deliver seamless, efficient management solutions that enhance tenant satisfaction and operational effectiveness.

 **Sustainable Living:** Committed to sustainability, it is our focus to be environmentally responsible, aligning with the values of today's discerning residents and forward-thinking investors.

 **Strategic Asset Management:** More than property managers, we are asset optimisers, enhancing value through strategic oversight and a data-driven approach that maximises returns.

 **Community Focused:** Building more than buildings—creating vibrant, connected communities that thrive through active management and responsive tenant engagement.



“

...it's crucial to understand potential BTR residents in detail... whether that's understanding their preference for sustainable building features, knowing how important individual specifications are, or other key factors like amenities that will convey the unique BTR proposition to them.”

Nicola Fleet-Milne, Founder

### A small selection of the Birmingham renter profiles



#### Single young professionals - 20-35

Preference is typically a one bed apartment, well located, well appointed, space and specification tend to be the differentiating factors when choosing a unit. Employment based usually within 1-3 miles of property, predominantly in the city centre. Sustainability factors are expected, especially in new buildings.



#### Executives/Relocations - 30-55

Single tenants who tend to go home at the weekend. Majority tend to be male but there are an increasing number of female tenants. Drawn to schemes near their workplace but seek the convenience of local restaurant offerings. Sustainability is less crucial as this is a pied-a-terre arrangement.



#### Students (international) - 18-25

Typically looking for studios/one beds in the City Core as they wish to be as close as possible to daytime and night-time activities. Parking is rarely needed as they walk or utilise public transport to get to university and often do not venture out of the city centre unless travelling to a different city/country. Sustainability importance varies by culture; some are specific about energy, build and materials, but others operate on the assumption that everything has already been thought of.



#### Empty Nesters

Have decided to move back into the city after years in the suburbs/countryside. Tend to look for a three-bedroom property with ample space and storage. If they haven't retired they usually work in the city centre or nearby. Parking requirements vary, but an increase in electric vehicle ownership currently limits options due to a lack of fast charging points. Lack of sophisticated sustainable offerings in the city frustrates them; examples are no food or garden waste recycling programs, and limited car clubs available.

We are happy to share more detail;  
please contact [nicola@fleetmilne.co.uk](mailto:nicola@fleetmilne.co.uk) to enquire.

# CREATE REPORTS LIKE THIS WITH **homeviews** PRO

## HOMEVIEWS PRO GIVES YOU:



Dashboard access to 44,000+ resident reviews, covering over 92% of the BTR market.



Resident rating comparisons by location, pricing, facilities, building size and more.



Unmatched resident insights from 2,600+ BTR, BTS, HA, and housing schemes.



Searchable resident sentiment tracking by keyword, region, company, building, etc.



Performance benchmarks by sector, location, company, building and resident type.

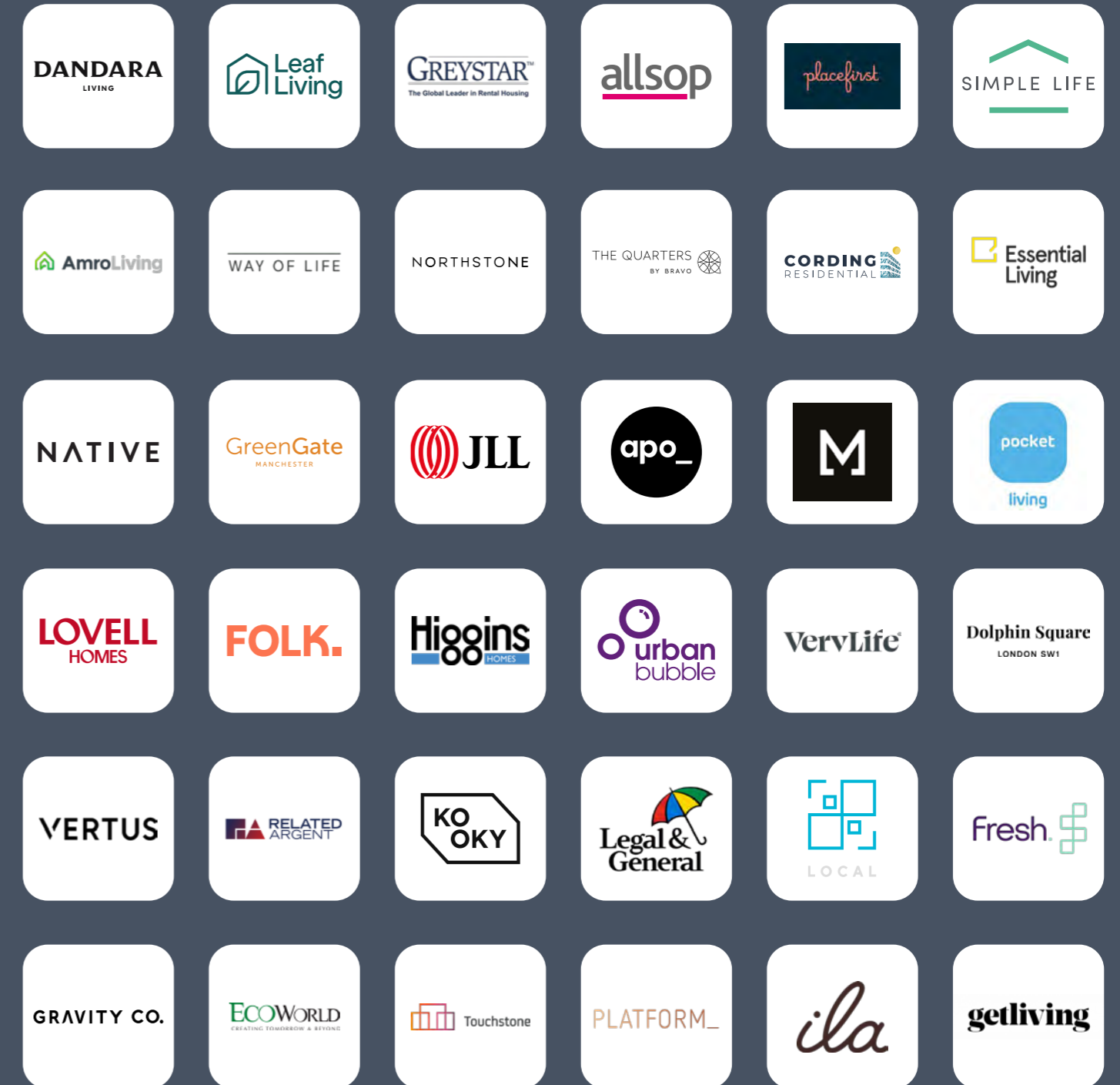


Segment BTR data by Pure BTR, SFH, Co-living and Rental Operator.



# WHO WE'RE WORKING WITH


HomeViews works with partners across the property industry. We're helping operators and developers to collect, monitor and maximise their reviews. Our Pro dashboard tool is also allows the wider industry to benefit from our unique resident insights, including investors, consultants, architects and more.



# rightmove MARKET INTELLIGENCE CENTRE

Explore Supply, Demand and Pricing trend via our interactive Rightmove Market Intelligence Centre.

REQUEST YOUR FREE TRIAL

rightmove   
data services

Market Intelligence Centre



“

“Rightmove’s Market Intelligence Centre empowers users with near real-time insights into sector-specific market trends, enabling them to make confident and informed decisions ranging from where to invest to assessing pricing strategy within the market.”

Chris Harper – Business Lead  
for rightmove  Data Services

- View data for the PRS, BTR, Resale and New Build markets.
- Understand trends for the last 5 years by full calendar month or for the last 12 weeks in our weekly trend tracker.
- View activity at National, Regional, Local Authority or Postcode District as well as having the ability to create your own search area.
- Split your analysis by property type, bedroom count and price banding.

## DATA POINTS

- Available Stock
- Sale / Let Agreed
- Time to Sell / Let
- Average Asking Price
- New Listings
- Price Per Square Foot
- Price Reduction
- Demand Trend
- Stock Distribution



# HOMEVIEWS 2024 RESIDENT CHOICE AWARDS

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# THE RESIDENT CHOICE AWARDS

homeviews

2024

Over 340 delegates from 71 companies gathered in Birmingham on the 23<sup>rd</sup> of February to learn, network and celebrate the BTR sector's top performers.

Here's what happened at the inaugural standalone HomeViews Resident Choice Awards.

“

“Much more engagement between operators, suppliers and others than most other events”

“

“A veritable ‘who’s who’ of the BTR world”

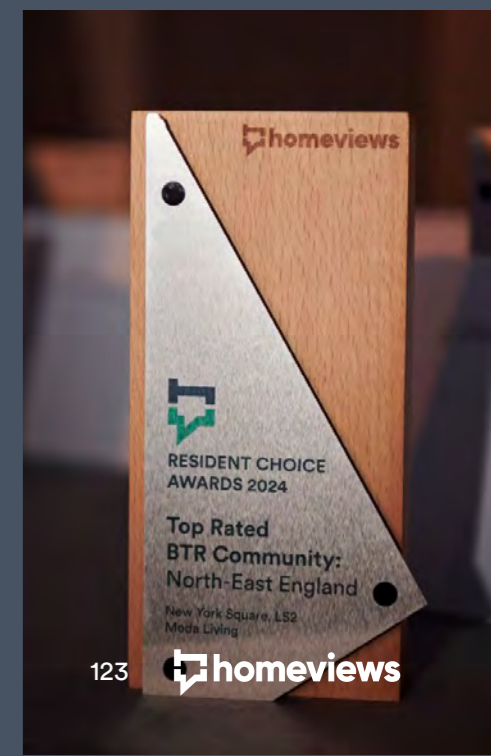
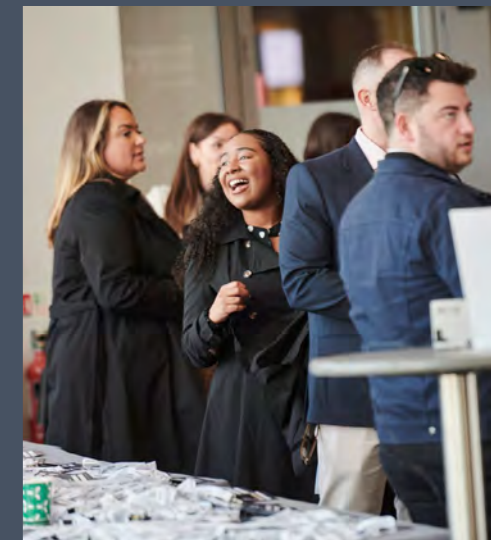
“

“Fantastic to have so many operators in one room.”



Interested in sponsoring or exhibiting at next year's event?

Please email: [awards@homeviews.com](mailto:awards@homeviews.com)



# AWARDS

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- ★ Top Rated BTR Community: Scotland
- ★ Top Rated BTR Community: South of England
- ★ Top Rated BTR Community: North-West England
- ★ Top Rated BTR Community: North-East England
- ★ Top Rated BTR Community: Midlands
- ★ Top Rated BTR Community: London
- ★ Top Rated Large BTR Community
- ★ Top Rated Small BTR Community
- ★ Top Rated SFH Operator
- ★ Top Rated Coliving Community
- ★ Resident Team of the Year
- ★ Resident Team Member of the Year
- ★ Top Rated Large BTR Operator
- ★ Top Rated Small BTR Operator

Data period for all awards: 17 October 2022 to 31 December 2023

# THE RESIDENT CHOICE AWARDS

homeviews

2024

## EVENT PARTNERS

# CAVENDISH



FleetMilne



LOFT®



FOCUS  
Media. Creative. Spaces.



# TOP RATED BTR COMMUNITY SCOTLAND

1<sup>ST</sup> PLACE



The McEwan, EH3  
Moda Living

2<sup>ND</sup> PLACE



The Point, AB10  
Dandara Living

3<sup>RD</sup> PLACE



Kingsford Residence, EH7  
Kingsford Group

# TOP RATED BTR COMMUNITY SOUTH OF ENGLAND

1<sup>ST</sup> PLACE



The Almere, MK9  
Native

3<sup>RD</sup> PLACE



Box Makers Yard, BS2  
urbanbubble, Legal & General

HIGHLY COMMENDED



Spring Wharf, BA2  
urbanbubble, Legal & General

2<sup>ND</sup> PLACE



Berkshire House, SL6  
Essential Living

HIGHLY COMMENDED



Howard Court, HP11  
Touchstone

HIGHLY COMMENDED



The Kell, ME4  
Way of Life

# TOP RATED BTR COMMUNITY NORTH-WEST ENGLAND

1<sup>ST</sup> PLACE



The Keel, L3  
Allsop Letting  
& Management

2<sup>ND</sup> PLACE



Eda, M50  
Eda

3<sup>RD</sup> PLACE



The James  
Liverpool, L2  
The James

HIGHLY COMMENDED



Angel Gardens, M4  
Moda Living

HIGHLY COMMENDED



Chapel Wharf, M3  
Dandara Living

HIGHLY COMMENDED



Duet MediaCityUK,  
M50  
JLL

HIGHLY COMMENDED



Poplin, M4  
Native

HIGHLY COMMENDED



The Green Rooms  
MediaCityUK, M50  
AmroLiving

HIGHLY COMMENDED



The Trilogy, M15  
Allsop Letting  
& Management

HIGHLY COMMENDED



Vox, M15  
Allsop Letting  
& Management

# TOP RATED BTR COMMUNITY NORTH-EAST ENGLAND

1<sup>ST</sup> PLACE



New York Square, LS2  
Moda Living

2<sup>ND</sup> PLACE



Mustard Wharf at Tower Works, LS1  
urbanbubble, Legal & General

3<sup>RD</sup> PLACE



The Junction, LS12  
Native

HIGHLY COMMENDED



Leodis Square, LS11  
Dandara Living

# TOP RATED BTR COMMUNITY MIDLANDS

1<sup>ST</sup> PLACE



The Whitmore  
Collection, B3  
urbanbubble,  
Legal & General

2<sup>ND</sup> PLACE



Aston Place, B1  
Dandara Living

3<sup>RD</sup> PLACE



The Mercian, B15  
Moda Living

HIGHLY COMMENDED



Charolais Gardens,  
CV21  
Cording Residential  
Asset Management

HIGHLY COMMENDED



Elliott's Yard,  
CV1  
urbanbubble

HIGHLY COMMENDED



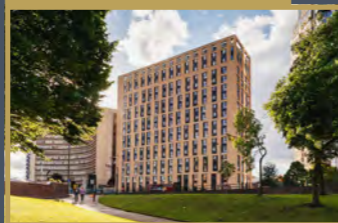
Merlin Wharf, LE3  
Cording Residential  
Asset Management

HIGHLY COMMENDED



The Forum,  
B5  
Touchstone

HIGHLY COMMENDED



The Lansdowne, B16  
Way of Life

HIGHLY COMMENDED



The Locks,  
WV1  
VervLife

HIGHLY COMMENDED



The Wulcomb, LE1  
Way of Life

# TOP RATED BTR COMMUNITY LONDON

1<sup>ST</sup> PLACE



The Quarters  
Croydon, CR0  
The Quarters  
by Bravo

2<sup>ND</sup> PLACE



Dressage Court, E2  
Essential Living

3<sup>RD</sup> PLACE



Sailmakers, E14  
Greystar

HIGHLY COMMENDED



Blackhorse Mills, E17  
urbanbubble,  
Legal & General

HIGHLY COMMENDED



Charter Place, TW3  
Greystar

HIGHLY COMMENDED



Fizzy Walthamstow,  
E17  
Greystar

HIGHLY COMMENDED



The Gessner, N17  
Way of Life

HIGHLY COMMENDED



The Lark, SW11  
Allsop Letting  
& Management

HIGHLY COMMENDED



Union Wharf,  
SE8  
Essential Living

HIGHLY COMMENDED



Vantage Point, N19  
Essential Living

# TOP RATED LARGE BTR COMMUNITY

1<sup>ST</sup> PLACE



Aston Place, B1  
Dandara Living

2<sup>ND</sup> PLACE



The McEwan, EH3  
Moda Living

HIGHLY COMMENDED



Leodis Square, LS11  
Dandara Living

HIGHLY COMMENDED



New York Square,  
LS2  
Moda Living

3<sup>RD</sup> PLACE



The Point, AB10  
Dandara Living

HIGHLY COMMENDED



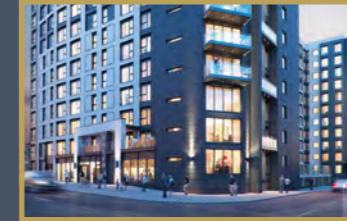
Angel Gardens, M4  
Moda Living

HIGHLY COMMENDED



Sailmakers, E14  
Greystar

HIGHLY COMMENDED



The Forum, B5  
Touchstone

HIGHLY COMMENDED



Blackhorse Mills, E17  
urbanbubble,  
Legal & General

HIGHLY COMMENDED



Box Makers Yard,  
BS2  
urbanbubble,  
Legal & General

HIGHLY COMMENDED



The Junction, LS12  
Native

HIGHLY COMMENDED



The Lexington, L3  
Moda Living

HIGHLY COMMENDED



Chapel Wharf, M3  
Dandara Living

HIGHLY COMMENDED



Charolais Gardens,  
CV21  
Cording Residential  
Asset Management

HIGHLY COMMENDED



The Mercian, B15  
Moda Living

HIGHLY COMMENDED



The Residences  
Manchester, M15  
urbanbubble,  
Legal & General

HIGHLY COMMENDED



East Village, E20  
Get Living

HIGHLY COMMENDED



Kampus, M1  
Native

HIGHLY COMMENDED



The Wulcomb, LE1  
Way of Life

HIGHLY COMMENDED



Wood Street House,  
CF10  
urbanbubble,  
Legal & General

# TOP RATED SMALL BTR COMMUNITY

1<sup>ST</sup> PLACE



The Keel, L3  
Allsop Letting  
& Management

2<sup>ND</sup> PLACE



Eda, M50  
Eda

HIGHLY COMMENDED



The Trilogy, M15  
Allsop Letting  
& Management

HIGHLY COMMENDED



Duet MediaCityUK,  
M50  
JLL

3<sup>RD</sup> PLACE



The James  
Liverpool, L2  
The James

HIGHLY COMMENDED



Berkshire House,  
SL6  
Essential Living

HIGHLY COMMENDED



Union Wharf, SE8  
Essential Living

HIGHLY COMMENDED



Poplin, M4  
Native

HIGHLY COMMENDED



Charter Place, TW3  
Greystar

HIGHLY COMMENDED



Dressage Court, E2  
Essential Living

HIGHLY COMMENDED



The Almere, MK9  
Native

HIGHLY COMMENDED



The Lansdowne, B16  
Way of Life

HIGHLY COMMENDED



Elliott's Yard, CV1  
urbanbubble

HIGHLY COMMENDED



Fizzy Walthamstow,  
E17  
Fizzy Living,  
Greystar

HIGHLY COMMENDED



The Lark, SW11  
Allsop Letting  
& Management

HIGHLY COMMENDED



The Green Rooms  
MediaCityUK, M50  
AmroLiving

HIGHLY COMMENDED



Mustard Wharf at  
Tower Works, LS1  
urbanbubble,  
Legal & General

HIGHLY COMMENDED



The Whitmore  
Collection, B3  
urbanbubble,  
Legal & General

HIGHLY COMMENDED



The Quarters  
Croydon, CR0  
The Quarters  
by Bravo

HIGHLY COMMENDED



Vox, M15  
Allsop Letting  
& Management

# TOP RATED SFH OPERATOR

1<sup>ST</sup> PLACE



2<sup>ND</sup> PLACE



3<sup>RD</sup> PLACE



HIGHLY COMMENDED



HIGHLY COMMENDED



# TOP RATED COLIVING COMMUNITY

1<sup>ST</sup> PLACE



The Palm House, HA3  
urbanbubble,  
Folk Co-living

2<sup>ND</sup> PLACE



Florence Dock, SW11  
urbanbubble,  
Folk Co-living

3<sup>RD</sup> PLACE



Gravity Co West Court,  
TW3  
Gravity Co-Living

# RESIDENT TEAM OF THE YEAR

1<sup>ST</sup> PLACE



The Quarters  
Croydon, CR0  
The Quarters  
by Bravo

2<sup>ND</sup> PLACE



Eda, M50  
Eda

3<sup>RD</sup> PLACE



The Keel, L3  
Allsop Letting  
& Management

HIGHLY COMMENDED



Aston Place, B1  
Dandara Living

HIGHLY COMMENDED



Poplin, M4  
Native

HIGHLY COMMENDED



The Almere, MK9  
Native

HIGHLY COMMENDED



The James  
Liverpool, L2  
The James

HIGHLY COMMENDED



The McEwan, EH3  
Moda Living

HIGHLY COMMENDED



The Trilogy, M15  
Allsop Letting  
& Management

HIGHLY COMMENDED



The Whitmore  
Collection, B3  
urbanbubble,  
Legal & General

# RESIDENT TEAM MEMBER OF THE YEAR

1<sup>ST</sup> PLACE



Jason McHenry  
Community Manager  
Fizzy Walthamstow by Greystar

- Maia Broughton  
Leasing Associate  
Oxbow by Greystar
- Daniel Collins  
Community & Operations Manager  
The Palm House by Folk Co-Living
- Reece Tynan  
Resident Service Agent  
The Keel by Allsop  
Letting & Management
- Courtney Davis-Parkes  
General Manager  
The Locks/Paradise View  
by VervLife
- Rebecca Maleney  
CRM Assistance  
Vida House by Way of Life
- Nicole Dean  
Residential Service Agent  
Eda by Cole Waterhouse
- Dean Jao  
Maintenance  
Sailmakers by Greystar
- Ellie Cheetham  
Community Manager  
The James Liverpool by The James
- Sara Vita  
Building Manager  
Solasta Riverside by  
urbanbubble & Legal & General

# TOP RATED LARGE BTR OPERATOR

1<sup>ST</sup> PLACE

2<sup>ND</sup> PLACE

3<sup>RD</sup> PLACE

HIGHLY COMMENDED

HIGHLY COMMENDED

HIGHLY COMMENDED

# TOP RATED SMALL BTR OPERATOR

1<sup>ST</sup> PLACE

2<sup>ND</sup> PLACE

3<sup>RD</sup> PLACE

HIGHLY COMMENDED

HIGHLY COMMENDED

HIGHLY COMMENDED

HIGHLY COMMENDED

HIGHLY COMMENDED

HIGHLY COMMENDED

HIGHLY COMMENDED



Please get in touch with our team if you'd like to know more.



**Rory Cramer**  
CEO & Co-founder

 [rory@homeviews.com](mailto:rory@homeviews.com)



**Ella Webb**  
Partnerships Specialist

 [ella@homeviews.com](mailto:ella@homeviews.com)

[www.homeviews.com](http://www.homeviews.com)