

Beyond the Hype

The Real Importance of Wellbeing in Build to Rent

4th July 8:30 – 11:00

Kindly hosted by





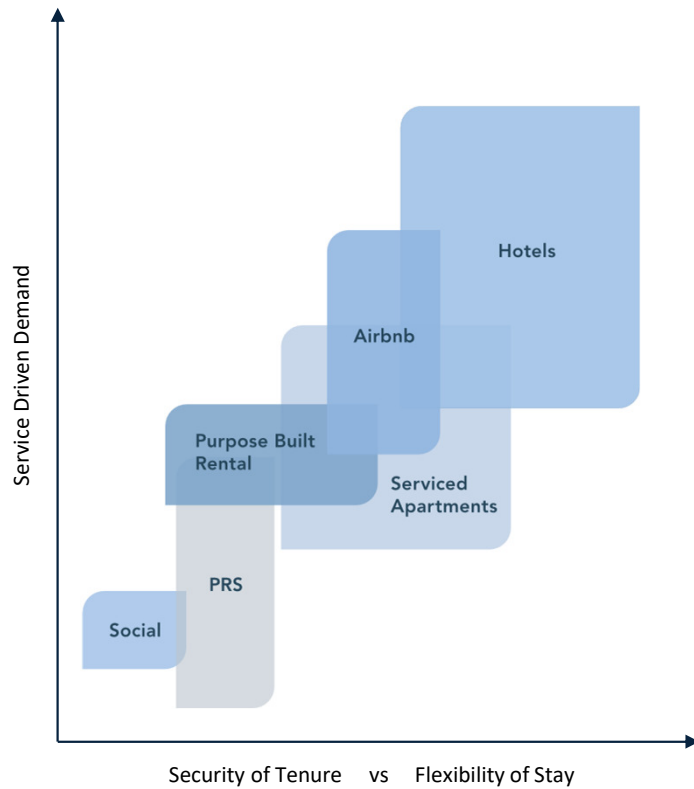
WHY DELIVERING WELLNESS FACILITIES IS IMPORTANT TO
GREYSTAR AS AN INVESTOR AND OPERATOR

4th July 2019
Neil Burton

The Changing Accommodation Landscape

CONVERGENCE OF ACCOMMODATION VERTICALS – THE FUTURE OF RENTING

Leasing and living frictions combined with service driven accommodation verticals from other sectors will lead to disruption



Overlap of residential provision from varied sectors (hotels, Airbnb, student, co-living, long stay apartments)

Consumer needs driving change

- Holistic Wellbeing
- Brand and enterprise brand loyalty
- Asset light lifestyle / mobility / flexibility
- Live / work / play emergence of the first place
- The sharing economy

Enhanced service models will thrive

- Live supply / demand pricing / transaction capability
- Multi tenant demographics and behaviours
- On property and virtual services

Nuanced Real Estate Proposition

- Mixed use developments
- Residential components amplified by fitness / wellness / coworking
- <Unit sizing / amenity based pricing
- Smart building technology



THREE ELEMENTS OF LIFE

Each element of life also relates to what we have now come to understand as the different silos that we have come to use to define our lives today: the first place, second place, and third place.



1

FIRST PLACE HOME

An intimate place where we can feel familiarity through our material possessions.



2

SECOND PLACE WORKPLACE

A place where we can learn, focus, and develop skills.



3

THIRD PLACE SOCIAL SPACES

A place where we can connect with other people.

INTRODUCING THE NEW FIRST PLACE



THE NEW FIRST PLACE

Greystar aspires to the creation of new wholistic spaces that blend our social environments together, enabling us to grow physically, socially, and culturally at once.

There is now a need for the re-emergence of a new “first place” that collapses the boundaries of these concepts.

THE GREYSTAR CUSTOMER CENTRIC APPROACH

Real Estate Design

Homes designed to support the holistic health of our residents

Design Construction Standards

Unit / Amenity mix

Interior Design and Materiality

Experience Design

Experiences designed for specific personas / behaviours

Operating Model

Asset Animation

OUTPUTS OF WELLNESS

Economics

Speed of Absorption

Rate Achieved

Lower cost of acquisition

Total Customer LTV

> NOI (> NAV)



Enterprise Reputation

GREYSTARTM
The Global Leader in Rental Housing

Thank You



**Urban Land
Institute**
United Kingdom

Further Information - ULI UK

Email: uk@uli.org

Ph: 0207 487 9570

Residential Council

Sustainability Council

Thank you to our hosts

The logo for Ashurst, featuring the word 'ashurst' in a lowercase, grey, sans-serif font on a white rectangular background.