

Build To Rent Solutions

Expert, end-to-end services designed
around your business needs



Our Experience

Value Commitment

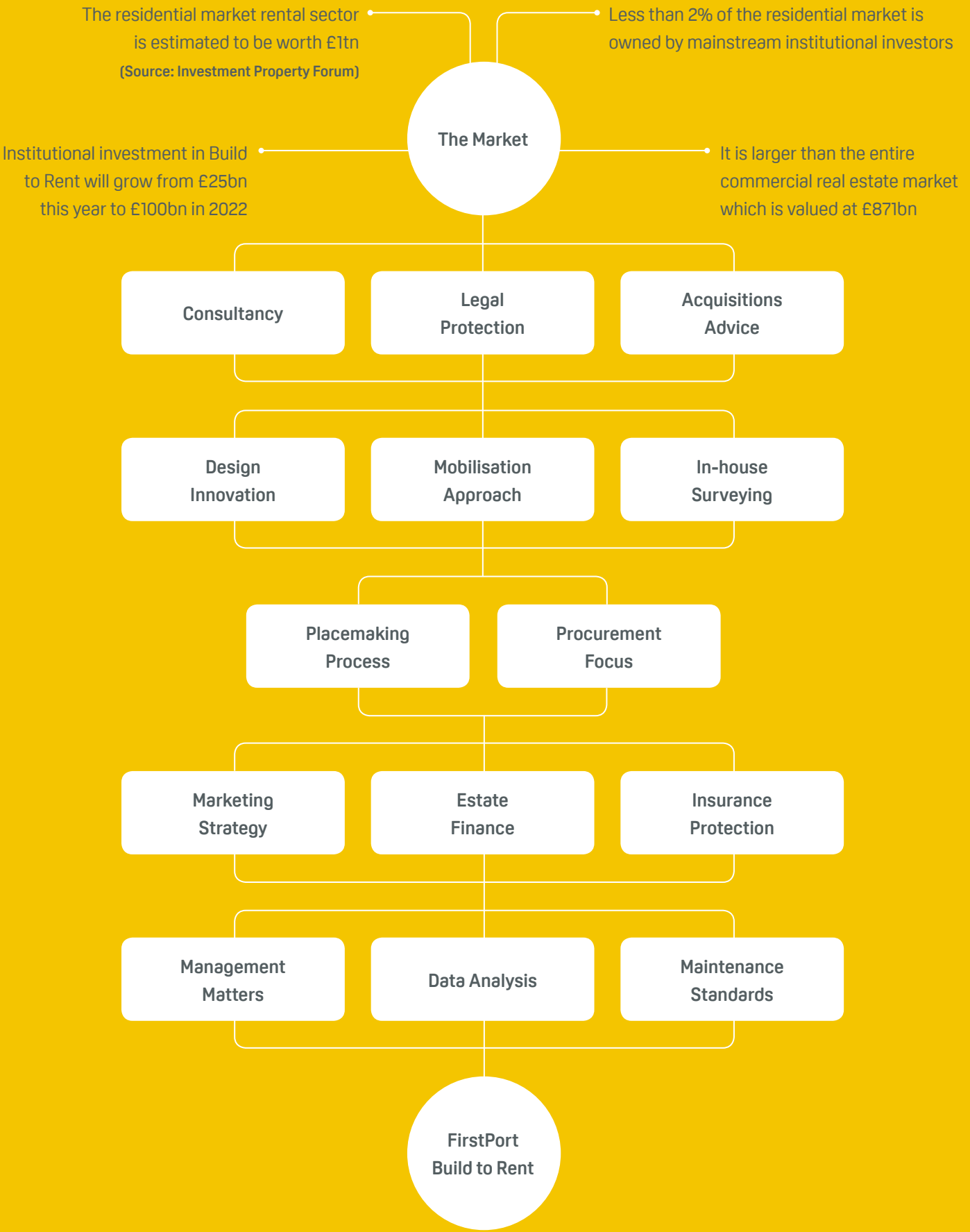
The Build to Rent sector offers huge opportunities to developers and investors. Over 10 million people live in privately rented accommodation, and the growing UK market looks likely to do so for many years.

Taking advantage of this sector demands a seamless, end-to-end approach that supports the entire building and those who live there.

As the UK's premier residential property management group, our Build to Rent proposition delivers an integrated solution that spans skilled Consultancy, Property Management, Residential Services, Tenancy, Lettings and Asset Management.

Unless Build to Rent properties are professionally managed, and an ongoing investment program is in place, any premium rent will be short lived, having a direct impact on sustainable income.

We have the skills, experience, partnerships and market insight to deliver innovative, strategic and successful asset management while maximising value. Our understanding of risk mitigation offers proven strategies wherever risk is present.



Specialist Services

Build to Rent is a lifestyle built around a community of people with shared amenities that provides a changing mix of customers with freedom and flexibility. It is an asset management category that requires a unique and integrated property management service that supports the entire building – and all who live there.

Working with you to deliver your financial goals, we match your developmental vision and operational delivery standards to reduce risk, drive efficiency, capitalise on the opportunity and ensure customer satisfaction.

Build to Rent developments are marketed as an entire building, a product supported by value-added services and amenities consumed by like-minded customers.

To maximise return, optimise the development lifecycle and establish your brand as the Build to Rent provider of choice, we understand that customers expect exceptional experience matched by flexibility in approach.

Build to Rent is widely regarded as an institutional grade investment opportunity, as such, we tailor your property and asset management strategies for the long term.

Why FirstPort?

Three decades of experience in crafting specialist property and asset management strategies to deliver operating returns in this market makes us the obvious choice. Our ethos is underpinned by strong Health & Safety, high site standards, open and transparent communication and healthy estate finances.

These are our four pillars – the integrated principles we have used to develop an award-winning property management business, backed by significant investment in IT systems that support enhanced decision-making. Our service safeguards the long-term performance of your Build to Rent investment.



Success Factors

1

Amenities and Placemaking

- Flexible living that compliments work-life balance
- Customer Relationship Manager and on-site management staff
- Careful curation of amenity space to bring customers together
- Events and activities for the wider community
- Customer engagement that creates a sense of place

2

Property and Asset Management

- Health & Safety
- Cleaning, maintenance, repair and enhancement
- Infrastructure maintenance and grounds management
- Management of utilities
- Lifecycle budgets and real-time management reporting

3

Residential Lettings and Marketing

- Bespoke development marketing
- Tailored lettings service
- Rent collection, administration and tenancy documentation
- In-apartment maintenance services
- Customised communications and development information

We manage **184,000 homes across more than 3,800 developments** in the residential, retirement and luxury markets.

Consultancy

Build to Rent property development is a challenging business. High value residential assets are complex and require careful management to balance the many moving parts which affect returns over a long asset lifecycle. This is why comprehensive and expert advice at every stage is imperative.

Our trusted property and asset management consultancy ensures strategic clarity and tactical efficiency. We conduct in-depth market analysis, establish tailored processes, model initial budgets and help you navigate your legal and regulatory responsibilities early on.

This ensures that viability, performance, longevity and profitability become intrinsic to your asset.

Legal Protection

Our team of specialised lawyers have extensive knowledge of the residential property sector and are highly experienced in regulatory governance and property law.





Acquisitions Advice

We have forged close working relationships with the UK's leading developers and investors during our 30 years in this sector. From identifying, researching and conducting financial appraisals of potential opportunities, to securing development partners and structuring agreements, we offer a comprehensive service.

We have an exceptional understanding of the residential property sector, underpinned by our extensive nationwide relationships and investment in technology, data collection and analysis. We interpret and leverage data to help you through every step of the development cycle, providing demographic profiling and evaluations to support you in the decision-making process.

Design Innovation

By highlighting potential design issues that may hinder the performance and future efficient management of your asset, we add value to the development lifecycle. We ‘design-in’ value and ‘design-out’ flaws to deliver optimal performance and maximise returns. Working with design professionals, we research the market to ensure all amenities and services are fit for purpose.

- Applying design disciplines into the initial development phase, we can:
- Provide balanced service costs that support sustainability
 - Maximise rental revenue
 - Lower whole life asset costs.

Mobilisation Approach

We ensure every detail, process and service are ready to go when you are. Experienced teams backed by the highest operational standards ensure our go-live process is proven and trusted. Our bespoke mobilisation approach combines thorough planning, efficient processes and proven compliance capabilities. Rigorous due diligence helps protect your timescale and budget:

- Operational schedules
- OPEX and CAPEX budgets
- Health & Safety obligations
- IT systems.



Investment in the private rented sector is predicted to hit **£100 billion** by the end of 2022.

In-house Surveying

While our competition may outsource, our surveyors are all based in-house. Each is RICS or Chartered Institute of Building (CIOB) qualified, with the experience to deliver expert surveying liaison across the entire engineering, legal, environmental, regulatory, local authority, insurance and contractor framework.

We work with you to develop a compliant, high-quality surveying and maintenance schedule tailored to your asset that minimises disruption for customers.



The private rented sector has **doubled** over the last decade.

Procurement Focus

Our in-house procurement team is MCIPS qualified by the Chartered Institute of Procurement and Supply and places £174 million annually with 8,300 suppliers nationwide. We create successful procurement solutions that deliver high performance and tangible savings, never compromising on quality.

Our procurement processes focus on continuous productivity improvement, contractor optimisation and clear visibility on spend.

Every contractor must share our values and those of our clients, and meet our tough criteria across Health & Safety, insurance and financial history while operating within our stringent Code of Business Conduct. We conduct regular performance reviews with all partners to ensure excellence.

Placemaking Process

We create a sense of place and always aim to deliver a flawless customer experience, enhancing your development and its appeal as a home - vital to the success of any Build to Rent scheme. Amenities including gyms, pools, dedicated workspaces and screening rooms require quality service, staffing and support to remain suitable and attractive for customers.

Each of our on-site management team is enrolled in our FirstPort Concierge Academy. This tiered training programme comprising of classroom and on-the-job learning provides staff with the tools, skills and experience to deliver the sense of place – and service – your customers demand.

Our on-site maintenance team are available 24 hours a day to handle in-apartment service requests such as emergency repairs, ensuring peace of mind for our customers.



We place over **£170 million** with **8,300 nationwide suppliers** each year.



We have been handling residential lettings **since 2009.**

Marketing Strategy

Marketing and lettings are core components of successful schemes. We have comprehensive knowledge of purpose-built assets offering wide ranging amenities. Well grounded market insight allows us to secure the target customer for your development. From managing listings and hosting viewings to carrying out customer checks and property inspections, we handle all aspects of the lettings process.

Our marketing team provides strategic marketing campaigns to promote your development and maximise income. From digital campaigns to printed collateral, we provide you with all the support needed to attract and engage the right customers.

Estate Finances

Our end-to-end financial service offering dovetails perfectly with the on-site services we provide. We manage property finances with accurate site-specific accounts and maintain all budgets with transparent asset management plans.

Our online estate finance platform is an industry leader, providing access to innovative, real time information that offers excellent visibility:

- Treasury services on bank accounts, allocation of payments and monthly bank transactions
- Purchase ledger and accounts payable for processing verified invoices for payment
- Scheme accounting for the completion of annual accounts and other statutory information
- Business support for preparing annual budgets, including CAPEX requirements
- Audit to cover appointment, arrangement and managing of statutory audit processes.

Insurance Protection

Intelligently specified insurance policies and risk management programmes are vital to protecting your Build to Rent assets. FirstPort Insurance Services Limited is our in-house independent brokerage that combines property expertise with bespoke insurance covers. We design our insurance solutions for institutional investors and developers. Our policies typically offer a superior breadth of cover that other policies may leave exposed.

FirstPort Insurance Services Limited is authorised and regulated by the Financial Conduct Authority. We are a trusted broker with an exceptional service ethic and strong relationships with leading underwriters. We can quote competitively for building, engineering and inspection insurance. Specialist benefits include:

- £15 million property owner liability cover
- Loss of rent cover
- No conditions for unoccupied properties
- Negation of underinsurance clause subject to reinstatement cost assessments every three years
- No policy issue or alteration fees commonly found elsewhere.



Private Rented Sector
occupancy increased
by 40% in 2016.

Home ownership increased
by 2% in the same period.



We have over **3,000 staff** dedicated to managing our portfolio of more than **184,000 homes**.

Management Matters

Build to Rent assets require comprehensive strategic property and asset management – not a traditional approach – to attract and maintain a quality customer base.

Working with national developers and investors on some of the UK’s most prestigious schemes, we understand the specific requirements for first class Build to Rent property and asset management.

We design overarching asset management services to meet your needs. Our technical credentials and commitment to ensuring robust health and safety cover cleaning, grounds management, interior and exterior maintenance, repair and enhancement and are always to the highest of standards.

End-to-end services include all utility management and asset performance reviews to maintain customer occupancy, minimise voids, maximise income yield and meet all agreed KPIs. We provide initial and ongoing marketing campaigns, customer find, rent collection, management and customer liaison services.

Our secure online property management portal also allows you to view all information, data and documents relating to your development in real-time, ensuring you always stay informed.

Data Analysis

Our significant investment in technology and data collection means we are an information-rich business that possesses detailed data for all of the developments we manage. Efficient management of 184,000 homes across more than 3,800 developments requires accurate and timely reporting, which our technology delivers.

Using a range of analytical tools in addition to MySight, – our business intelligence platform – we supply bespoke reporting and management information that supports your strategic business decisions.

From real estate market knowledge to scheme management data, we provide information that minimises risk, drives opportunity, identifies trends and improves service delivery.

Maintenance Standards

In the lifecycle of your development, everything you can see – and much of what you cannot – will need attention at regular intervals. Keeping your Build to Rent investment looking good and working well requires maintenance services that are comprehensive, organised, offer value-for-money and are transparent.

Our commitment to quality reflected through planned and reactive maintenance is a point of professional pride with cost effectiveness and significant returns on investment at its heart. It also ensures that customers live in a clean and safe environment which encourages retention.



Business Benefits

We are good at what we do and are committed to delivering the highest standards every time. We want to provide peace of mind, quality, consistency and predictability.

Working with FirstPort will give you:

- **Confidence:** Integrated future proof rental property management strategy.
- **Coverage:** Our size delivers scalability, stability, national reach and proven experience.
- **Compatibility:** Alignment with your business to maximise yield, optimise costs and negate risk.
- **Control:** Superior oversight from technology, expert property and asset managers.
- **Compliance:** Adherence to all legal, regulatory, environmental and local authority requirements.

Meet Our Core Team



Martin King
Director of Business Development, Marketing and Communications.
E: martin.king@firstport.co.uk
M: 07595 034525

Martin joined FirstPort in September 2016 as Director of Business Development, Marketing and Communications to assemble a strong team of professionals tasked with creating and delivering our ‘go to market’ strategy. Martin’s strong business acumen was forged through a combination of direct industry experience as Head of Business Development for Asset Services and Rating UK, at the largest Global Commercial property company.



Jeremy Ogborne
Business Development Manager
E: jeremy.ogborne@firstport.co.uk
M: 07753 240395

Jeremy joined FirstPort in September 2016. With over 25 years of valued expertise in the property industry, including senior roles with national companies. Jeremy has gained an in-depth knowledge of the life-cycle of property ownership, from acquisition to development, management and sales. He understands the importance of building long term relationships with clients is key, as well as delivering detailed solutions in all areas of property and estate management, for developers, institutional investors, Trusts and Build to Rent/PRS clients.



Ryan Collier
Regional Director
E: ryan.collier@firstport.co.uk
M: 07734 964762

Ryan has a Property Development and Planning degree. Throughout his career, Ryan has managed a varied portfolio of residential properties. He manages a team looking after 25,000 large and complex units for FirstPort Bespoke. Ryan works with major freehold investors, house builders and developers. Ryan is a member of the Institute of Residential Property Management and an Associate of the Royal Institute of Chartered Surveyors.



Will Ahern
Commercial Manager
E: will.ahern@firstport.co.uk
M: 07540 558422

Will has held several Commercial and Financial analyst roles in a range of industries. Prior to joining FirstPort, he worked as the Commercial Financial Analyst at the Rugby Football Union and as a Financial Analyst at a construction firm. Will’s experience allows him to provide commercial insight into developments while using business intelligence to streamline and improve accuracy of lifecycle budgets.

FirstPort is the UK's premier property management group, spanning 184,000 homes across more than 3,800 developments in the residential, retirement and luxury markets. With a 30-year track record, we offer home builders and institutional investors a uniquely scalable combination of residential property planning and asset management backed by our national reach.

With in-house expert teams and exceptional technical capability, our integrated service adds value to every stage of the property development lifecycle.

Our award-winning people, application of cutting-edge technology and real-time business reporting delivers great oversight and control. This seamless approach to asset management translates into a superior customer experience that provides reliability, transparency and exceptional value for money.

Our mission is to make life easier for our residents by offering a local, trusted and responsive service. We work hard to make sure this is not just bricks and mortar, but a place they can call home.

Like to explore more?

If you would like to learn how FirstPort can help support your Build to Rent investment today and well into the future, while providing an exceptional experience for customers, then come and talk to us.



01582 393 756



buildtorent@firstport.co.uk



firstport.co.uk/buildtorent