



Real Estate
PropTech &
Operations

10 years in BTR: what have we learned

You gotta work on the bottom line.....



All sectors One Tech Stack

Student

Co-living

Build to Rent

Single-Family

Later Living

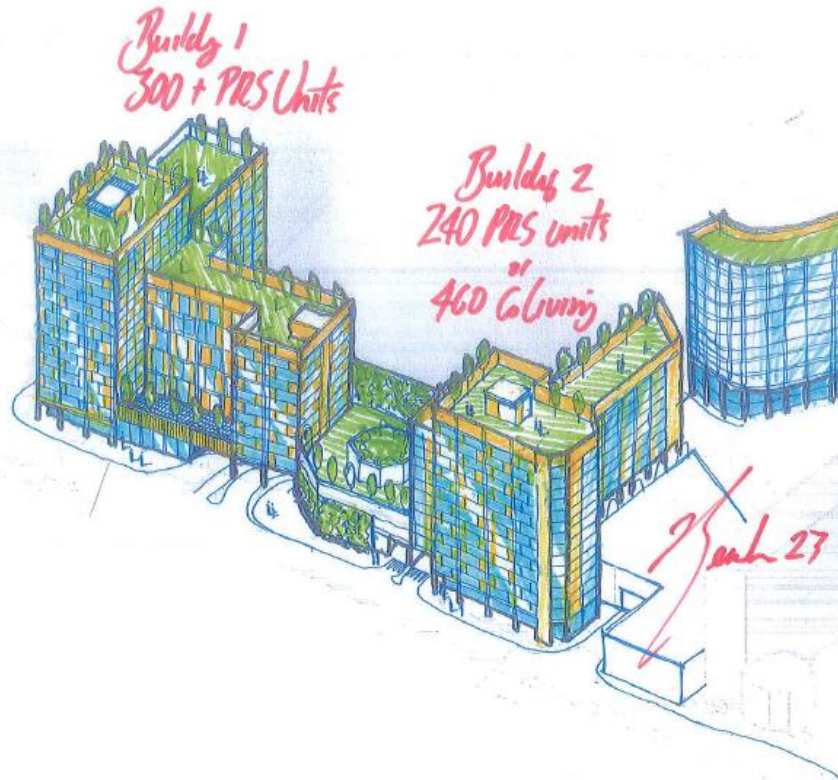
Social Housing

Service Charge

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Design for Ops to drive returns

- 1 ESG agenda rising
- 2 Involve all parties
- 3 Re-examine every detail

Save
c2-5%
OpEx

The detail

- Amenities on natural travel routes
- Services up front in social spaces
- Design in self-service
- Lighting, security, access, deliveries
- Accidental damage free: why carpet?
- Why PV? have an active façade
- Heat pump/Communal Heat Plant thermostat control & no bills
- No fiddly bits? handles, runners, QR codes/how to guides
- Front of house vs back of house
- Design to minimise void redecorations
- Self-cleaning toilets & kitchens

Get Ops advice from the outset: design, unit mix and operational strategies during the build

Free up your people

In BTR it is hard to make money due to ...

- People intensive operations
- Complex error prone arena, few standard processes
- Rising renter/homeowner expectations
- Increased fines & compliance risks
- Managing multiple agents & data aggregation
- Data re-work & no single source of truth
- Poor visibility of business performance

De-risk
with
tech



Real estate assets worldwide are over-staffed to make up for inefficient and disconnected array of technologies

ESG: Sell the 'low bills living' story

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Rent Premium

- 17% to local flats
- 12% to houses
which are 32% bigger

**BTR is about
driving premium rents by selling:**

**Drive
rents**

1 The low bills living story

get the data, sell the story

2 A professional landlord

home security, no worries for repairs
acting responsibly for residents & the planet

3 Quality environmentally conscious homes

savvy chic living, like-minded community

Looking ahead: Know your ESG for
your next funding application
We track 6 of the 17 UN's 2030
Sustainable Development Goals



This is a building built with sustainability in mind
Learn more on the accreditations we have achieved by hovering on the logo



Insource what you can

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Insource
to reduce the load

Reduce the load

1 Site staff

Vat vs reputational risk

2 profit load of 3rd party suppliers

housekeeping, grounds maintenance

3 fee load of 3rd party professionals

PPM

Fire Risks

Fire Door Inspections

Save
c4%
OpEx



Based on 5,000 BTR/Student units, c20 buildings c8 staff/building SAVE £2,561M or 4% OpEx

Embrace Tech & Machine Learning

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Why would you..... have staff

1 submitting offers

2 receipting rents?

we are at 97.% robot accuracy

3 compiling KPIs & lease-up reports

our robots run 100 KPIs

4 routing repairs

including to main contractor in defects liability period

5 chasing PPM inspections

6 struggling with Building Safety engagement

Save
c1.5%
OpEx

Release your people to serve - 30% staff reduction at scale

Know your numbers

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Our top 12 KPIs

7.2% 
Rental Growth

40% 
Affordability Ratio


98% 
Rent Collection Rate

Drive
your
NOI

98% 
Occupancy

28% 
Churn


1% 
Material Arrears

22% 
Gross to Net

7.8 
Net Promoter Score

5 
Ave Void Days

100% 
Move-in Compliance

100% 
PPM Compliance

100% 
Unit Compliance

Let the numbers set you free : track rents, track seasonal demand, use dynamic rent pricing tools

Listen & Serve Immediately

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Drive
down
churn
costs

Reduce churn leakage costs

- 1 Community reduces churn**
- 2 Maximise feedback mechanisms**
Surveys, QR codes, likes
- 3 Share/Educate to foster stewardship**
- 4 Find the influencers**
- 5 Know your incentives**

Find your demographic : Get the Customer persona right : showcase savings

Share Building Safety

Building Safety Act

The Vision is:

- 1 EWS1 "A" on the front door**
- 2 Connect residents to building safety**
FEEP, PEEP, Engagement Strategy, Building Safety File
- 3 Create a 'safe' feeling**
Share fire door inspections & repairs information
- 4 Embrace Resident Engagement**
Share fire door inspections & repairs

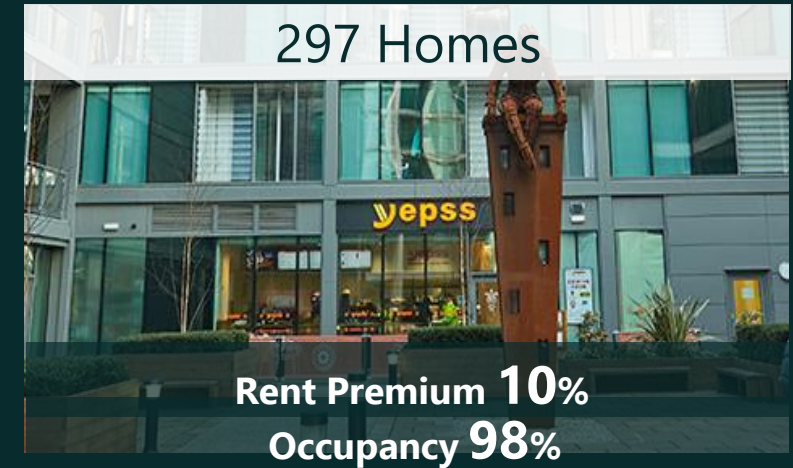
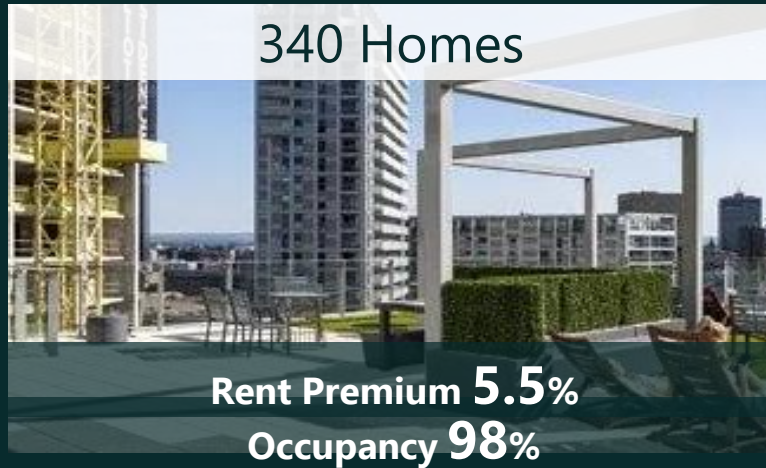


Be transparent: share building safety, get everyone involved

And,.... What happens if you do all that...?

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OpEx	26%
Opex Savings	8.5%
NOI Increase	19%
Value Uplift	£19.5 million

OpEx	22%
Opex Savings	10.3%
NOI Increase	33%
Value Uplift	£9.7 million


OpEx	21%
Opex Savings	8.5%
NOI Increase	19%
Value Uplift	£4.7 million

** figures do not include Asset Owners costs

BTR is an NOI Business:

So, the biggest risk is an Operator who doesn't understand the gross to net

BTR made simple...

-  Student
-  Co-Living
-  Multi Family
-  Single Family
-  Later Living

1 Underwrite

- Demand
- Rent pricing
- Unit mix & layouts

2 Mobilise

- People
- Place
- community

3 Ops & Reporting

We have tech that improves your OpEx

Guaranteed



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Manchester

Cardiff

Plymouth

The Ringley Group of Companies



120 Employees
+ **110 Onsite Staff**



£12bn
Under
Management
16,700
Homes

*"Some people
think good asset
management is
intangible, we
believe it can be
seen"*

