

Build to Rent Report 2025

May 2025

Our audience, your advantage

The UK's largest selection of properties ⁽¹⁾

Accounts for over 80% of all consumer time spent on UK property portals ⁽²⁾

Of all leads delivered by portals, Rightmove delivered over 8 out of 10 lettings instructions ⁽³⁾



(1) Source: Joreca, November 2024

(2) Time in minutes spent on Rightmove platforms (site and app): most recent available month of data. Source: Comscore MMX® Desktop only + Comscore Mobile Metrix® Mobile Web & App, Total Audience, Custom-defined list of Rightmove sites, zoopla.co.uk, primelocation.com, onthemarket.com, United Kingdom, December 2024 (83%)

(3) Vendor instructions source: Street (January - December 2024), compared to all UK portals. Lettings instructions source: RLTS tenant survey, compared to all UK portals. Question: "How did you find the property you are applying for?"

Introduction

Once again, the Build to Rent sector has surpassed its own already sky-high benchmarks. Record Overall ratings and a notable improvement for Value ratings show that BTR is not resting on its laurels.

As part of Rightmove, HomeViews is now able to tell a richer story about BTR in this report – from search and discovery through to the lived experience of residents. We also believe that, at Rightmove, we are doing more than anyone to help home hunters discover and understand BTR.

We all know that BTR has something of an identity issue around naming and defining the sector for consumers. However, with 16.4 billion minutes spent on Rightmove in 2024, we are uniquely placed to change that.

Built for Renters listings, native ads, Enhanced Leads, retargeting and other tools have been working hard to highlight and promote the BTR proposition for some time. As of March this year, Partners can also now add HomeViews reviews and ratings to their Rightmove listings. This content not only boosts trust and confidence, but also powerfully conveys what the BTR resident experience is really like.

Winner graphics for our annual Resident Choice Awards are also now included on Rightmove listings, adding even further credibility to our awards and a ceremony that has established itself as a key date in the industry's calendar. You'll find all the longlists and winners in the back of this report.

Please help share the findings of this study. We look forward to continuing to work with you to support and champion the success of this remarkable sector.



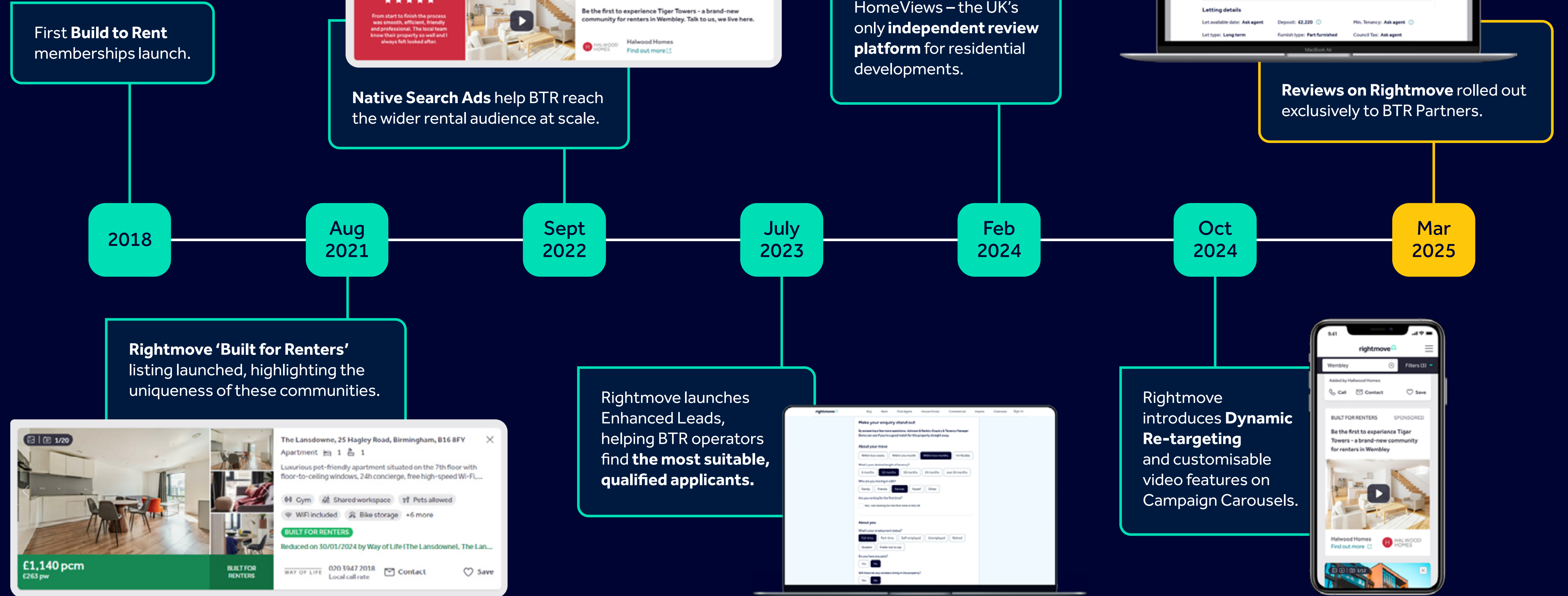
Hannah Marsh

Co-founder of HomeViews

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🌐 www.homeviews.com

Rightmove: investing in innovation for BTR since 2018



Make the most of your membership

Giving you more control over...



Your listings

Easily manage how your properties are presented.

Stand out and make it easy for renters to discover your unique proposition with our custom 'Built for Renters' listing.

Your brand

Tell your story, your way.

With more time spent on Rightmove than other property portals, that's more opportunity for renters to get to know you.

Your leads

Attract, influence and convert more renters.

Qualify leads faster while enriching your database and marketing strategy.

Your data

Tools to support your business objectives.

Engagement data, lead reports and more let you spot trends across developments and maximise opportunities.

Your insights

Insights to support your strategic decision-making.

Access large-scale insights through HomeViews, our Market Intelligence Centre and Enhanced Leads.

Your reputation

Two trusted brands powering yours.

Turn your HomeViews reviews into a powerful marketing tool, building trust with in-market renters on your listings.

Leverage your reputation.

Turn your HomeViews reviews into a powerful marketing tool on Rightmove.

- Display verified resident reviews on your listings
- Build trust with in-market renters in the place they search for property
- Stand out from the competition
- Influence more renters at the point of discovery

Source: Rightmove Internal Data, views of 400 listings during trial period from 18 Nov 2024 - 4 Feb 2025. Views compared in same period to HomeViews.

15x
more visibility
of reviews

See how residents rate this development sourced by **homeviews** [Read all reviews](#)

4.7
★★★★★
374 total reviews
[How is this rating calculated?](#)

Stats

Experience	4.7
Value	4.6
Location	4.8
Facilities	4.8
Management	4.6
Design	4.8

Showing 5 most recent reviews

Magdy Oraby (Tenant)
Verified resident
Feb 2025

★★★★★

Great Concierge and facilities!
The concierge team provides an exceptional 10/10 service, always ready to assist with any issues or concerns. They are consistently professional and attentive, ensuring a welcoming atmosphere for all residents. A big-shout to the night team, especially to Georgios, Christos and Ali!

[Read more](#)

J D (Tenant)
Verified resident
Jan 2025

★★★★★

Great place
Nice facilities and good layout of all amenities. The gym could be a bit better but has all the equipment you need to have a good workout. The public spaces are great layouts and are also extremely modern. Its nice to have a bar in the lobby so you can have a social drink with friends without having to go too far

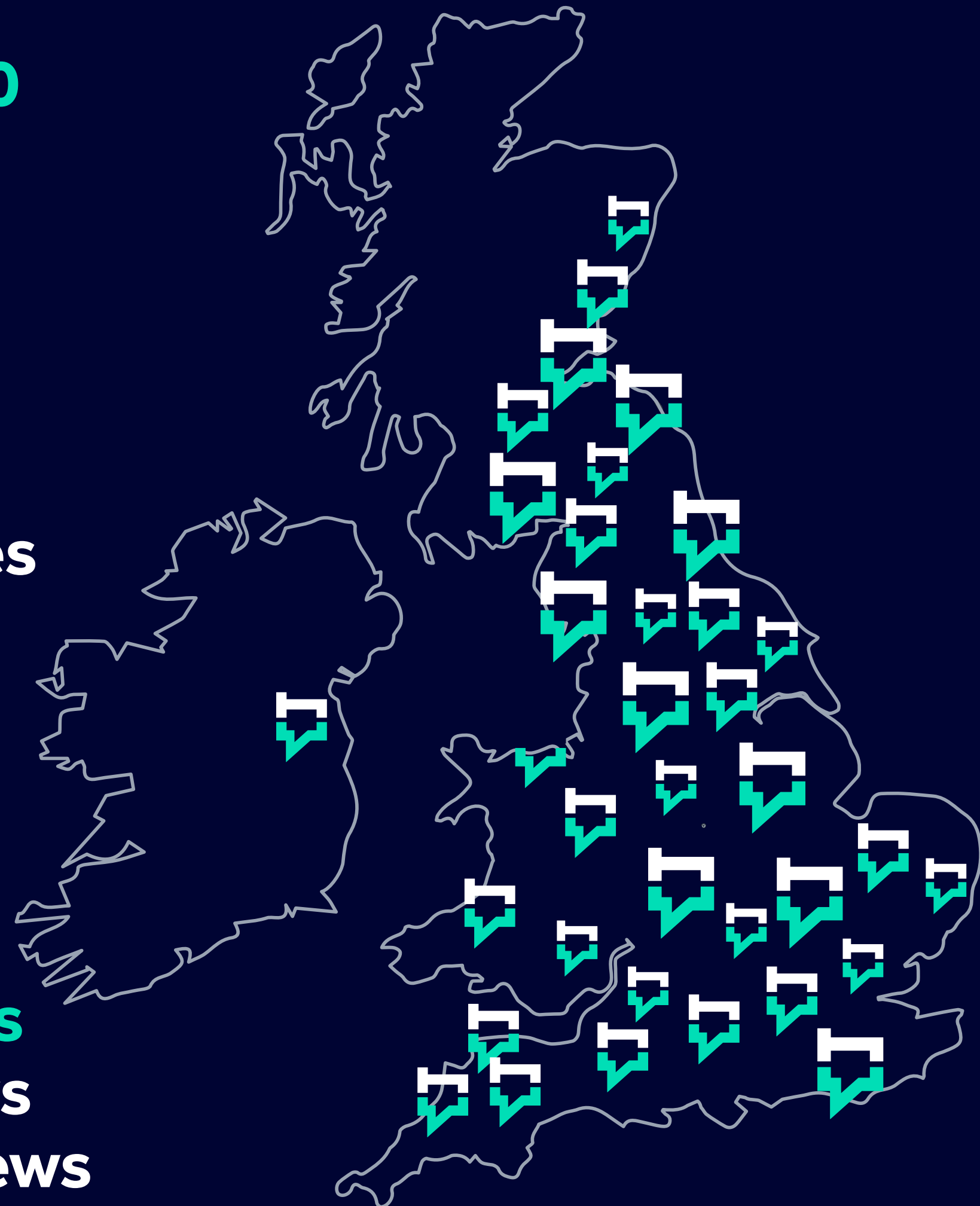
[Read more](#)

The largest dataset on the UK resident experience

Over 51,000 resident reviews

2,900 residential communities

700+ brands have reviews on HomeViews




2025 Report Data



This report focuses on HomeViews Verified data from 2024 and our 'all-time' data that runs back to 2019. We also draw from the millions of data points available on Rightmove.

 22,658 total verified BTR reviews

 758 all 'BTR' communities

 95% coverage of all BTR communities

(All-time data)

rightmove  data services

Data from 16.4bn minutes⁽¹⁾ spent on the fourth-busiest UK-based digital platform in 2024⁽²⁾

(1) Source: Google Analytics

(2) Comscore MMX Multi-Platform, Top 100 Properties, Total Audience, January-December 2024, UK. Based on 'Total Pageviews' of websites that were founded or primarily based in the UK

Data Subcategories

The expansion and diversification of the Build to Rent sector brings with it the need to more accurately categorise. While the industry continues to debate the relative merits of subcategory labels, we have again used the following to aid continuity with previous reports.



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.



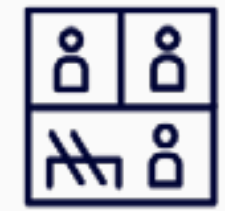
Single Family Housing (SFH)

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



PRS

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

Content partners



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Key Findings

BTR Overview

- Build to Rent residents rated their homes higher overall in 2024 than in any previous year, following record ratings in 2023.
- Although still BTR's lowest-rated category, Value saw the most gains of all ratings categories in 2024 despite significant rental price increases during that time.
- Comparing All BTR ratings with those from tenants in For Sale homes, BTR is rated higher across the board for the fifth year running.
- Although London BTR ratings continue to lag behind the rest of the UK, residents in the capital were responsible for a significant part of the overall uplift in BTR ratings in 2024.

BTR Audience

- While both PRS and BTR have seen an upward trend in residents willing to move further to find a home, BTR has outpaced PRS in generating demand from distant locations.
- BTR enquirers tended to plan ahead more than PRS enquirers, with 24% wanting to move within three months and 14% aiming to move in three to six months' time.
- Although 95% of 18-34 year-olds said they wanted to own a home in the future, the top three reasons given for wanting to buy a house are all emotional needs that can be addressed by BTR.

BTR Subcategories

- Co-living replaced Pure BTR as the highest-rated BTR Subcategory in 2024, although data is still limited for this growing format.
- Ratings for Co-living Facilities showed the greatest positive difference over Pure BTR, suggesting that the sector is succeeding at creating shared spaces and services that work well for residents.
- For the fifth year running, Single Family Housing residents have rated their homes higher than residents in For Sale Housing Developments.

Management & Community

- Residents in the 10 highest rated communities for Management regularly commented on the "personal", "friendly" and "efficient" management of their building, and were more likely to single out examples of exceptional service.
- Reviews show that the highest rated BTR communities for Management give their residents a strong impression that teams genuinely care about their issues, and that no task is too small.
- Average Management and Customer Service ratings were almost identical when comparing in-house and third-party operators, but ratings were widely spread.

Key Findings

Design & Facilities

- Residents at the 10 highest rated communities for Design comment regularly on a thoughtful use of space, as well as how modern and aesthetically pleasing those spaces are.
- Over half (53%) of reviews for the 10 highest rated communities for Facilities mention the gym – the highest for all facilities-related keywords, with almost all mentions positive.
- ‘Fully managed’ was the facility associated with the most demand when included in BTR listings on Rightmove.
- Coworking spaces, Gym and Pet friendly were offered by all of the top 10 communities by Facilities rating. In contrast, Coworking spaces were offered by only one of the 10 lowest rated communities for Facilities.

Value

- Pure BTR and Co-living drove BTR’s overall Value ratings uplift, and London saw stronger Value ratings uplift than other regions in 2024.
- Reviews for the 10 highest rated communities for Value often mention the difference that the staff make, with over half mentioning the word “friendly”.
- Residents at the lowest-rated communities for Value talked about high expectations around impressive facilities being dashed by poor management and maintenance of those facilities.



Build to Rent Overview

Build to Rent Report **2025**

BTR ratings reach record highs again in 2024



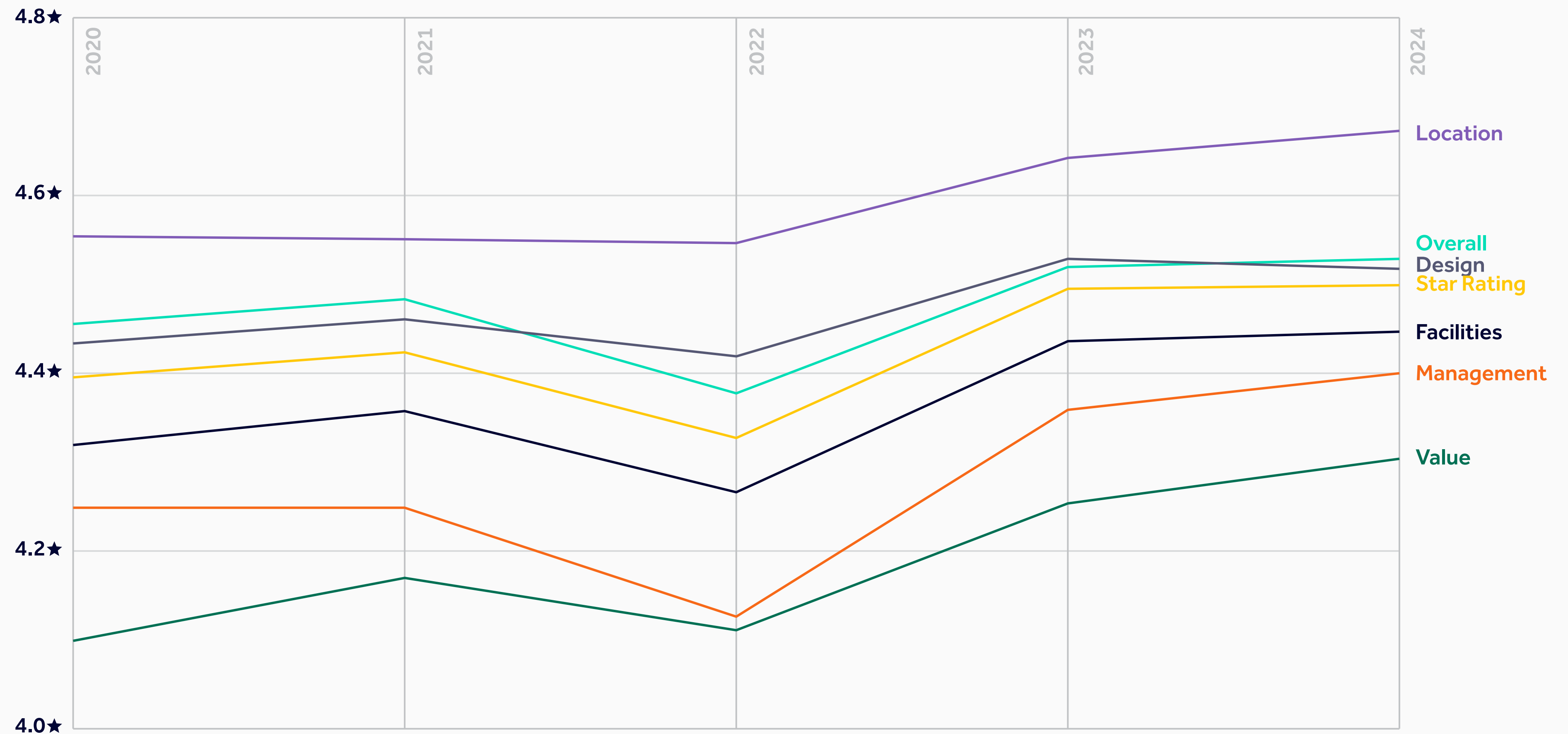
BTR saw an overall ratings improvement in 2024 to reach a record high, with Value ratings seeing the greatest increase.

Resident ratings for All BTR homes reached a new record in 2024, with an Overall rating of 4.53 out of 5.

Gains were far smaller than those seen in 2023, when BTR made an impressive recovery following a ratings slump post-lockdown. However, 2024 reviews show a consistent upward trend across all review categories except Design, which saw a very slight decline.

Consistently BTR's lowest-rated category, Value saw the most gains of all categories in 2024, increasing from 4.25 to 4.30.

All BTR verified ratings over time 2021-2024

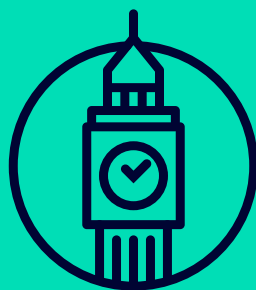


All BTR Reviews Breakdown



- Pure BTR (82.8%)
- PRs (8.9%)
- SFH (5.8%)
- Co-living (2.5%)

London drives BTR ratings uplift



London Value ratings showed the greatest increase of all categories between 2023-24.

Latest figures for completed BTR communities in the UK show that 43% are in London*. A similar proportion of our 'all-time' BTR reviews are for London homes, making this a useful regional breakdown to consider.

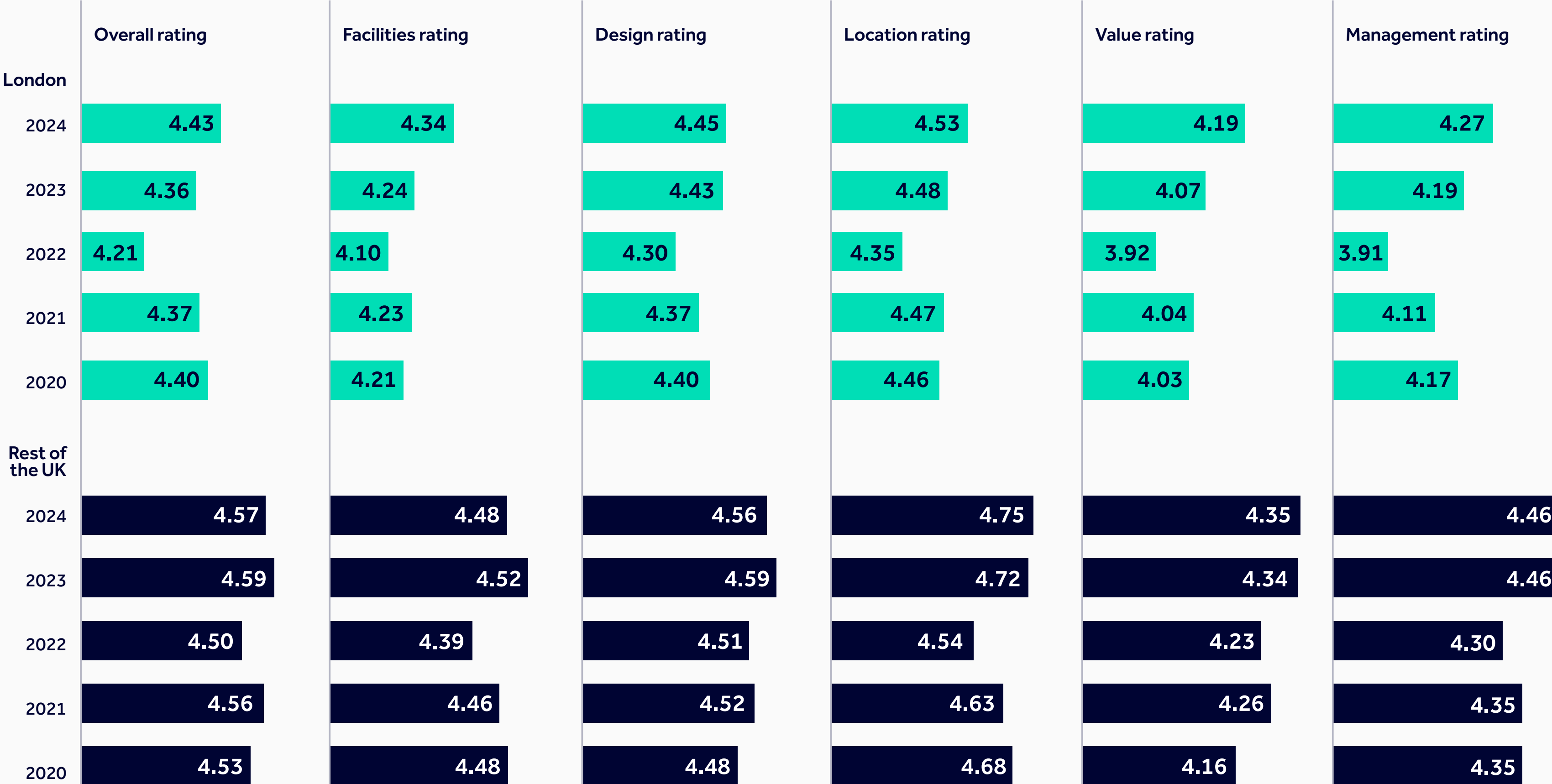
Although London BTR ratings continue to lag behind the rest of the UK, residents in the capital are responsible for a significant part of the overall uplift in BTR ratings in 2024.

Tellingly, London Value ratings showed the greatest increase of all categories between 2023-24. Rightmove data shows that the capital experienced lower rental price growth than the rest of the UK in 2024.

“Friendly people, spacious flats, greenery & breweries nearby, KX in 15 min = great value.”
Verified resident on HomeViews, Fizzy Walthamstow E17, September 2024

*Build-to-Rent Q2 2024, Savills/BPF

London rating vs. rest of the UK



Greatest geographical spread of demand for London BTR homes

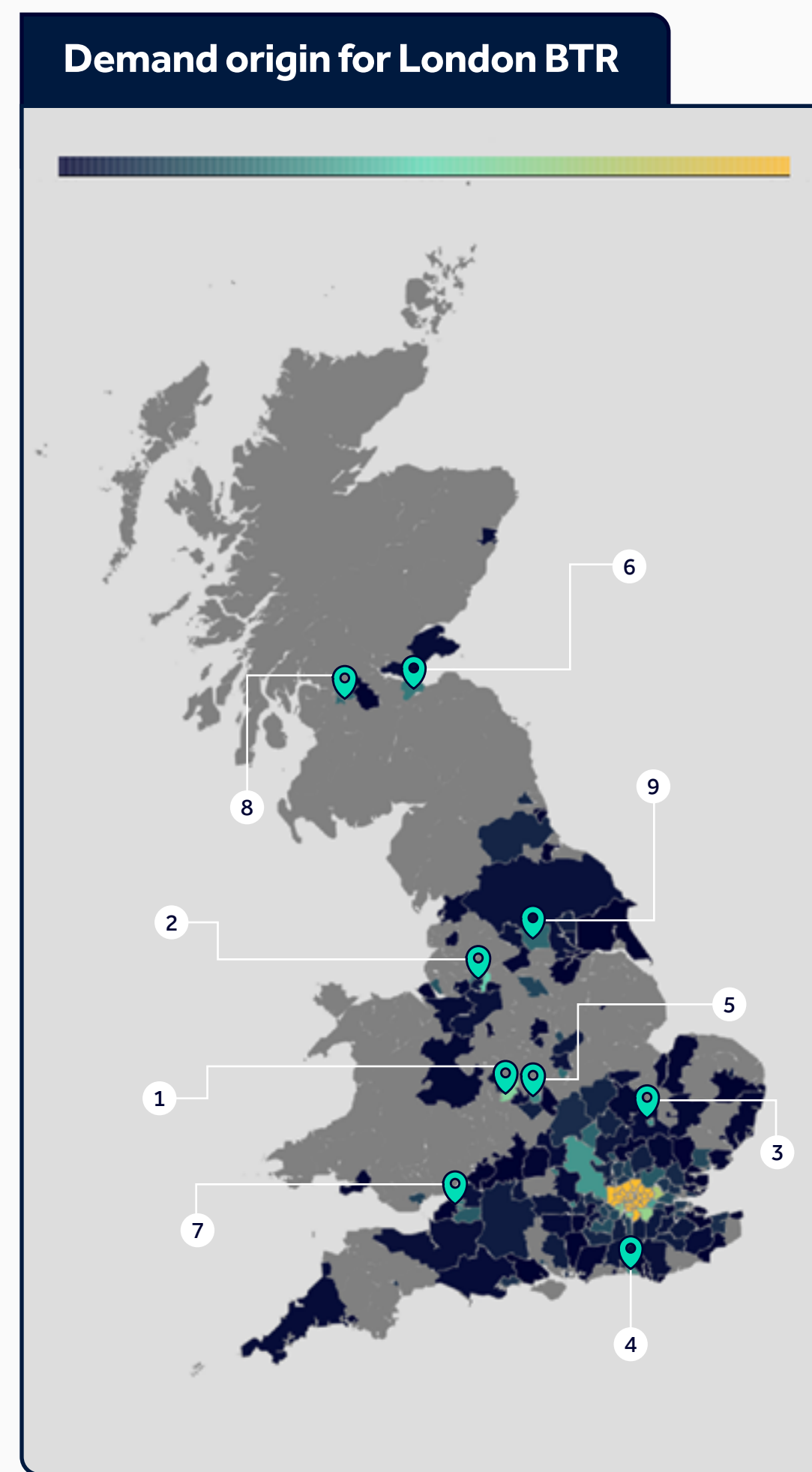
Every UK city has a unique demand origin pattern, but none has the range and variety of London.

The capital has the furthest reach for drumming up demand of all the BTR locations in the UK, with demand coming outside of localised and city to city relocation, being drawn from other more rural areas.

Rightmove search data shows that, while London BTR demand origin is concentrated in the highest from within London itself, other hubs of demand come from some of the major cities in the UK, suggesting a significant amount of relocation demand.

Main regional cities generating demand for London BTR:

- 1 Birmingham
- 2 Manchester
- 3 Cambridge
- 4 Brighton
- 5 Coventry
- 6 Edinburgh
- 7 Bristol
- 8 Glasgow
- 9 Leeds



BTR again outperforms 'For Sale' tenant ratings

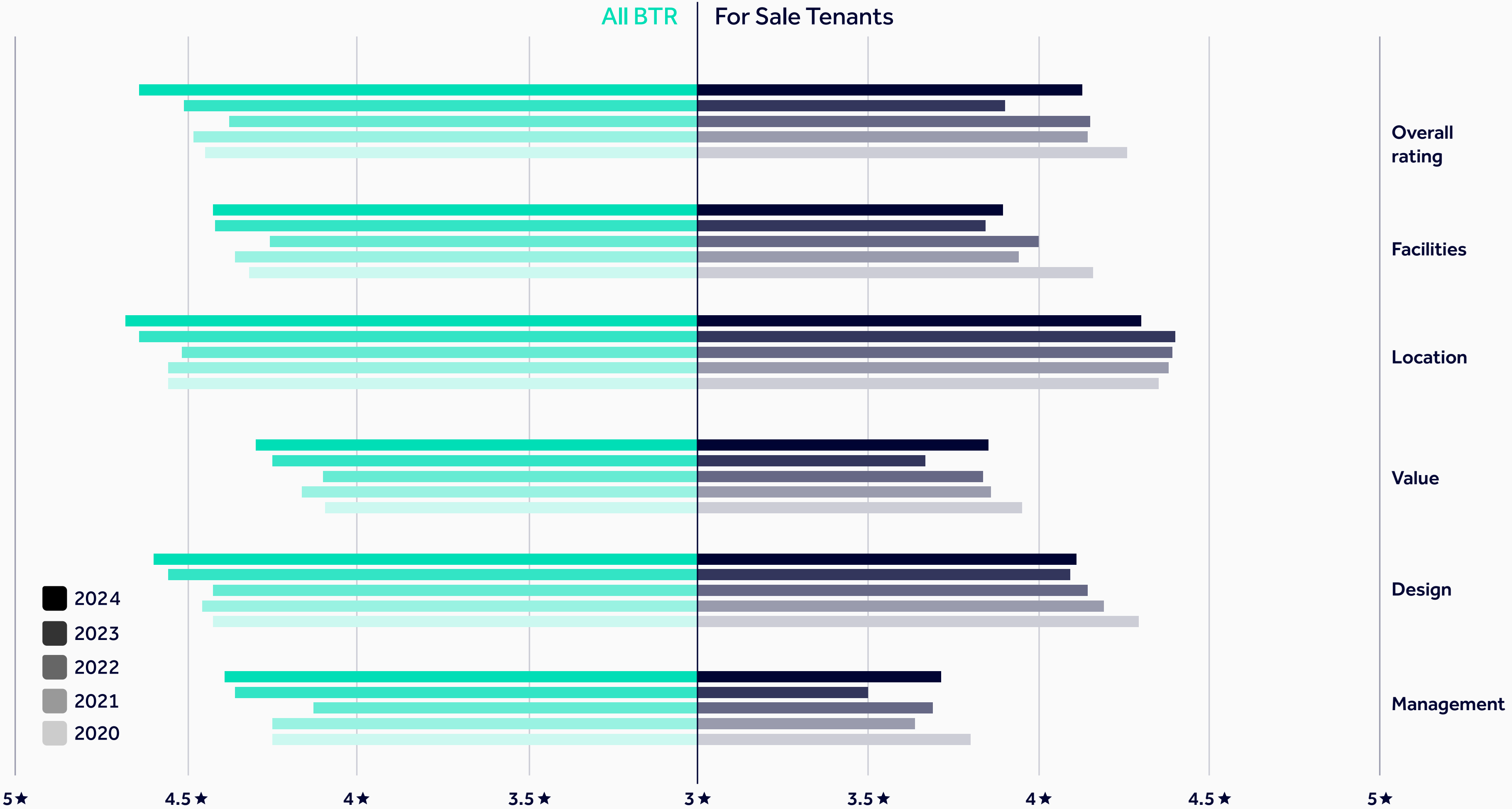
 Year after year, Management is the key factor differentiating the BTR resident experience from that of other tenants in new build homes.

Comparing All BTR ratings with those from tenants in For Sale homes, BTR is rated higher across the board for the fifth year running.

However, For Sale Tenant ratings did see greater improvement than BTR in 2024, with the Overall Rating rising from 3.90 to 4.11, driven largely by improved Management and Value ratings.



New York Square, LS2, Moda Living



Understanding the BTR audience

Increasing numbers of new enquirers are 'finding' BTR on Rightmove

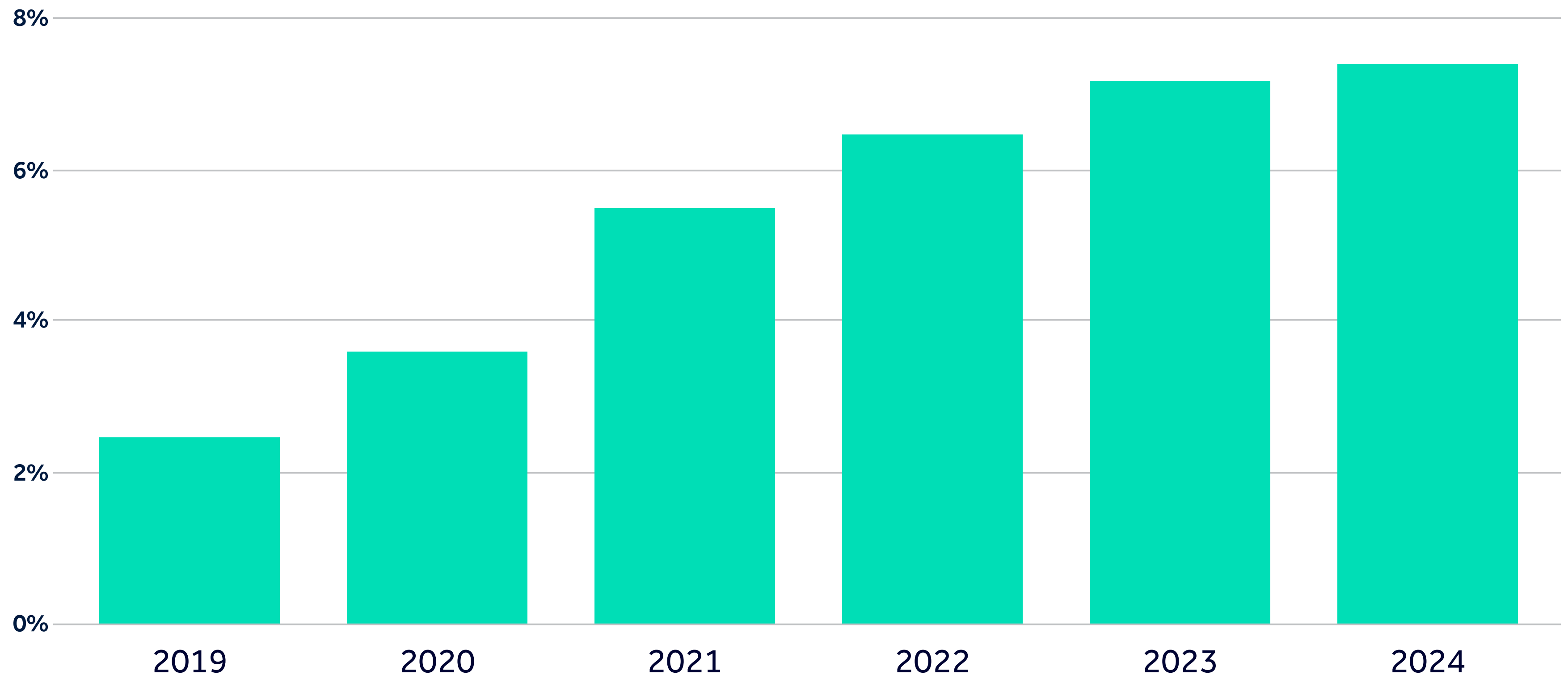


Rightmove represents a unique opportunity for the BTR sector to reach a considerable audience of active, engaged renters.

The scale of this audience also generates highly credible and useful insights into how people search for, and find, their BTR homes, as we explore briefly in this section.

You can find more detail on this in our 2024 report, [From Research to Resident: Guiding the BTR Consumer Journey](#).

Proportion of enquirers who did not enquire to BTR in their last search period who did enquire to BTR in their next search period



Source: From Research to Resident: Guiding the BTR Consumer Journey / Rightmove Data Services

BTR attracts more demand from distant locations

While both PRS and BTR have seen an upward trend in residents willing to move further to find a home, BTR has outpaced PRS in generating demand from distant locations.

The proportion of long-distance (+50km) enquiries for BTR grew by 8% between January 2019 and January 2024, while PRS grew 2% over the same period. BTR appears to be a particularly attractive option for home-hunters looking to move longer distances, such as relocators and students.

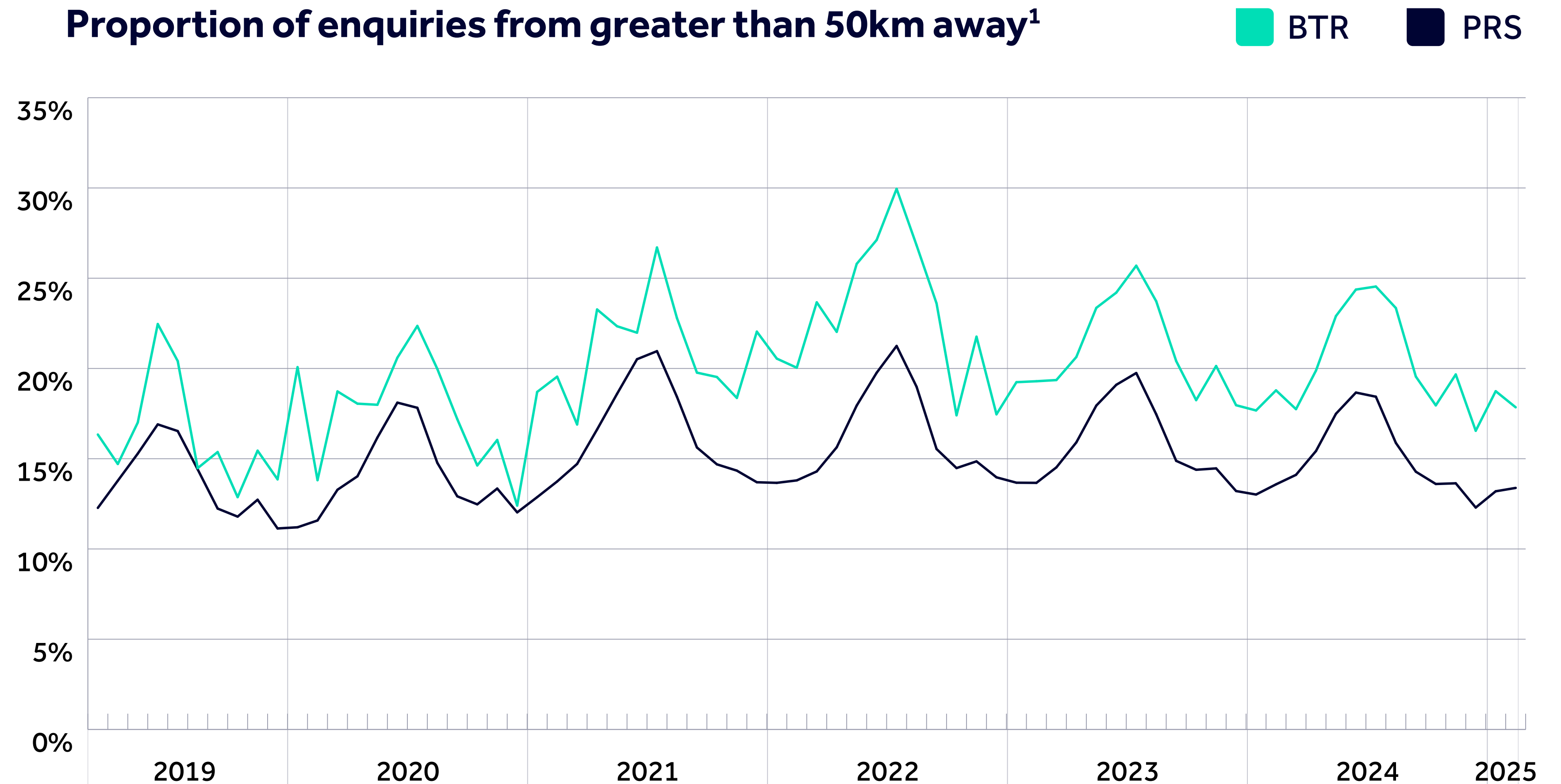
Why is this important?

When people are searching for property:

73%
consider more than one area²

25%
consider more than three areas²

Proportion of enquiries from greater than 50km away¹



What are BTR enquirers looking for?

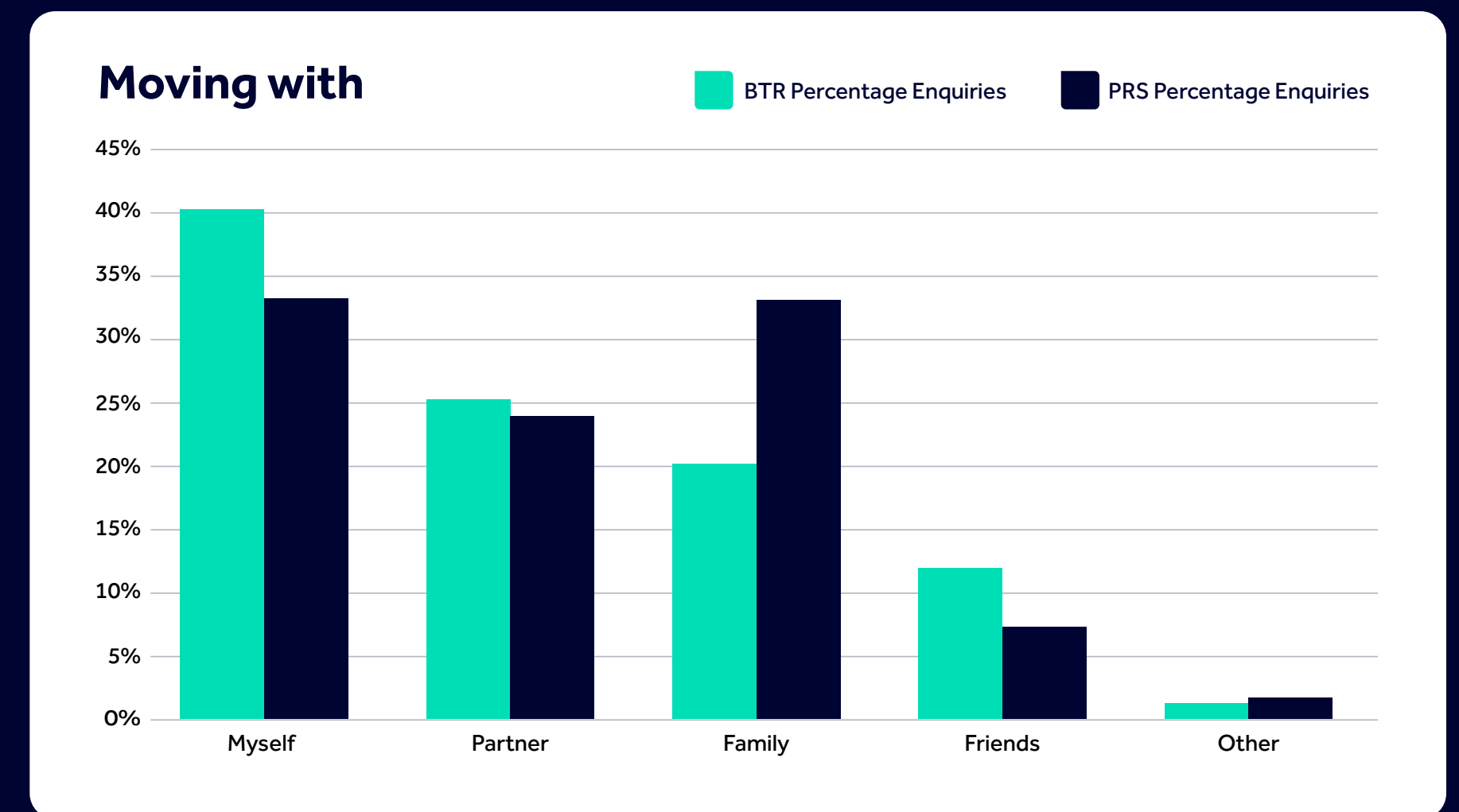
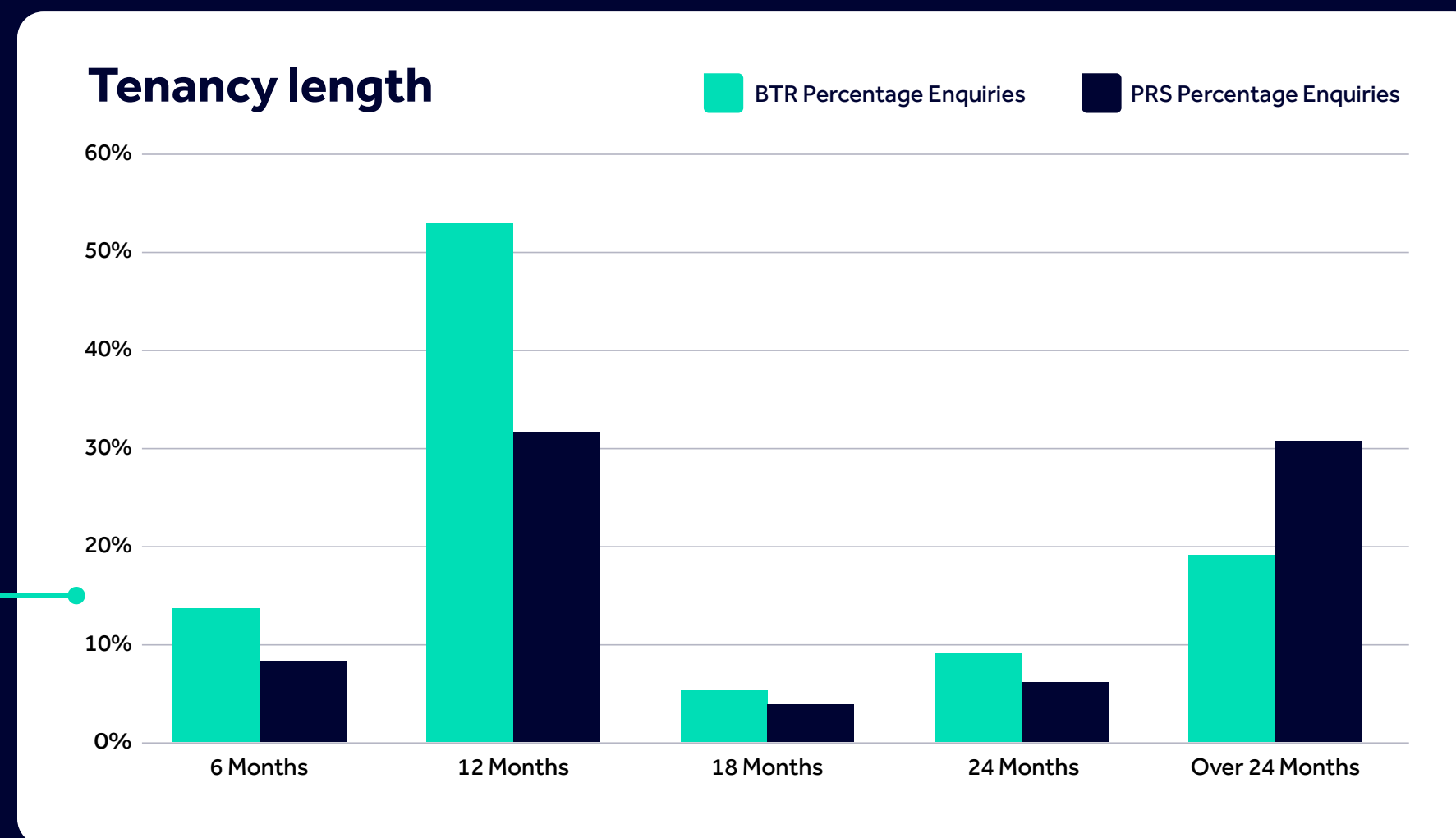
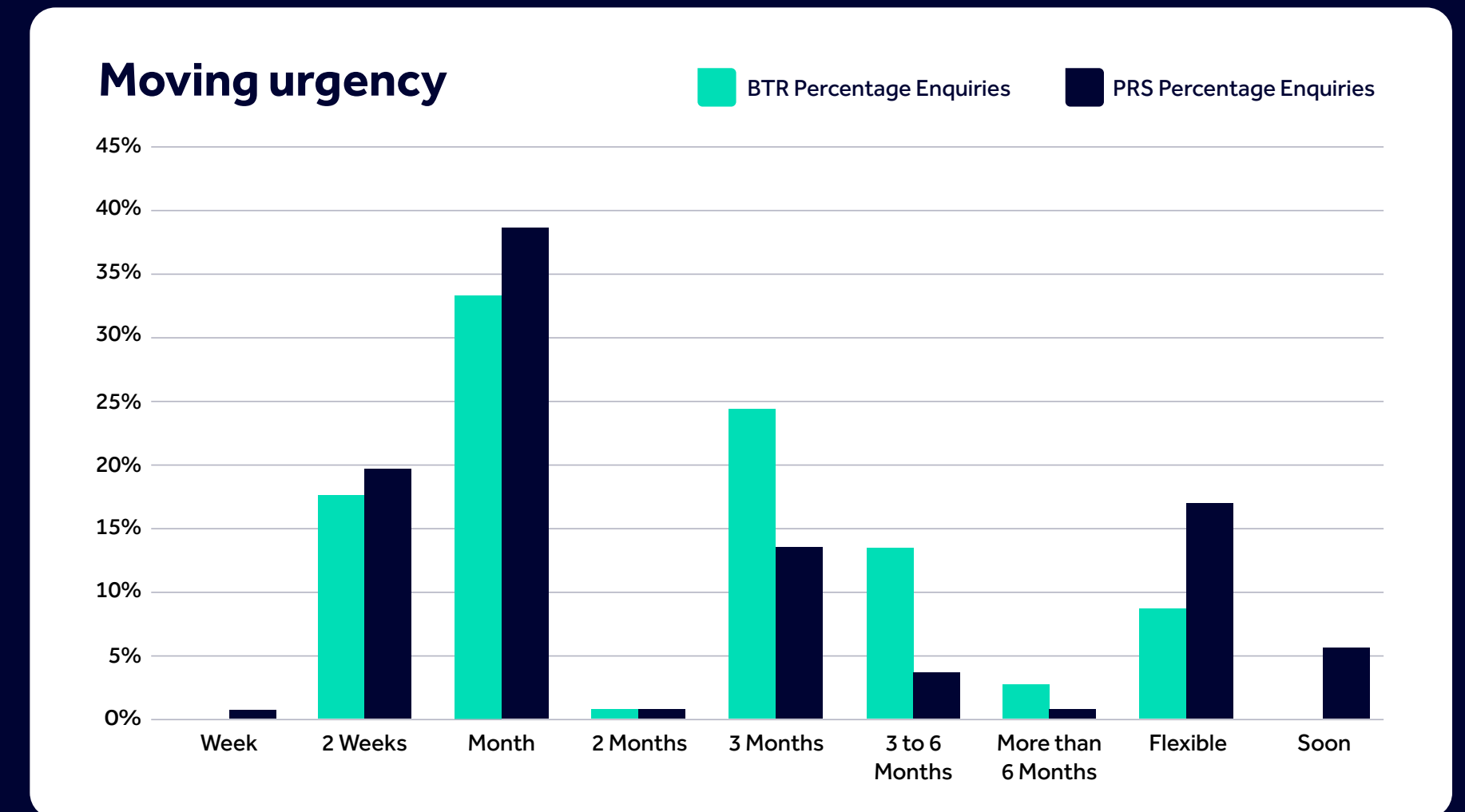
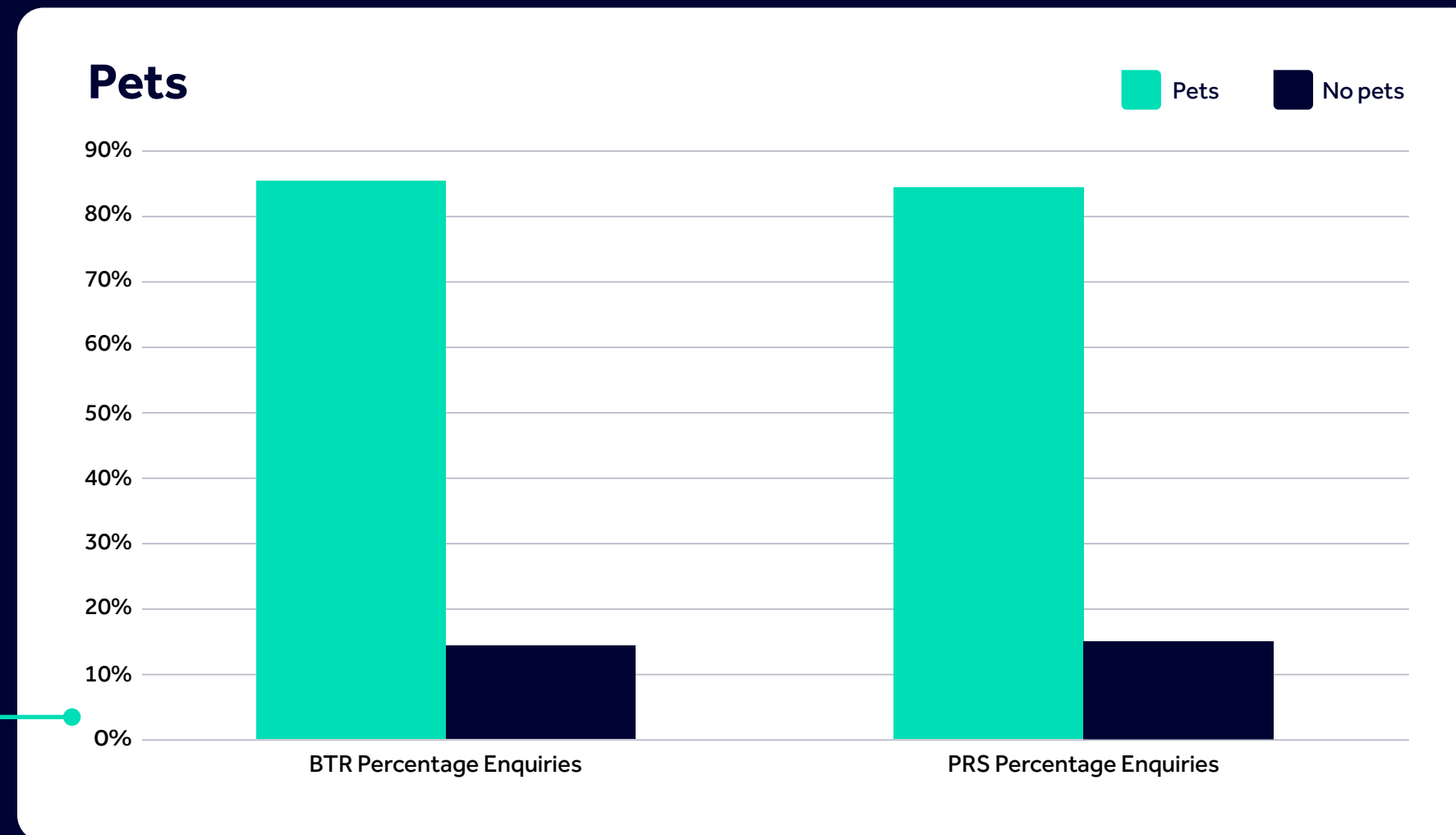
Rightmove's Enhanced Leads allow partners to pre-qualify renters and quickly match them to available properties. This data also serves to enrich partners' databases and benchmark demographics across developments.

On a national level, this data also provides unique insights into the needs of renters enquiring about BTR homes.

It is interesting to note here that enquiries to PRS from renters with families greatly outnumber those for BTR. This reflects the small proportion of SFH homes available compared with PRS, and the scale of the opportunity for this subsector (more in the next chapter).

'Pets' was the most-searched keyword by renters on Rightmove in March 2025.* So, even though only 15% of enquiries are connected to Pet Friendly, this is an important factor for a specific group of renters, and is often hard to find.

The Renters' Rights Bill will clearly impact this, but these results give an interesting insight into renter intentions.



How can BTR refine its messaging given the UK's drive for home ownership?

Why do you want to own a home?

18-34s 35-54s

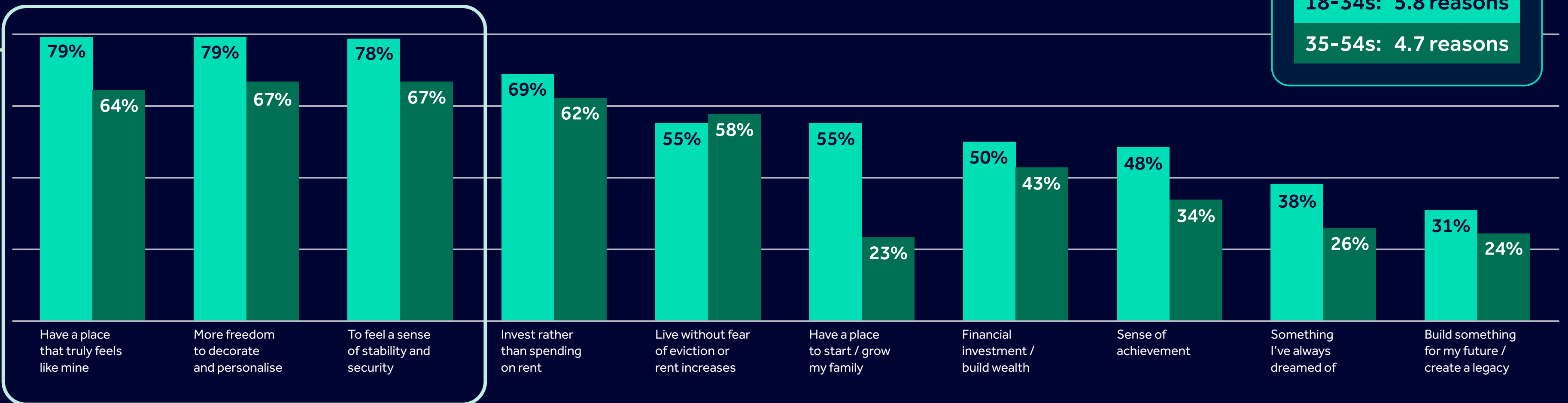
Average # of reasons selected

18-34s: 5.8 reasons

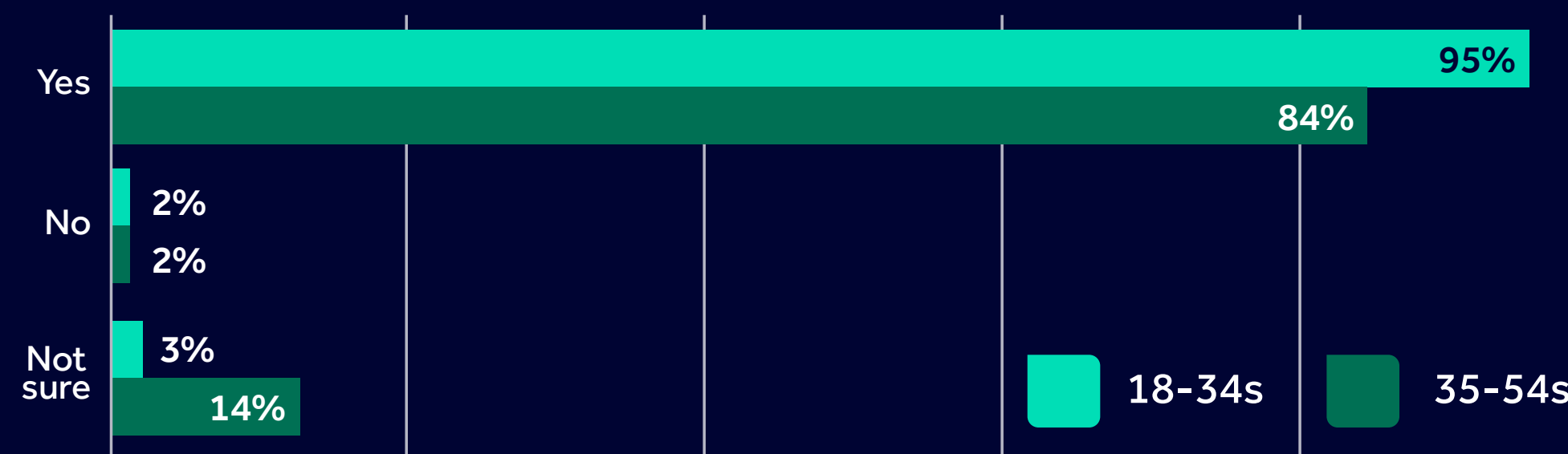
35-54s: 4.7 reasons

The top three reasons given by non-homeowners for wanting to buy a house are all emotional needs that can be directly addressed by BTR. As the graph shows, these are most keenly felt by younger adults.

Stable, thriving BTR communities address the desire renters have for a greater sense of ownership and stability. The freedom to personalise properties more freely is also a USP that BTR operators could do more to highlight.



Do you want to own a home in the future?



Source: Survey to Living Room (Rightmove's research panel) - March 2025. Sample size: 347 non-homeowners who want to own a home in the future. Questions: Q16. Why do you want to own a home? Select all that apply.

BTR Subcategories

Content partner

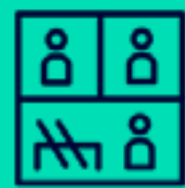
ASK4

Co-living ratings top Pure BTR for the first time

Although data is still limited on this growing format, Co-living replaced Pure BTR as the highest-rated BTR Subcategory in 2024, with an Overall rating of 4.66 compared with 4.61 for Pure BTR.

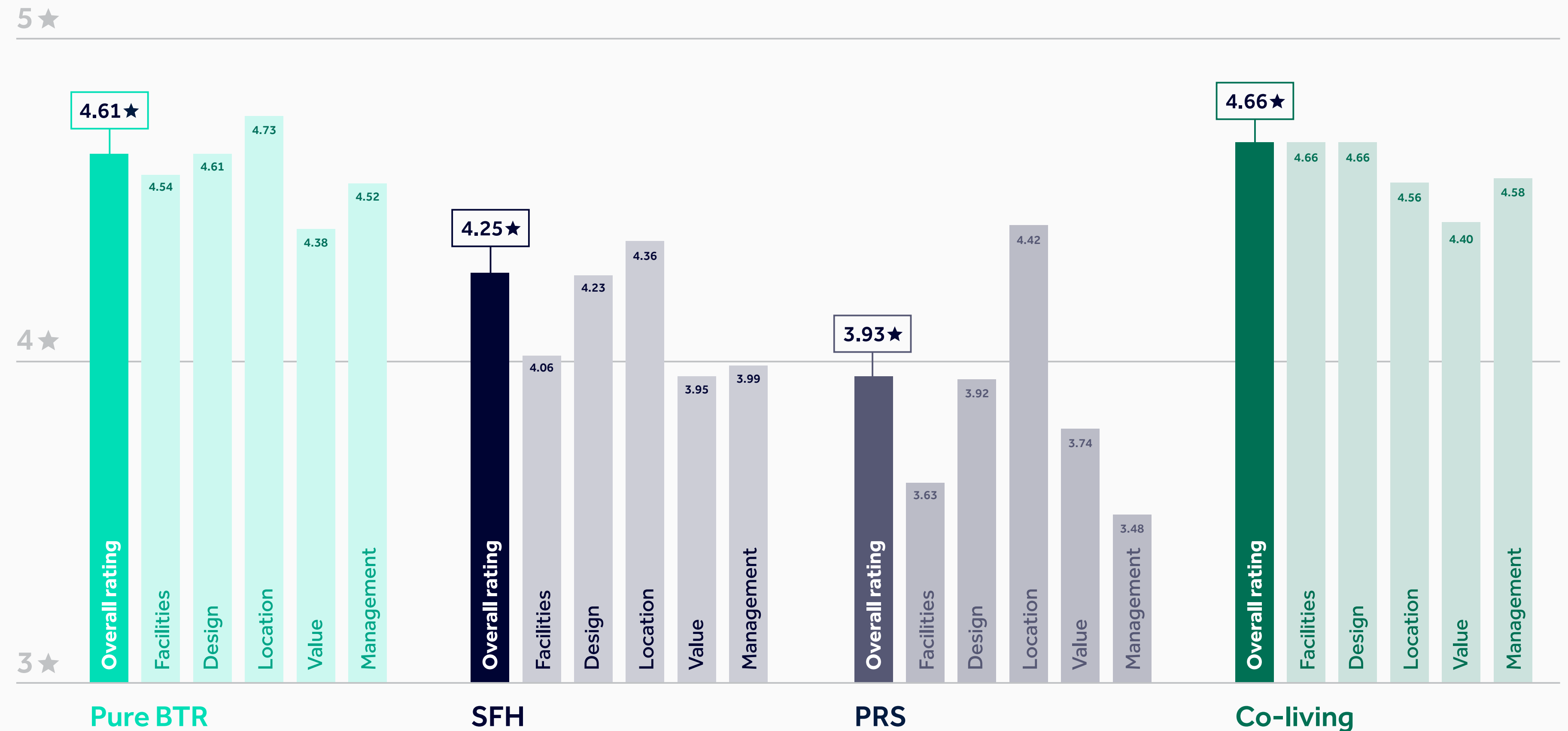
Facilities was the category seeing the biggest difference between Co-living and Pure BTR. With communal spaces being such a crucial factor for Co-living, the sector is clearly succeeding at creating shared spaces that work well for residents.

Ratings for Single Family and PRS homes revealed broadly similar themes to the previous year's data, with SFH performing well and PRS dropping behind even further on Management ratings in particular.



With communal spaces being such a crucial factor for Co-living, the sector is clearly succeeding at creating shared spaces that work well.

2024 ratings by BTR subcategory



"I had not previously stayed in a co-living building [...] The experience far exceeded my initial ideas of how the stay would go. From the facilities in the building, to the events run by the management company which were always first rate and varied to the amazing other residents."
Verified resident on HomeViews, The Palm House HA3, Nov 2024

The Gorge, EX1

by Fresh



[View this development on HomeViews →](#)



★ ★ ★ ★ ★ 4.79 Overall Rating in 2024*

Facilities

- Bike storage
- Cinema room
- Communal kitchen
- Concierge
- Co-working spaces
- Gym
- Lounge
- Private dining

Useful to know

Rental price: £852 - £1,373pcm**
 Accommodation: Studios
 Architect: Manson Architects
 Interior Design: Jasper Sanders + Partners



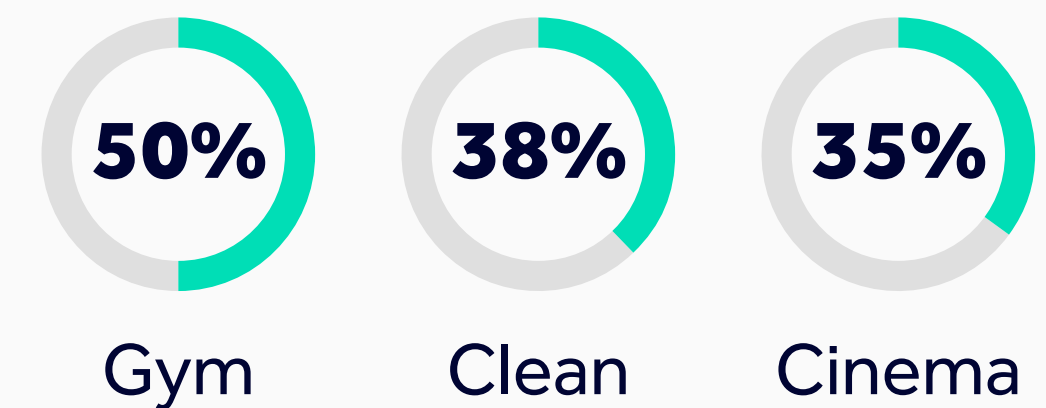
The Gorge is a collection of 133 'micro-apartment' studios in central Exeter. Homes include access to a range of relaxed communal spaces and a programme of resident events curated by the Residents' Team.

Our top rated development in Devon, The Gorge is one of the Co-living communities driving the high ratings enjoyed by this emerging sub-sector. So, what is it that residents love so much?

50% of all reviews for The Gorge mention the gym – the highest % mention for any facility in any Co-living development on HomeViews. The cinema is also popular, alongside the well-managed communal kitchen – perhaps the site of greatest conflict in more traditional shared housing.



"Everything is always clean and tidy. One thing I like the most is common kitchen where we have everything we need."
 Verified resident on HomeViews,
 The Gorge EX1, August 2024



"The facilities are amazing! Everything is always cleaned by our amazing staff and the staff are always helpful and really friendly."
 Verified resident on HomeViews,
 The Gorge EX1, August 2024

With a 4.94 Location rating, this is clearly a key factor in the high ratings. The "refreshing" and "thoughtful" design of the building also plays a big role, with residents mentioning "light" twice as often as the average for Co-living schemes on HomeViews.



"Lovely modern design to communal spaces, the rooms have ample storage, big floor to ceiling windows which let lots of sunlight in."
 Verified resident on HomeViews,
 The Gorge EX1, August 2024

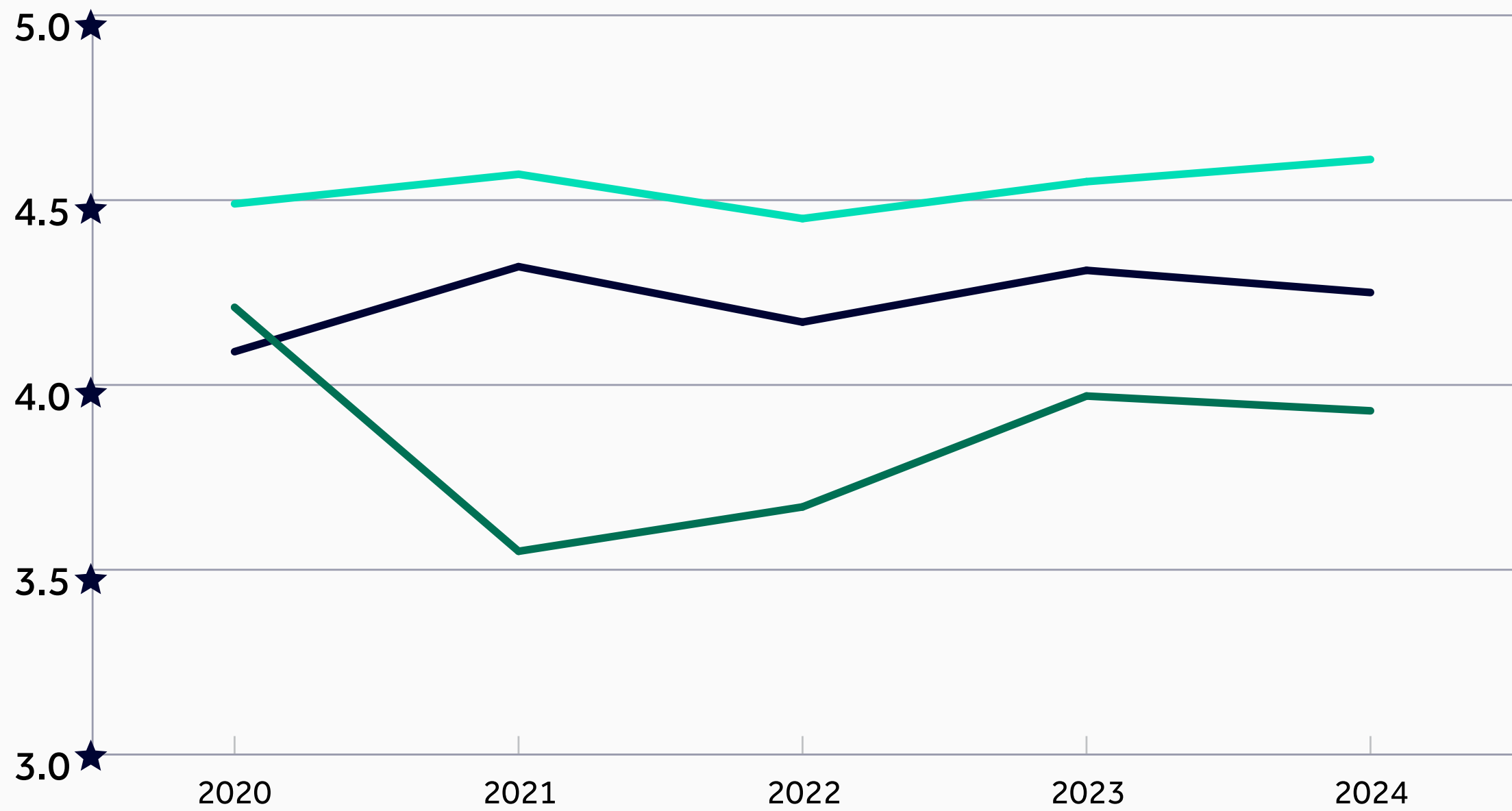
Management is also clearly a major factor, with The Gorge enjoying the highest Management rating of all Co-living schemes on HomeViews at 4.85 – well above the already impressive Co-living benchmark of 4.54.

BTR subcategory ratings over time

Plotting sub-category ratings over time, we see Pure BTR and Co-living generating much of the overall uplift between 2023-24. Single Family failed to match this trend for any categories except for Location, where all subcategories saw higher ratings.

Overall subcategory rating over time

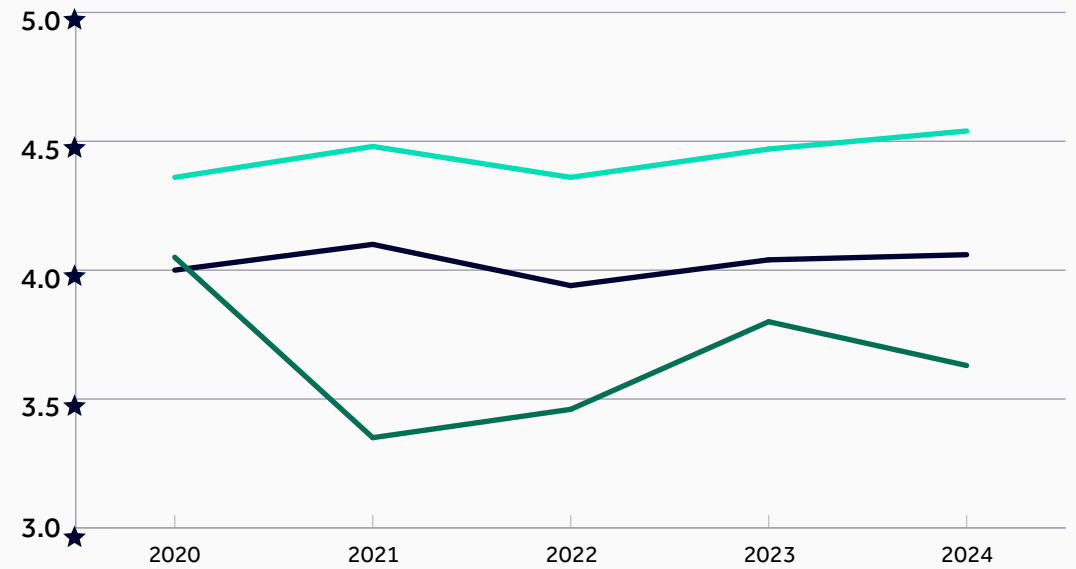
Pure BTR SFH PRS



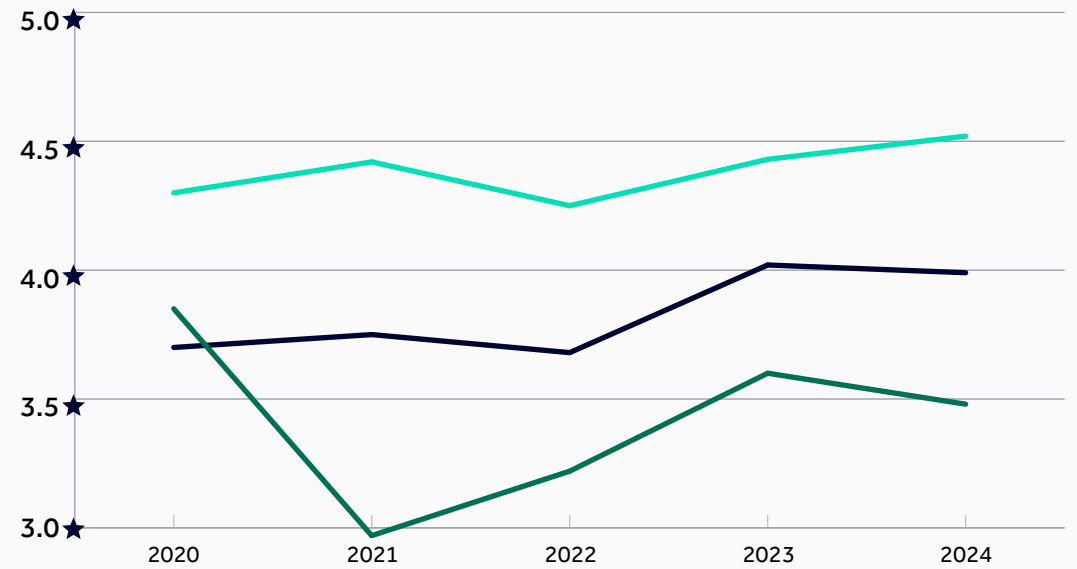
Pure BTR and Co-living generate much of the overall uplift in ratings between 2023-24.

Pure BTR SFH PRS

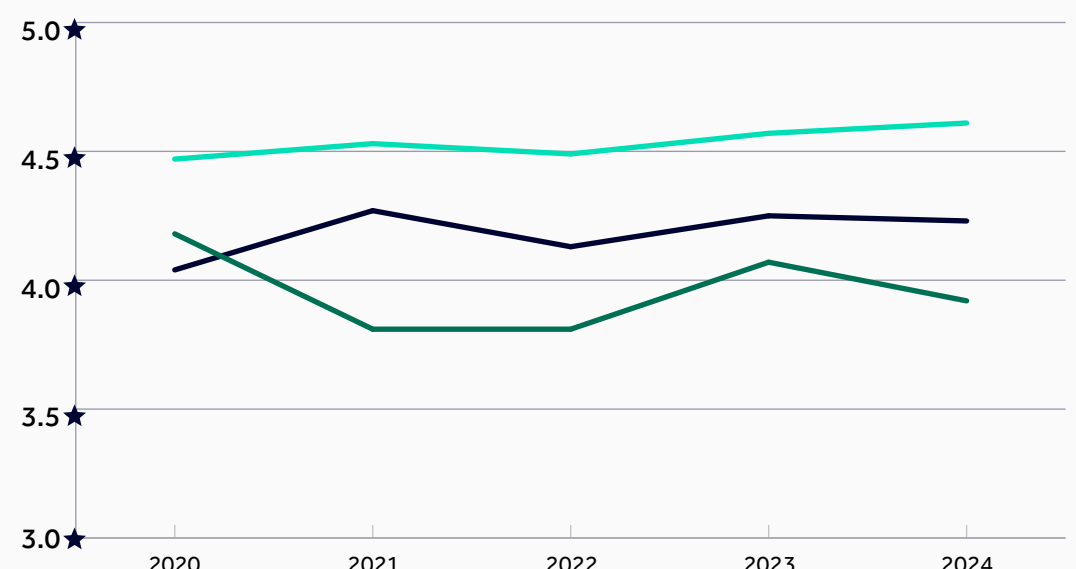
Facilities



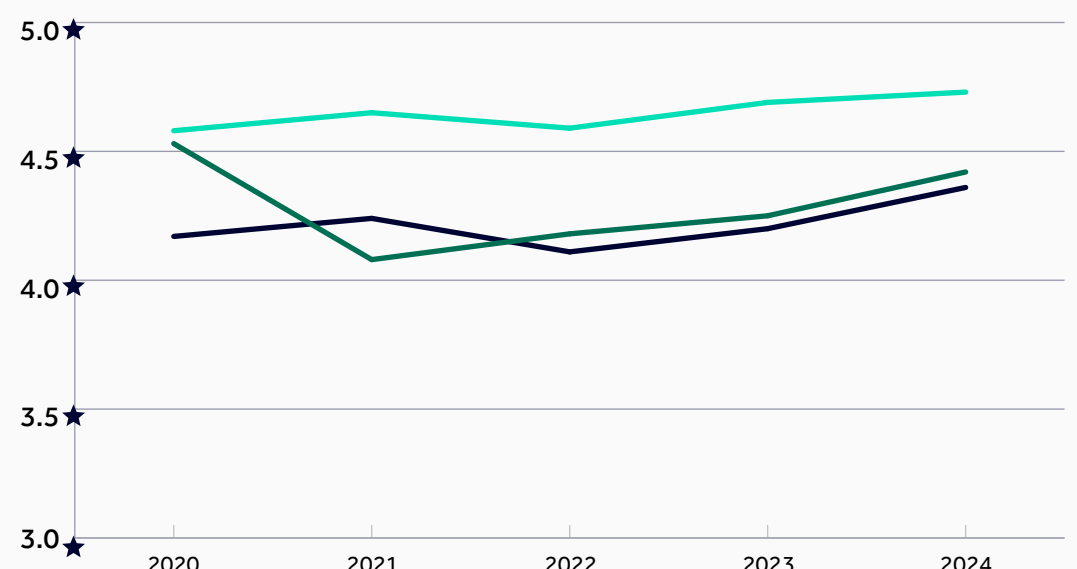
Management



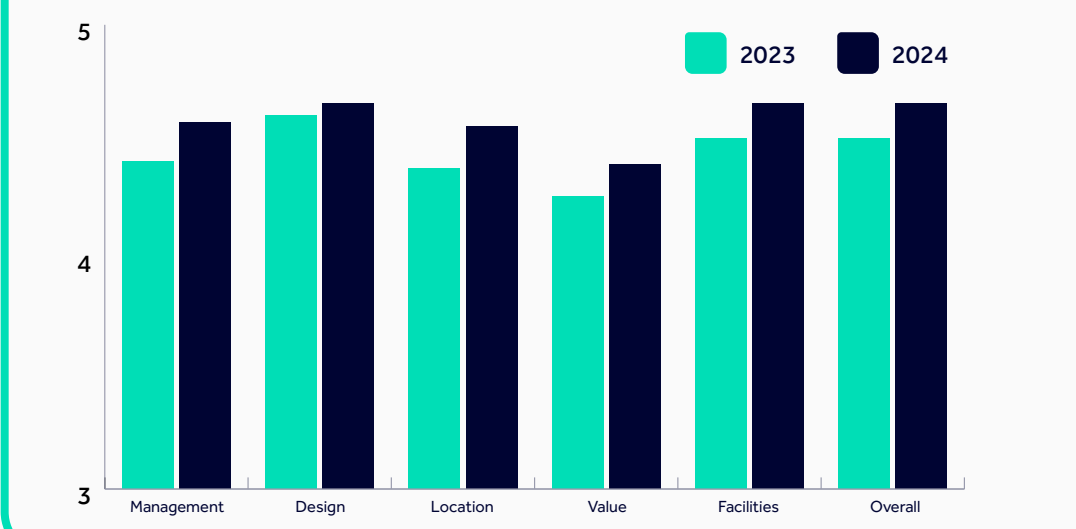
Design



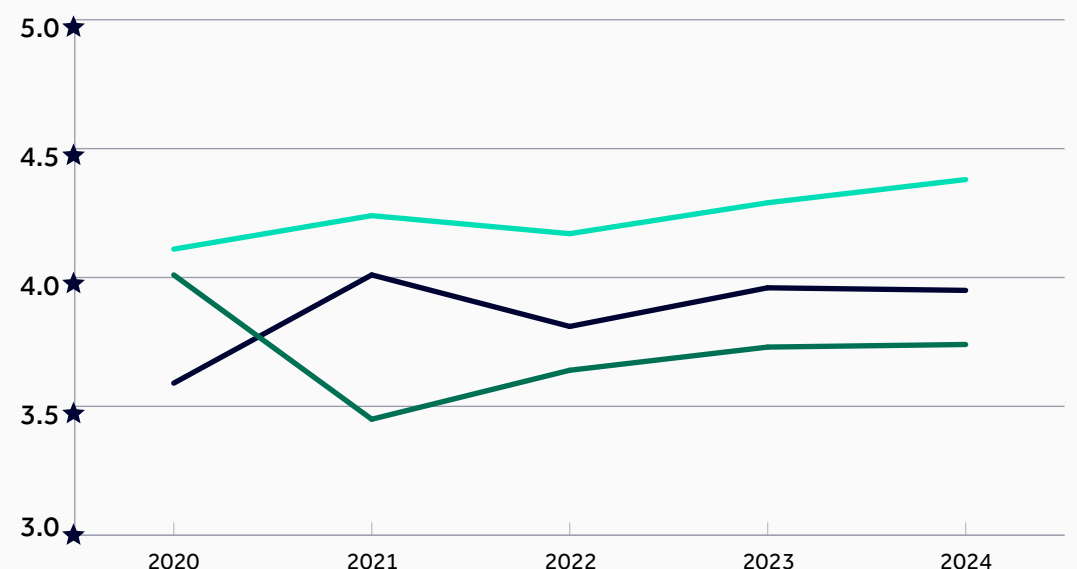
Location



Co-living: 23 vs 24 comparison



Value

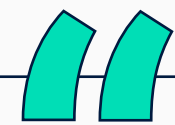


2024 Average ratings for Single Family Housing vs. Housing Development (Tenant + Owner)

For the fifth year running, Single Family Housing residents have rated their homes higher overall than residents in For Sale Housing Developments.

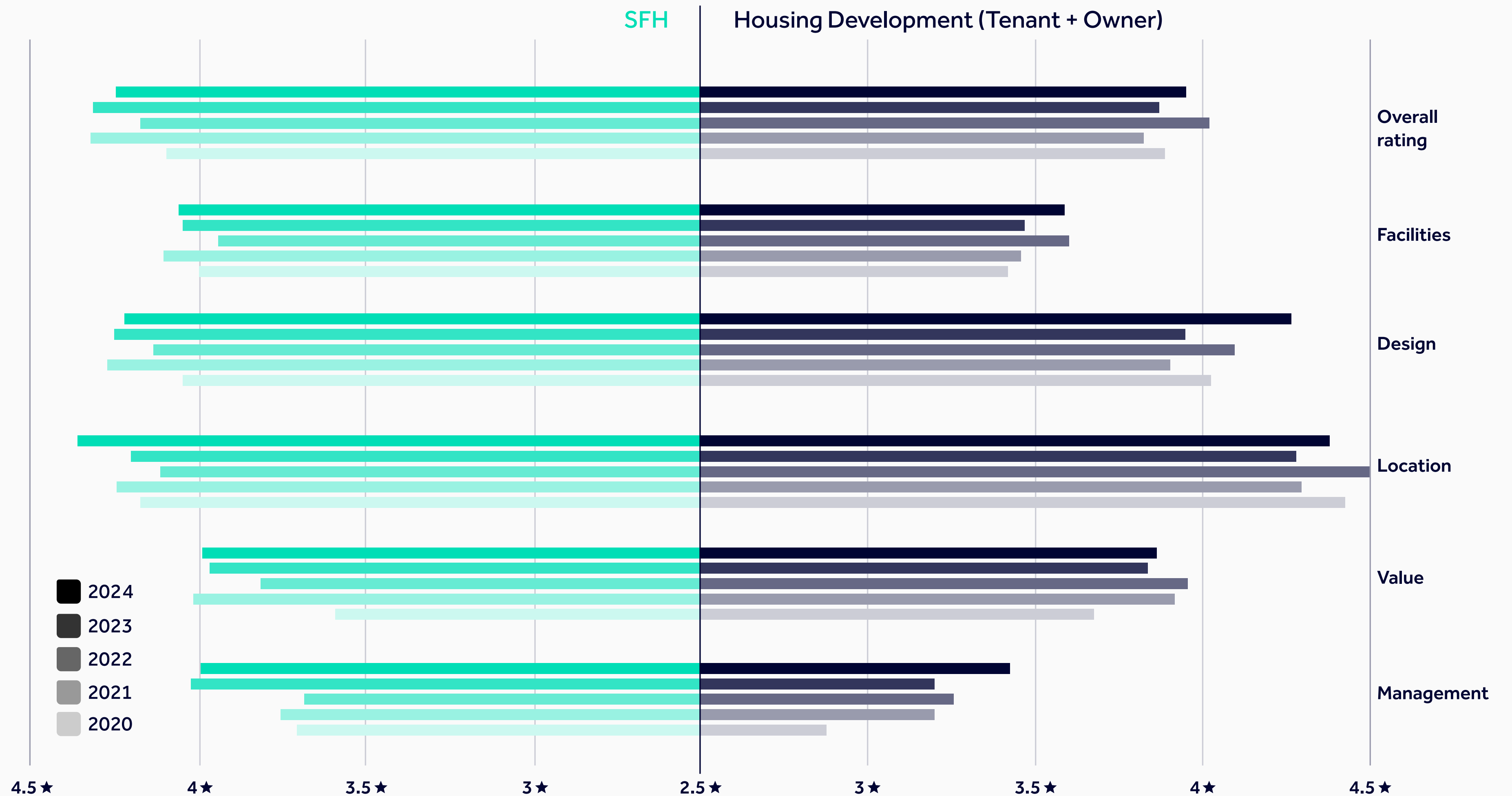
As in previous years, Management and Facilities are the key factors driving higher ratings for SFH when compared with other Housing Developments. Location and Design are the only categories where SFH homes are rated slightly lower.

Unlike other BTR formats where a wide range of extra amenities is a key differentiating factor, Single Family's success hinges on providing outstanding customer service and management of the essential facilities offered, such as WiFi included and on-site maintenance.



"Management are very good and they are always speedy at replying to emails with information requested."

Verified resident on HomeViews,
The Pioneers CV23, April 2024



[View this operator on HomeViews →](#)



★ ★ ★ ★ ★ 4.25 Overall Rating in 2024*

SFH

Overall stats

4.23 77 total reviews **17** Developments by Placefirst

Overall		4.25
Facilities		4.09
Design		4.32
Location		4.38
Value		4.01
Management		4.14



Single Family Housing specialist Placefirst has a portfolio of over 1,500 homes across the UK and ratings that place it among the best SFH operators on HomeViews. Taking a closer look at Placefirst reviews reveals some of the factors that contribute to the company's high scores.

Placefirst residents often highlight the sense of community fostered with their developments. Almost a quarter of the company's reviews (23%) that score 5 stars for Value mention the keyword "community".

Common areas are also praised for being kept clean and tidy, and residents regularly compliment the friendly, helpful property managers and efficient resident app.

Modern interiors and good quality appliances also gain frequent mentions in reviews, alongside the energy efficiency of the homes and the cost savings generated.

HomeViews reviews show that parking is a key factor for resident satisfaction across all new build housing developments. Placefirst homes are no different, and 42% of 5* reviews for Facilities mentioning parking in a positive light, alongside 55% of 5* reviews for Value. Residents specifically praise ample provision of off-street parking and dedicated visitor parking.



“I enjoy the modern interior of the three properties I have lived over the past 4 years. The appliances included are smart, up to date and easy to use.”
Verified resident on HomeViews, The Green Hartlepool TS26, December 2024

“If you report anything on the app someone is out within days 10/10 for property maintenance!”
Verified resident on HomeViews, Scholars View DH5, December 2024

“Living in the street is cool, and parking availability and bin collection are top-notch.”
Verified resident on HomeViews, Sky Edge S2, January 2024

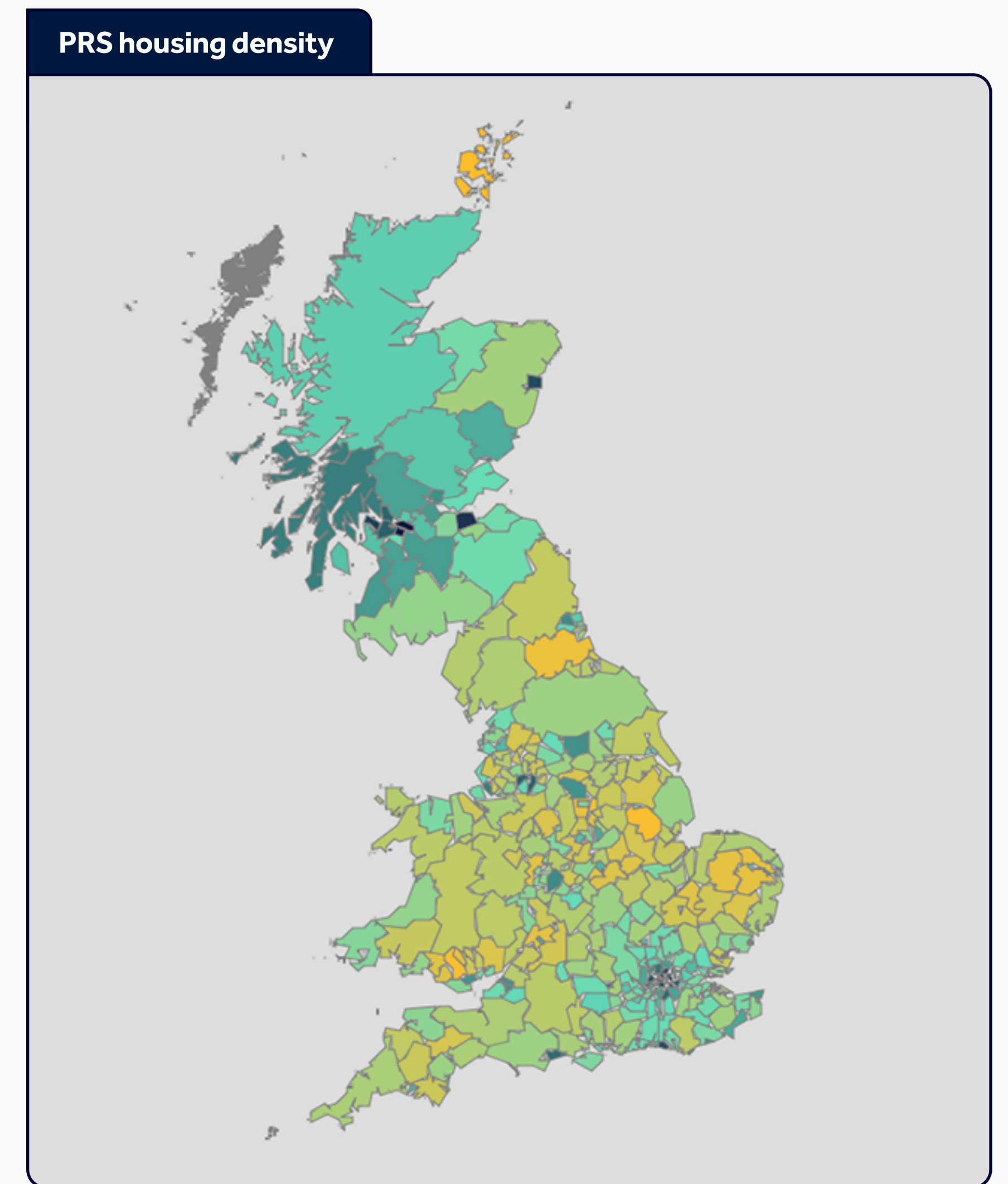
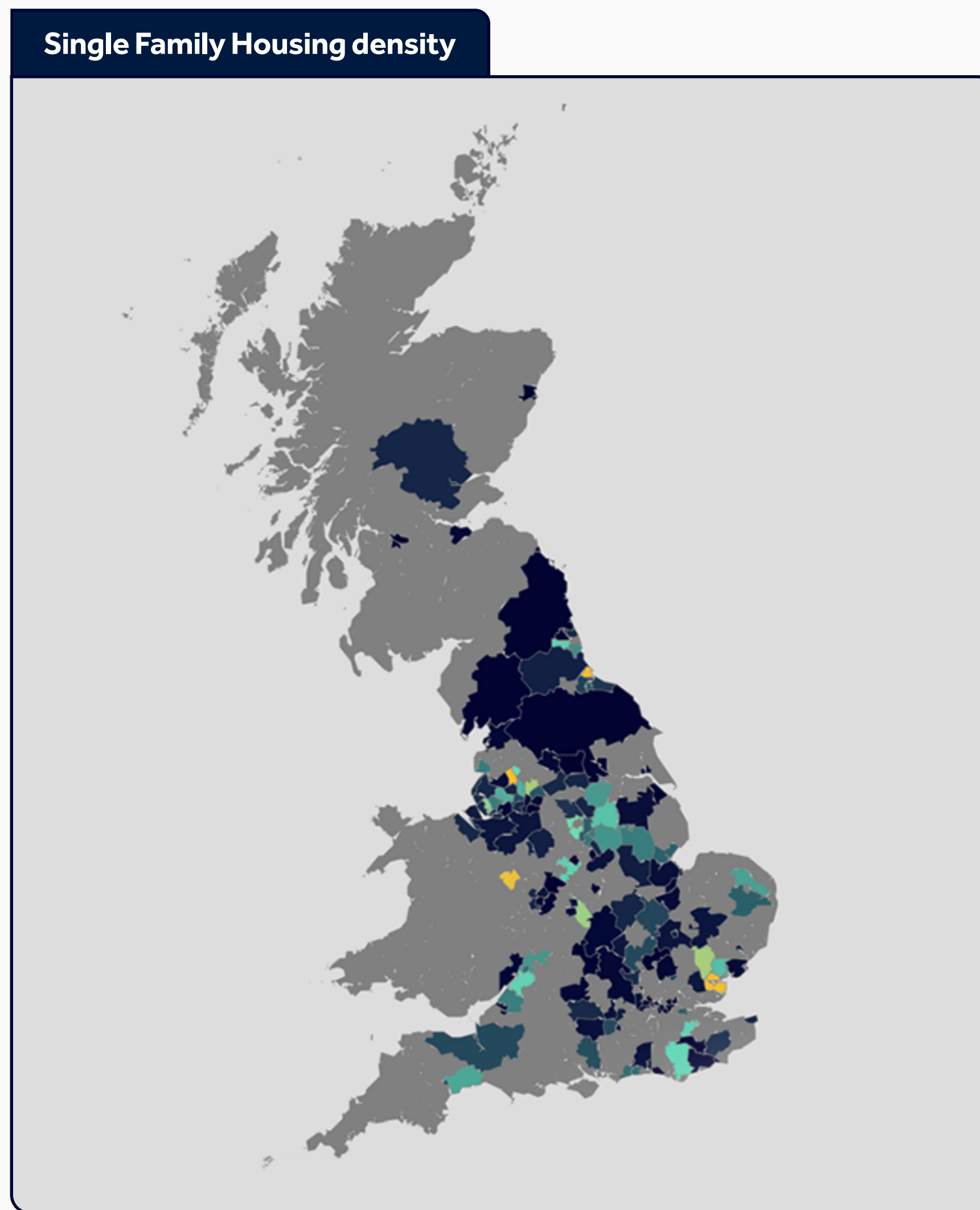
Single Family Housing: the opportunity

Rightmove listings data on Single Family Housing vs. PRS housing shows the extent of the opportunity for SFH in the UK.

The map on the left indicates the density of completed SFH developments in the UK. The latest figures from Knight Frank show that less than 0.2% of privately rented homes are currently operated by SFH investors.

The map on the right indicates the density of current PRS housing. Thanks to the scale of demand, the government's ambitious housing targets and a range of other favourable market conditions, SFH has gone from just 2% of total BTR deal volumes in 2020 to 43% in 2024.*

Percentage



*Knight Frank, The SFH Report 2025

The Future of Connectivity in BTR

ASK4

Managed Internet services play a vital role in bringing BTR buildings to life by enhancing the resident experience, boosting operational efficiency, and activating shared spaces. One prime example of a BTR operator embracing these advantages is VervLife, whose partnership with ASK4 has enhanced connectivity across multiple schemes.

Insights from ASK4's report: Building a True Home

The demand for reliable, high-speed Internet has never been greater, with residents expecting seamless access across entire developments. ASK4's latest research highlights several key trends that are shaping connectivity in the BTR sector:

Instant connectivity: 93% of renters want WiFi within days of moving in.

Renters want inclusivity: 77% say having WiFi included in rent makes a property more appealing.

Poor WiFi impacts retention: 84% say poor Internet would make them reconsider renewing.

VervLife: a connected community success story

Recognising the importance of these trends, VervLife and ASK4 have implemented managed Internet solutions that align with the evolving needs of their residents. This included:

- Inclusive Internet with flexible upgrades.
- Seamless building-wide WiFi.
- Empowered amenity spaces.



Impact: Connectivity as a differentiator

The collaboration between ASK4 and VervLife has delivered tangible benefits:

- **Enhanced resident experience:** Consistent, high-speed connectivity that supports modern digital lifestyles.
- **Operational efficiency:** Reliable connectivity, making day-to-day management of operations smoother for staff.
- **Activated spaces:** Amenity spaces have been transformed into versatile, tech-enabled areas that support work, leisure, and social interaction.

"Partnering with ASK4 has been valuable for our developments. Reliable, high-speed WiFi is essential for modern living, and ASK4's solutions have ensured that our residents enjoy a seamless digital experience from the moment they move in."

Katherine Rose, Managing Director at VervLife



Internet that helps create a home

VervLife's success story is a testament to the power of managed Internet in BTR. By leveraging ASK4's expertise, they have created vibrant, digitally-enabled communities that cater to modern residents' needs. As the BTR sector continues to evolve, embracing advanced connectivity solutions will be crucial for developers and operators looking to stay ahead.



For more insights into how managed Internet is shaping the BTR market, download the report at www.ask4.com/building-a-true-home

About ASK4

ASK4 is an award-winning provider of high-speed fibre managed Internet solutions for multi-tenant buildings. With a focus on reliability, scalability, and exceptional customer support, ASK4 empowers clients to deliver the connectivity their residents demand.

Management & Community

Content partner



Top 10 BTR Communities by Management Rating (2024)

Development Name	Management Rating
 The James Liverpool, L2	★ 5.00
 Eda, M50	★ 5.00
 The Trilogy, M15	★ 5.00
 The Keel, L3	★ 5.00
 Elliott's Yard, CV1	★ 5.00
 Fizzy Epsom, KT19	★ 5.00
 The McEwan, EH3	★ 5.00
 Cortland Broad St, B15	★ 5.00
 Fizzy Hayes, UB3	★ 4.98
 Baltic Yard, L1	★ 4.97

Resident sentiment: 10 highest rated

Residents in the 10 highest rated communities for Management regularly commented on the personal, friendly and efficient management of their building. They were also more likely to single out examples of exceptional service by on-site maintenance teams.

Reviews show that the highest rated communities give their residents a strong impression that management genuinely care about their issues, and that no task is too small.

In contrast, residents in the 10 lowest rated communities for Management often felt that their concerns were not taken seriously, or even that they were being ignored. Many mentioned needing to chase up on issues reported.



The James Liverpool, L2, The James

“Their friendly attitudes makes it seem as though you can approach them with any problem you may be having, and they always do their utmost to see that any problem is fixed!”
Verified resident on HomeViews, The James Liverpool L2, November 2024

“Everything is done with a personal touch, and nothing is too big or small of an ask for the team.”
Verified resident on HomeViews, The Keel L3, May 2024

“Every concern I’ve raised has been handled promptly and with great attention to detail. It’s so reassuring to know that any issues are taken seriously and resolved in a timely manner. This level of responsiveness and care makes living here an absolute pleasure!”
Verified resident on HomeViews, Fizzy Hayes UB3, August 2024

The James



[View this operator on HomeViews →](#)



★★★★★ **4.94** Management Rating in 2024*

Pure BTR



Overall stats

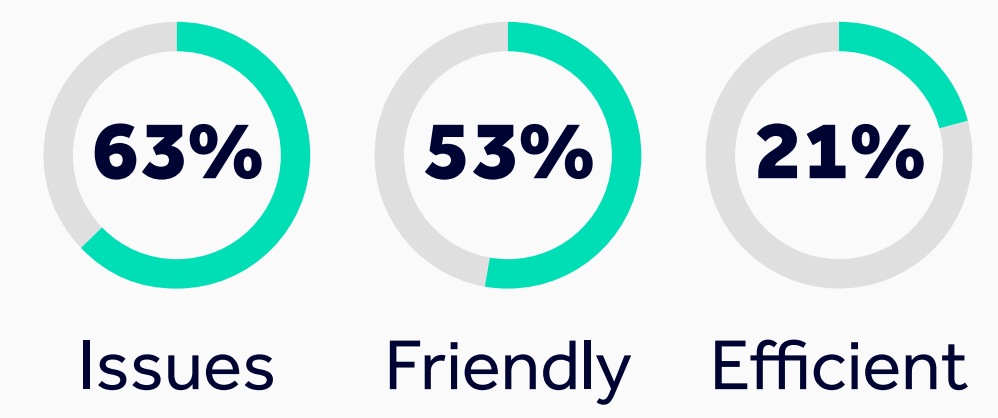
4.91 ★★★★★
Based on 41 reviews in 2024



The James Liverpool won our 2025 Resident Choice Award for Top Rated Boutique Rental Community, and the company's reviews are consistently high across its portfolio of three communities. We look at what resident reviews reveal about managing top-rated BTR communities.

Of those residents who gave The James a 5-star rating for Management, 63% mentioned the word "issues". The next most common words mentioned were "friendly" and "efficient", showing that excellent management scores can be tied to the management team's personable, effective response to issues raised and a quick turnaround on resolving any queries.

“The entire team is always available and super helpful and accommodating [...] The maintenance team is very fast and efficient.”
Verified resident on HomeViews, The James Liverpool L2, August 2024



“The property manager was incredibly helpful and knowledgeable. She was more than happy to answer all my questions when I first moved in, and she did so with great patience and clarity. She was also very efficient in resolving any issues.”
Verified resident on HomeViews, The James Manchester M4, September 2024

The maintenance of facilities and communal areas is also a standout topic in reviews for The James homes. 32% of all residents mentioned the cleanliness of the building in 2024, and 23% mentioned maintenance.

“Not only do they organise events, but they also take in packages so there's no risk of anything being stolen. Their friendly attitudes makes it seem as though you can approach them with any problem you may be having.”
Verified resident on HomeViews, The James Liverpool L2, November 2024

The resident events organised by managers also feature highly in The James' reviews, showing that an effective management team plays a key role in building community atmosphere.



In-house vs. third-party operator ratings

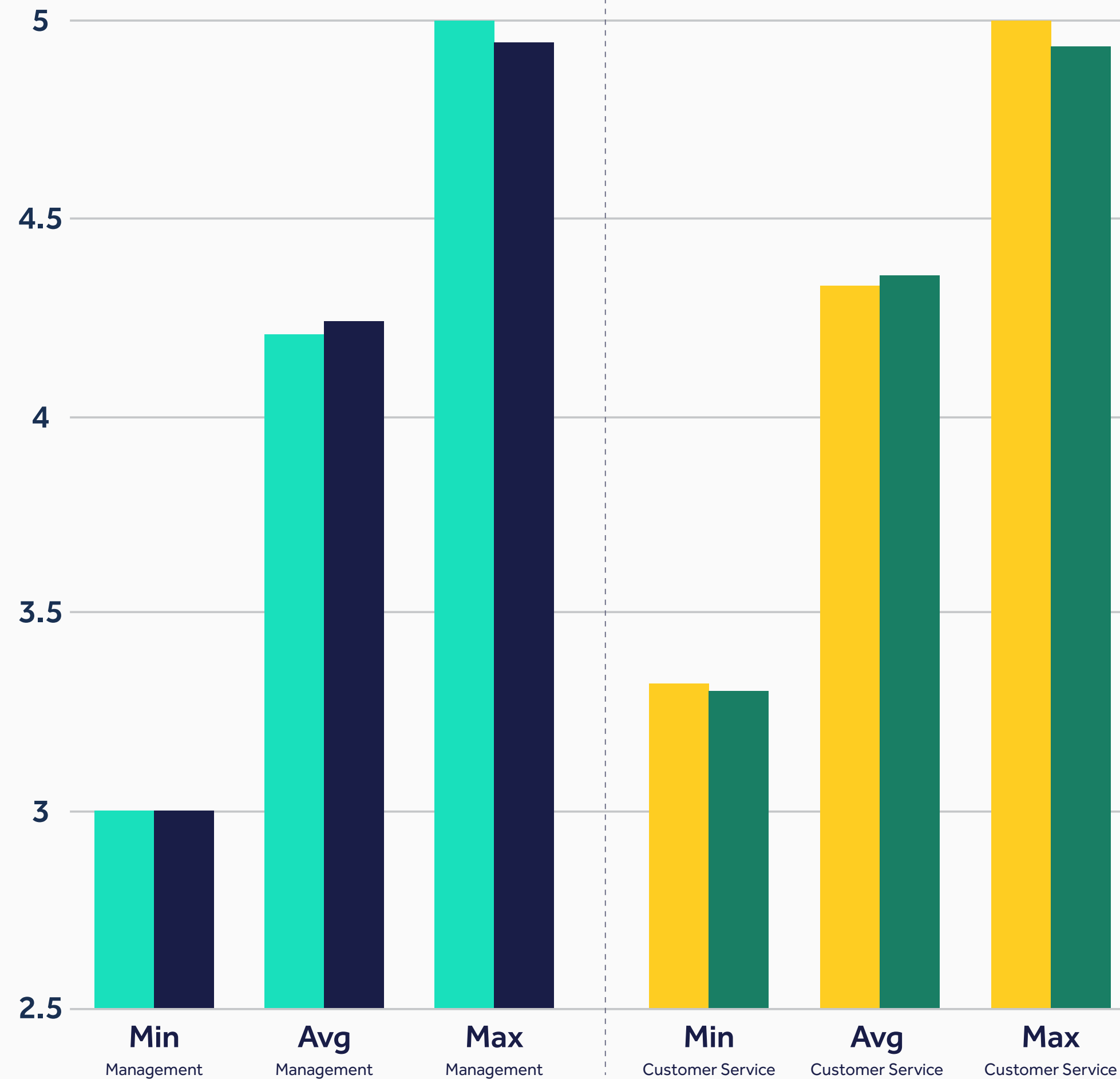
We looked at all-time review data for a group of 55 operators split into those offering third-party building management, and developer/operators with in-house management teams.

Average ratings for Management and Customer Service were almost identical for the two groups. Minimum and maximum ratings were also very similar, but more in-house teams can be seen to reach, or come close to, 5 star ratings for both categories.

With many developers now using HomeViews ratings to help match operators to buildings, this data shows the importance of accurate and detailed resident satisfaction measurement when choosing the best companies to work with.

This wide range of Management and Customer Service ratings shows the importance of using accurate resident satisfaction data when choosing an operator.

Management ratings: in-house vs third party



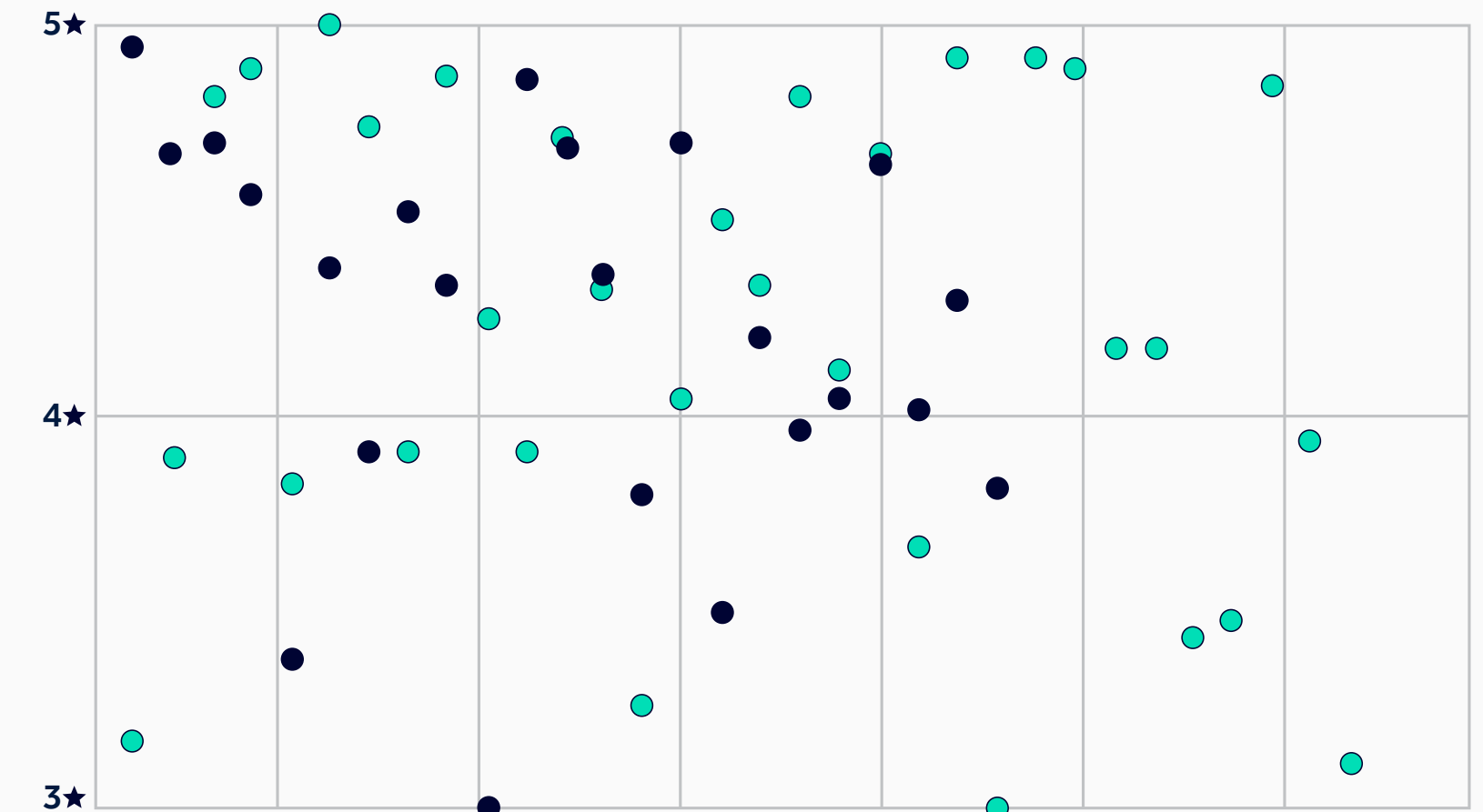
Management

In-house Third party

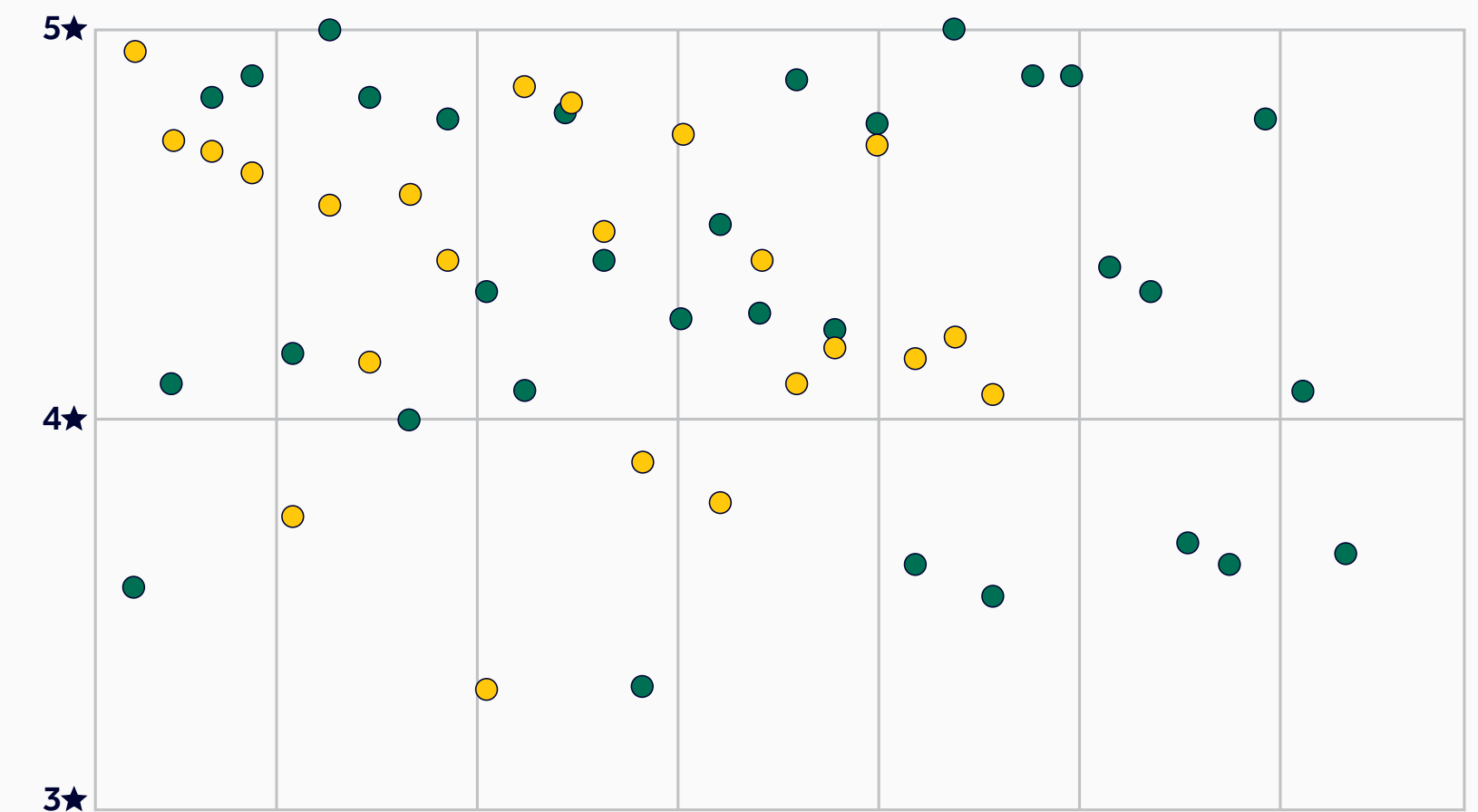
Customer Service

In-house Third party

Spread of avg. Management rating



Spread of avg. Customer Service rating



Resident Team Member of the Year

James Przylipiak - Angel Gardens, Moda Living

How long have you been working in Build to Rent?

Since I joined the Moda, Angel Gardens team in October 2023.

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

I believe the positive feedback stems from a genuine commitment to our residents' wellbeing. I take great pride in being approachable, visible, and responsive, and Moda has provided an environment where I can be authentically myself while always doing what's right by our community.

Listening, engaging, and supporting our residents in meaningful ways is at the heart of what I do.

What technologies most support you in performing your role?

We have a whole host of technology available to us, but I would say the most important for my role is our 'My Moda' app. All of our residents can interact with us to book amenity spaces, report maintenance requirements, book onto events and much more.

I also love how easy the Salto KS system makes everything for access requirements; we can open doors and programme keys all at the touch of a button. We are also putting a lot of effort into our Utopi system, which essentially makes sure our building is running as efficiently as possible which is important for us to adhere to our ESG strategy.

We also genuinely love the feedback we are provided by HomeViews, as it allows us to constantly evaluate how we can improve our product and services.

What would you say are three key characteristics of the Moda Living team that allow you to perform your role to such a high standard?

Integrity, loyalty, and commitment.



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

I foresee even more automation coming. For instance, at our Birmingham neighbourhood, The Mercian, we have just taken delivery of our first robot, which is tasked with delivering food deliveries and parcels straight to residents' doors!

We've learnt that our residents want convenience, which is why at Moda we have launched our retail company Moda & Co. Our residents can pick and choose what items they want to purchase to be in their apartment from the day they move in – from convenience items like plates and cutlery sets, to artwork and dog beds.

I also think that the use of AI is going to take off even more and we're going to be seeing a lot more on that side of things going forwards.

How Yardi Supported ila on their Journey to Become a Top-Rated BTR Brand



With Luke Wagner
Head of Data and Digital Innovation,
ila

Since beginning their journey, Yardi have supported ila as their tech partner. In that time, they have grown from one development in Birmingham to nine across the UK.

Now ranked among the best operators in the country, with 4.66 stars on HomeViews, Yardi are proud to have supported their meteoric rise and continued growth and success.

Bespoke Websites that Drive Leads

“We initially had a one-person marketing team, so we had to use the Rent Café templates that are available which are really nice.”

“Then the marketing team started to grow, and we got some more creative staff... They drew out exactly what the brand, the look and feel, tone of voice, and colours that we wanted to portray in our new website build.”

“We took that to the Yardi creative team and said this is exactly what we want, can we have it? They said yes.”

“Now what we have is we have a master template. Every time we onboard a new property, we just stamp out another one.”

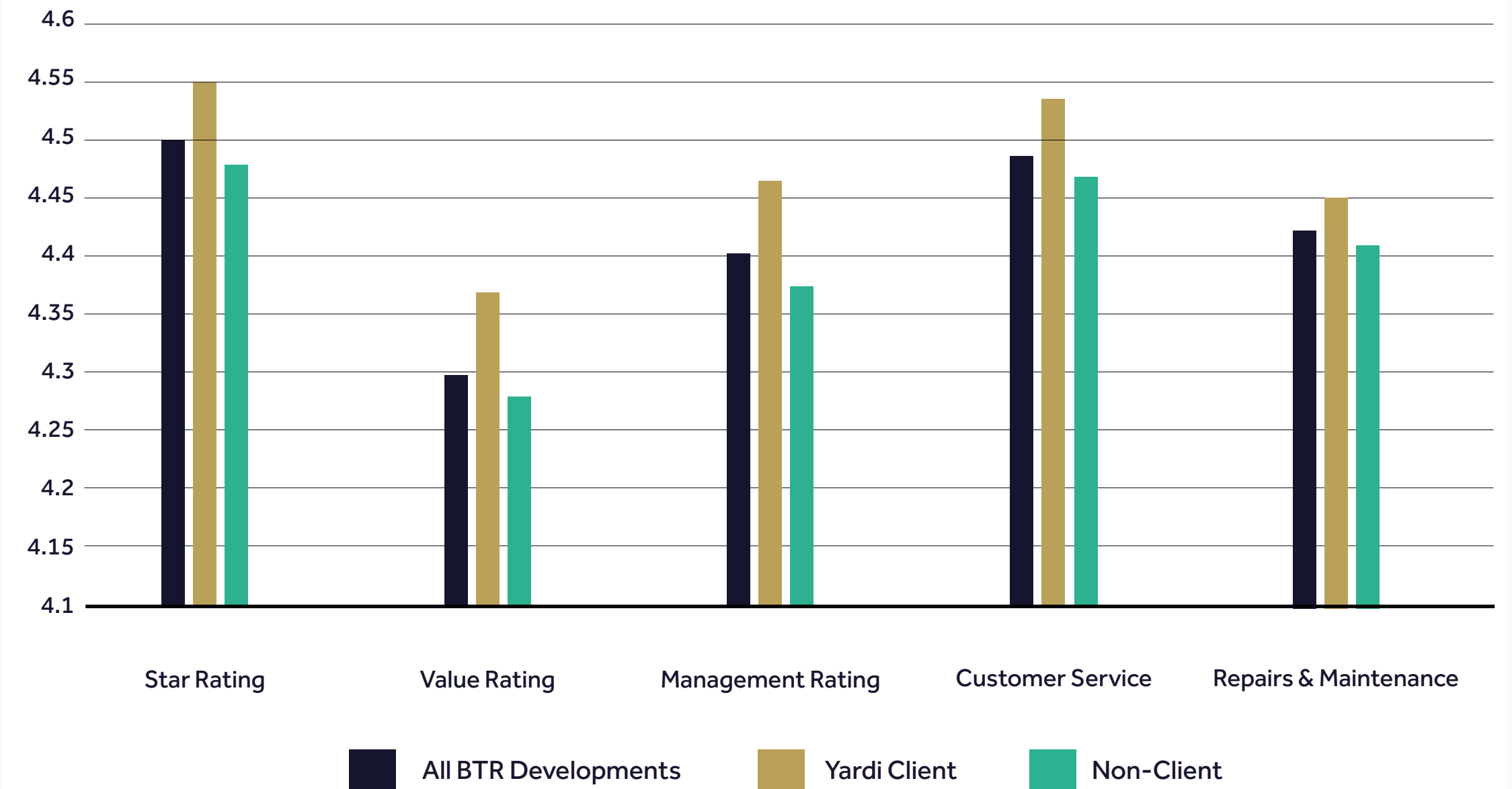
Smart, Flexible, Automated Reporting

“We can automate reports, we can schedule them for creation and also our users can create them on demand... we’ve created quite a few operational reports for the day-to-day operational journey.”

“We are now at the stage where all of our reports that feed up to our investors and beyond are produced by Yardi Spreadsheet Reporting on demand automatically, weekly, monthly.”

Developments using Yardi Software rank higher than The rest of the industry for a fourth year in a row

2024 Average ratings for Yardi and non-Yardi Clients



Discover how Yardi can support you on your BTR journey

yardi.co.uk

BTR Design & Facilities

Content partner



**Electrolux
Group**

Top 10 BTR Communities by Design Rating (2024)

Development Name	Design Rating
 The McEwan, EH3	★ 5.00
 The James Liverpool, L2	★ 5.00
 Elliott's Yard, CV1	★ 5.00
 Eda, M50	★ 5.00
 Angel Gardens, M4	★ 5.00
 The Trilogy, M15	★ 5.00
 Vox, M15	★ 4.97
 Author, N1C	★ 4.97
 Corkfield, B5	★ 4.96
 The Mercian, B15	★ 4.95

Resident sentiment: 10 highest rated

Residents at the 10 highest rated communities for Design comment regularly on a thoughtful use of space, as well as how modern and aesthetically pleasing they are. Ease of use and practicality clearly contribute significantly to a sense of living in a well-designed building.

A quarter of all reviews for the top 10 schemes also mention the keyword “clean”, connecting the importance of maintenance with an appreciation of the building design. Conversely, residents at the 10 lowest rated buildings for Design comment on the dated furniture, dirty facilities and poorly maintained common areas.



The McEwan, EH3, Moda Living

“One of the things I appreciate the most is that it’s the cleanest and tidiest place I have lived in.”
Verified resident on HomeViews, The James Liverpool L2, September 2024

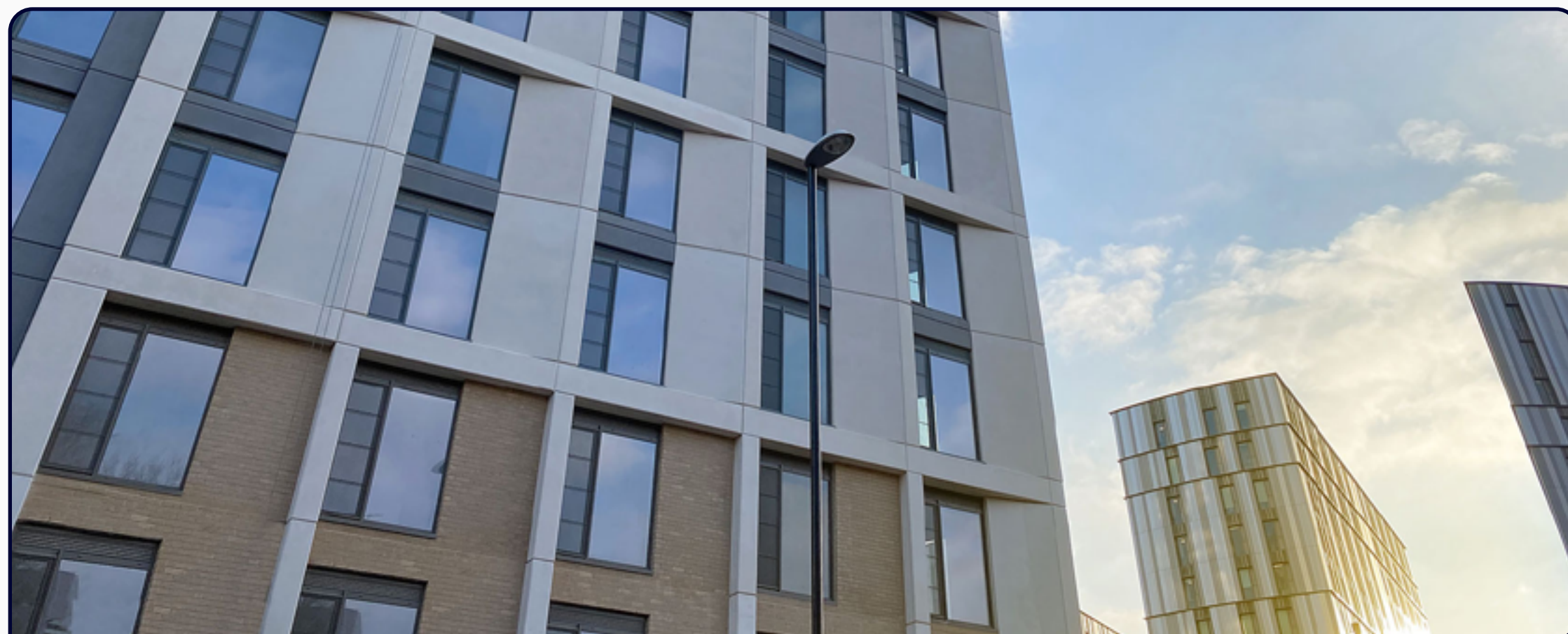
“We have a beautiful courtyard and rooftop, and the interior design of the units is very comfortable and lovely.”
Verified resident on HomeViews, Corkfield B5, February 2024

“The attention to detail in the design of the communal areas is obvious and they are maintained to a very high standard.”
Verified resident on HomeViews, Author Kings Cross N1C, February 2024

Elliott's Yard, CV1



by urbanbubble and NSG Developments



★ ★ ★ ★ ★ 5.00 Design Rating in 2024*

Facilities

- 24hr on-site management
- Bike storage
- Concierge
- Gated community
- Library
- Lounge
- On-site maintenance
- Parcel storage
- Parking
- Pet friendly
- Resident events
- Security features
- Video door entry system
- WiFi included

Useful to know

Rental price: £1,050-£1,780 pcm**

Accommodation: 1, 2 beds

Executive Architect: Corstorphine & Wright



Pure BTR

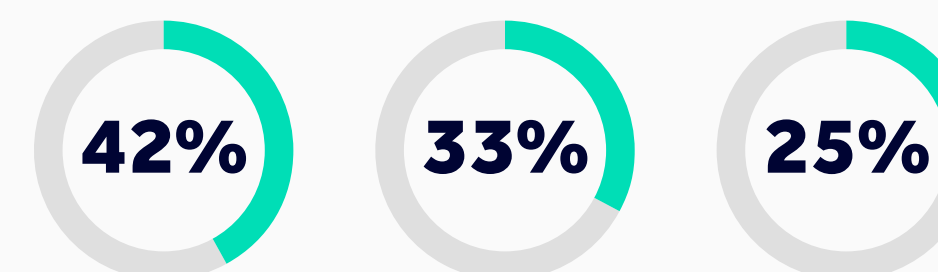


[View this development on HomeViews →](#)



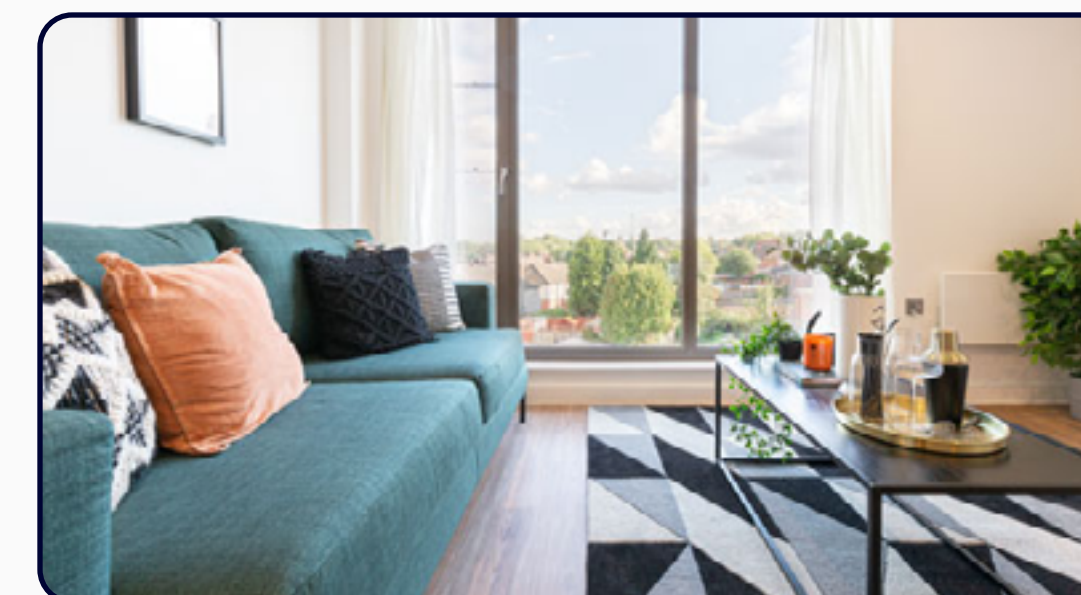
Elliott's Yard is a Pure BTR community on Gulson Road in Coventry by NSG Developments and managed by urbanbubble. Elliott's Yard achieved a perfect 5* rating for Design in 2024. So, what makes it such a popular design with residents?

42% of residents mentioned "modern" in their reviews. "Windows" and "light" were also common themes in reviews, showing that residents appreciate the big windows and the levels of natural lighting they provide.



Modern Windows Light

Residents also regularly praise the furnishings at Elliott's Yard, referring specifically to the style, durability and comfort offered. Mentions of low noise levels and the practicality of spaces also highlight the attention to detail that went into this building's design.



"The living room has a very comfortable double sofa and large windows. This apartment is the perfect accommodation in a modern and functional environment."

Verified resident on HomeViews, Elliott's Yard CV1, March 2024



"Design was modern. Streamlined and pleasant. Apartments are full of natural light."

Verified Resident on HomeViews, Elliott's Yard CV1, July 2024



"The living room is comfortable with large windows offering a good view of the city. The design is modern..."

Verified Resident on HomeViews, Elliott's Yard CV1, July 2024

Top 10 BTR Communities by Facilities Rating (2024)

Development Name	Facilities Rating
 The McEwan, EH3	★ 5.00
 Eda, M50	★ 5.00
 The Trilogy, M15	★ 5.00
 New York Square, LS2	★ 4.97
 Author, N1C	★ 4.97
 Vox, M15	★ 4.97
 The Saxons, LE1	★ 4.96
 The Keel, L3	★ 4.96
 The Castings, M1	★ 4.95
 Howard Court, HP11	★ 4.94

Resident sentiment: 10 highest rated

Over half (53%) of reviews for the 10 highest rated communities for Facilities mention the gym – the highest for all facilities-related keywords, and almost all mentions were positive. As we show later in the chapter, all of the Top 10 offer a gym, compared with only five of the 10 lowest rated communities.

With 11.5 million gym members in the UK in 2024*, the inclusion of a gym will be seen by many residents as a huge convenience and cost saving. Residents in the highest rated buildings also frequently praised the ease of booking and accessibility of facilities, highlighting the importance of how facilities are run, as well as the quality of the amenities themselves.

Another key differentiator between the highest and lowest rated developments was resident events. Residents in the Top 10 mentioned these 6x more than those in the lowest rated schemes, with many talking specifically about ‘community focused’ events.



“The staff are amazing and are warm, and the facilities are properly managed.”
Verified resident on HomeViews, The Trilogy, M15. April, 2024



“The building and in particular the reception area look fabulous. Common areas and facilities are excellent and never too busy.”
Verified resident on HomeViews, The McEwan EH3, April, 2024



The McEwan, EH3, Moda Living



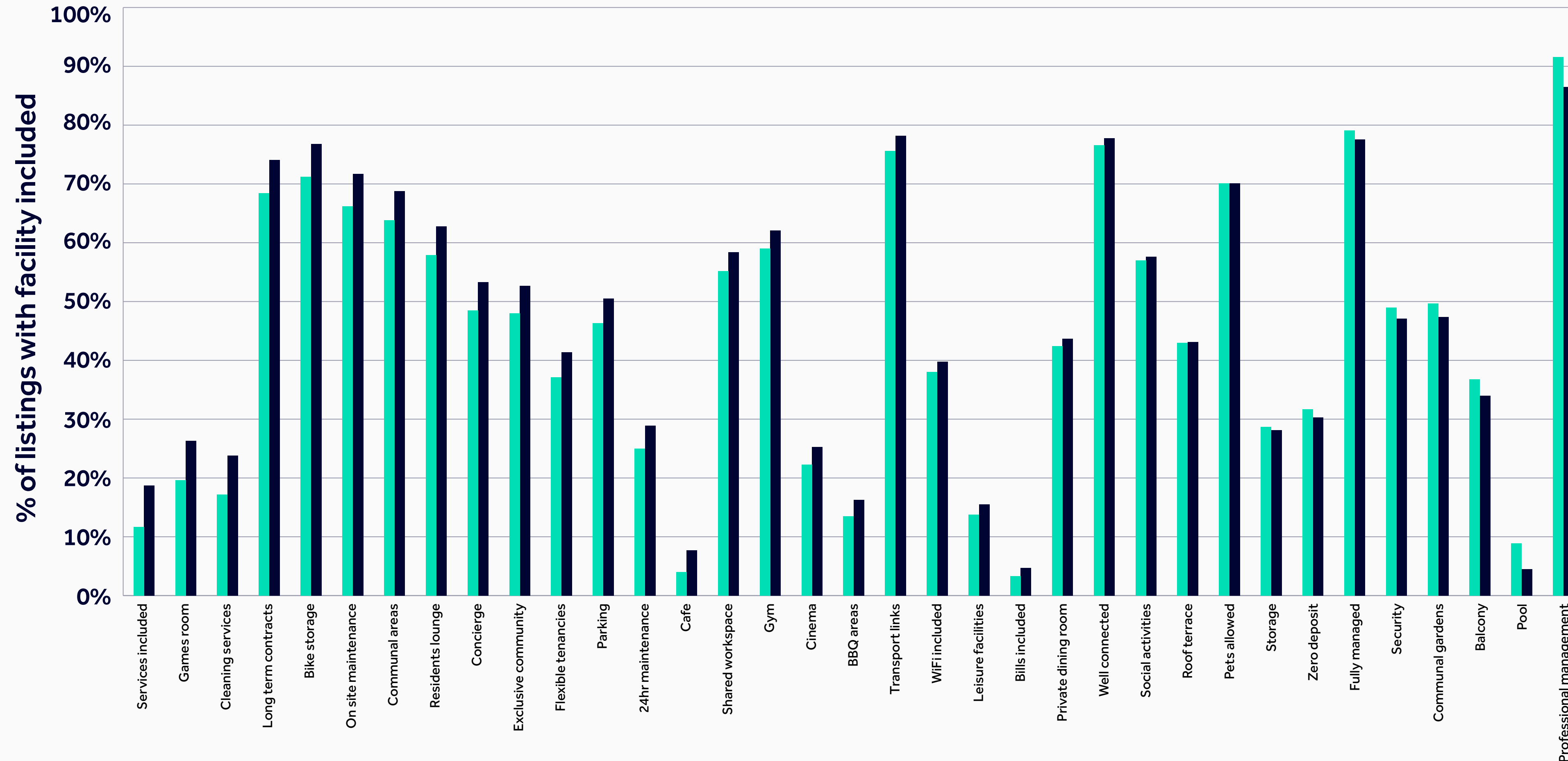
“Gym is amazing and the conscious effort the team puts in to create a community is great.”
Verified resident on HomeViews, Vox M15, March 2024

What facilities are BTR operators advertising in Rightmove listings?

Advertised facilities in BTR listings on Rightmove: 2023 vs. 2024

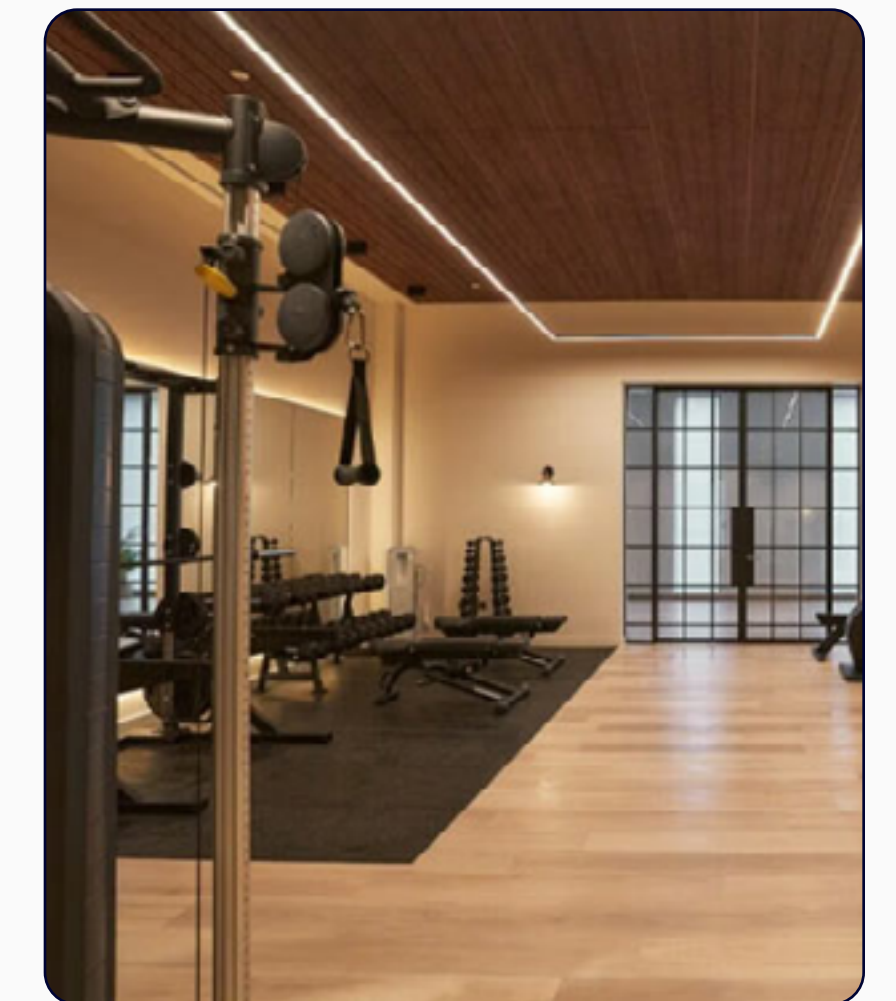
2023 Percentage including facility

2024 Percentage including facility



Built for Renters listings on Rightmove uniquely include a breakdown of facilities ('Key Features') offered.

This graph compares facilities included on BTR listings in 2023 and 2024, with those to the left showing the greatest increase in listings including that facility.



The Castings, M1, Native

Facilities included in Rightmove BTR listings

Trends for facilities advertised in Rightmove listings

 This data reveals much about how facilities are being described to consumers, as well as which facilities are included.

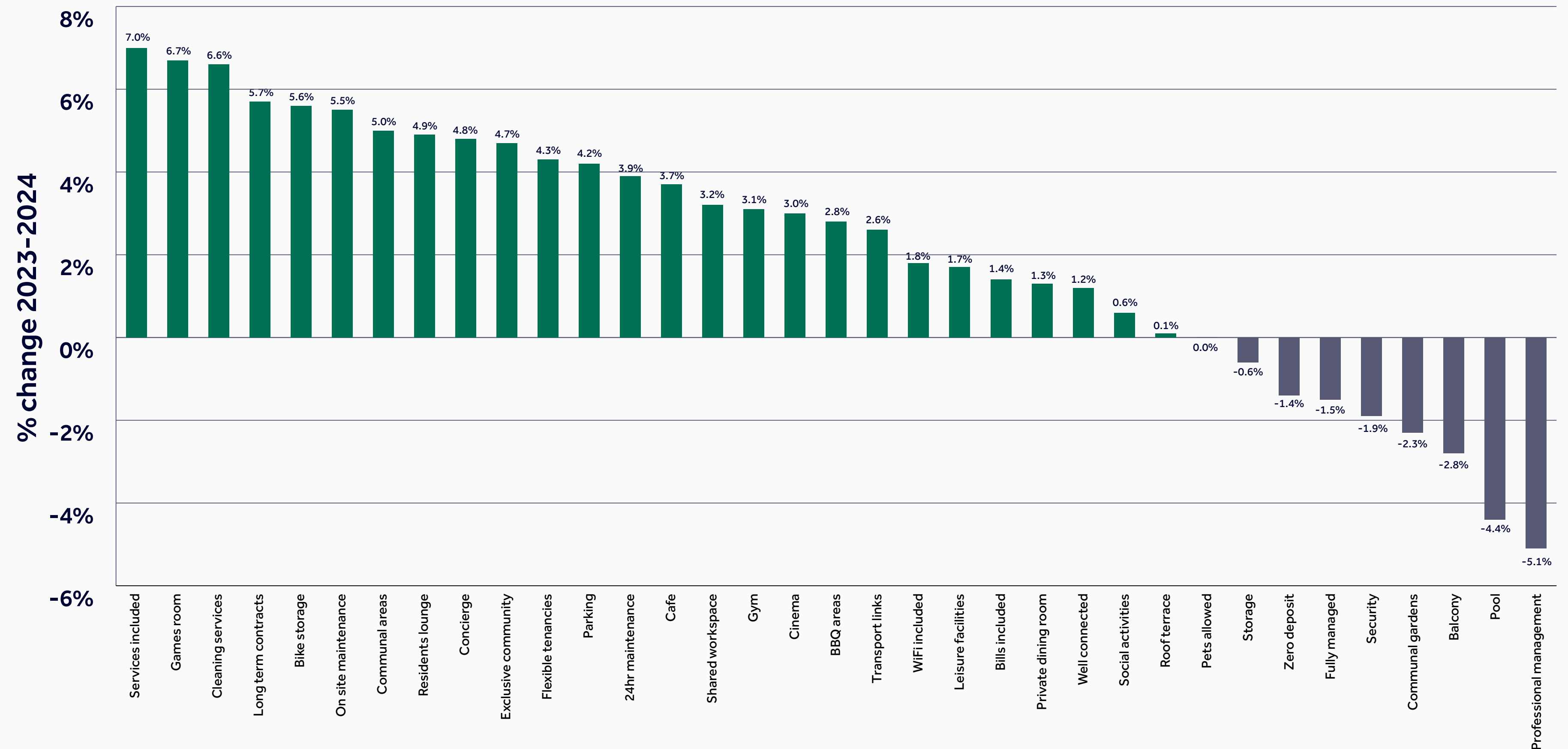
Here we present the same data as the previous page but highlight the % change in the number of listings including those facilities between 2023-24.

This data also reveals trends in how facilities are worded in listings. Although 'Fully managed' and 'Professional management' were seen in a lower proportion of listings in 2024, some elements of those services were seen in a greater proportion of listings, such as 'On-site maintenance'.



New York Square, LS1, Moda Living

% Change for facilities listed in Rightmove BTR listings



Facilities included in Rightmove BTR listings

Which facilities generate the most demand in BTR listings?

★ Many facilities associated with generating greater numbers of leads than average were included in a lower proportion of listings in 2024 than 2023.

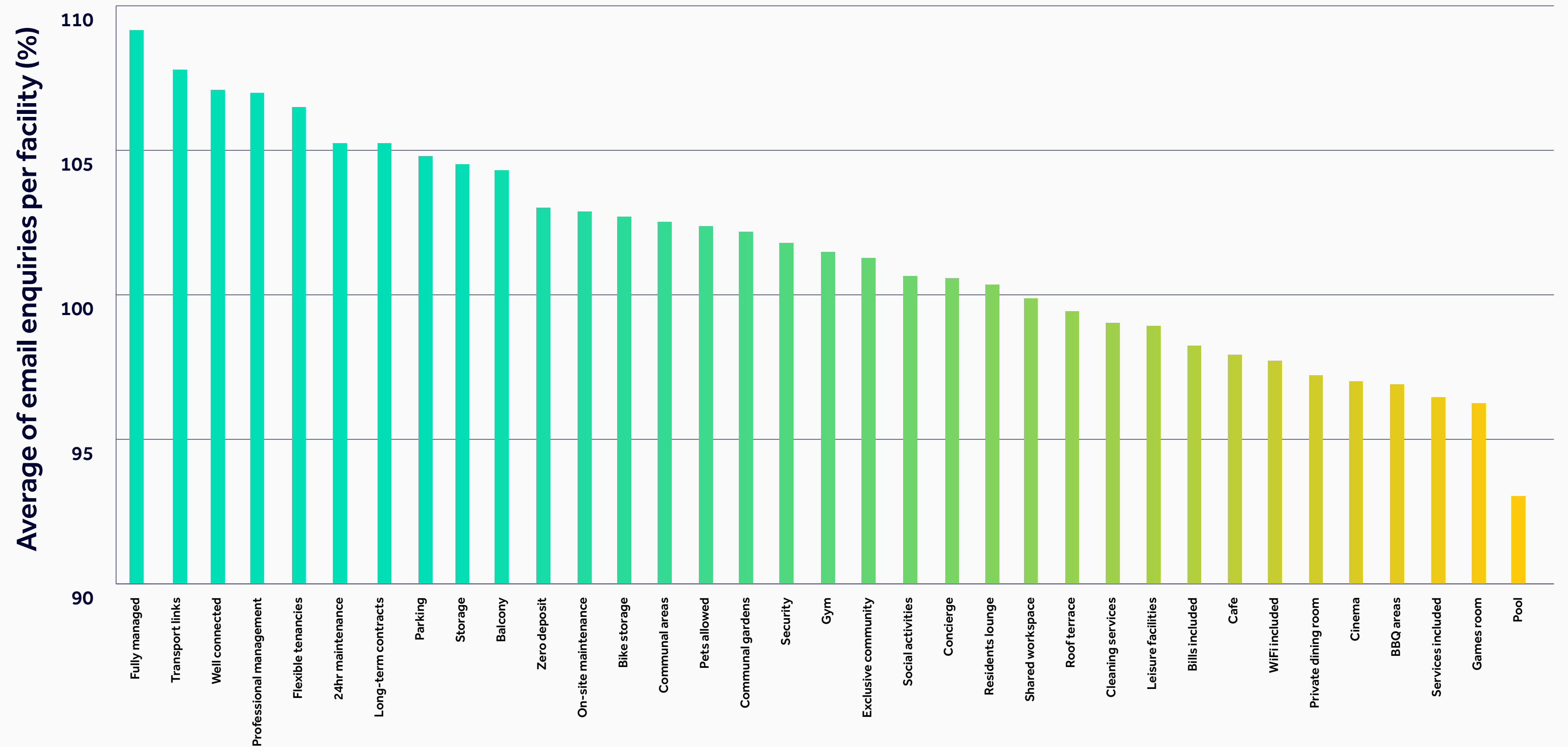
This data shows how the inclusion of specific facilities in listings correlates with the average number of enquiries generated.

A number of facilities that were associated with generating greater numbers of leads than average (e.g. Fully managed, Professional management, Security and Zero deposit) were included in a lower proportion of listings in 2024 than 2023.



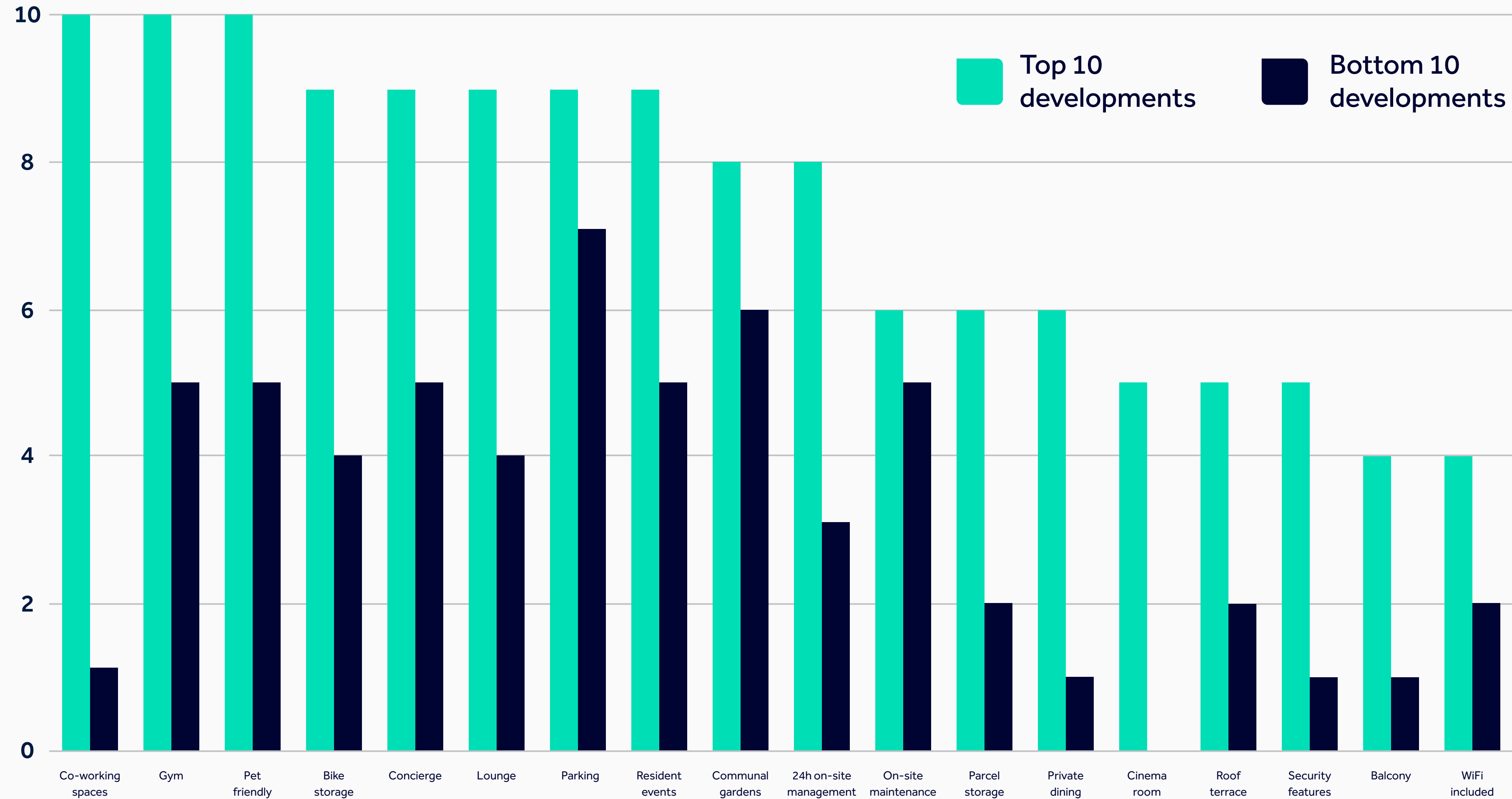
The James Liverpool, L2, The James

Demand per facility included in Rightmove BTR listings



The lived experience: essential facilities for top rated BTR

Facilities at 10 highest / lowest rated communities by Facilities rating (All BTR)



Moving back to HomeViews data, we see which facilities are offered by the top communities by Facilities rating.

We also compare these with the bottom 10 communities by Facilities rating.

Gym, Pet friendly and Co-working space were offered by all the top 10 developments, with co-working being offered by only one of the bottom 10 developments.

Offered by all top-rated communities for facilities

- Co-working spaces
- Gym
- Pet friendly

BTR facilities and associated ratings

Here we take a look at all facilities listed on HomeViews for BTR communities across the UK. We've mapped average Facilities ratings for 2024 against the frequency of how many buildings offer each facility.

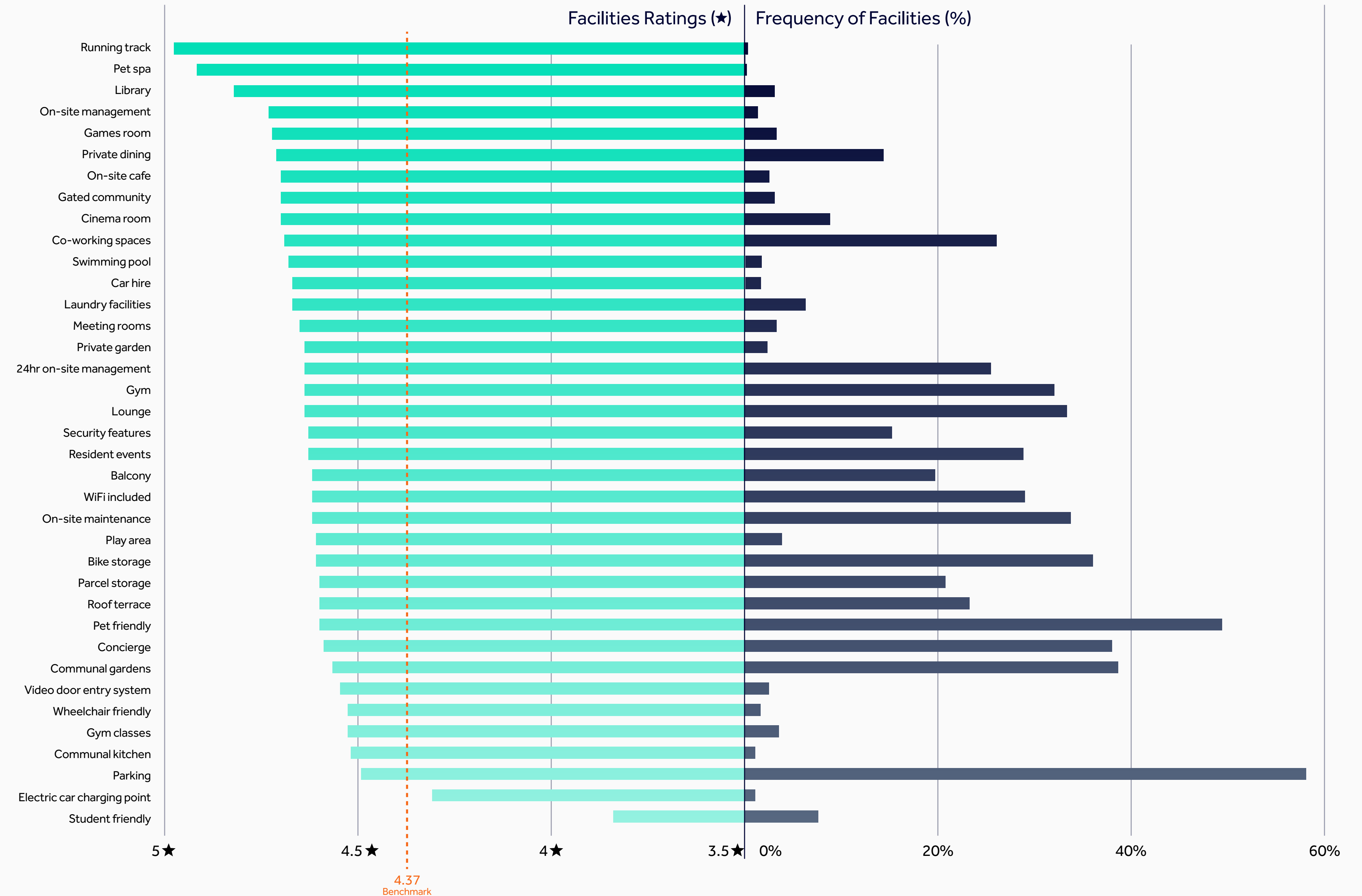
The All BTR graphic shown opposite includes a wide range of facilities across Pure BTR, Co-living, SFH and PRS homes. Then, on the following pages we give a breakdown of the same data for each BTR subcategory.

We've also included 2024 Facilities rating benchmarks to show industry averages for that period.



The Mercian, B15, Moda Living

All BTR advertised facilities vs. facilities ratings (2024)



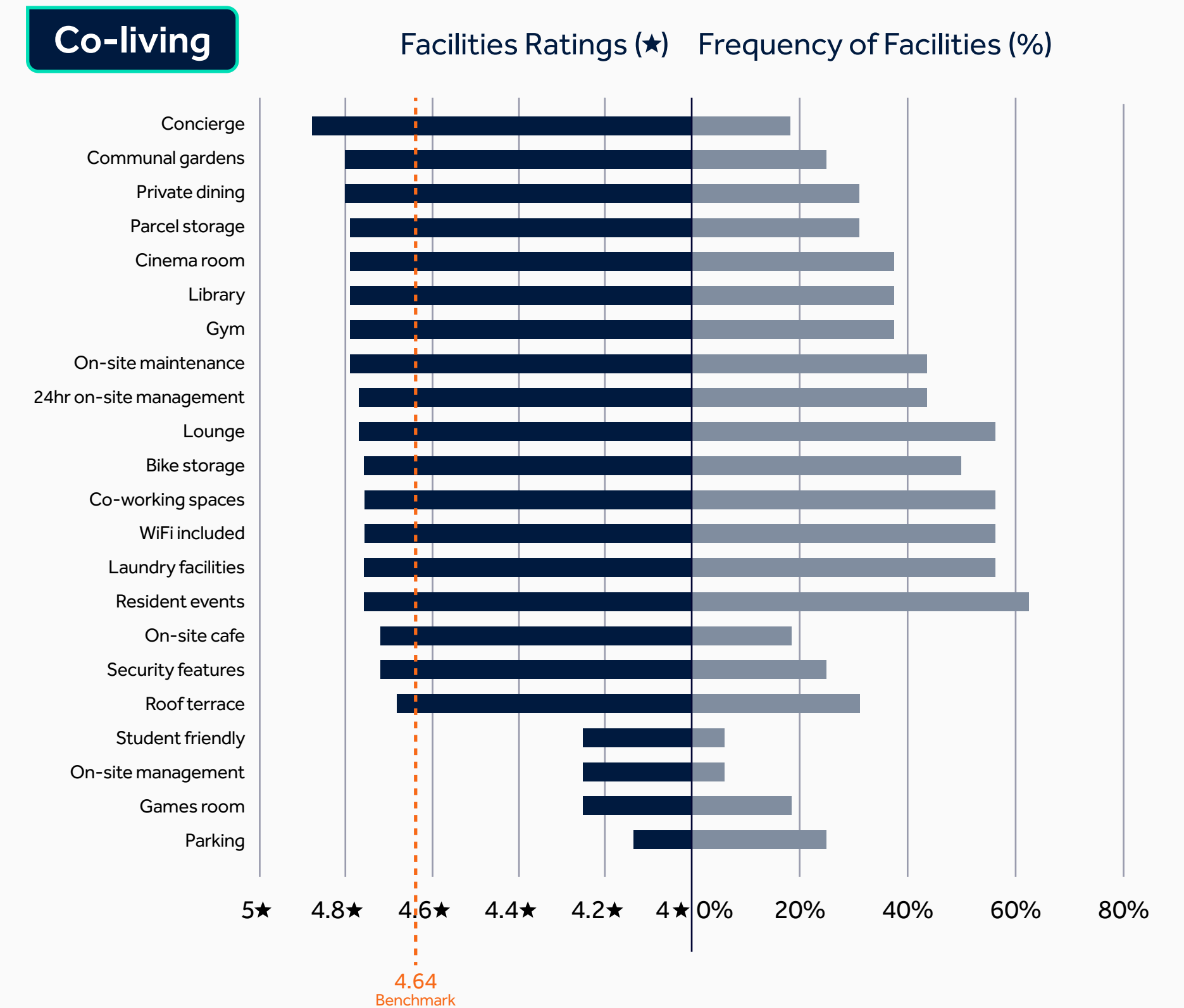
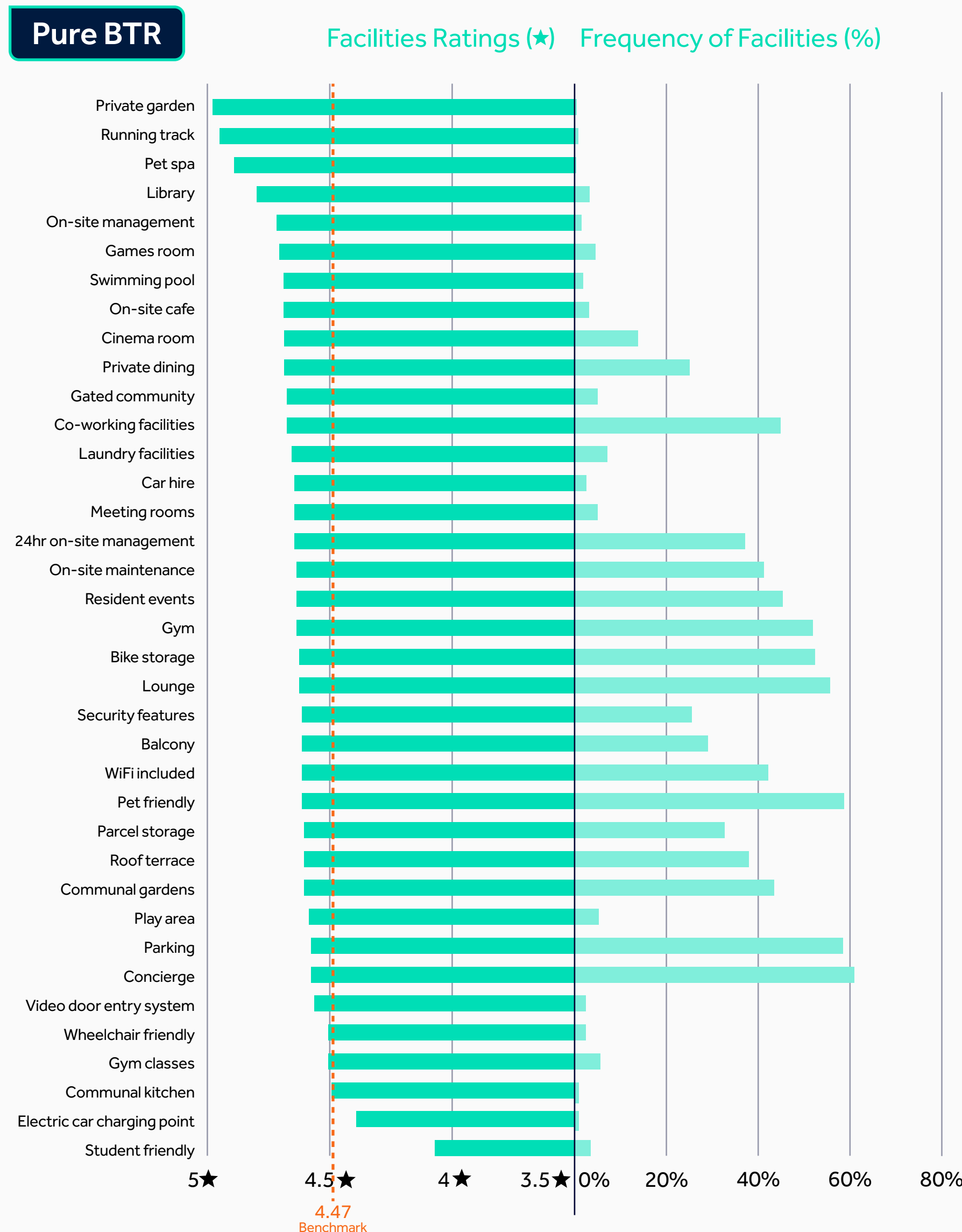
Facilities vs. Ratings (Pure BTR / Co-living)

As expected, the highly-amenitised Pure BTR format offers the most diverse range of facilities. This subcategory will also cover a broad range of price points with varying levels of resident expectation.

Here we compare Pure BTR with Co-living, which achieved higher Facilities ratings in 2024 but offers a more focused range of amenities at a lower price point.



The Well House, SM1, Greystar

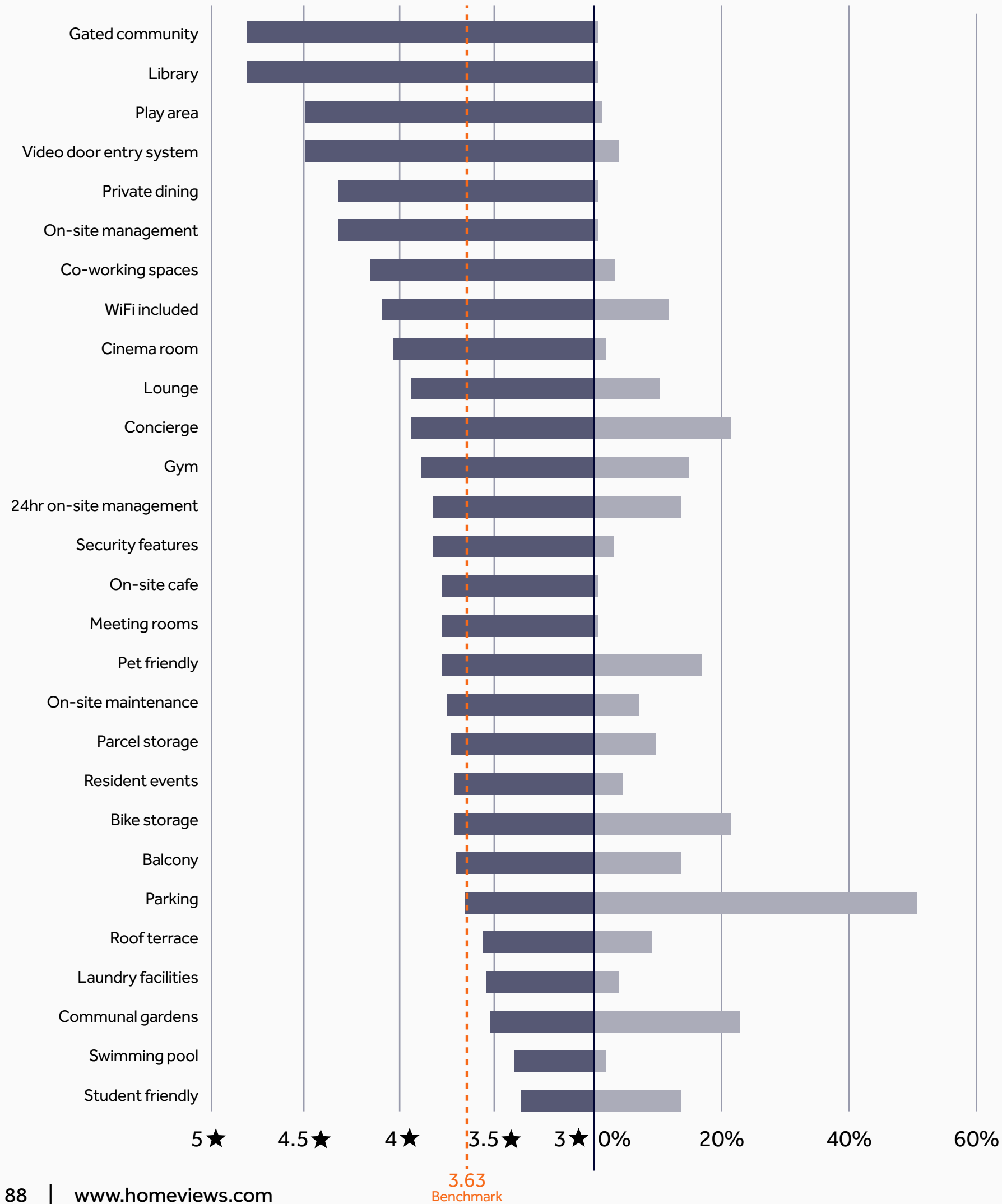


Co-living achieved higher Facilities and Design ratings than Pure BTR in 2024.

Facilities vs. Ratings (PRS / SFH)

PRS

Facilities Ratings (★) Frequency of Facilities (%)

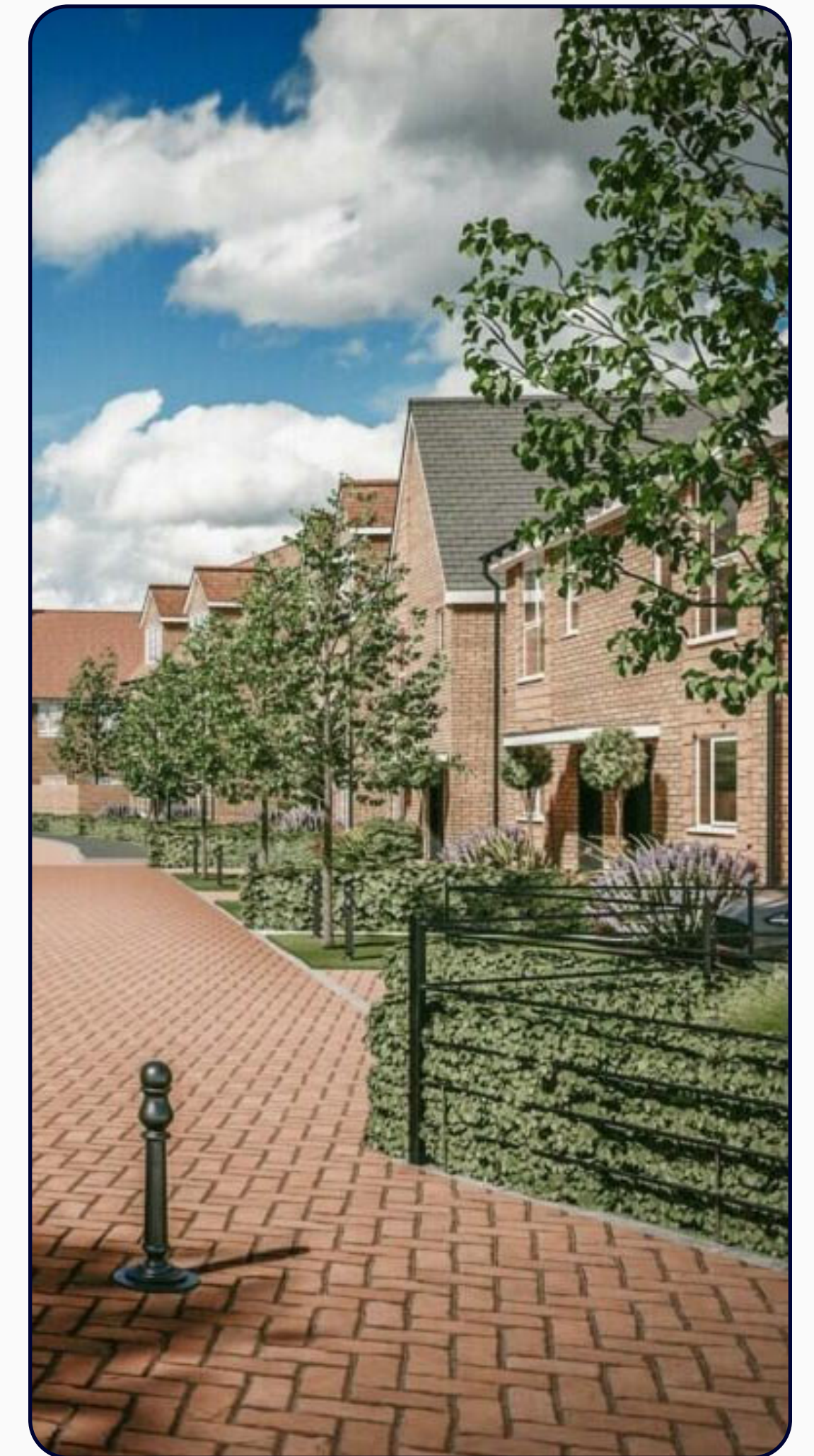
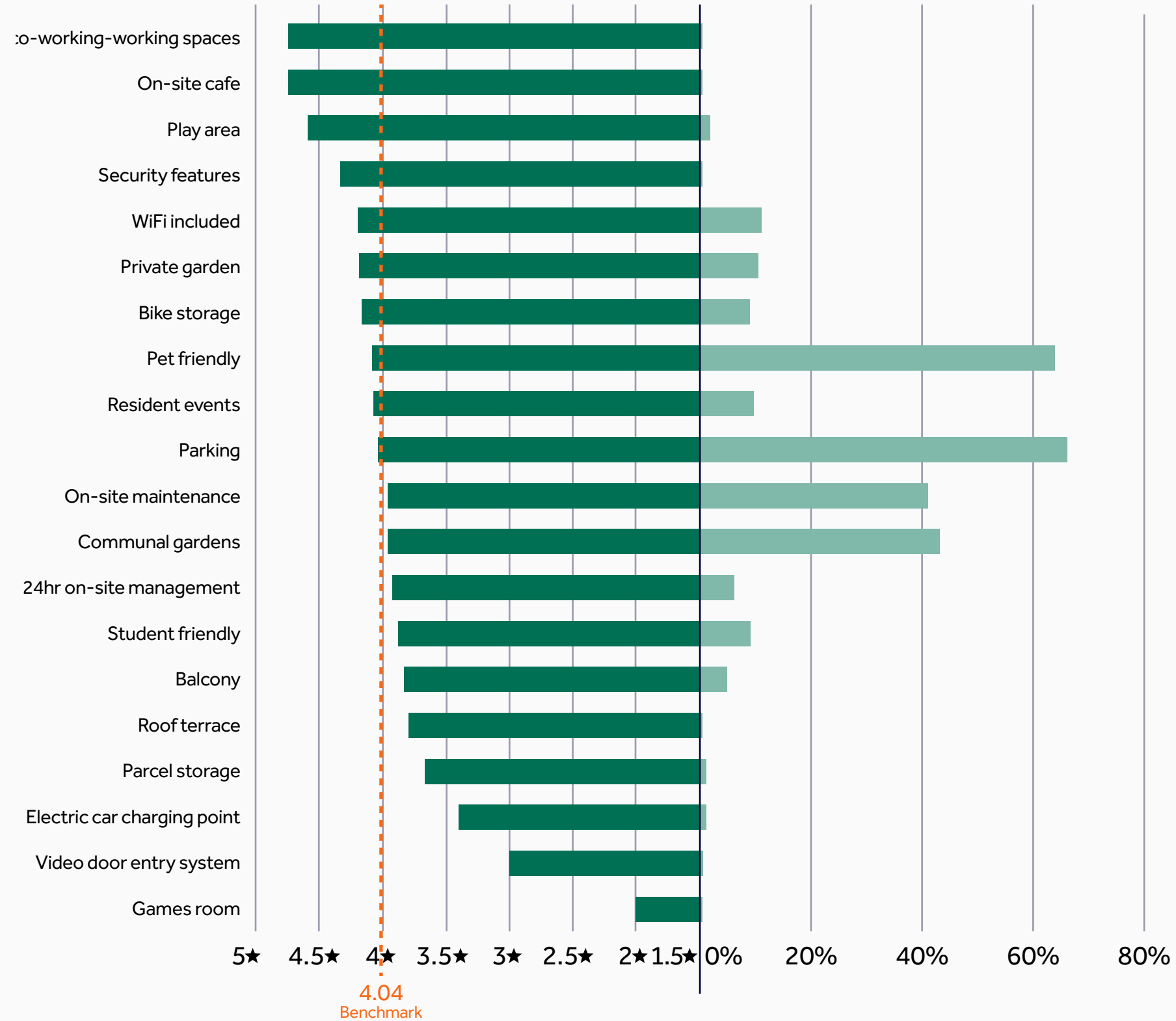


Single Family Housing and PRS naturally offer far fewer on-site facilities than other BTR subcategories.

However, here we see how specific amenities like play areas and co-working spaces correlate with higher Facilities reviews when present. Even a relatively low-cost amenity like having Wifi Included appears to be associated with significantly higher ratings.

SFH

Facilities Ratings (★) Frequency of Facilities (%)



Spinning Fields, CM7, Allsop Single Family Housing

The UK's Most Trusted*

7 out of the top 10 builders trust Electrolux Group for their appliances.

Shape living for the better

At Electrolux Group, sustainability isn't an afterthought or an add on, it's an integral part of our business.

99% 

99% of products with refrigerants have switched to **low global warming gases**.

64% 

64% of electricity used in global operations is from **renewable** sources.

36% 

36% reduction in emissions from our **operations** (scope 1 and 2) compared to 2021.

ZERO  WASTE PLANTS

88% of our factories were **"Zero Waste to Landfill"** certified.

Our climate goals

By focusing on our major impacts, we will prevent millions of metric tons of greenhouse gases from entering the atmosphere. This is our roadmap to become climate neutral throughout the value chain by 2050.

Find out why - contact contractsteam@electrolux.com today.



*Based on data from the HBF Housing Market Intelligence Report 2024, 7 out of the top 10 UK homebuilders, ranked by total housing completions, source their appliances from the Electrolux Group.



[electroluxgroup.com](https://www.electroluxgroup.com)











Source: Electrolux Group "For the Better Report" 2024

The BTR Value Proposition

Content partner



Top 10 BTR Communities by Value Rating (2024)

Development Name	Value Rating
 Eda, M50	★ 5.00
 The Trilogy, M15	★ 5.00
 Vox, M15	★ 4.97
 The McEwan, EH3	★ 4.92
 Fizzy Hayes, UB3	★ 4.92
 New York Square, LS2	★ 4.91
 The Keel, L3	★ 4.90
 The Almere, MK9	★ 4.89
 Leodis Square, LS11	★ 4.88
 The Castings, M1	★ 4.85

Resident sentiment: 10 highest rated

Reviews for the 10 highest rated communities for Value often mention the difference that the staff make, with over half mentioning the word “friendly”. Many residents in these developments talk about staff making the building feel like home.

Facilities were also a common topic in reviews for the highest rated schemes, with nearly half of reviews mentioning the gym, confirming its importance as a genuine value-add for residents. However, residents generally focused on the quality of smaller details like reliable Wi-fi or the building being pet-friendly, as well as the convenience and ease of everyday life offered in the building.

By contrast, residents in the lowest-rated communities for Value often talked about facilities being unfinished, overcrowded or hard to book. Value perceptions based on high expectations around impressive facilities were seen to be dashed by poor management and maintenance of those facilities.



“The rent is super good value for the available facilities.”
Verified resident on HomeViews, Leodis Square LS11, January 2024



“From day one moving in we have been made to feel at home, I place this mostly towards how brilliant every member of staff is.”
Verified resident on HomeViews, The Castings M4, August 2024



Eda, M50, Allsop Letting and Management



“We also have a recently renovated work from home room with loads of space to work/study/chill & toilet facilities. It’s always nice and quiet so a fantastic addition.”
Verified resident on HomeViews, Fizzy Hayes UB3, May 2024

Fizzy Hayes, UB3

by Greystar



[View this development on HomeViews →](#)



★ ★ ★ ★ ★ 4.93 Value Rating in 2024*

Facilities

- Balcony
- Bike storage
- Communal gardens
- Concierge
- Co-working spaces
- Library
- On-site maintenance
- Parking
- Pet friendly
- Play area
- Resident events
- Roof terrace
- WiFi included

Useful to know

Rental price: £1,695-£2,540 pcm**

Accommodation: Studio, 1, 2 and 3 beds



Pure BTR



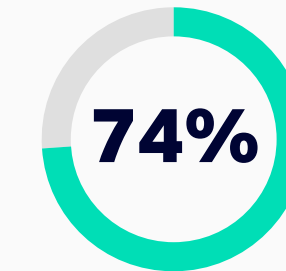
Fizzy Hayes is a Pure BTR community managed by Greystar that scored 4.93 out of 5 stars for Value in 2024, placing it comfortably in our list of the 10 highest rated BTR communities for Value. Why do residents see it as such good value?

74% of 5* reviews in 2024 mentioned “issues”, in the context of praising the management team for their prompt and professional response to any issues raised. 42% of residents mentioned “friendly” and 38% mentioned “efficient”, showing that the management team is a crucial factor in residents’ high Value ratings.

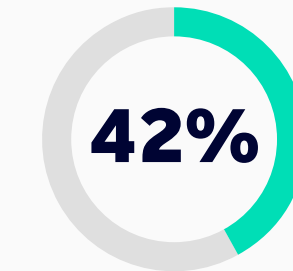


“The management team here is second to none. They respond quickly and effectively to any issues, always ensuring residents feel supported and valued.”

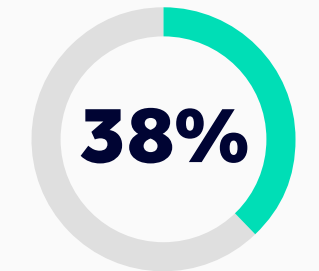
Verified resident on HomeViews, Fizzy Hayes UB3, December 2024



Issues



Friendly



Efficient



“Fizzy’s management team impressively responds promptly to our reported issues through the app, ensuring our needs are met efficiently and making our living experience hassle-free.”

Verified resident on HomeViews, Fizzy Hayes UB3, April 2024



“The facilities, such as the gym and communal areas, are well-maintained and add great value to daily life.”

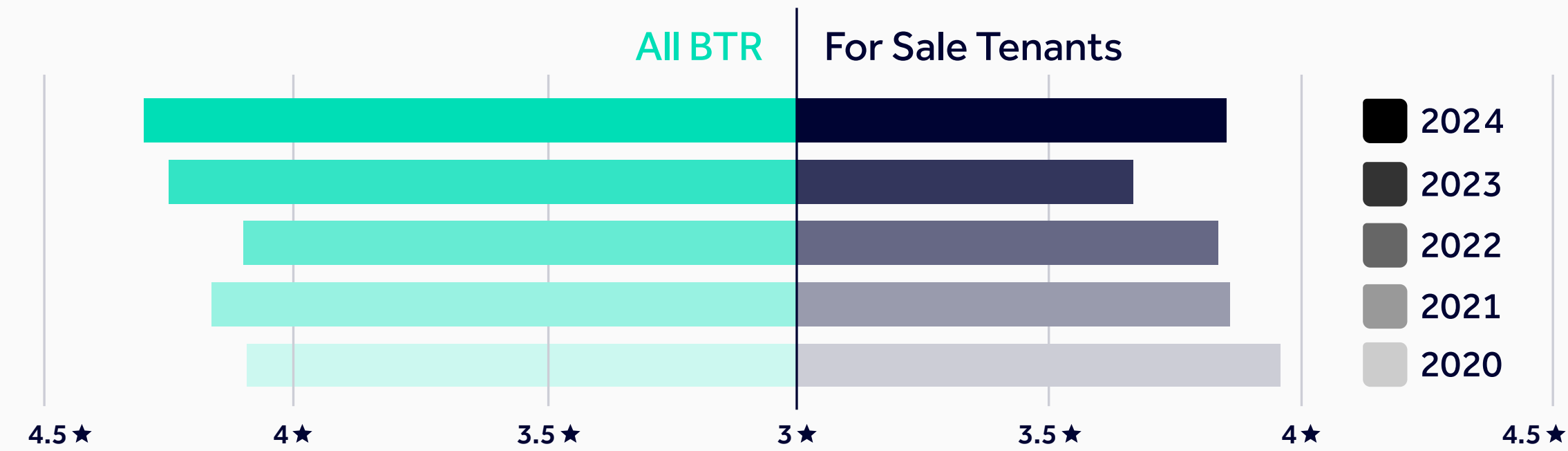
Verified resident on HomeViews, Fizzy Hayes UB3, November 2024

Residents also praise the facilities available within and around the building. On-site facilities mentioned include the gym, co-working space, range of outdoor spaces and well-designed parking.

Externally, local shops, sporting facilities and nearby transport connections are highlighted as adding real value to the scheme. Paddington is within 18 minutes from Hayes and Harlington Station, giving residents swift and easy access to West London without prime West London prices.

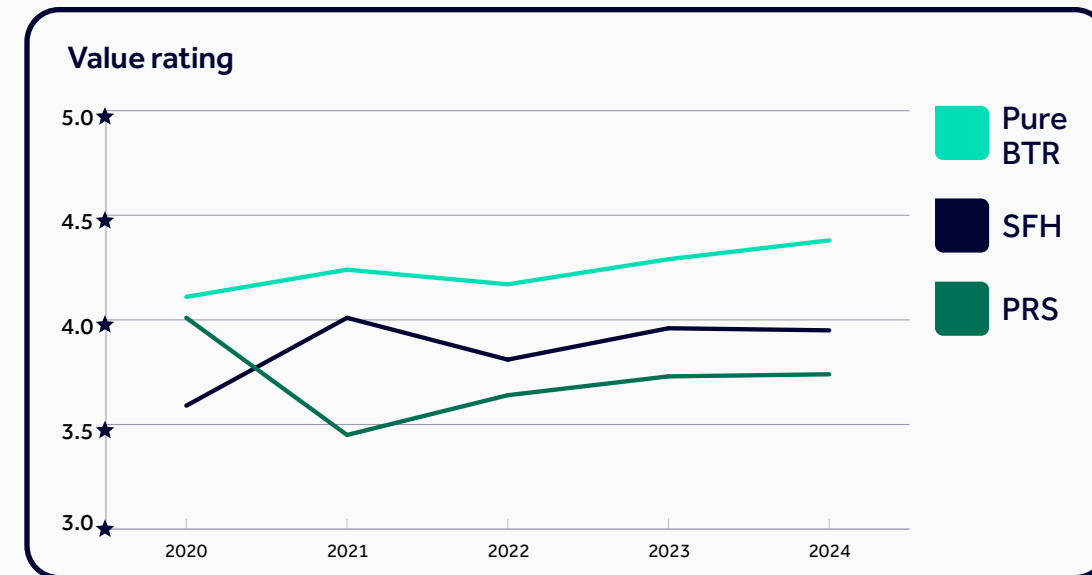
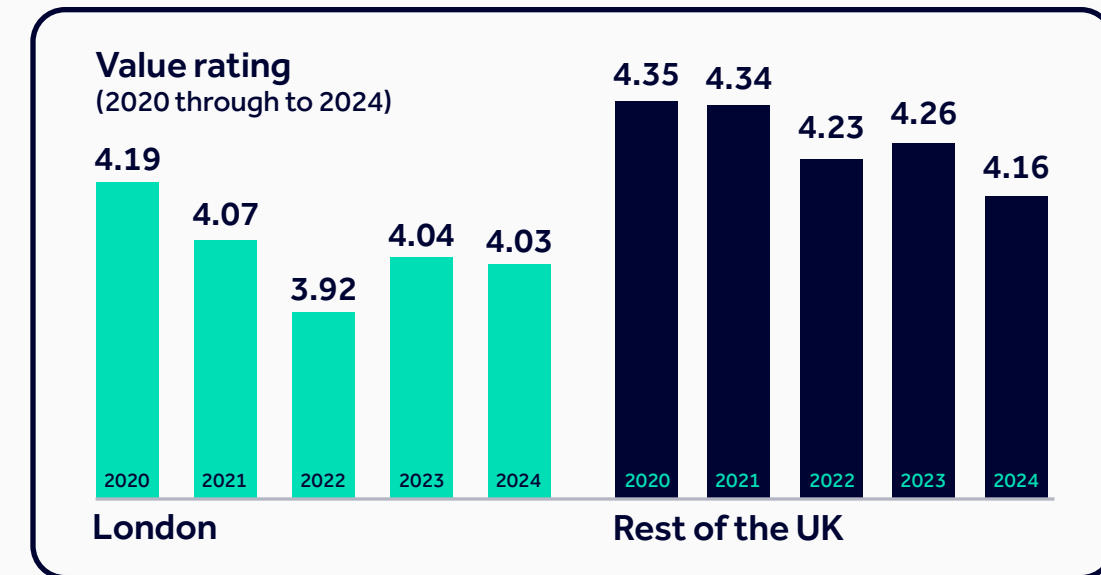
BTR Value ratings rise again, despite price increases

All BTR vs. For Sale tenant value ratings (2020-2024)

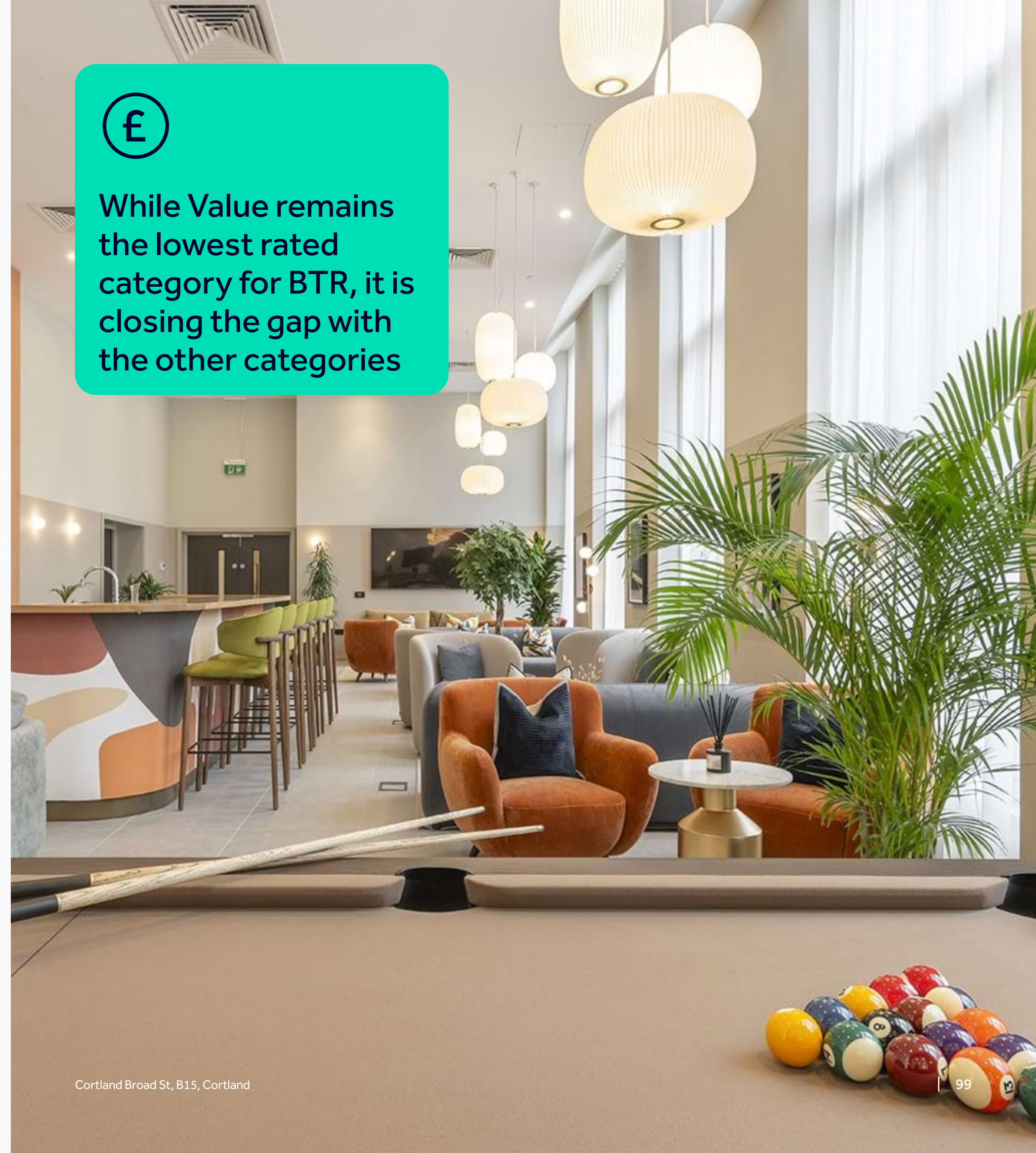


Despite rental price increases between 2023 and 2024, residents again rated their BTR homes higher for Value in 2024. For Sale tenant homes also showed some recovery in Value ratings between 2023-24, but maintain a downward trend over time.

While Value remains the lowest rated category for BTR, it is closing the gap with the other categories. In terms of subcategories, Pure BTR and Co-living drove the Overall Value ratings uplift, and London saw stronger Value ratings uplift than other regions in 2024.



£ While Value remains the lowest rated category for BTR, it is closing the gap with the other categories



Top 10 BTR Communities by Location Rating (2024)

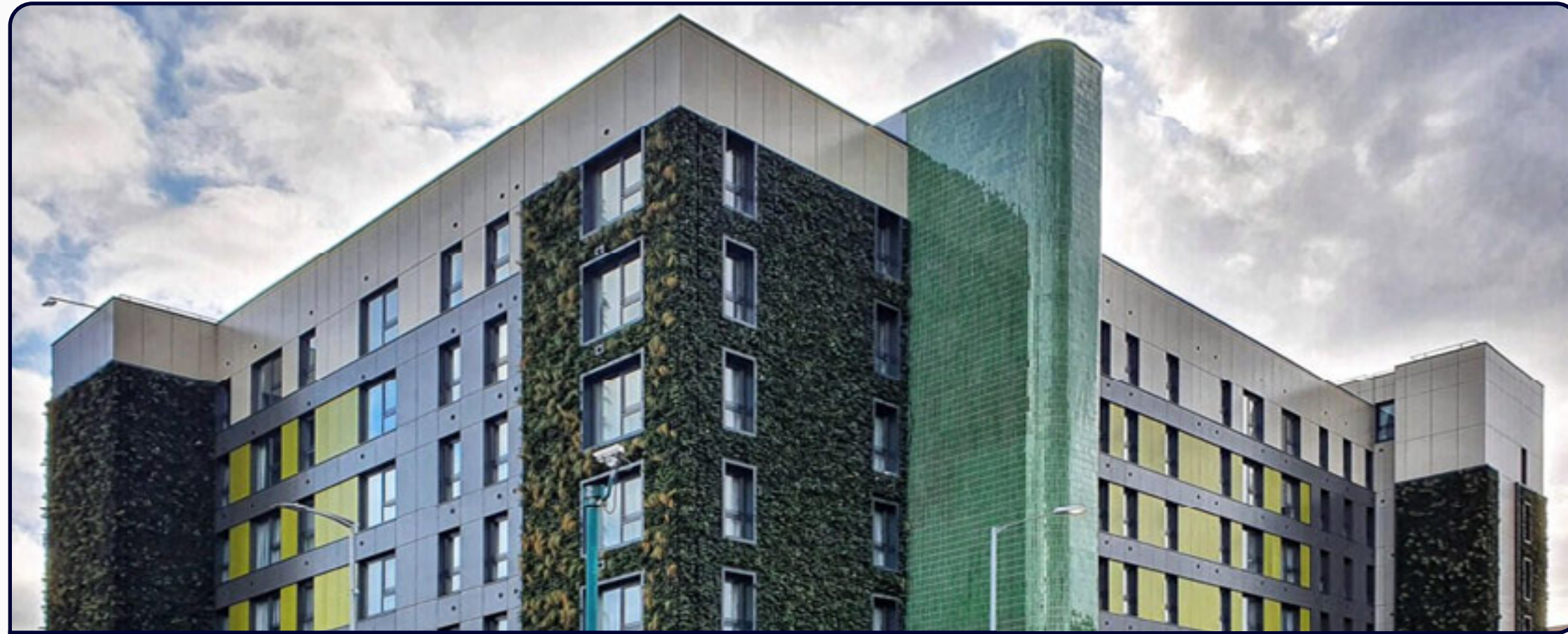
Development Name	Location Rating
 The Trilogy, M15	★ 5.00
 The Mailbox, SK3	★ 5.00
 Duet MediaCityUK, M50	★ 5.00
 Angel Gardens, M4	★ 5.00
 One Silk Street, M4	★ 5.00
 Minerva Square, G3	★ 5.00
 The James Liverpool, L2	★ 5.00
 Cortland Broad St, B15	★ 5.00
 The Point, AB10	★ 5.00
 Eda, M50	★ 5.00

Five of the 10 highest rated communities for Location in 2024 were in Greater Manchester



The Mailbox, SK3

by Una Living & Rise Homes



★★★★★ 5.00 Location Rating in 2024*

Facilities

- Concierge
- Co-working spaces
- Gym
- Parking
- Resident events
- Roof terrace
- WiFi included

Useful to know

Rental price: £915-£1,075 pcm**

Accommodation: 1, 2 beds



Pure BTR



[View this development on HomeViews →](#)

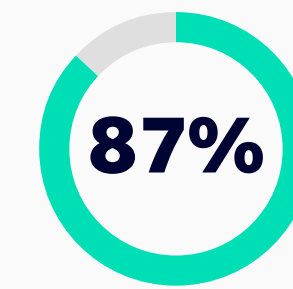
The Mailbox is a canal-side development in Stockport offering studio to two-bedroom apartments that achieved a 5 star rating for Location in 2024. We take a look at what residents say about the location in their reviews.

Transport links are clearly a major factor in this community's high Location ratings, with 87% of residents praising this in their reviews thanks to Stockport's main train station being just behind the scheme. 60% of residents also highlighted its proximity to local shops, restaurants, and other amenities.

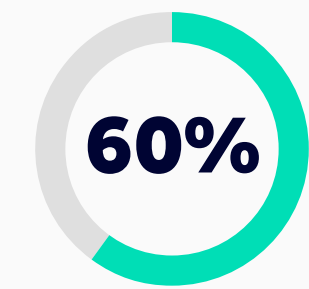
Safety was another factor connected to both location and building design. 27% said they felt safe in the area and building and often cited minimal anti-social activity and secure entry to the building as contributing to this sense of safety.

Parking was mentioned in 58% of resident reviews, with many commenting positively about the on-site facilities for such a centrally-located development. However, some residents did suggest that even more availability would be welcome, due to the waiting lists.

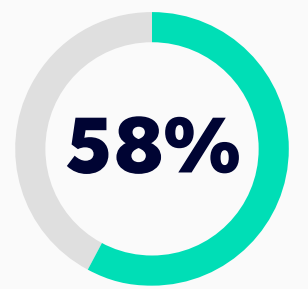
Other standout factors revealed in reviews included reliable refuse collection, with a remarkable 20% of residents mentioning this.



Transport links



Nearby amenities



Parking available



"Really convenient location, close to the train and bus stations. A 5-minute walk to the shopping area. The building is really secure with key fob entry and CCTV cameras."

Verified resident on HomeViews, The Mailbox SK3, September 2024



"On my street, living conditions are fantastic. Parking availability is generally good, and bin collections are prompt and efficient. Anti-social behaviour is rare, contributing to a safe and peaceful environment."

Verified resident on HomeViews, The Mailbox SK3, April 2024



"Perfect for being close to the train station and the markets, lots of bars, restaurants."

Verified resident on HomeViews, The Mailbox SK3, September 2024

Last year, HomeViews and Molior conducted a unique analysis of amenity space and reviews data for Birmingham Built to Rent communities.

This found that Higher rated BTR communities in Birmingham offer more than twice the Internal Resident Amenity Space than lower rated schemes and achieve an 11% price premium.

[Read the full report](#)

 **homeviews** Part of rightmove **MOLIOR**

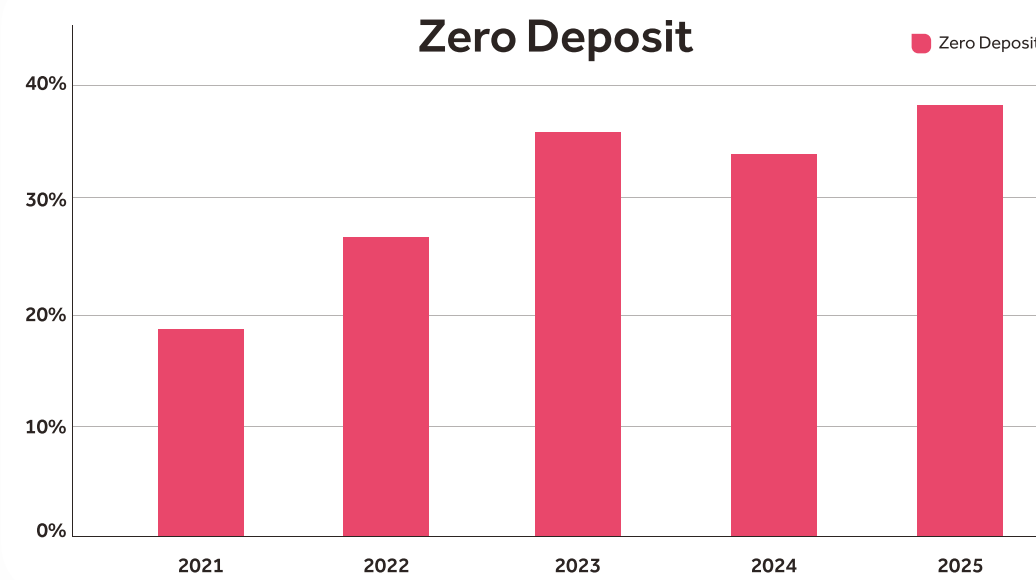
BTR amenities: Balancing cost and value

OCTOBER 2024

Make Renting Easier, Faster, and Fairer

Zero Deposit is a fully regulated, insurance backed alternative to traditional rental deposits, designed to benefit both tenants and operators.

In 2024, 38% of operators offered a zero deposit option, double the number in 2021, and over 70% of tenants chose it when given the chance.



Why?

Because renting is expensive and slow. Tenants want to move in without locking away thousands. With Zero Deposit, they pay a low upfront cost, just one week's rent plus £59.99, or spread it monthly, reducing financial barriers and enabling faster move-ins.

Operators gain a competitive edge:

Our FCA regulated scheme provides six weeks' cover (more than the standard deposit), pays out within seven days on average, and fully integrates into existing workflows. Lettings are accelerated, void periods reduced, and administrative burdens removed.



Our AI powered platform automates check-out and dispute resolution, delivering transparency and efficiency for both parties. Trusted by major BTR operators and agents, Zero Deposit offers a scalable, cost-effective solution that enhances renter experience while protecting landlord interests.

We're the only deposit alternative where all parties are FCA protected.

Want to learn more?
Contact us:
BTR@zerodeposit.com



HomeViews Resident Choice Awards **2025**

Build to Rent Report **2025**

THE RESIDENT CHOICE AWARDS

homeviews

2025

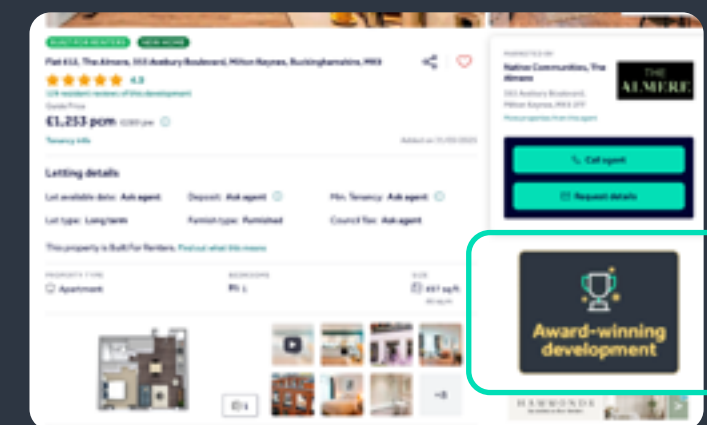
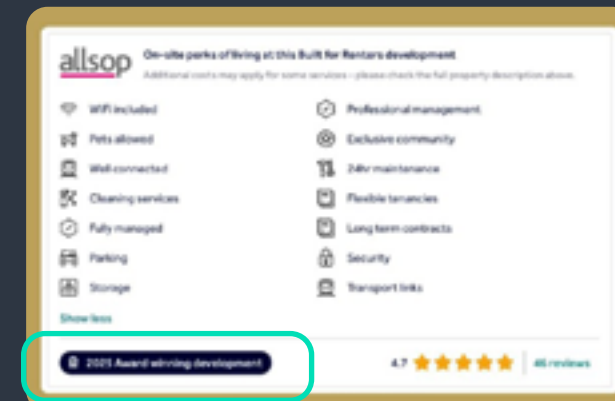
The Resident Choice Awards 2025 brought together the people and places setting the standard in Build to Rent.

Our sold-out 2025 Awards event attracted over 350 delegates from 70+ companies to network and celebrate the BTR sector's top performers.

Here we list all the contenders and winners at the 2025 HomeViews Resident Choice Awards – the only property awards decided by residents.

“The awards our teams most want to win.”

Resident Choice Award-winners now on Rightmove BfR listings.



THE RESIDENT CHOICE AWARDS

 homeviews

2025

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motives8

 MODA

 Project
Furniture
Residential

 ZERO
DEPOSIT.
COM

 MILLIMETRES 2 MOUNTAINS
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Awards

- ★ Top Rated Rental-Only Community: Scotland
- ★ Top Rated Rental-Only Community: South East of England
- ★ Top Rated Rental-Only Community: North-West of England
- ★ Top Rated Rental-Only Community: North-East of England
- ★ Top Rated Rental-Only Community: Midlands
- ★ Top Rated Rental-Only Community: London
- ★ Top Rated Rental-Only Community: South West of England and Wales
- ★ Top Rated Boutique Rental Community – UK: Less than 101 units
- ★ Top Rated Small Rental Community – UK: 101 – 300 units
- ★ Top Rated Large Rental Community – UK: 300+ units
- ★ Top Rated Single Family Housing Community
- ★ Top Rated Single Family Housing Operator
- ★ Top Rated Co-Living Community
- ★ Resident Team of the Year
- ★ Resident Team Member of the Year
- ★ Most Improved Rental-Only Community in the UK (2023 vs. 2024)
- ★ Top Rated Small Build to Rent Operator in the UK
- ★ Top Rated Large Build to Rent Operator in the UK

Top Rated Rental-Only Community: Scotland



Winner
The McEwan, EH3
Moda Living



2nd place
The Point, AB10
Dandara Living



3rd place
Holland Park, G2
Moda Living



PLATFORM_ in Glasgow, G3
PLATFORM_



Kingsford Residence, EH7
Kingsford Group

Top Rated Rental-Only Community: Midlands



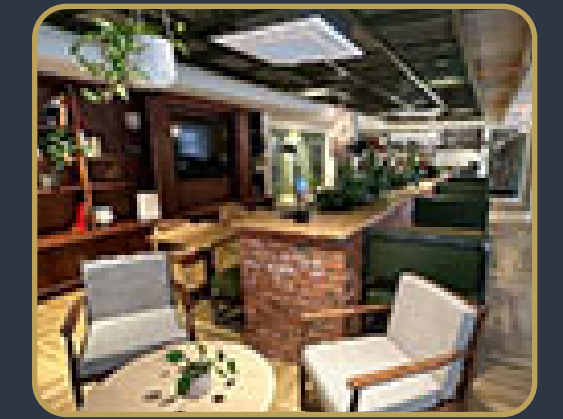
Winner
The Mercian, B15
Moda Living



2nd place
The Wulcomb, LE1
Way of Life



3rd place
The Lansdowne, B16
Way of Life



Hairpin House, B12
ila



Aston Place, B1
Dandara Living



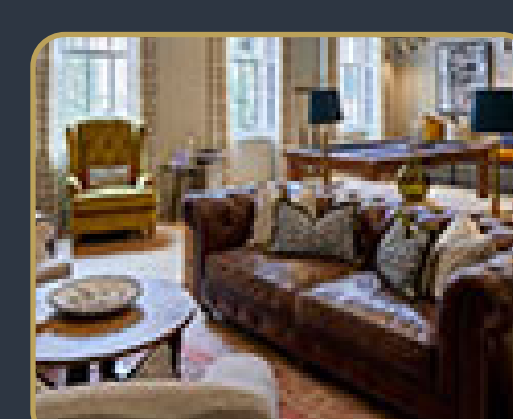
Queen Street Quarter, LE1
John Lewis Partnership



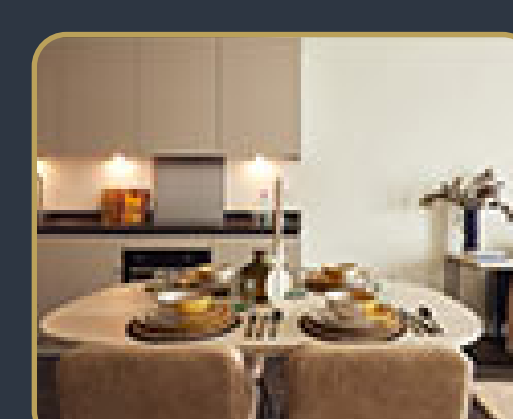
Sherborne Place, B16
ila



The Saxons, LE1
Centrick - Built for Renters



The Whitmore Collection, B3
Legal & General, urbanbubble



Corkfield, B5
Native

Criteria:

- Development is Pure BTR, excluding SFH & Co-living
- 25 verified reviews between 1st January 2024 – 31st December 2024

- Ranked on Star Rating calculated between 1st January 2024 – 31st December 2024, with no decay algorithm applied

Criteria:

- Development is Pure BTR, excluding SFH & Co-living
- 25 verified reviews between 1st January 2024 – 31st December 2024

- Ranked on Star Rating calculated between 1st January 2024 – 31st December 2024, with no decay algorithm applied

Top Rated Rental-Only Community: North-West of England



Winner
Eda, M50
Eda



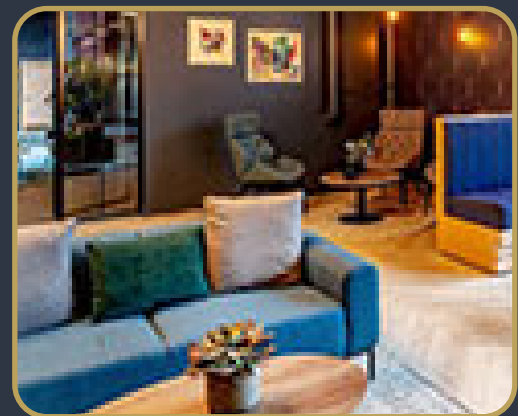
2nd place
The Trilogy, M15
Allsop Letting and Management



3rd place
The James Liverpool, L2
The James



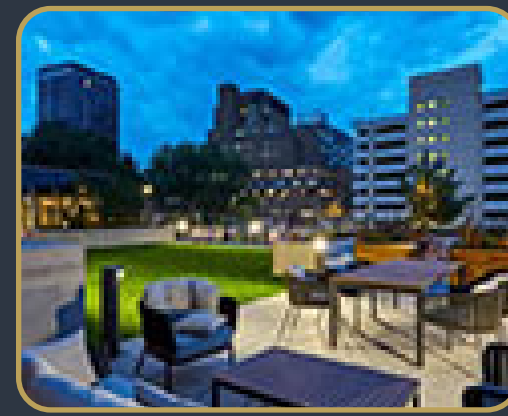
Chapel Wharf, M3
Dandara Living



Baltic Yard, L1
Cortland



The Keel, L3
Allsop Letting and Management



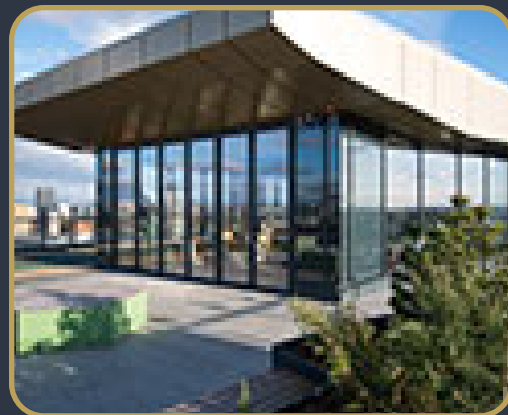
The Lexington, L3
Moda Living



Pall Mall Press, L3
ila



Angel Gardens, M4
Moda Living



Vox, M15
Allsop Letting and Management

Criteria:

- Development is Pure BTR, excluding SFH & Co-living
- 25 verified reviews between 1st January 2024 – 31st December 2024

- Ranked on Star Rating calculated between 1st January 2024 – 31st December 2024, with no decay algorithm applied

Top Rated Rental-Only Community: North-East of England



Winner
New York Square, LS2
Moda Living



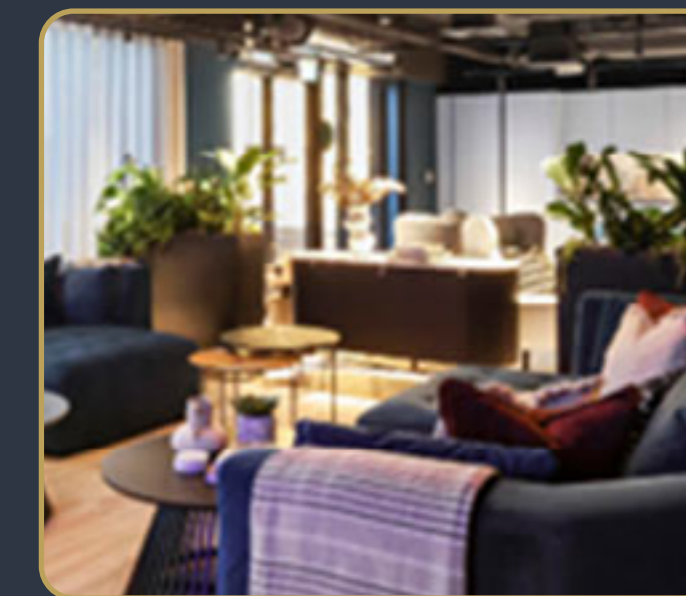
2nd place
Mustard Wharf at Tower Works, LS1
Legal & General, urbanbubble



3rd place
Leodis Square, LS11
Dandara Living



Clarendon Quarter, LS3
John Lewis Partnership



Mercer West & Madison East, LS2
Savills

Criteria:

- Development is Pure BTR, excluding SFH & Co-living
- 25 verified reviews between 1st January 2024 – 31st December 2024

- Ranked on Star Rating calculated between 1st January 2024 – 31st December 2024, with no decay algorithm applied

Top Rated Rental-Only Community: South West of England and Wales



Wood Street House, CF10
Legal & General, urbanbubble



Spring Wharf, BA2
Legal & General, urbanbubble



Box Makers Yard, BS2
Legal & General, urbanbubble

Top Rated Rental-Only Community: South East of England



The Almere, MK9
Native



Fizzy Epsom, KT19
Greystar



The Kell, ME4
Way of Life



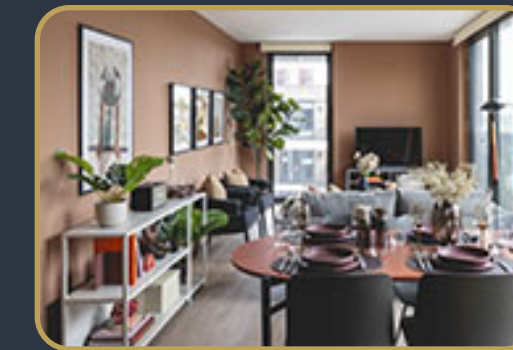
Howard Court, HP11
Touchstone



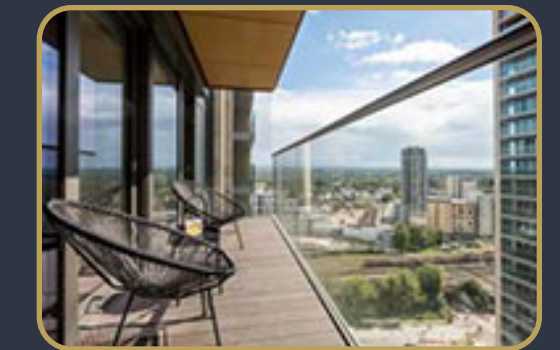
Ebb & Flow, RG1
Native



The Blockhouse, BN1
Touchstone



Hove Gardens, BN3
Legal & General, urbanbubble



The Marches, GU21
Native



The Quarters Watford, WD17
The Quarters by Bravo



York & Elder, BN1
Legal & General, urbanbubble

Criteria:

- Development is Pure BTR, excluding SFH & Co-living
- 25 verified reviews between 1st January 2024 – 31st December 2024

- Ranked on Star Rating calculated between 1st January 2024 – 31st December 2024, with no decay algorithm applied

Criteria:

- Development is Pure BTR, excluding SFH & Co-living
- 25 verified reviews between 1st January 2024 – 31st December 2024

- Ranked on Star Rating calculated between 1st January 2024 – 31st December 2024, with no decay algorithm applied

Top Rated Rental-Only Community: London

- Author, N1C **Winner**
Related Argent
- Fizzy Hayes, UB3 **2nd place**
Greystar
- Sailmakers, E14 **3rd place**
Greystar
- Apo Kew Bridge, TW8
Apo
- Balfron Tower, E14
Way of Life
- Blackhorse Mills, E17
Legal & General, urbanbubble
- Charter Place, TW3
Greystar
- Coppermaker Square, E20
Greystar
- Dressage Court, E2
Essential Living
- East Village, E20
Get Living
- Fizzy Lewisham, SE13
Greystar
- Fizzy Walthamstow, E17
Greystar
- New Acres Wandsworth, SW18
Legal & General, urbanbubble
- No.26, CR0
Native
- Riverstone Heights, E3
Way of Life
- The Gessner, N17
Way of Life
- The Lark, SW11
Allsop Letting and Management
- The Sessile, N17
Way of Life
- The Well House, SM1
Greystar
- Union Wharf, SE8
Essential Living

Top Rated Co-Living Community



Winner
The Palm House, HA3
Folk Co-living & urbanbubble



2nd place
The Gorge, EX1
Fresh



3rd place
Florence Dock, SW11
Folk Co-living & urbanbubble



Sunday Mills, SW18
Folk Co-living & urbanbubble



Dandi Wembley, HA9
Dandi Living

Criteria:

- Development is Pure BTR, excluding SFH & Co-living
- 25 verified reviews between 1st January 2024 – 31st December 2024

- Ranked on Star Rating calculated between 1st January 2024 – 31st December 2024, with no decay algorithm applied

Criteria:

- Development is Co-living
- 10 verified reviews between 1st January 2024 – 31st December 2024

- Ranked on Star Rating calculated between 1st January 2024 – 31st December 2024, with no decay algorithm applied

Top Rated Boutique Rental Community – UK: Less than 101 units



The James Liverpool, L2
The James



Fizzy Epsom, KT19
Greystar



The Quarters Watford, WD17
The Quarters by Bravo



Headingley Park, LS6
AddLiving



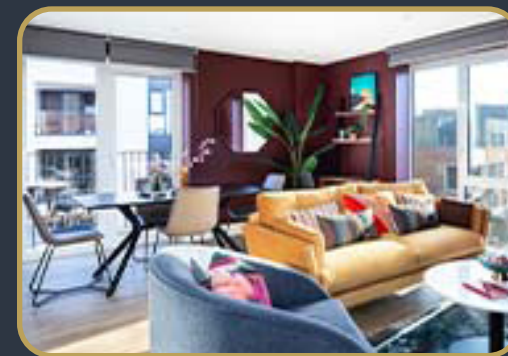
Kingsford Residence, EH7
Kingsford Group



Berkshire House, SL6
Essential Living



Kooky Bishop Stortford, CM23
Kooky



Kooky High Wycombe, HP11
Kooky



Fizzy Stepney Green, E1
Greystar



Mansbridge House, SW8
Legal & General, Managed by urbanbubble until 1st October 2024, now currently managed by VervLife

Criteria:

- Development is Pure BTR, excluding SFH & Co-living
- 25 verified reviews between 1st January 2024 – 31st December 2024

- Ranked on Star Rating calculated between 1st January 2024 – 31st December 2024, with no decay algorithm applied

Top Rated Small Rental Community – UK: 101 – 300 units

- **Eda, M50** **Winner**
Eda
- **The Trilogy, M15** **2nd place**
Allsop Letting and Management
- **Vox, M15** **3rd place**
Allsop Letting and Management
- **Author, N1C**
Related Argent
- **Baltic Yard, L1**
Cortland
- **Charter Place, TW3**
Greystar
- **Fizzy Hayes, UB3**
Greystar
- **Howard Court, HP11**
Touchstone
- **Mustard Wharf at Tower Works, LS1**
Legal & General, urbanbubble

- **Spring Wharf, BA2**
Legal & General, urbanbubble
- **The Almere, MK9**
Native
- **The Gessner, N17**
Way of Life
- **The Keel, L3**
Allsop Letting and Management
- **The Kell, ME4**
Way of Life
- **The Lansdowne, B16**
Way of Life
- **The Whitmore Collection, B3**
Legal & General, urbanbubble
- **The Wulcomb, LE1**
Way of Life
- **Union Wharf, SE8**
Essential Living

Criteria:








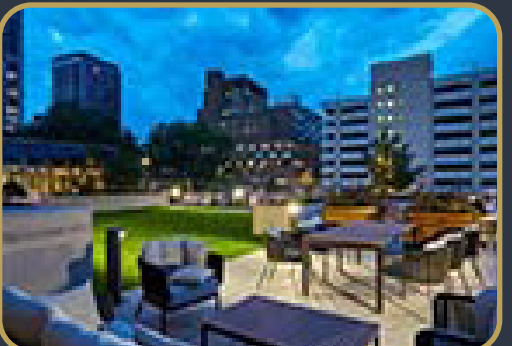


- Development is Pure BTR, excluding SFH & Co-living
- 101 – 300 units

- 10 verified reviews between 1st January 2024 – 31st December 2024
- Ranked on Star Rating calculated between 1st January 2024 – 31st December 2024, with no decay algorithm applied

Top Rated Large Rental Community – UK: 300+ units

- The McEwan, EH3 **Winner**
Moda Living
- New York Square, LS2 **2nd place**
Moda Living
- Angel Gardens, M4 **3rd place**
Moda Living
- Aston Place, B1
Dandara Living
- Botanica, M15
Cortland
- Chapel Wharf, M3
Dandara Living
- Corkfield, B5
Native
- Ebb & Flow, RG1
Native
- Holland Park, G2
Moda Living
- Leodis Square, LS11
Dandara Living
- Mercer West & Madison East, LS2
Savills
- Pall Mall Press, L3
ila
- Sailmakers, E14
Greystar
- The Lexington, L3
Moda Living
- The Marches, GU21
Native
- The Mercian, B15
Moda Living
- The Point, AB10
Dandara Living
- The Residences Manchester, M15
Legal & General, urbanbubble
- The Sessile, N17
Way of Life
- Wood Street House, CF10
Legal & General, urbanbubble

Most Improved Rental- Only Community in the UK (2023 vs. 2024)











<p>Winner</p>  <p>The Kell, ME4 Way of Life</p>	<p>2nd place</p>  <p>Merlin Wharf, LE3 Cording Residential</p>	<p>3rd place</p>  <p>Spring Wharf, BA2 Legal & General, urbanbubble</p>	 <p>Charter Place, TW3 Greystar</p>
 <p>Howard Court, HP11 Touchstone</p>	 <p>Kingsford Residence, EH7 Kingsford</p>	 <p>Union Wharf, SE8 Essential Living</p>	 <p>The Lexington, L3 Moda Living</p>
 <p>New York Square, LS2 Moda Living</p>	 <p>Sailmakers, E14 Greystar</p>		

- Criteria:**
- Minimum of 25 verified reviews between 1st January - 31st December 2023
 - Minimum of 25 verified reviews between 1st January 2024 – 31st December 2024

- Criteria:**
- Development is Pure BTR, excluding SFH & Co-living
 - Greater than 300 units
 - 10 verified reviews between 1st January 2024 – 31st December 2024
 - Ranked on Star Rating calculated between 1st January 2024 – 31st December 2024, with no decay algorithm applied

Top Rated Small Build to Rent Operator in the UK

Less than 3,000 units

Winner 	2nd place 	3rd place 	
			
			

Criteria:

- Development is Pure BTR, excluding SFH & Co-living
- Ranked on Star Rating calculated between 1st January 2024 – 31st December 2024, with no decay algorithm applied
- 25 verified reviews between 1st January 2024 – 31st December 2024

Top Rated Large Build to Rent Operator in the UK

More than 3,000 units

Winner 	2nd place 	3rd place 
		

Criteria:

- Development is Pure BTR, excluding SFH & Co-living
- Ranked on Star Rating calculated between 1st January 2024 – 31st December 2024, with no decay algorithm applied
- 25 verified reviews between 1st January 2024 – 31st December 2024

Top Rated Single Family Housing Community



Winner
The Pioneers, CV23
Allsop Single Family Housing



2nd place
Lloyds Living at Kenning Brook, S45
Lloyds Living



3rd place
Scholars View, DH5
Placefirst



Leaf Living at Chesterwell, CO4
Leaf Living



Simple Life at Brookfield Vale, BB2
Simple Life Homes



Simple Life at Pullman Green, DN4
Simple Life Homes



Skye Edge, S2
Placefirst



The Green, Hartlepool, TS26
Placefirst



Springfield Brewery, WV10
Wise Living



Assembly Park, TF1
Allsop Single Family Housing

Criteria:

- Development is SFH
- 10 verified reviews between 1st January 2024 – 31st December 2024

- Ranked on Star Rating calculated between 1st January 2024 – 31st December 2024, with no decay algorithm applied

Top Rated Single Family Housing Operator



Criteria:

- Operator has a minimum of 2 SFH developments
- 20 verified reviews between 1st January 2024 – 31st December 2024

- Ranked on Star Rating calculated between 1st January 2024 – 31st December 2024, with no decay algorithm applied

Resident Team of the Year

- Eda, M50 **Joint Winner**
Eda
- The McEwan, EH3 **Joint Winner**
Moda Living
- The Trilogy, M15 **2nd place**
Allsop Letting and Management
- The Keel, L3 **3rd place**
Allsop Letting and Management
- Angel Gardens, M4
Moda Living
- Author, N1C
Related Argent
- Baltic Yard, L1
Cortland
- Chapel Wharf, M3
Dandara Living
- Fizzy Epsom, KT19
Greystar
- Fizzy Hayes, UB3
Greystar
- Sherborne Place, B16
ila
- Spring Wharf, BA2
Legal & General, urbanbubble
- The Almere, MK9
Native
- The James Liverpool, L2
The James
- The Kell, ME4
Way of Life
- The Lexington, L3
Moda Living
- The Mercian, B15
Moda Living
- The Point, AB10
Dandara Living
- The Wulcomb, LE1
Way of Life
- Vox, M15
Allsop Letting and Management

Resident Team Member of the Year

- James - Angel Gardens **Winner**
Moda Living
- Anu - Fizzy Walthamstow
Greystar
- Cameron - The Kell
Way of Life
- Jason - Fizzy Walthamstow
Greystar
- Jonathan - Fizzy Lewisham
Greystar
- Reece - The Keel
Allsop Letting and Management
- Sajid - Fizzy Hayes
Greystar
- Sophie - The Lexington
Moda Living
- Stuart - The Well House
Greystar
- Tyrra - Fizzy Lewisham
Greystar



Angel Gardens - Moda Living

Criteria:

- Team member will be selected from Top 10 ranking developments based on frequency of positive mentions in the reviews compared to number of reviews submitted in the year

Criteria:

- All development types including Pure BTR, SFH & Co-living
- 25 verified reviews between 1st January 2024 – 31st December 2024
- Ranked on 50/50 Management and Customer Service Ratings calculated between 1st January 2024 – 31st December 2024, with no decay algorithm applied

HomeViews is different from other review platforms

- 1** **By development not brand**
True insight about the property, location and management
- 2** **Resident verification**
Reviews are trusted and transparent
- 3** **One resident, one review**
Not a forum for a vocal minority
- 4** **Proactively sourced reviews**
This avoids purely issue-led feedback
- 5** **Over 18 data points collected**
A comprehensive insight into the resident experience



Amazing property for renting and value for money

Excellent management with super friendly staff. Everything is looked after so well, and any problems in the property or around the development are dealt with super quickly. The flats are furnished with modern features and are a great renting option. Couldn't recommend more!

Please tell us about the good and bad aspects of living in your local area:

Very close to big shops, cinema, gym and walkable to restaurants and bars. Feels very safe and easy access to public transport at Five Ways too

How has the building management responded to any problems or issues you have raised:

Super quickly thanks to in house maintenance, really helpful

Please share one thing (or more) which you wish you had known before you moved in:

Living on the main road can be a little loud due to construction across the road, but once that's finished it'll be perfect!



Value



Location



Facilities



Management



Design

[Read less](#) ^

Manager's response

We're overjoyed to receive your excellent review Beth! It's wonderful to know that you're enjoying life within our Sherborne Place neighbourhood. We're committed to providing the best possible living experience, and your feedback encourages us to keep up the good work.

Posted by: Megan Waddilove, Assistant Community Manager Feb 2025

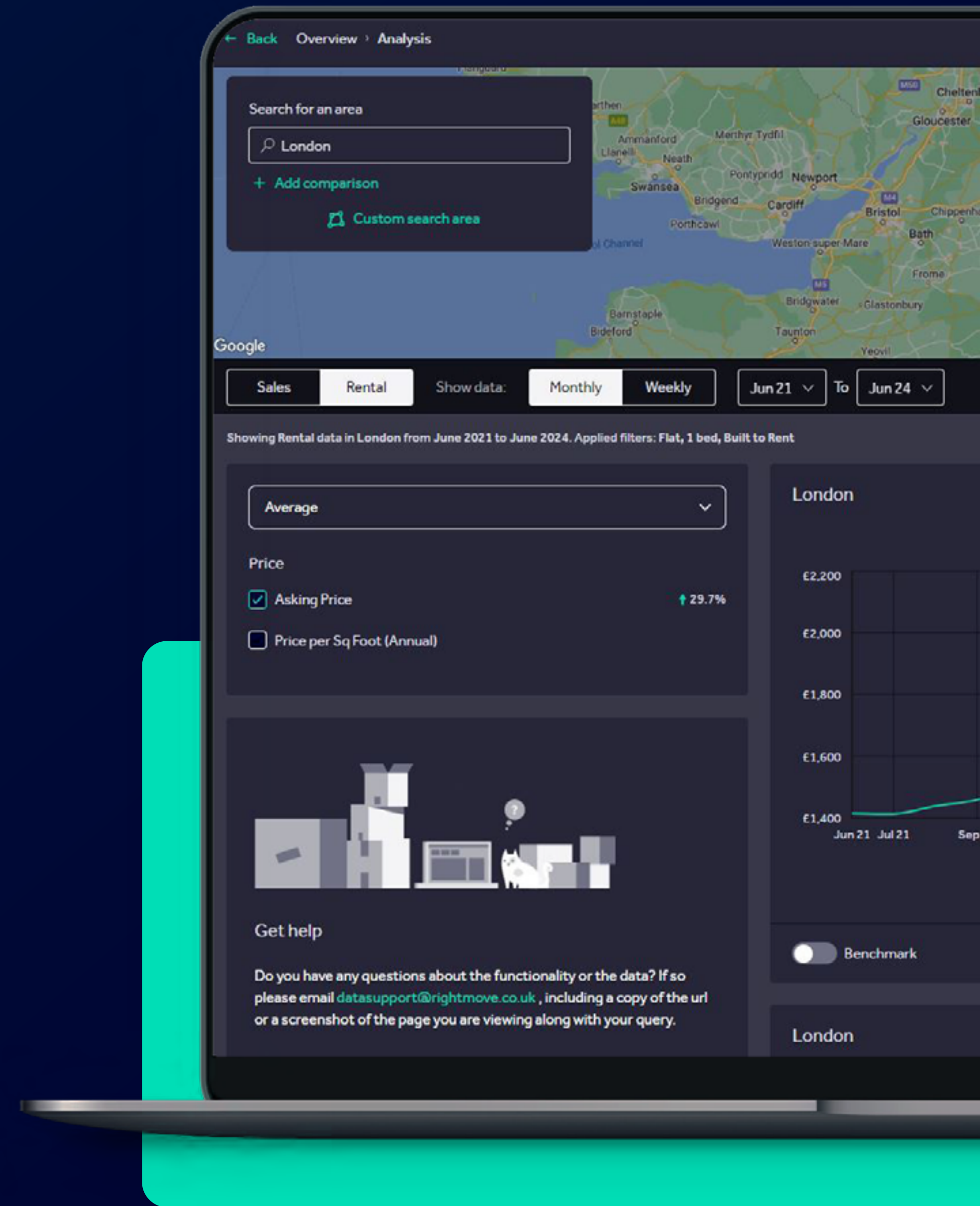
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Business Development Manager

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