

What is SFH?

Professionally managed family homes, built specifically for rent, the fastest-emerging part of BTR.



Houses, not flats

2–4 bed homes with gardens and parking



Built to rent

Designed, built and owned for long-term rental; high-quality, robust, and energy efficient spec.



Space and stability

For families, couples and sharers



Where is SFH?

Suburbs and town edges — where family demand is strongest and quality rental supply is weakest.

Leading regions — where land values make family homes viable

North West

Yorkshire

Midlands

North East



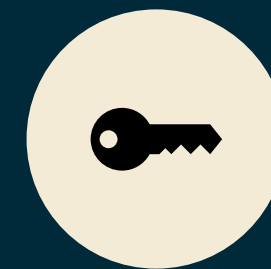
Suburban, not city centre

Towns and smaller cities, away from apartment-led BTR



Built around family life

Close to schools, transport, local jobs and key transport links.



Unlocking sites

Often part of regeneration or brownfield schemes

Blended Living



Filling the gap

For those who can't buy yet, but don't qualify for social or affordable housing



Built to a buyer's standard

The space and choice renters would expect if buying



Long-term stewardship

A rental home that works at every stage of life



Strong demand

High occupancy and growing investor interest

Genuine tenure mix



■ Rented (SFH) □ Owned

Forward funding alongside housebuilders puts rented and owned homes on the same streets.



Example Site: Welsh Streets, Liverpool



Example Site: Radial Park, Leeds

