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
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.
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
Thank You

Further Information - ULI UK
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Residential Council
Sustainability Council

Thank you to our hosts