

# Building to Rent is Building Momentum

3 May 2018 Embassy of Ireland

### Wembley Park

2002





## N. American Equity + Debt Funds BtR Growth 2016





## Rentals On the Rise - 3,650 + Land for + 3,000 2026





#### Customer Experience is Key







**Utilities & broadband** 



A reliable landlord



London at your fingertips



Social spaces



**Community Spirit** 



Super service



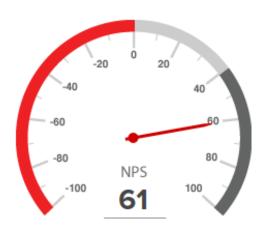
Your home online



#### Commitment to Service

Onsite management means response times measured in hours not days

Net Promotor Score (NPS)
"How likely are you to recommend us?"



Average NPS score of 44common in retail, transport, FMCG, leisure sectors



Tipi is game changing. You always judge a new home against your last. Tipi has set the bar so ridiculously high for everything else in the future. I feel like it has kind of ruined every other home after this

Tipi resident



This is the first place I have lived in 3 or 4 years that I didn't feel like a guest in my own home, I genuinely feel like I can call this place my home. There's a real personal touch and I genuinely think that the Tipi team here care about me and my wellbeing

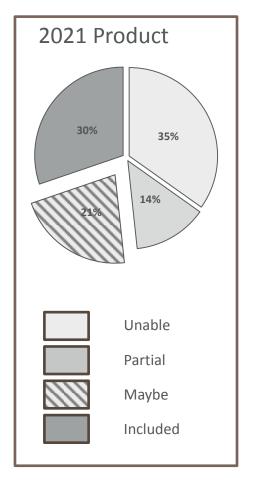
Tipi resident

https://youtu.be/gjPzCZzje9A



#### Evolving the Product to Fit the Offer

Total Units	261	556	896	1046	1671	2414	2795	3319	3715
Deliveries	261	295	340	150	625	743	381	524	396
Date	Aug-17	Dec-18	Sep-19	Sep-19	Sep-19	Mar-20	Jun-20	Apr-21	May-21
	nw1/6	nw78	w03	w06	SWL	e03	e01	e05	nw9
Exposed thermal mass									
Tight MEP Rooms									
Loading Bay									
Tall Lifts									
Rubbish Chutes									
Good Package Storage									
FOH near Amenity									
Cycle Store Extras									
Improved Wayfinding									
Shower Curtains									
Improved Laundry									
Non-fitted appliances									
Pet Facilities									





#### Build to Rent is Already a Success







https://youtu.be/gjPzCZzje9A

