

# 2022 National Build to Rent Report

March 2022

# Introduction



*“The industry often asks itself if residents understand the value proposition of BTR. While there might be more work to be done with prospective residents, those already living in BTR developments increasingly understand and value the experience being provided. In the past year the Value rating for BTR saw the most significant increase of any HomeViews category. This suggests that there has never been a better time for BTR to make residents its biggest advocates.”*

*Hannah Marsh, Co-founder of HomeViews*

The Build to Rent (BTR) sector is enjoying rapid expansion, both in established urban hubs and into more suburban areas. HomeViews has also expanded its reach, with this 2022 Build to Rent Report drawing from a dataset twice the size of last year’s and now covering 64% of completed stock in the UK.

As the BTR industry grows, so does the challenge for operators to continue to deliver the best possible service.

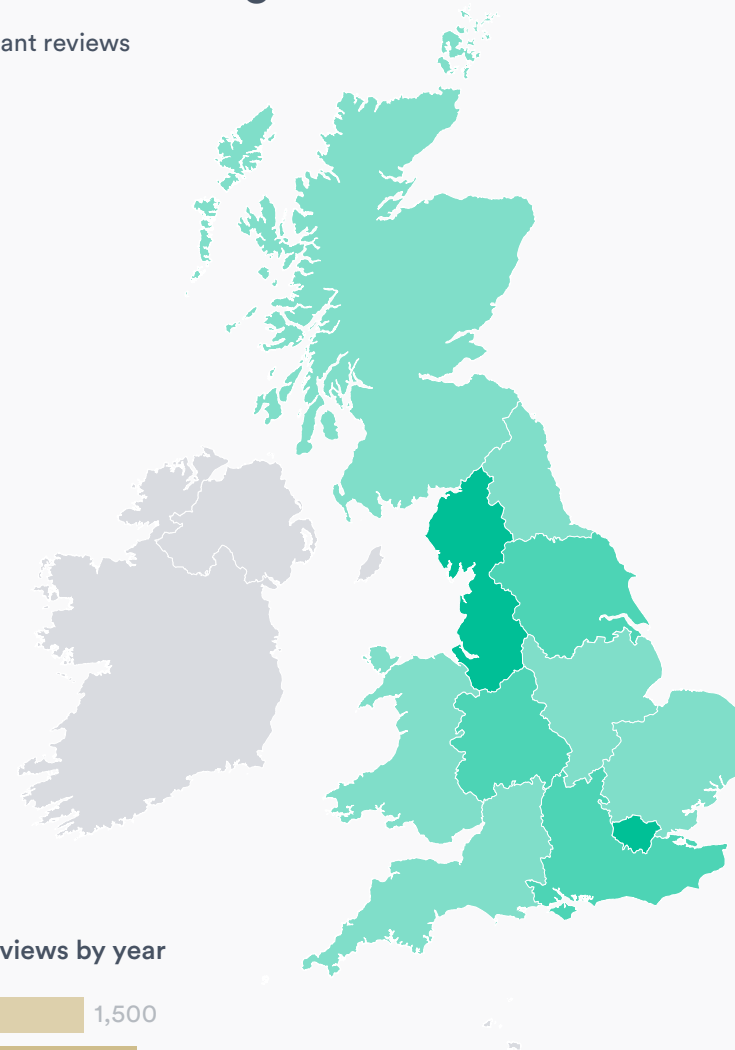
This report explores in detail how the BTR sector continues to provide outstanding service to its residents, with higher overall Star Ratings on HomeViews for 2021 than in 2020, as well as higher scores for Customer Service and the proportion of residents who would recommend their landlord.

However, there is still room for improvement, and we also assess ratings and review data for the lowest-rated developments to see where the sector can strengthen its proposition.

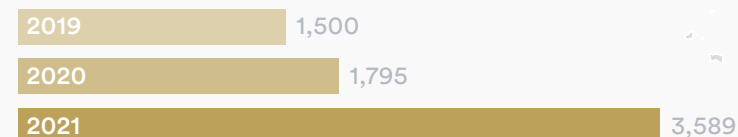
## HomeViews Coverage

Verified BTR tenant reviews

Level of coverage



Verified BTR reviews by year



We look at how Facilities ratings have now recovered to pre-Covid averages, despite taking a dip during the period of lockdowns. Location ratings remain high for BTR, with urban developments rated higher than newer suburban locations. Greater Manchester is a standout success for BTR, so we look in detail at this thriving region.

Value continues to be a lower scoring rating for BTR on HomeViews, but it is the rating that has increased the most year on year. We explore why this is, and the other factors that affect this metric.

Management is always a crucial metric for resident satisfaction, and we see that 24% of residents in top rated BTR developments for Management say they were made to feel safe and secure. Customer service is again highlighted in our work with software provider Yardi. Developments using their systems to offer residents a seamless, frictionless experience were seen to score higher on every data point.

We also discover how BTR tenants want to be ‘surprised and delighted’, and see how operators at the top of our leaderboards are doing just that.

To find out which are the best rated BTR developments and operators of 2021 turn to page 52. Turn to page 60 for a full list of BTR developments whose tenant reviews are included in this report.

With thanks to our report sponsors:



**3,589**  
verified BTR tenant  
reviews in 2021



**254**  
BTR Developments



Over  
**93,000**  
units



**64%**  
of completed  
developments\*



**02**

Introduction

**05**

Key Findings

**06**

Headline Summary

**08**

About HomeViews

**09**

Facilities Chapter  
Sponsored by EE

**15**

Design Chapter  
Sponsored by AGC BTR

**25**

Location Chapter

**28**

Greater Manchester

**33**

Value Chapter  
Sponsored by hereSAY

**39**

Management Chapter  
Sponsored by Yardi

**48**

Covid 2020 – 2022

**50**

BTR Demographics

**52**

HomeViews 2021  
Build to Rent Awards

**60**

Development Index

**69**

Why HomeViews

**67**

Do reviews matter?

**68**

Working with  
HomeViews

**70**

Partner Testimonials





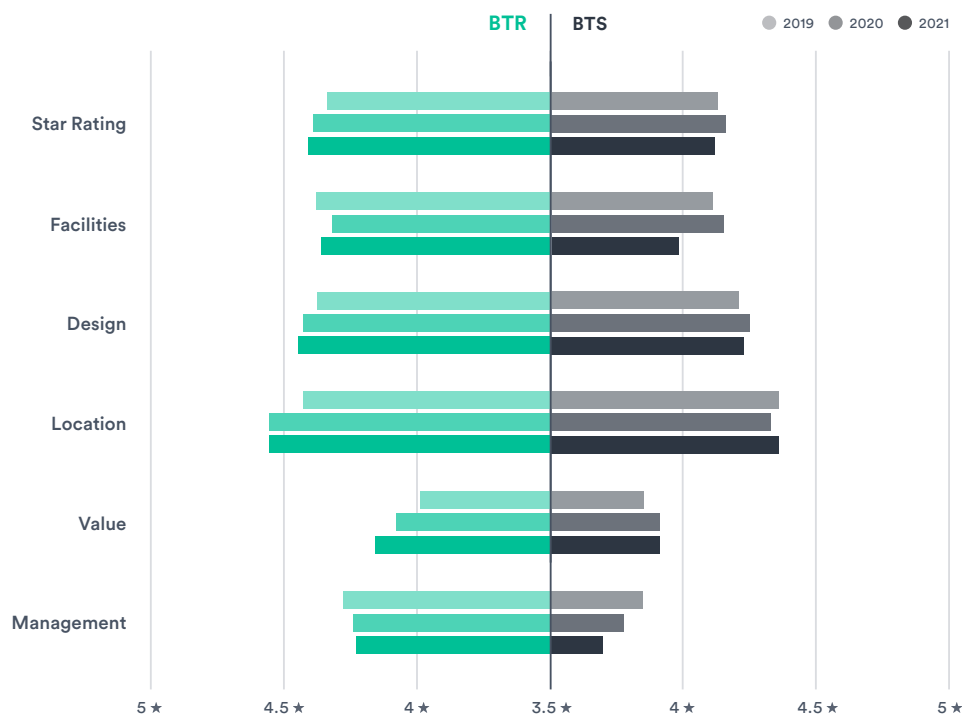
# Key Findings

Residents in BTR developments continue to rate their overall experience more highly than those in BTS

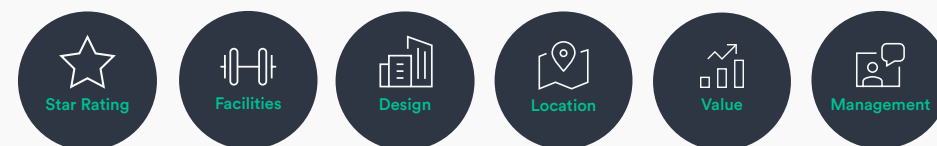
Within BTR, Value was the category where tenant reviews improved the most in 2021

Management scores have declined for tenants in both BTR and BTS, but particularly the latter

Scores by category (2019–2021)



This year there were 21 BTR developments that scored above average on all ratings



10 George Street, E14 by Vertus	New Maker Yards, M5 by Get Living
8 Water Street, E14 by Vertus	One Canalside, CM2 by Legal & General, Urbanbubble
Aston Place, B1 by Dandara Living	Sailmakers, E14 by Greystar
be:here Hayes, UB3 by be:here	The Green Rooms MediaCityUK, M50 by AmroLiving
Brook Place, S11 by Grainger	The Quarters Croydon, CR0 by Bravo
Chapel Wharf, M3 by Dandara Living	The Quarters Kilburn, CR0 by Bravo
Duet MediaCityUK, M50 by More 'Superenting' Allsop Letting & Management	The Slate Yard, M3 by Legal & General, Urbanbubble
Elephant Central, SE1 by Get Living	The Trilogy, M15 by Allsop Letting & Management
Leodis Square, LS11 by Dandara Living	The Whitmore Collection, B3 by Legal & General, Urbanbubble
Mustard Wharf, LS1 by Legal & General, Urbanbubble	The Wulcomb, LE1 by Way of Life
	Vox, M15 by Allsop Letting & Management

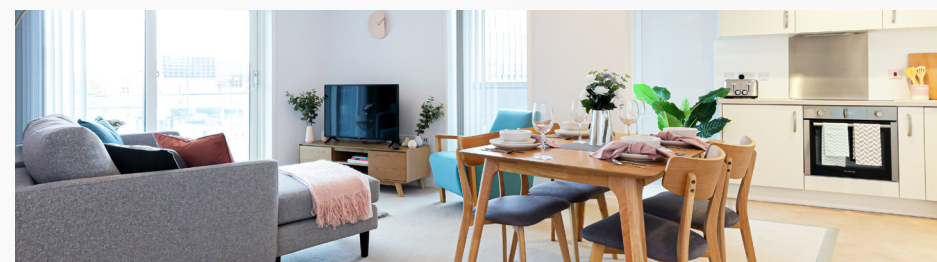


Photo credit: Aston Place by Dandara Living

# Headline Summary

## Facilities

- Average Facilities ratings for BTR have bounced back since the lockdowns of 2020
- BTS tenants gave their developments the lowest Facilities rating to date on HomeViews in 2021 but the data included more housing developments offering fewer services
- Although regional BTR developments tended to score higher than London schemes, the bounce-back in average Facilities ratings was driven by a London recovery
- A concierge, communal inside space, bike storage and a gym were all facilities that the Top 10 had in common, and not nearly as many of the bottom 10 offered these facilities

## Design

- Design ratings for BTR were the highest ever in 2021, and outshone ratings given by BTS tenants for their developments
- Of the Top 10 BTR developments by Design, 70% were designed specifically for BTR, 20% were repurposed PRS and the final building was an office-to-resi conversion
- Half of the Top 10 highest-rated developments for Design were tall buildings with 21% of residents mentioning the view from their home
- Reviews for the bottom 3% predominantly focused on poor-quality fixtures and fittings, which residents said were not built to last
- Larger BTR developments of more than 350 units outperform smaller developments

## Location

- Location was the highest-scoring review category for both BTR and BTS tenants. However, BTR tenants continued to rate their locations higher than BTS tenants living in similar areas in London
- Residents on HomeViews rated regional developments higher than London schemes across every review category
- London Zone 2 and further out generally perform better on the Value rating than Zone 1
- BTR schemes in Greater Manchester consistently outperform developments in the rest of the UK across every review category

## Value

- Value has consistently received the lowest average rating of any of HomeViews' five categories
- However, the Value rating for BTR saw the most significant increase in the past year, driven by better ratings for developments outside of London
- Reviews suggested that tenants saw value in facilities, additional services and having amenities such as Wi-Fi included in the bills, as well as a sense that their experience surpassed their expectations
- Among the 6% of residents who rated the Value of their development at a 1 or 2, many spoke of a disconnect between what they had been sold and the reality

## Management

- In 2021 there was a small decrease in average Management ratings for both BTR and BTS
- However, the gap between BTR and BTS Management ratings is widening. The BTS rating has fallen three times that of BTR in the past three years
- Management companies with smaller portfolios (under 2000 units) were, on average, rated higher than larger portfolios for most ratings but particularly Management and Customer Service
- High Customer Service scores had the strongest correlation to high Management scores, and Customer Service was rated 4.92 out of 5 for the Top 10 developments
- Some 47% of the reviews of the Top 10 mentioned the words 'helpful' or 'helpfulness', while 38% referenced how clean and tidy the development was and 24% said they felt safe

## Covid

- Overall, HomeViews' ratings paint a positive picture of residents' experiences living in new build developments during Covid
- The first national lockdown caused disruption to residents moving in and out of BTS developments, but BTR adapted quickly with virtual viewings
- The second and third lockdowns caused more significant dips in BTR ratings, due to ongoing frustrations over closed facilities
- Feeling safe and cared for has been a consistent theme in the many positive reviews on HomeViews over the past two years

## BTR Demographics

- At the start of 2021, HomeViews introduced a new question asking residents their age bracket
- The largest group was 25-34-year-olds, who made up 53% of BTR residents, while 18-24-year-olds made up the second-largest group at 24%
- Value and Management ratings suffered among the 25-34 and 35-44 age groups, relative to those younger and older
- Excluding the 65+ group, which made up a very small number of residents, it was the 35-44 age group that consistently rated its experience the lowest





# About HomeViews



*“We believe the best information about a residential development comes from the people living there.”*

*Rory Cramer, CEO & Co-founder of HomeViews*

## The HomeViews mission

One of the biggest decisions we ever make, financially and emotionally, is choosing a home. Right now, a new generation of residents are considering and living in new-build developments for the first time. Our mission at HomeViews is to share useful, trustworthy insights about residential developments to support both renters and buyers in choosing where to live.

## Trusted, verified reviews

HomeViews launched in February 2019 and has since published over 33,000 reviews from more than 2,100 apartment and housing developments across the UK. We aim to provide valuable, insightful, and trustworthy content, which is why we have robust review guidelines in place. We always seek to verify tenant reviews and use a number of processes and tools to do this. 82% of our resident reviews are verified and it is these reviews that count towards the ratings on HomeViews, and have been included in this report.

## Fair, balanced data

We believe the best information about a residential development comes from the people living there. Residents are invited to write a review and rate a number of factors – the Design, Facilities, Location, Value, and Management. They also share insights about their landlord services and write a review on the development and location. By asking a number of questions and providing multiple rating categories we aim to avoid reviews from a vocal minority sparked by single issues. Instead, we are able to collect more detailed and balanced reviews that consider the wider experience of living in a development and the service provided.

## Proactive data collection

Reviews are collected through a number of methods: organic, social media advertising, customer satisfaction surveys and the HomeViews team on the ground, who meet and speak to tenants outside their developments. This also ensures reviews reflect a fair and balanced appraisal of the resident experience in each development.

**“The ratings website that’s  
changing housing”**

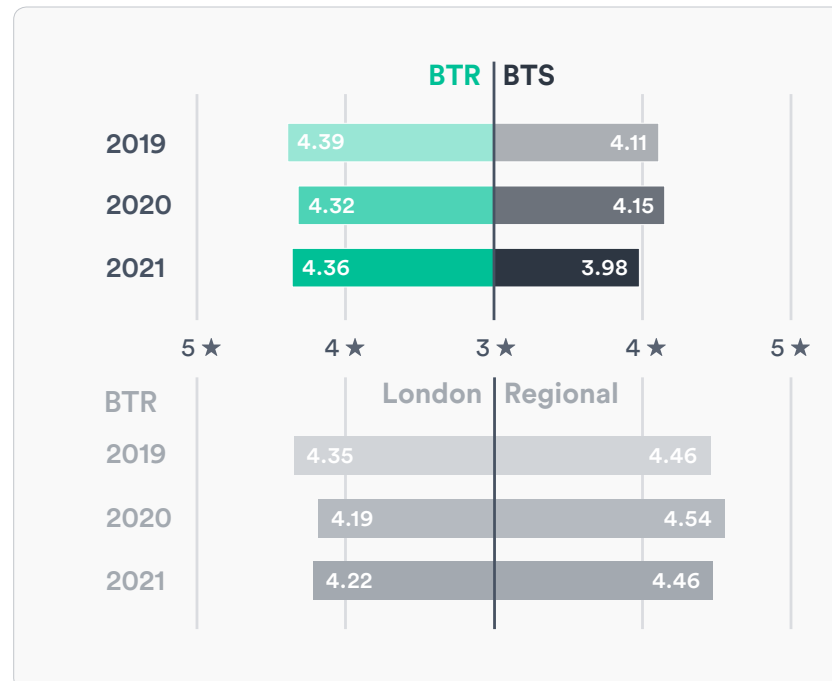
**THE  TIMES**



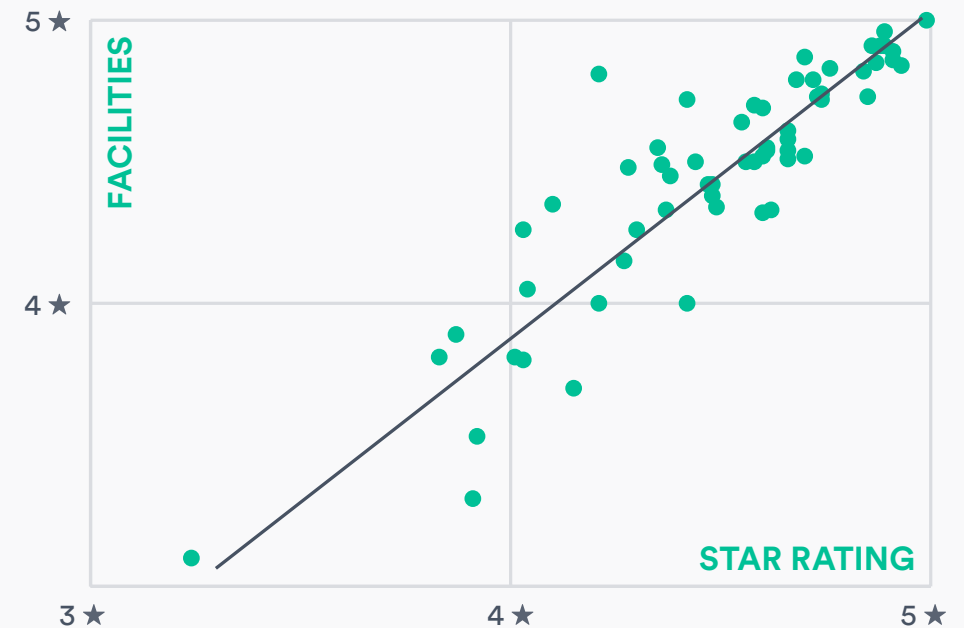
# Facilities

Facilities ratings for BTR have bounced back following a predictable dip in 2020, when many facilities had to be closed due to the pandemic. In contrast, BTS tenants gave their developments the lowest Facilities ratings to date in 2021. Although regional BTR developments tend to score higher than London, the bounce back in Facilities ratings was driven by a London recovery.

## Facilities Ratings over time for BTR/BTS



## The Correlation between Facilities and Star Rating



**Higher ratings for Facilities correlate strongly with higher overall Star Ratings.**

This year, the correlation between the overall Star Rating of a development and its Facilities rating was 23% greater than in 2020.

	Development	Facilities Score
1	Duet MediaCityUK, M50	5.00
2	Vox, M15	4.96
3	The Whitmore Collection, B3	4.91
	Mustard Wharf, LS1	4.91
	The Slate Yard, M3	4.91
6	Aston Place, B1	4.89
7	Box Makers Yard, BS2	4.87
8	Chapel Wharf, M3	4.86
9	The Green Rooms MediaCityUK, M50	4.85
10	8 Water Street, E14	4.84

## Top 10 developments by Facilities score

Just over 85% of all reviewers gave their Facilities a 4 or 5 out of 5, and only 5% rated them a 1 or 2.

Of the reviews for the Top 10 developments, 43% mentioned a gym. Some 16% of reviews talked about a concierge, and 10% referred specifically to the concierge or security service being 24-hour. This, they said, was helpful and also made them feel safe. Communal internal spaces, which were available in all of the Top 10 developments, were mentioned in 23% of the reviews, and events the management team put on were mentioned in 10% of the reviews.

Parcel rooms and delivery solutions were also a very popular service, with 13% of reviews specifically talking about how useful this was. Residents often referenced past problems with parcel deliveries and said that having the service made their lives easier.

# 85%

of reviewers rated their Facilities at 4 or 5 out of 5

## The perception of 'free'

We have increasingly seen residents talk about 'free' services such as a 'free gym,' 'free coffees,' 'free events,' or even 'free beer'. 'Free' services were mentioned in 12% of the reviews for the top-rated developments for Facilities. The small unexpected touches provided by management, and the facilities that residents did not feel that they had paid for but saw as a 'free' bonus, resulted in an increased perception of value and level of satisfaction.

In contrast, reviews in slightly lower scoring developments indicated confusion around what was included in the rent. As a result, when facilities were no longer available or charged for, this caused frustrations.

*"The front and the back lounges are wonderful areas to sit, relax and spend some work time from time to time and also there is free coffee 24/7. Everything is awesome in green rooms."*

*Sean, Verified Resident on HomeViews, Box Makers Yard by Legal & General and Urbanbubble, April 21*

*"The building is bright, clean and well designed. This holds true for the communal areas and for the individual apartments. Five star rating for this aspect. Furthermore living here gives you access to the free gym and the facilities there are great as there is sufficient gym equipment for even advanced trainers."*

*Ben S, Verified Resident on HomeViews, Chapel Wharf by Dandara Living, October 21*



## Most-valued Facilities

In addition, we analysed our review data to find out which facilities tenants really valued. We also compared the top ten BTR developments for Facilities with the bottom ten to see what each set had in common.

A concierge, communal indoor space, bike storage and a gym were all facilities that the Top 10 had in common, while far fewer of the bottom 10 offered these facilities. This was consistent with what we had seen in previous years. While parking was offered by as many of the Top 10 as the bottom 10, the amount of parking spaces and cost of parking varied considerably.

Manchester, an area we explore in more detail in our location chapter, had five developments featured in the Top 10 for Facilities. In comparison, only one London development made the list. Legal & General had four developments make the Top 10 list, but taking the top spot with outstanding average Facilities ratings of 5 and 4.96 were two developments managed by Allsop Letting and Management.

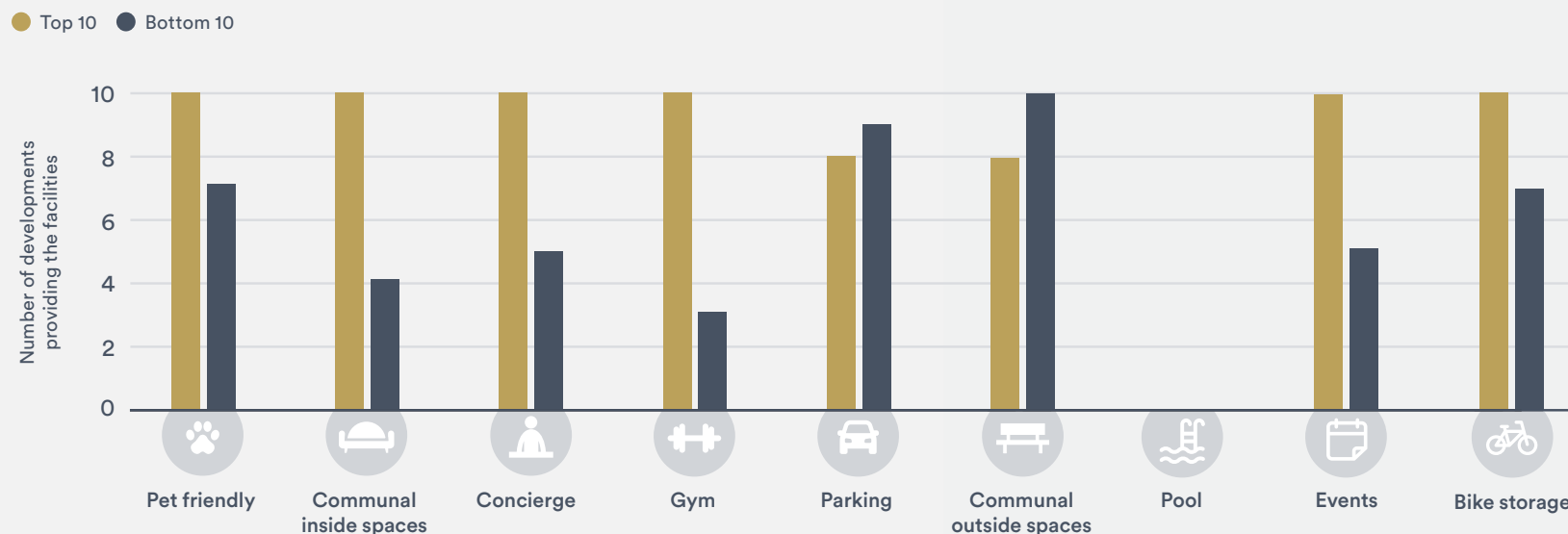
*“Lovely brand new building, great facilities and convenient 24hr front desk for collecting parcels and maintenance, has a great gym, communal area and communal roof terrace. Private parking available for a fee and hire able meeting rooms as well.”*

*Sean, Verified Resident on HomeViews, Box Makers Yard by Legal & General and Urbanbubble, April 21*

*“The security of the post room is great - I have lived in development before where post was located in the front of the development and people's parcels were going missing etc.”*

*Laura, Verified Resident on HomeViews, Vox managed by Allsop Letting & Management, Sept 21*

Comparison of facilities provided within top/bottom 10 BTR developments by Facilities rating



## Lower Facilities ratings

The 5% of reviewers who rated Facilities a 1 or 2 out of 5 frequently referenced poor management and a poor quality of amenities, if any were available. When Facilities were poorly-rated, it was usually the case that the overall experience had also been given a low score.

There were some specific examples where residents viewed the facilities closed during lockdown as being included in the rent. When they were not available, the residents felt a reduction in the rent should have been given, and in some instances BTR landlords did offer this.

*“If I had been asked a year or so ago, I probably would have rated higher, but Covid locking everything down, and yet being told there would be a rent increase despite all the “included facilities” being unavailable was a joke.*

*Verified Resident on HomeViews*

*“Unfinished. Things promised, for example: 24/7 concierge? Never met them. Gym equipment always turned off. Lifts always broke. Stairwell feels like a horror movie. Friendly/helpful people at the other end of emails. Feels like they want to help but can’t do much.*

*Verified Resident on HomeViews, Oct 2021*

## Flexibility of Services

Many developments offer wifi and other utilities either included within the rent or already set up. There appears to be a wide variation in the quality and cost of services provided but where frustrations arise is when there is a lack of flexibility.

*“We love the facilities included especially the gym and fast WiFi. Both work from home on video calls etc and no problems with the free version of the Internet.”*

*“The wifi isn’t great which has been difficult working from home (though this is currently being worked on), and the energy provider (who you must use) is very expensive”*

*“Wifi speeds are insanely fast”*

*“You have to buy a specific wifi broadband which makes bills quite expensive.”*

*“The utilities and WiFi are already set up and requires very little work if any”*

## Facilities Headlines

- Average Facilities ratings for BTR have bounced back since the lockdowns of 2020
- BTS tenants gave their developments the lowest Facilities rating to date on HomeViews in 2021 but this included more housing developments which offered fewer facilities
- Although regional BTR developments tended to score higher than London schemes, the bounce-back in average Facilities ratings was driven by a London recovery
- The correlation between the overall Star Rating of a development and its Facilities rating in 2021 was 23% higher than in 2020
- A concierge, communal inside space, bike storage and a gym were all facilities that the Top 10 had in common, and not nearly as many of the bottom 10 offered these
- Legal & General had four developments included in the Top 10 list for Facilities, but two developments managed by Allsop Letting and Management topped the list with outstanding average Facilities ratings of 5 and 4.96
- Just over 85% of reviewers gave their facilities a 4 or 5 out of 5, and only 5% rated them a 1 or 2
- 43% of reviews for the Top 10 developments by Facilities rating mentioned a gym
- In addition, 16% of reviews for the Top 10 talked about the concierge and 10% referred specifically to security, with many mentioning that it was a 24-hour service
- Parcel rooms and delivery solutions were a very popular service, with 13% of reviews specifically talking about how useful these were
- ‘Free’ services were mentioned in 12% of the reviews for the top rated developments for Facilities

**At BT, we know wi-fi.** We have over 1.6 million daily users on BT Wi-Fi and understand that fast and reliable internet is no longer a luxury, it's a necessity. Whether it's working, gaming, or keeping smart home tech online, we provide our users with a connection that can keep up with their demands - and their expectations. And we don't rely on our reputation; we're constantly innovating to provide wi-fi that's superfast, secure, and smart.

That's why we're adding a new product to BT Group's connectivity portfolio; **a wi-fi service designed specifically to meet the needs of residents living in Build to Rent developments.** Our new BTR wi-fi service will be launched on the EE brand, which is part of the BT family, later this year. EE is the perfect platform for this new product – the brand is popular in urban areas, and with younger audiences, both of which are key target segments for BTR developments.

## About BT and EE

EE is the UK's biggest and fastest mobile network, offering customers superfast connections in more places than any other UK provider. As well as offering mobile services to consumers and small and medium businesses, EE also provides home and business broadband.

BT is the UK's leader in wi-fi, with more than two decades of experience, and over 5.5 million public hotspots. We provide free and paid for internet access across a variety of sectors, from high street retailers to premium hotels and pubs, and are the connectivity partner of choice for many top UK brands.

At BT, our purpose is as simple as it is ambitious: **we connect for good.** There are no limits to what people can do when they connect. And as technology changes our world, and BTR changes the way we live, connections matter more than ever.





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You don't want to miss it!

Email [new.home.queries@bt.com](mailto:new.home.queries@bt.com)  
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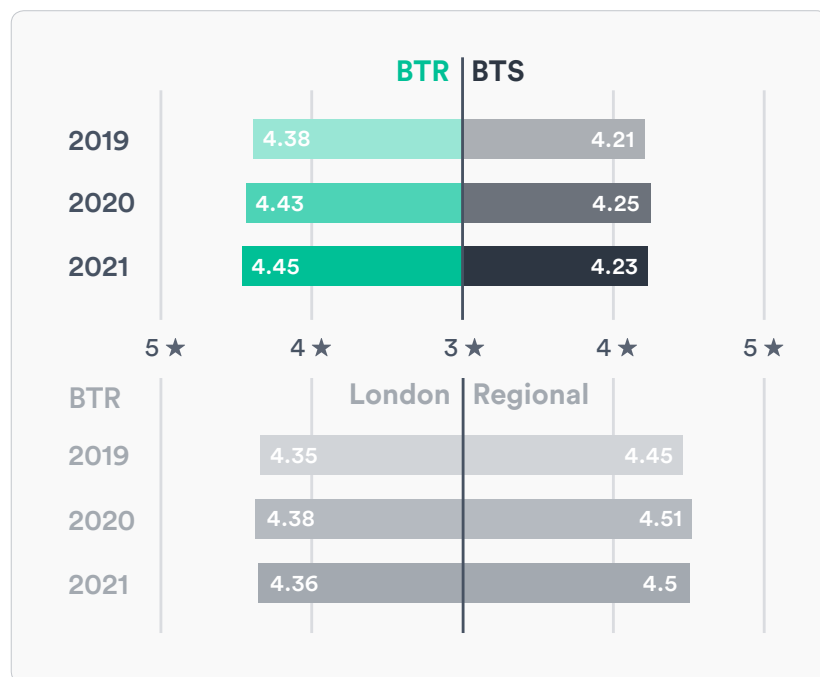


# Design



Yet again in 2021, the average Design rating for BTR was the highest it had ever been, and outshone ratings from tenants in BTS developments.

## Design Ratings over time for BTR/BTS

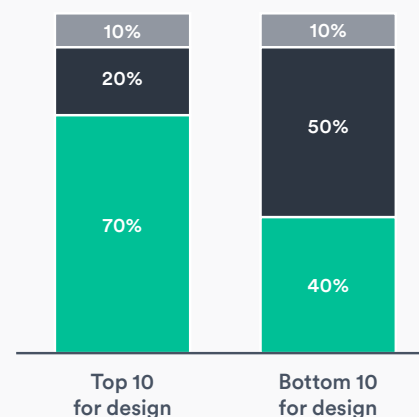


The Top 10 BTR developments by Design rating were made up of the same mix of building types as last year. Among them, 70% were designed specifically for BTR, 20% were repurposed PRS buildings and the remaining 10% were office-to-resi conversions.

## Top 10 for Design: Building types

### Building type

● BTR ● PRS ● Office to residential



Three purpose-designed BTR buildings made the Top 10 in both 2020 and 2021: 10 George Street by Vertus, The Green Rooms by AmroLiving, and Duet MediaCityUK by More 'Superenting'

The average ratings awarded by tenants living in BTR, PRS and office-to-resi developments were almost always higher on each category score when compared to tenants living in BTS developments.

Office-to-resi was a surprise success story, scoring well across all categories. On average, office-to-resi buildings scored higher than those designed specifically for BTR in the Value and Management categories.

“The apartments have a good design with a new kitchen and the shower is very good! You get a high end feeling and feel cared by the team.

Giovanna Graziosi Casimiro, Verified Resident on HomeViews, The Quarters Croydon, Nov 2020

## Tall Buildings

Architecture London Tall Buildings Survey, published in conjunction with Knight Frank. HomeViews data revealed that residents of tall buildings (20 storeys or more) rated their homes higher than those in non-tall schemes, with tall buildings scoring particularly highly for their Facilities, Design and Location.

In this report, 50% of the Top 10 BTR developments for Design were tall buildings, an increase from 30% the year before. Some 21% of the resident reviews in the Top 10 talked about the views from their apartments, with many describing it like being on holiday when at home.

“Clean calming design right next to the water - everyone who has visited my apartment has commented on how relaxing and quiet the apartment is and the beautiful waterfront benches and design make you feel like you’re on holiday rather than in London.”

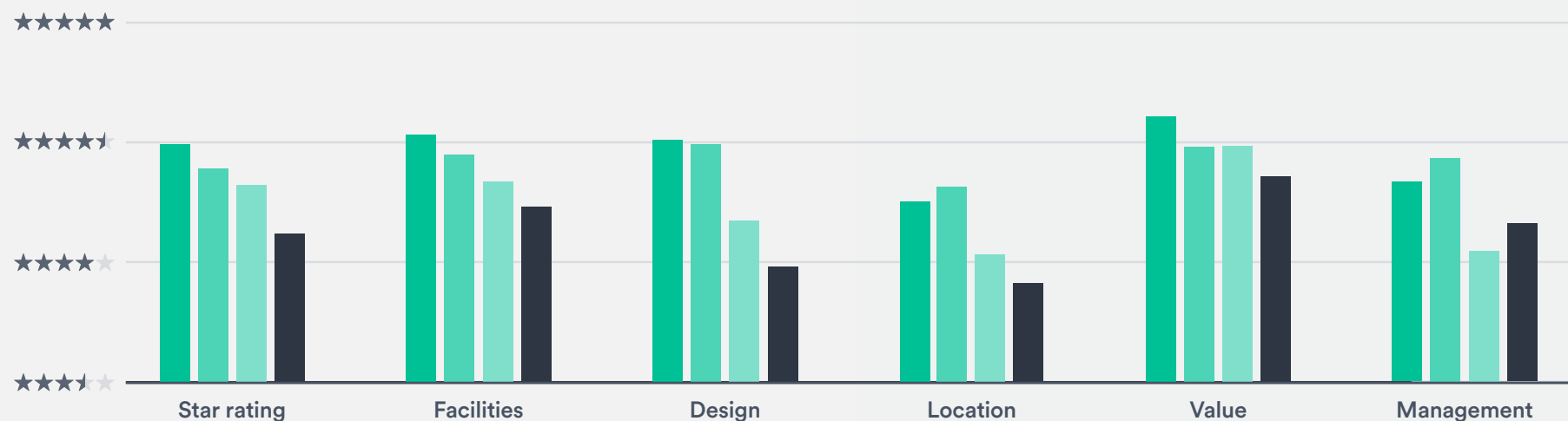
*Phoebe G, Verified Resident on HomeViews, 10 George Street by Vertus, Sept 2021*



## Average scores by building types

● BTR ● Office to residential ● PRS ● BTS

● BTR Tenants  
● BTS Private Tenants





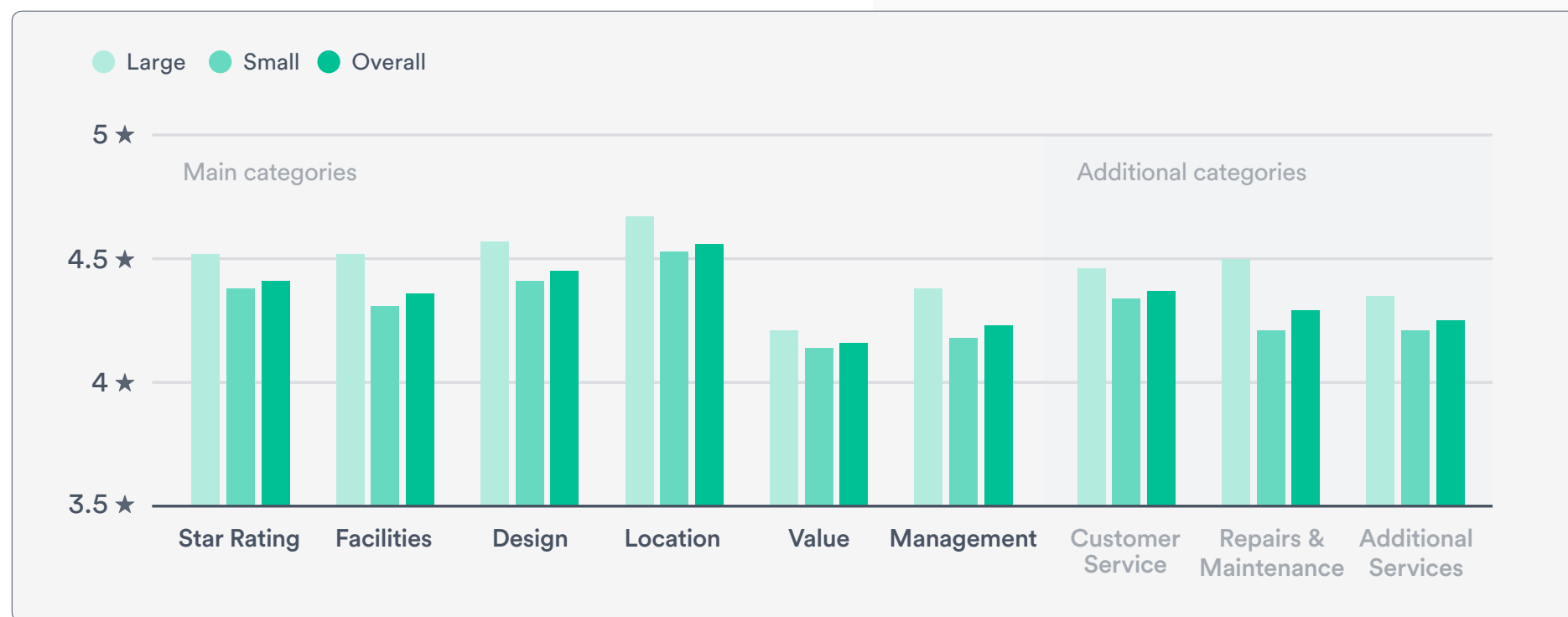
## Small vs. Large developments

For the first time in our annual HomeViews Resident Choice Awards we awarded the best BTR developments smaller or larger than 350 units. One of the reasons to do this was to recognise potentially increased challenges of managing larger more complex developments.

However, our data shows that larger BTR developments of more than 350 units outperform smaller developments (less than 350 developments). This was seen across all review categories, but most significantly in the Management review category, where larger developments were rated at 4.38 out of 5, and smaller developments at 4.18.

# Larger BTR developments outperform smaller developments

## Ratings for Large/Small developments (+/- 350 units)



	Development	Design Score
1	Duet MediCityUK, M50	4.98
2	Vox, M15	4.94
3	8 Water Street, E14	4.92
4	New Maker Yards, M5	4.86
	Mustard Wharf, LS1	4.86
6	The Green Rooms MediaCityUK, M50	4.85
7	The Quarters Croydon, CR0	4.82
	The Slate Yard, M3	4.82
9	10 George Street, E14	4.79
10	Aston Place, B1	4.78

	Operator	Design Score
1	Vertus	4.86
2	Dandara Living	4.77
3	Allsop	4.75
4	Apo	4.72
5	The Quarters by Bravo	4.71
6	Urbanbubble	4.69
7	Native	4.65
8	Get Living	4.63
	Essential Living	4.63
10	Way of Life	4.57

## High scores for Design

An overwhelming 88% of residents gave their BTR development a Design rating of 4 or 5 out of 5, and only 3% gave it a 1 or 2 out of 5. This was an incredibly high satisfaction level for Design and was mirrored in the average scores for the Top 10 developments and the Design averages for the Top 10 operators across a portfolio.

Of particular note was Dandara Living, which achieved an average Design rating of 4.77 from over 400 resident reviews across four different developments.

Most reviewers for the top-rated developments talked specifically about the design of their homes, with 39% describing their flat or development as ‘modern’ or ‘new’. The communal areas were a firm favourite, being referenced in 14% of reviews. ‘Quality’ and ‘furniture’ were referenced in 15% and 17% of reviews respectively, and balconies in 15%.

*“The building is modern, I love the communal spaces by the entrance of the building, I love that we have concierge as well as it adds to the safety element that is required in any home. I especially love that I don’t need to be home to accept parcels and that they’re kept safe in the building’s parcel room.”*

*Sam D, Verified Resident on HomeViews, Aston Place by Dandara Living, March 2021*

*“The design spec is really high especially compared to other properties nearby. I can’t wait until we’re allowed to have friends and family come by (due to lockdown restrictions) as I feel really proud to be in a position whereby I can live in such a lovely place.”*

*Hayley, Verified Resident on HomeViews, New Makers Yard by Get Living, March 2021*

*“Beautifully designed building with very inviting communal spaces (snug, parlour, roof terrace etc). The apartments are equally well-designed, making good use of the available space and are finished to a very high standard. The view from the balcony is spectacular, especially at night!”*

*Dan W, Verified Resident on HomeViews, 8 Water Street by Vertus, Sept 2021*

## Bottom rated developments for Design

The 3% of reviews that rated Design 1 or 2 out of 5 were spread across more than 70 developments. The reviews for the bottom 3% predominantly focused on poor-quality fixtures and fittings, which residents said were not built to last.

They said that while the fixtures and fittings might look shiny and new, they would break because they were of poor quality. A smaller portion of the reviews complained about flats being too small for the price, and there being too few lifts or windows.



Photo credit: Apo Barking by Apo

“

*Additionally due to the fact that there are only windows on one side of the place the natural light isn't brilliant. This is probably a good thing as the build quality inside isn't great with wonky fixtures.*

*Verified Resident on HomeViews, September 2021*

*We have only two lifts in this massive building and they always seem to break down all the time.*

*Verified Resident on HomeViews, September 2021*

*Properties are aesthetically pleasing, but very poorly made. If i didn't have to uproot a family I would not be staying here.*

*Verified Resident on HomeViews, July 2021*

*It all looks great and very modern hotel feel but its not fit for purpose/not built to last. It's form over function- for eg bathroom plumbing not ideal if there's a problem whole flooring needs to be taken up - looks great but so many things done cheaply to cut corners then need replacing frustratingly.*

*Verified Resident on HomeViews, September 2021*

*Overall I am disappointed. The flat we have is poorly laid out, it's all about profit and not about comfort, which for this price bracket is something they should have taken into account.*

*Verified Resident on HomeViews, February 2021*

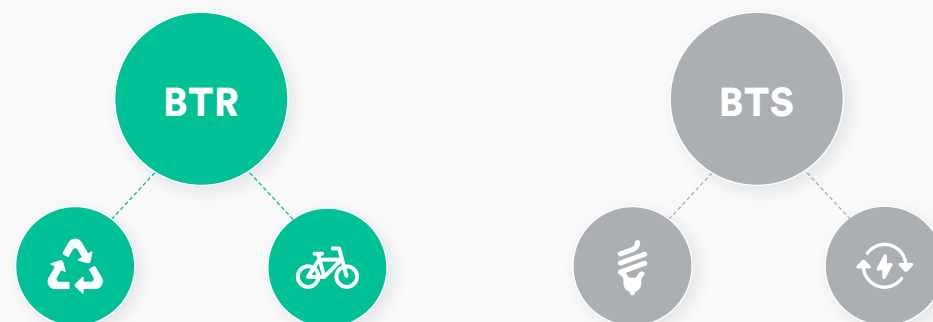
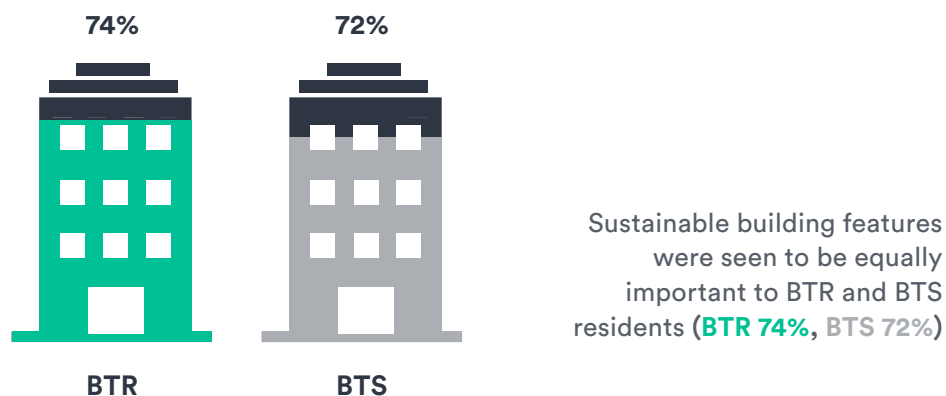
*When you see it for the first time, you find cute and good, by the time you are living there, you realise how poor and cheap it all is. Flooring is really bad quality, furniture and so is the flat in general..*

*Verified Resident on HomeViews, January 2021*

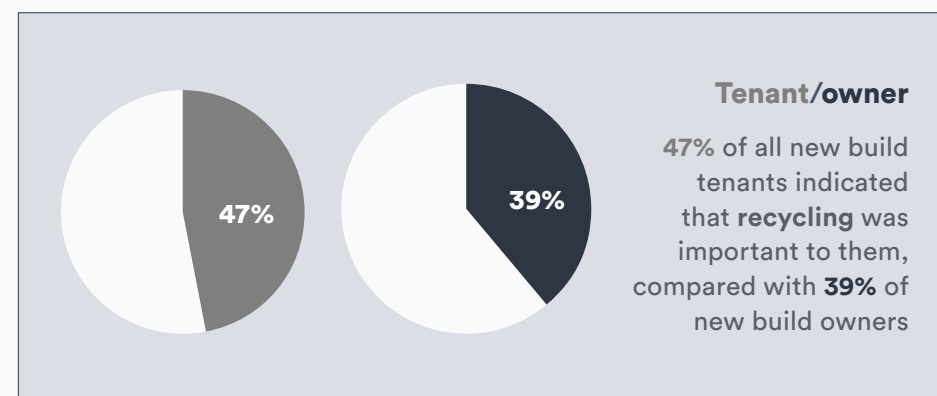


## Sustainability

In February 2021 HomeViews introduced two new questions on sustainability. We asked all residents if sustainability was important to them and, if so, which three sustainable features were most important when selecting a new home.



BTR residents valued **recycling services** and **bike storage** more than BTS residents, who valued **energy saving measures** and **renewable energy** more highly.



*“ I like the modern insulation/materials used to build the house. Thermal efficiency is a good point to consider*

*Verified Resident on HomeViews, Our Lady's. M28 by Simple Life Homes*

For more insights on sustainability and what each of the different resident types on HomeViews valued download the HomeViews 2021 Sustainability Report. [Click here to download report](#)

## Design Headlines

- Design ratings for BTR were the highest ever in 2021, and outshone those for BTS developments
- The Top 10 BTR developments by Design were made up of the same mix of building type as last year – 70% were designed specifically for BTR, 20% were repurposed PRS and the final building was an office-to-resi conversion
- BTR tenants almost always gave a higher rating across all HomeViews categories than those in BTS developments – regardless of the building's design type
- Office-to-resi was a surprise success story, scoring higher than buildings designed specifically for BTR in the Value and Management categories
- HomeViews research found that residents of tall buildings (or those with elements of tall buildings, defined as 20 or more storeys) rated their homes higher than those in non-tall schemes
- Half of the Top 10 highest-rated developments for Design were tall buildings, with 21% of residents talking about the views from their homes
- Larger BTR developments of more than 350 units outperform smaller developments
- Some 88% of residents gave their BTR development a Design rating of 4 or 5 out of 5, and only 3% gave it a 1 or 2 out of 5. The lower ratings were spread across more than 70 developments
- Reviews for the bottom 3% predominantly focused on poor quality fixtures and fittings which residents said were not built to last
- 39% of the reviews for the Top 10 developments for Design described their flat or development as 'modern' or 'new'



Photo credit: Aston Place by Dandara Living



## 8 Water Street

### Interior design in focus

The difference between the highest and lowest rated buildings for Design on HomeViews came down to quality and how well things were designed to last. As a new building 8 Water Street has perhaps yet to be tested but, with such high design scores and a 4.8/5 for Repairs and Maintenance, residents are highly satisfied. However, to compete in the Top 10 list the Design scores can be attributed to the highest quality of luxury living and providing residents with the wow factor in the finer details of their home.

8 Water Street was rated the number 1 BTR development in London for Design with an average Design score of 4.92 out of 5. It was also the number 1 BTR development overall for London in the HomeViews 2021 Awards.

The interiors and communal spaces were designed by AGC BTR the interiors specialists set up by Accouter Group of Companies for the more premium BTR market. Working closely with Vertus, they put together a more considered and sophisticated scheme for residents with a neutral calming palette and high quality fixtures and furnishings. They extended this feeling of tranquillity to the outside spaces.

Located in Wood Wharf immediately across from Canary Wharf, 8 Water Street was designed by Stanton Williams and sits in the shadow of the high rises surrounding it. It is the smallest development offered by Vertus, rated the number 1 BTR company overall for Design. 8 Water Street offers 174 units within 13 storeys and opened to its first residents in November 2020.

The extensive 3,000 square foot terrace used softer wood decking and large quantities of planting to ensure the expansive space feels peaceful amongst its city setting and provides a space for events and activities with other residents. The result: happy and delighted residents.



## The No.1 BTR development in London for Design

*“When selecting our interior design and furniture for 8 Water Street the most important thing was that it reflected the high-quality and comfort of our offering at Vertus. We know how significant it is for our customers to have a powerful first impression when they see the amenity spaces and apartments. What however is almost more important is that the furniture is comfortable, practical and durable. Our residents are living in these apartments so it was essential that the furniture looked brilliant but was also suitable for everyday life; cooking, eating, sleeping and working.”*

**Alastair Mullens, Managing Director at Vertus**

*“We really enjoyed working so closely with the Vertus team, curating spaces and homes for residents where the emphasis on quality and design is truly valued by the tenants. Knowing that residents are starting to demand higher accountability is one of the reasons we have embarked on our journey to attaining B Corp accreditation.”*

**Tori Mitchell, Associate at AGC BTR**





## ***From the moment the reception doors open you can tell that no detail was spared***

*Beautifully designed building with very inviting communal spaces (snug, parlour, roof terrace etc). The apartments are equally well-designed, making good use of the available space and are finished to a very high standard.*

*Dan W, Verified Resident on HomeViews, 8 Water Street by Vertus, Sept 2021*

*Design: Sublime...the interior architects and interior design team did a phenomenal job. From the moment the reception doors open, you can tell that no detail was spared. The common elements (entry, hallways, snug, dining, etc.) are incredibly inviting...modern bones with warm woods throughout...The finishes make it feel as if we're staying in a 5-star hotel.*

*Todd Steward, Verified Resident on HomeViews, 8 Water Street by Vertus, Nov 2020*

*The facilities are excellent, the community is great, and the building and apartment designs are better than the local alternatives*

*John L, Verified Resident on HomeViews, 8 Water Street by Vertus, Sept 2021*

*This development is above and beyond all others. The attention to detail in the apartments is fantastic, the facilities are more than you would ever expect and the team can't do enough for you. I want to live here forever!*

*Hannah, Verified Resident on HomeViews, 8 Water Street by Vertus, April 2021*



**BEGIN TO REIMAGINE**

**“EVERY SQUARE INCH WAS  
THOUGHTFULLY LAID OUT. THE  
FINISHES MAKE IT FEEL AS IF WE’RE  
STAYING IN A 5-STAR HOTEL.”**

TENANT, 8 WATER STREET

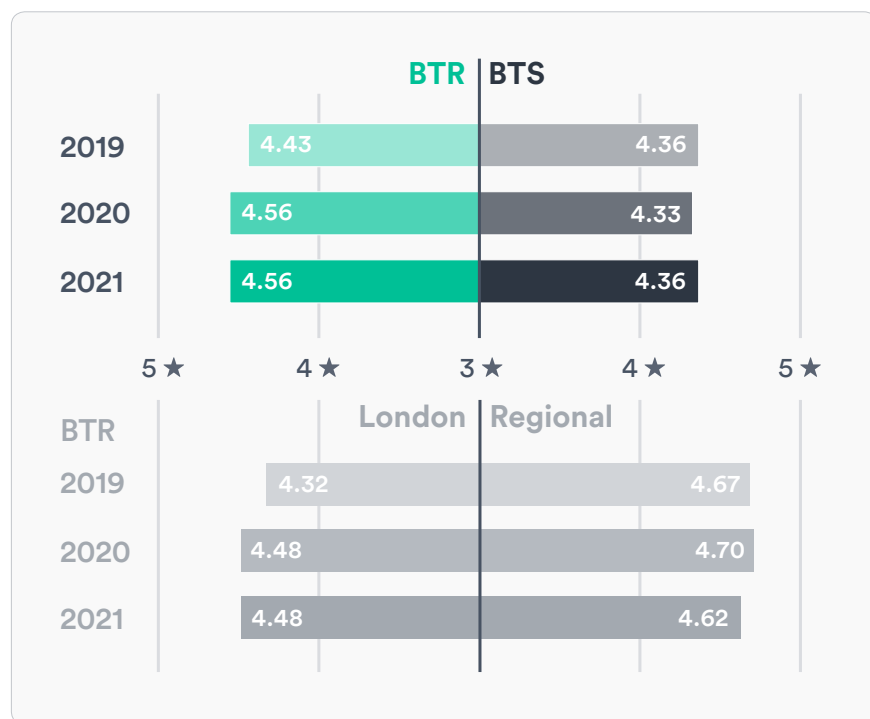
**SCAN THE QR CODE TO ACCESS OUR DIGITAL PLATFORM  
& DISCOVER MORE ABOUT OUR SERVICES.**



# Location

Location was the highest scoring review category for both BTR and BTS tenants. Reviews of higher-scoring BTR developments referenced the impact of proactive management, and said they felt safe due to lighting, security and the presence of a visible or 24-hour concierge.

## Location Ratings over time for BTR/BTS



The top 10 BTR developments by Location score covered a wide range of UK city locations. Of note is Chapel Wharf in Manchester, which had 139 resident reviews in 2021 and scored an average of 4.97 out of 5 for Location.

## Top 10 developments by Location score

	Development	Region	Location Score
1	Duet MediaCityUK, M50	North West	5.00
	8 Water Street, E14	London	5.00
3	Chapel Wharf, M3	North West	4.97
4	Aston Place, B1	West Midlands	4.96
5	Mustard Wharf, LS1	North East	4.95
6	The Cargo Building, L1	North West	4.93
7	The Green Rooms MediaCityUK, M50	North West	4.92
8	The Quarters Croydon, B3	London	4.91
9	The Whitmore Collection, B3	West Midlands	4.89
	Bradstowe House, HA1	London	4.89

“ I want to absolutely shout out the location as it is so so close to the city centre, with minutes walk to Market Street where all the shops are located! Despite being located on a main street it is very quiet and a great and peaceful location.

Sarah, Verified Resident on HomeViews, Chapel Wharf by Dandara Living, Oct 2021



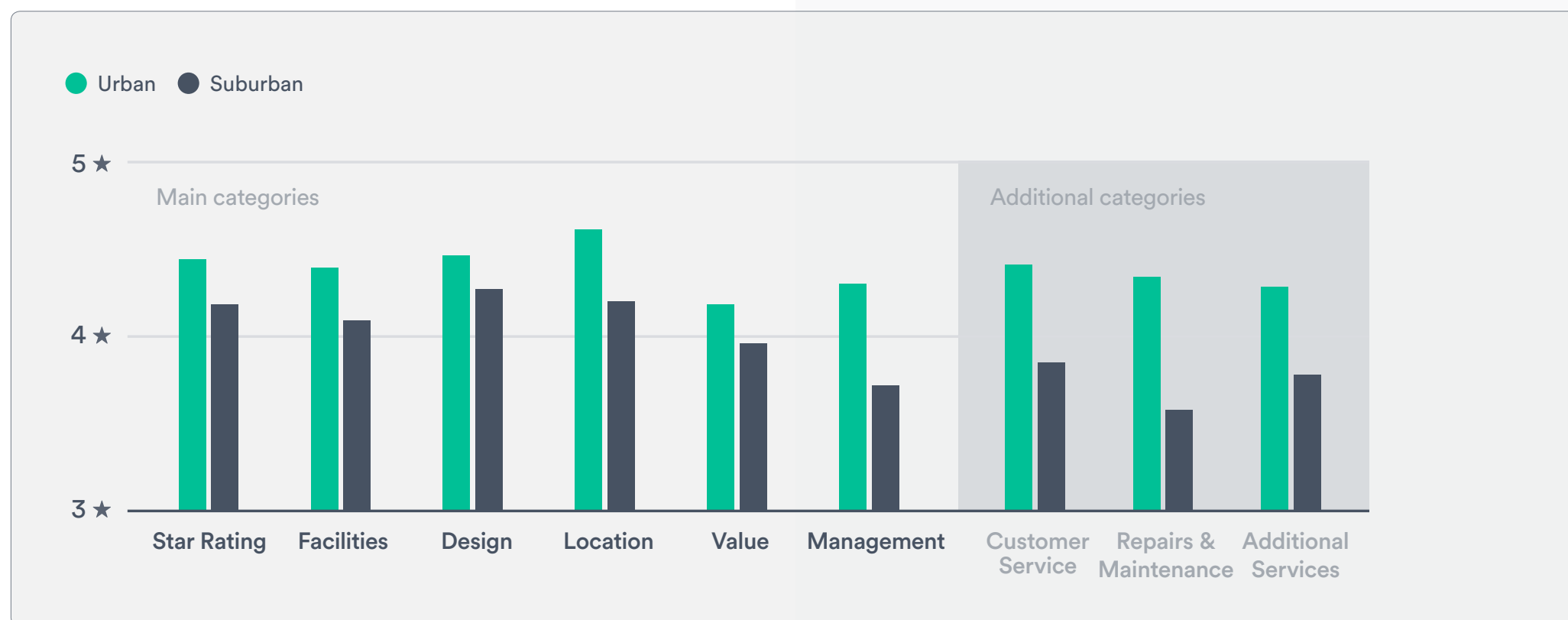
## Urban vs. Suburban

During the pandemic, working from home meant that many people took the opportunity to move further away from the office.

This led to increased demand for properties in suburban and rural locations, where residents could enjoy larger homes and better access to outdoor space.

The BTR market was no exception to this. HomeViews increased the number of developments it monitored in 2021, taking in more schemes outside of city centres.

However, perhaps because the suburban BTR development as a concept is still in its infancy, residents rated urban BTR developments higher than suburban developments across every category.



\*'Urban' developments were classed as those located in highly-populated areas. These are usually within city boundaries.

## BTR – London vs. Regional

● 2020 ● 2021



In London Zone 2 and further out generally perform better in Value scores than Zone 1. Overall, UK BTR Management scores were slightly lower in 2021, but London saw a greater drop than the regions.

Value scores among BTR developments showed the biggest improvement in 2021 compared with the previous year. This was driven by higher ratings in the regions, while London remained fairly consistent on the previous year.

On average residents on HomeViews rated regional BTR developments higher than London schemes across every review category. BTR developments outside of London scored higher on average for Location, but the London score remained high at an average of 4.48 out of 5

## Location Headlines

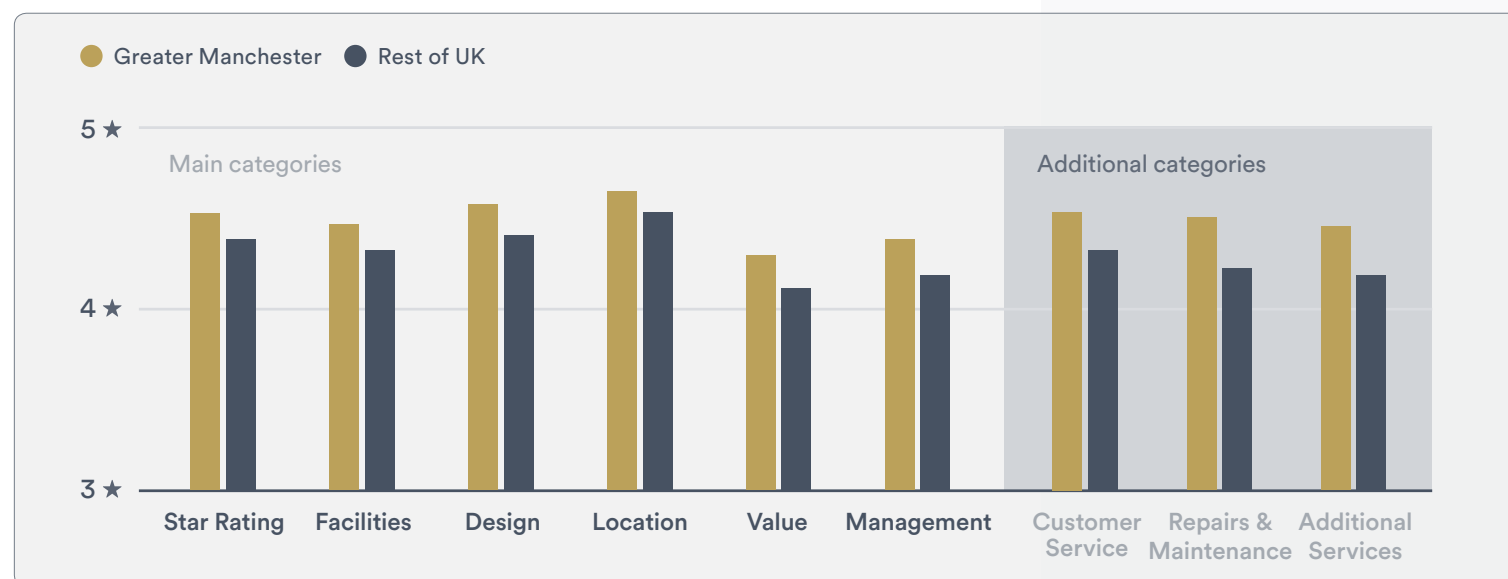
- Location was the highest-scoring review category for both BTR and BTS tenants. However, BTR tenants continued to rate their locations higher than BTS tenants living in similar areas
- There are an increasing number of BTR developments under construction outside of London. When these schemes are complete, regional developments will make up around half the UK's total BTR stock
- BTR residents on HomeViews rate regional developments higher than London schemes across every review category
- BTR developments outside of London score higher on average for Location, but the London score remains high at an average of 4.48 out of 5
- Overall, Management scores for BTR were slightly lower in 2021 than the previous year. London saw a greater drop than the regions
- BTR's Value scores showed the biggest improvement of any category in 2021 compared with the previous year. This was driven by higher ratings in the regions, while London remained fairly consistent
- London Zone 2 and further out generally perform better in Value scores than Zone 1

# Greater Manchester

HomeViews collected over 1,000 verified resident reviews from 43 of the 53 Greater Manchester Build to Rent developments that were complete in 2021.

BTR schemes in Greater Manchester consistently outperform developments in the rest of the UK across every review category. BTR developments in Greater Manchester showed particularly high ratings for Management, Customer Service, Repairs & Maintenance and Additional Services

## Manchester in focus



## Manchester – the location

In total, 93% of Greater Manchester residents rated their location at 4 or 5 out of 5, with an impressive 75% giving it 5 out of 5

Residents were consistent in the main themes as to why they love their location:

01. How close and easy it is to walk to shops, bars and restaurants
02. The transport connections and trains/buses/trams were easily accessible and convenient, and at the same time the noise was not too bad
03. The area and streets were clean and they felt safe with no anti-social

“ Lots of local amenities in the area to choose from, including shops, supermarkets, cinemas, bars and coffee shops. Transport links are excellent, including for driving, tram and train. No problems whatsoever with traffic, antisocial behavior or parking.

Alex B, Verified Resident on HomeViews, Duet MediaCityUK by More Superrenting and Allsop Letting and Management, Oct 2021

“ Perfect blend of tranquility and city life. Great location for young professionals and any dog enthusiasts as there is dogs on every corner!

Lucy, Verified Resident on HomeViews, New Makers Yard by Get Living, August 2021



## Lower Location scores

Of the 7% who scored Location 3 or below, this was consistent with all of their other experience – so it was not a stand-out part of their experience. The lower-scoring Location reviews were across 20 of the 43 developments, however more than 50% of the reviews came from just five developments.

Of the lower-scoring reviews in Greater Manchester, 38% referenced parking or driving – either lack of parking, cost or crime related to parking. Some 32% of lower-scoring reviews mentioned noise from traffic, neighbours or construction, while 24% referenced crime, safety or the upkeep and feel of the area.

## Greater Manchester – Management

Greater Manchester residents' ratings for Management and Customer Service were particularly high compared to the rest of the UK. For example, 82% of the reviews gave Management a 4 or 5 out of 5 and 65% gave a 5 out of 5.

The reviews showed that these high ratings for Management were down to friendly staff who created a sense of community, kept residents informed and resolved issues quickly. The small number of negative reviews for Management in the region were connected to poor quality appliances, poor communication and responsiveness to issues, and problems related to value

# 82%

of reviewers in Greater Manchester gave their Management a 4 or 5 out of 5

Those who gave 4 or 5 stars for Management had three main reasons:

01. Happy, friendly staff who created a community through events and activities and made the development feel like a home
02. Great communication – a team that were easy to contact (face to face or via apps) and kept residents informed
03. Staff that were helpful and addressed issues quickly, making residents lives easier

“The team are very friendly and welcoming and always on hand to help with anything. The events that have been put on in the communal garden are great it has allowed our little boy to make friends.

*The McDermotts, Verified Residents on HomeViews, Oxbow by Greystar, Sept 2021*

“I haven't had a chance to use the gym yet as it has only just opened, but everything else has been amazing, especially the gift box you get when you move in and the free food/drinks when there have been residencies. The little things like that make a difference.

*Chloe, Verified Resident on HomeViews, Kampus by Native, October 2021*



Photo credit: Oxbow by Greystar

The 18% of residents who scored Management 3 or below also had three main reasons:

01. Things breaking regularly or being of poor quality
02. Slow response and poor communication from management when issues needed to be resolved
03. Issues relating to value – hidden costs or additional charges, facilities being unavailable and not discounted from the rent, and rent increases that were seen as unjustified

“A never ending list of issues that range from the flat window seals failed, flooding of flats from poorly routed pipe work causing blockages, weeks of no hot water and water pressure dropping, the communal bin area has an eau de toilet as soon as you enter the building. Apparently it is not possible to change electricity and water suppliers

*Verified Resident on HomeViews, March 21*

Many BTR tenants in Greater Manchester mentioned resident apps and how useful they were for reporting issues and having them swiftly resolved.

Technology and the design of communal areas played a role in how much residents enjoyed living in their developments. We saw an increasing number of references to apps and being able to quickly report issues online

*“The staff are all so friendly and welcoming, and the activities which are put on for the tenants are always great. Having an app where we can create posts has been such a good way of meeting people (especially since myself and my flat mate are new to Manchester).”*

*Jodie, Verified Resident on HomeViews, Vox by Allsop Letting and Management, October 2021*

*“Issues have been easy to raise on the app and have been resolved very quickly and professionally”*









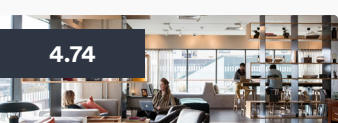

*Robbie, Verified Resident on HomeViews, Aston Place by Dandara Living, August 2021*



Photo credit: Vox by Allsop Letting and Management





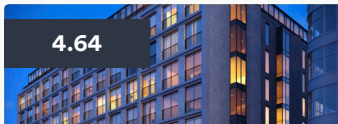

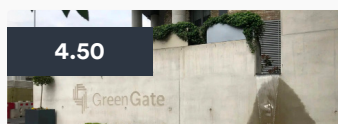

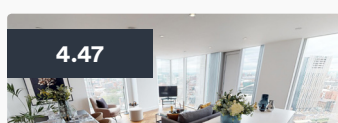



## Manchester – top rated developments

 4.93	<b>1st</b> Duet MediaCityUK, M50 More. 'Superentering', Allsop Letting and Management ★★★★★ 110 reviews	
 4.90	<b>2nd</b> Chapel Wharf, M3 Dandara Living ★★★★★ 150 reviews	
 4.89	<b>3rd</b> Vox, M15 Allsop Letting and Management ★★★★★ 74 reviews	
 4.88	<b>4th</b> The Green Rooms, MediaCityUK, M50 Amro Living ★★★★★ 89 reviews	
 4.74	<b>5th</b> The Slate Yard, M3 Legal & General, Urbanbubble ★★★★★ 85 reviews	

The Top 10 BTR developments in Manchester is a hotly contested list. The competition is fierce due to the incredibly high scores based on the resident experience in this city.

HomeViews.com features live rankings for City and Area Guides which reflect the current top-rated developments for cities and regions across the UK. Rankings on these pages are based on a number of different ratings, including the HomeViews Transparency Rating, which indicates the number of verified reviews a development has received and how recent they are.

 4.69	<b>6th</b> New Maker Yards, M5 Get Living ★★★★★ 141 reviews	
 4.67	<b>7th</b> The Trilogy, M15 Allsop Letting and Management ★★★★★ 110 reviews	
 4.64	<b>8th</b> Anco&co, M4 Urbanbubble ★★★★★ 18 reviews	
 4.50	<b>9th</b> GreenGate, M3 JLL ★★★★★ 67 reviews	
 4.47	<b>10th</b> West Tower, M15 Legal & General, Urbanbubble ★★★★★ 66 reviews	

These were the Top 10 performing developments in Greater Manchester on the HomeViews City Guide at the end of the data period for this report.

There is only 0.05 difference in the overall rating between the top 4 developments. It is a particular testament to the teams at Duet and Chapel Wharf who have maintained an average score of 4.93 and 4.90 out of 5 from well over 100 resident reviews.

To see the latest ratings and all our guides visit [www.homeviews.com](https://www.homeviews.com)



“

***The common areas have good vibe with the management always being so friendly and fun, also its free coffee and tea downstairs which is a cool thing and give you the opportunity to bump into people and make new acquaintances.***

*Tatjana, Verified Resident on HomeViews, Duet by More. 'Superenting' and Allsop Lettings and Management, Oct 2021*

***Incredible staff and management. Always on hand to help with any issues or queries. 24 hour concierge and security guards making it a safe and secure place to live.***

*J, Verified Resident on HomeViews, The Green Rooms by AmroLiving, Sept 2021*

***The staff are what make this place special. Every single staff member is always friendly, smiley and happy to help and you are never of an inconvenience to them. The management team setup amazing social events for residents like wine and cheese evenings, Fizz Friday + open mic nights!***

*Fred+Dais, Verified Residents on HomeViews, Vox by Allsop Letting and Management, October 2021*

***If you're seeking an acceptable-level place to live, the Slate Yard (TSY) might not be a good option, but if you're pursuing a stylish lifestyle, quality living environment, and like to be taken care by the on-site management team every day, TSY would be on the top of my recommendation list.***

*RKK, Verified Resident on HomeViews, The Slate Yard by Legal & General and Urbanbubble, May 2021*

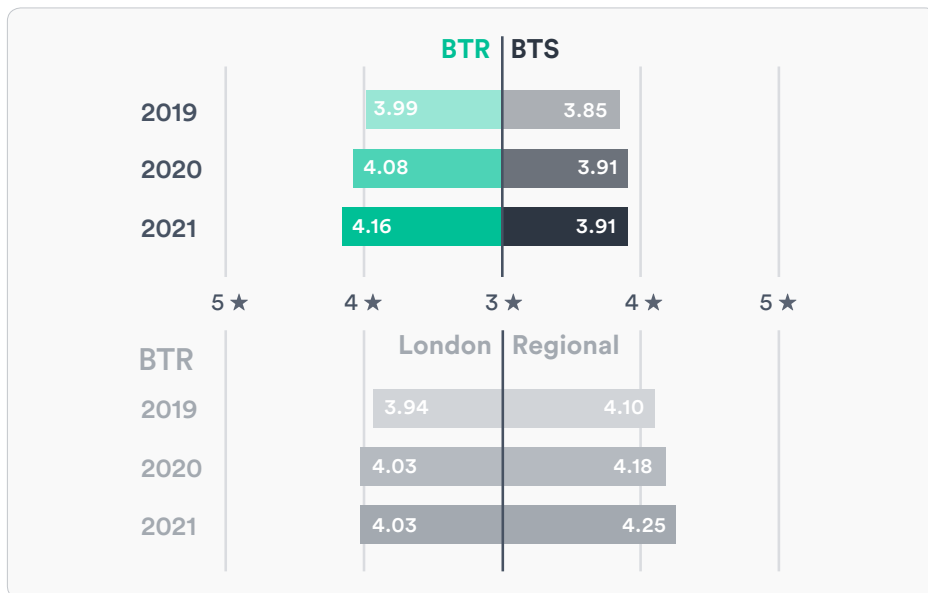
## Manchester Headlines

- A significant 93% of Greater Manchester BTR residents rated their Location at 4 or 5 out of 5, with an impressive 75% giving it 5 out of 5
- Residents attributed these high ratings to having amenities nearby, excellent transport connections and clean streets that felt safe
- Some 38% of lower-scoring reviews in Greater Manchester referenced parking or driving – either the lack of parking, cost, or crime related to parking
- In addition, 32% of lower scoring reviews referenced noise from traffic, neighbours or construction, while 24% referenced crime, safety or the upkeep and feel of the area
- Greater Manchester resident ratings for Management and Customer Service were particularly high compared to the rest of the UK. 82% of the reviews gave Management a 4 or 5 out of 5 and 65% gave a 5 out of 5
- Reviews showed that high ratings for Management were down to friendly staff who created a sense of community, kept residents informed and resolved issues quickly
- The small number of negative reviews for Management in the region were connected to poor quality appliances, poor communication and responsiveness to issues, and problems related to value
- Five of the Top 10 Developments by Design rating were in Greater Manchester
- Many BTR tenants in Greater Manchester mentioned resident apps and how useful they were for reporting issues and having them swiftly resolved

# Value

Value for money is an important metric for assessing customer satisfaction. Year on year, it has consistently received the lowest average rating of any of HomeViews' five categories. However, we have not previously shared the percentage split of ratings from 1-5. When measuring satisfaction, companies will often group their happiest customers and their least satisfied ones to look in more detail at what they are doing well and where they need to improve. When you look at Value in this way, it actually outperforms Management.

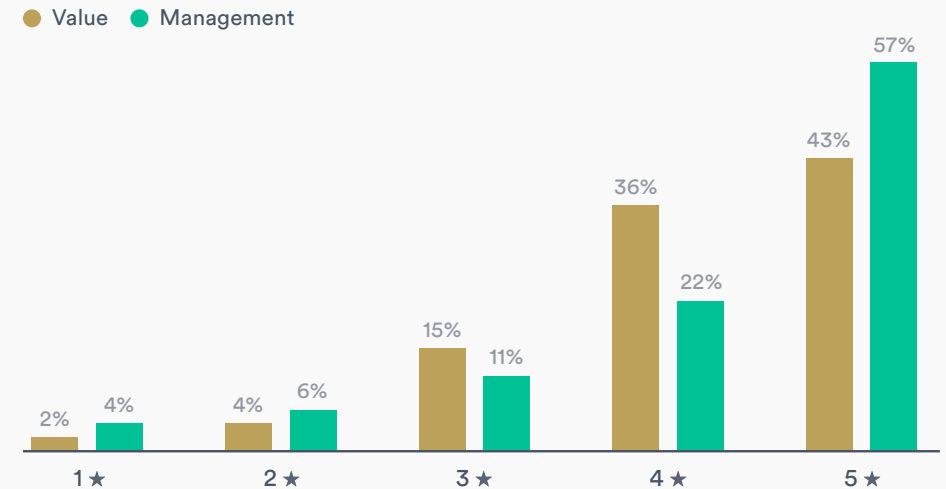
## Value Ratings over time for BTR/BTS



Value and Management showed the greatest statistical correlation, as improvement in one is usually linked to the other. For example, 79% of residents gave Value a rating of 4 or 5 out of 5 for BTR, the same percentage who gave this to Management. The difference in the overall average rating stems from the fact that more gave a 5 star rating, rather than a 4 star rating, for Management. At the other end of the spectrum, 10% of residents gave their Management a 1 or 2 out of 5. In comparison, only 6% gave the Value of their development a 1 or 2 out of 5.

The Value rating for BTR has seen the most significant increase out of all of HomeViews' categories in the past year. Meanwhile, no increase was seen in the rating given by BTS tenants. This increase for BTR was driven by better ratings for developments outside of London. Looking at these figures, it could be argued that residents are understanding and appreciating the value proposition of BTR more than ever.

## Percentage of tenants scoring Value and Management



## Correlation of Value vs. Management ratings



## Top 10 developments by Value rating

	Development	Value Score
1	Duet MediaCityUK, M50	4.92
2	The Quarters Croydon, CR0	4.82
3	Aston Place, B1	4.78
4	Chapel Wharf, M3	4.74
5	The Whitmore Collection, B3	4.74
6	The Slate Yard, M3	4.73
7	Vox, M15	4.68
8	8 Water Street, E14	4.68
9	Sailmakers, E14	4.68
10	The Quarters Kilburn, NW6	4.67

## Themes from the Top 10

The 10 highest-rated developments for Value vary widely in terms of their location and average monthly rent. They include schemes in Manchester, Birmingham and a variety of London locations – including two developments offering luxurious lifestyle accommodation in Canary Wharf.

But even for these Top 10 developments, the average Value rating was still the lowest of all our categories at 4.75 out of 5. The highest ratings were for Location and Management, at 4.91 out of 5; Facilities at 4.87 and Design at 4.79.

Reviews suggested that tenants saw value in facilities, additional services and having amenities such as Wi-Fi included in the bills.

Reviews from these top-performing developments reflected a sense of delight and surprise. Residents commented on the spacious design and high quality furnishings, the hotel-like facilities, incredible service and in particular the thoughtful and friendly management teams. Tenants felt that their accommodation represented good value when every part of their experience surpassed their expectations.



Photo credit: The Whitmore Collection by Legal & General, Urbanbubble

***“I did not know the Wi-Fi was included in the rent payment, so that was nice surprise.”***

*Leo G, Verified Resident on HomeViews, Sailmakers by Greystar, Sept 2021*

***“The facility is great because they have lots included in the building, with a concierge, gym, lounge, game room, study room, and also big dining/kitchen room (that you can rent out).”***

*Connor R, Verified Resident on HomeViews, The Whitmore Collection by Legal & General and Urbanbubble, March 2021*



## Top 10 operators by Value rating

	Operator	Value Score
1	Dandara Living	4.74
2	The Quarters by Bravo	4.70
3	Allsop	4.60
4	Apo	4.54
5	Vertus	4.50
6	Urbanbubble	4.39
7	Way of Life	4.30
8	Essential Living	4.23
9	JLL	4.22
10	Savills	4.21

We have looked at the operators with more than two developments on HomeViews (with a minimum number of reviews) and ranked the Top 10 by their average Value score. While the overall BTR average for 2021 was a relatively low 4.16, there were clearly a number of companies whose residents had a high perception of Value when it came to their development and landlord.

*“Luxurious building & clean with a great design that I have never seen in Manchester. Moreover, it’s good for families & singles as well. Furthermore, pets flexible. GYM available. So, no need to worry to go out or to travel to exercise. To conclude that I moved in with a brand new furniture & painted walls like new home.”*

*Ahmad Albazzaz, Verified Resident on HomeViews, Duet MediaCityUK by More ‘Superenting’ and Allsop Letting & Management, Oct 2021*

There isn’t much I can fault about this development! All apartments are spacious and provide exactly what is required. The additional facilities including the gym and club house are great and an ideal way to meet other people living in the development. The team who manage the property are amazing and always on hand to help. Any issue is resolved so quickly and the team go above and beyond to make everyone feel safe and welcomed within the Whitmore.

*Grace, Verified Resident on HomeViews, The Whitmore Collection by Legal & General and Urbanbubble, May 2021*

I’ve been living in this building for 4 years and everything was amazing ... The design, security, facilities, everything was good already but now I think that it is more than perfect . The team and especially the landlord are like my family now and I am more than grateful for all their services.

*Toni E, Verified Resident on HomeViews, The Quarters Kilburn, July 2021*

There are a gym, study zone, the lounge. It is great for a tenant. The concierge is amazing. Everyone works hard. I don’t have to worry about safety issues or cleanliness. Anj helps me a lot.

*Lee, Verified Resident on HomeViews, The Lansdowne by Way of Life, Sept 21*

## Lower Value ratings

Among the 6% of residents who rated the Value of their development at a 1 or 2, their reasons could often be attributed specifically to other categories – poor design or quality, poor management, limited or faulty facilities and a feeling of lack of safety in their location. Many also spoke of a disconnect between what they had been sold and the reality of the product they were experiencing.

*“Very expensive for such a small amount of space. The design is very nice and is very clean. The reception staff are very pleasant and extremely helpful.”*

*Verified Resident on HomeViews, December 2020*

*“My main issue lies with issues surrounding truth and transparency with respect to what is actually being sold to you.”*

*Verified Resident on HomeViews, September 2021*

*“That said, it’s hard to justify paying top dollar here this year when essentially all of the amenities have been removed. What’s most frustrating is moving in after the first lockdown, I specifically asked what the community would be like if there were another lockdown, and was told something drastically different from reality with no real apology.”*

*Verified Resident on HomeViews, January 2021*

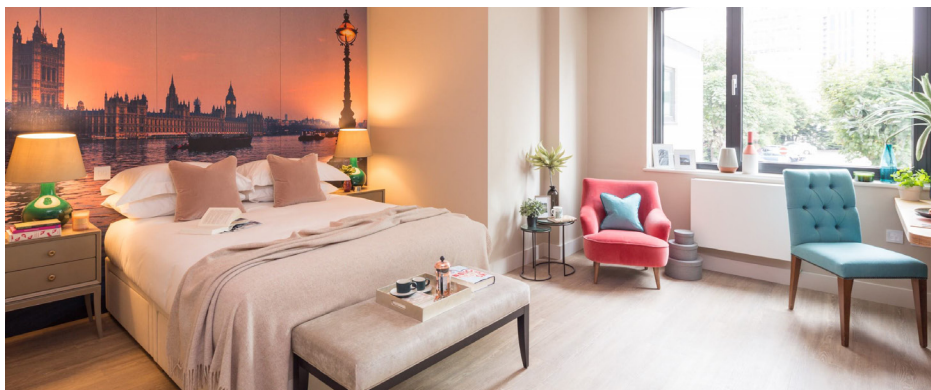


Photo credit: The Quarters Croydon by Bravo

## Value Headlines

- Value has consistently received the lowest average rating of any of HomeViews’ five categories
- However, if 4 and 5 star ratings were grouped together and 1 and 2 star also, Value actually outperformed Management in the number of satisfied residents
- The average Value rating for BTR saw the most significant increase of any HomeViews category in the past year – driven by better ratings for developments outside of London
- The 10 highest-rated developments for Value varied widely in terms of their location and average monthly rent
- Reviews suggested that tenants saw value in facilities, additional services and having amenities such as Wi-Fi included in the rentbills, as well as a sense that their experience surpassed their expectations
- Among the 6% of residents who rated the Value of their development at a 1 or 2, their reasons could often be attributed to other categories such as poor Design or Management
- Many residents who gave lower Value ratings also spoke of a disconnect between what they had been sold and the reality of the product they were experiencing

## Viewings – BTR’s weakest link

The value proposition of BTR is a hot topic regularly discussed within the BTR sector. Do prospective tenants understand and value what BTR is offering compared to the traditional private rented sector?

In 2021, hereSAY reported on the BTR viewing experience in their Mystery Shopping Report. 68 mystery shoppers were sent on viewings across 22 developments and asked to rate their experience via 100 questions.

HomeViews has compared hereSAY’s data with the ratings and reviews of 644 HomeViews Verified Tenants who rated the lived experience of the same 22 developments in 2021.

### Value not demonstrated by viewings

In the hereSAY analysis, 39% did not agree that the development offered good value for money. In comparison, HomeViews has seen the tenant perception of value increase year on year to 4.16 out of 5.

For the sample of buildings covered by hereSAY, Value ratings on HomeViews averaged 3.98 out of 5 and were 52% higher than the ratings given by the mystery shoppers who only attended a viewing. This suggests that once people become residents they better understand all that is being offered and appreciate the value proposition.

However, at the viewing stage, hereSAY’s data shows that communication on the amenities available, the benefits of BTR and the incentives on offer is poor. As a result there is a negative view of the value for money being offered.

“

**Value and Customer Service were rated much higher by residents than those who only attended viewings**

**Once people become residents they better understand all that is being offered and appreciate the BTR value proposition**

”



Comparing the viewing ratings (mystery shoppers) and the lived experience (resident reviews) we found:



- The lived experience from tenants was always rated, on average, higher than ratings following a viewing
- Tenants on HomeViews rated their overall experience of the development 26% higher than prospective residents following a viewing
- The five lowest rated developments by viewing experience still offered a highly rated lived experience on HomeViews, with an average Star Rating of 4.29 out of 5
- When comparing average scores for location and overall design and presentation, there was less of a difference between those viewing and those living there. Tenants rated the developments 15% and 16% higher respectively than the mystery shoppers
- Facilities and amenities were rated 24% higher by residents compared with those who attended a viewing. This is supported by feedback from hereSAY shoppers, who said many of the amenities were not shown to them
- hereSAY's shoppers were asked to rate the customer service they received before and after their viewing and if they would recommend the development to friends and family
- 50% of hereSAY's mystery shoppers did not receive any follow up in the seven days after their viewing
- BTR residents on HomeViews are asked if there is anything they wish they had known before they moved in. Residents generally commented that they were given all the information that they needed

## Residents gave a % recommend and **Customer Service** rating **35%** higher than those on a viewing

“What is hard for us to compare is the missed opportunities and lost prospective tenants who did not move into these 22 developments. Despite the overall quality of BTR being high and tenants being, in general, satisfied with the lived experience, this is clearly not being effectively communicated to prospective tenants.”

*Hannah Marsh, Co-founder of HomeViews*

“With 50% of hereSAY's mystery shoppers not receiving any follow up in the seven days after their viewing, there are key practical steps that are being missed. The cost of acquiring a prospective resident is high, so to fail to follow up is baffling and results in disappointingly low recommendation scores. With such high scores from residents who are living in and experiencing BTR there are missed opportunities to convert those on viewings to becoming new residents.”

*Esme Webb, Head of hereSAY*

“I can't possibly come up with one thing that I did not manage to get from viewing the apartment. As I believe I was made aware of everything the landlord and building itself offered and did not.

*Verified resident on HomeViews, 10 George Street by Vertus*

Because the apartments are really impressive and Conor was a fantastic guide who was warm and friendly, knowledgeable and professional. I would highly recommend these apartments

*hereSAY Mystery Shopper, 10 George Street by Vertus*

hereSAY is the first benchmarked mystery shopping service for the residential sector, created by SAY – RESI Consultancy of the Year 2021. hereSAY offers retained or one-off mystery shopping, with your scheme benchmarked against others in the industry and with expert advice and feedback from SAY's award-winning consultants.



To purchase the report please email [Esme@sayproperty.co.uk](mailto:Esme@sayproperty.co.uk)

# Management

As BTR grows in popularity, the number of developers and management companies in the market is increasing all the time. In what is essentially a service industry, their approach to running developments is crucial in determining whether residents will be happy with their experience.

Having helpful, responsive staff on the ground is consistently identified as the most important factor in HomeViews' resident surveys. This year, 'helpful' or 'helpfulness' was mentioned in 47% of the reviews for the Top 10 developments for Management.

Whether they are sorting out a maintenance issue or organising an event for the community, management teams are the heart and soul of any BTR development.

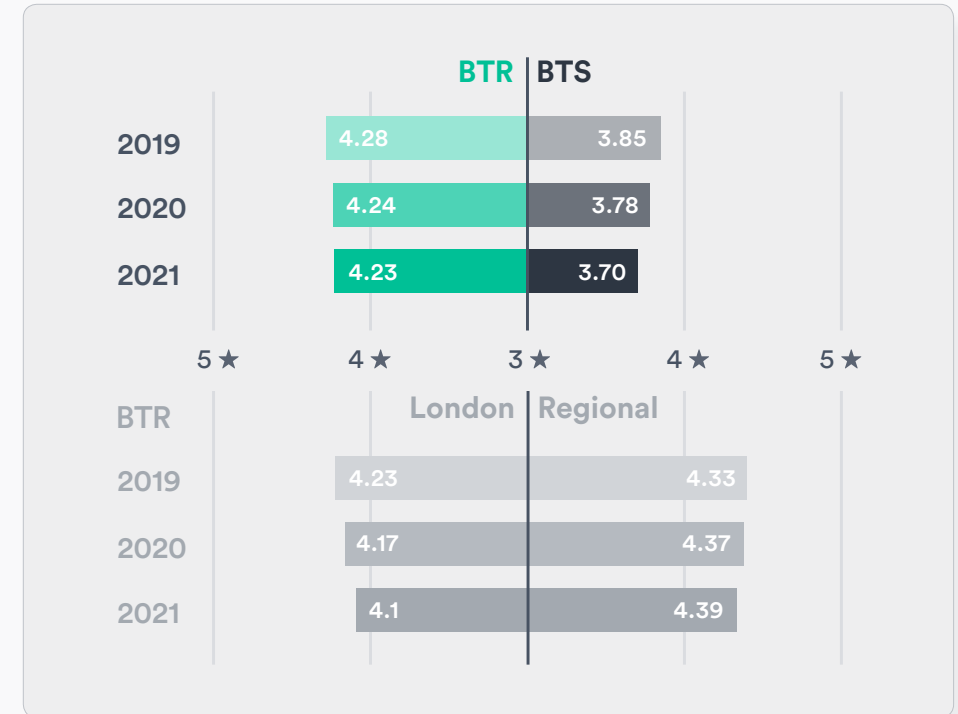
*"The lovely concierge team always welcome us with great smiles, they professionally manage sorting all active issues in a timely manner. Habiba and Kirsty are the best. They are the heart and soul of Aston Place. I have never met customer service providers who are working as hard to make our experience at Aston place better and unforgettable. A great big thank you to both of you."*

AL, Verified Resident on HomeViews, Aston Place by Dandara Living, October 2021

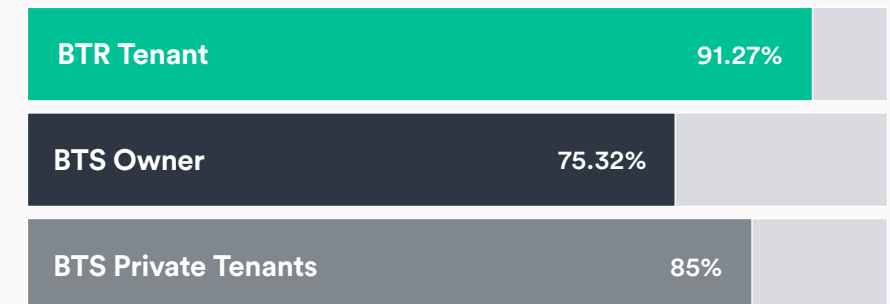


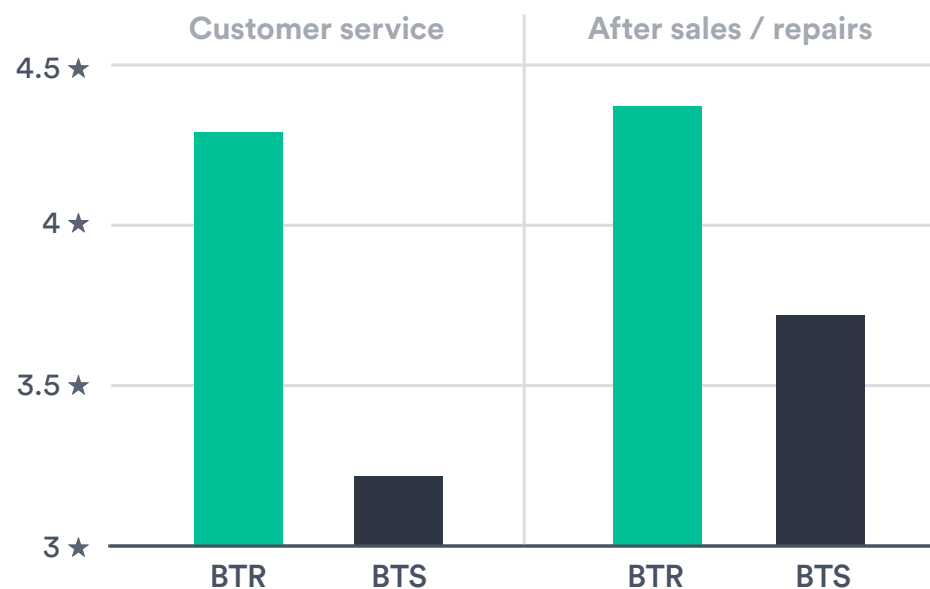
Photo credit: Aston Place by Dandara

## Management ratings over time for BTR/BTS



## Would you recommended your landlord or developer?





In 2021, there was a small decrease in the average Management ratings for both BTR and BTS – although BTS tenant ratings dropped slightly (0.08) more. The gap between Management ratings on BTR and BTS schemes is widening, with the BTS rating having fallen by three times that of BTR in the past 3 years. BTR Management ratings have dropped by 0.05 in this period, and BTS 0.15.

### Does size matter?

As part of the 2021 HomeViews Awards, we looked at the top-performing large and small developments as well as management companies by portfolio size. This raised an interesting question around whether managing larger-sized developments brings with it more challenges. Of the Top 10 developments by Management rating there were two large and the rest were small. The large developments were both in Manchester – Chapel Wharf by Dandara Living and The Slate Yard managed by Urbanbubble. As we reported in our Design chapter larger developments were rated higher across the board when compared to smaller developments (above and below 350 units).

For our awards, we also split BTR management companies into those with more than or less than 2,000 units. In this instance the companies with smaller portfolios were rated higher on most data points with the biggest gap being Management and Customer Service.

### Operator by Large and Small (+/- 2,000 units)

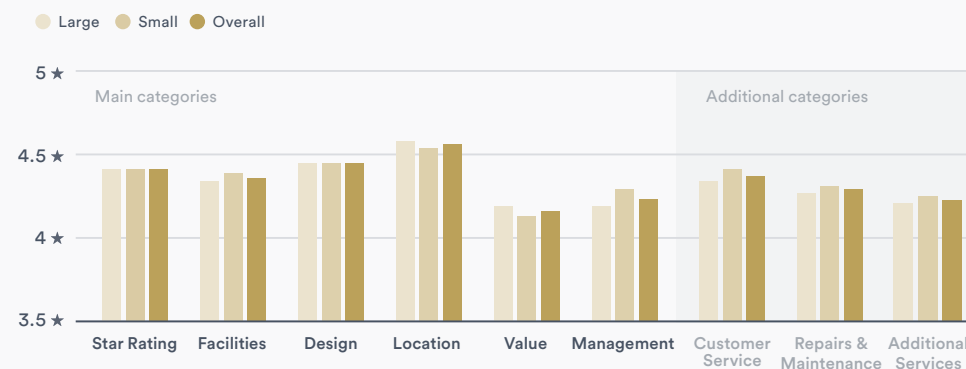


Photo credit: The Slate Yard by Legal & General, Urbanbubble



Top Rated	Development	Management Score
1	Duet MediaCityUK, M50	5.00
2	be:here Hayes, UB3	5.00
3	Chapel Wharf, M3	4.97
4	Mustard Wharf, LS1	4.95
5	The Slate Yard, M3	4.95
6	Aston Place, B1	4.93
7	The Quarters Kilburn, NW6	4.92
8	The Quarters Croydon, CR0	4.91
9	Fizzy Canning Town, E16	4.86
10	The Green Rooms MediaCityUK, M50	4.85

5 operators had above-average management scores for all their developments

Top Rated	Operator	Management Score
1	Dandara Living	4.92
2	The Quarters by Bravo	4.92
3	Allsop	4.77
4	Way of Life	4.67
5	Native	4.67
6	Vertus	4.65
7	Essential Living	4.55
8	Urbanbubble	4.53
9	Get Living	4.49
10	Fizzy Living	4.47

WAY OF LIFE

VERTUS



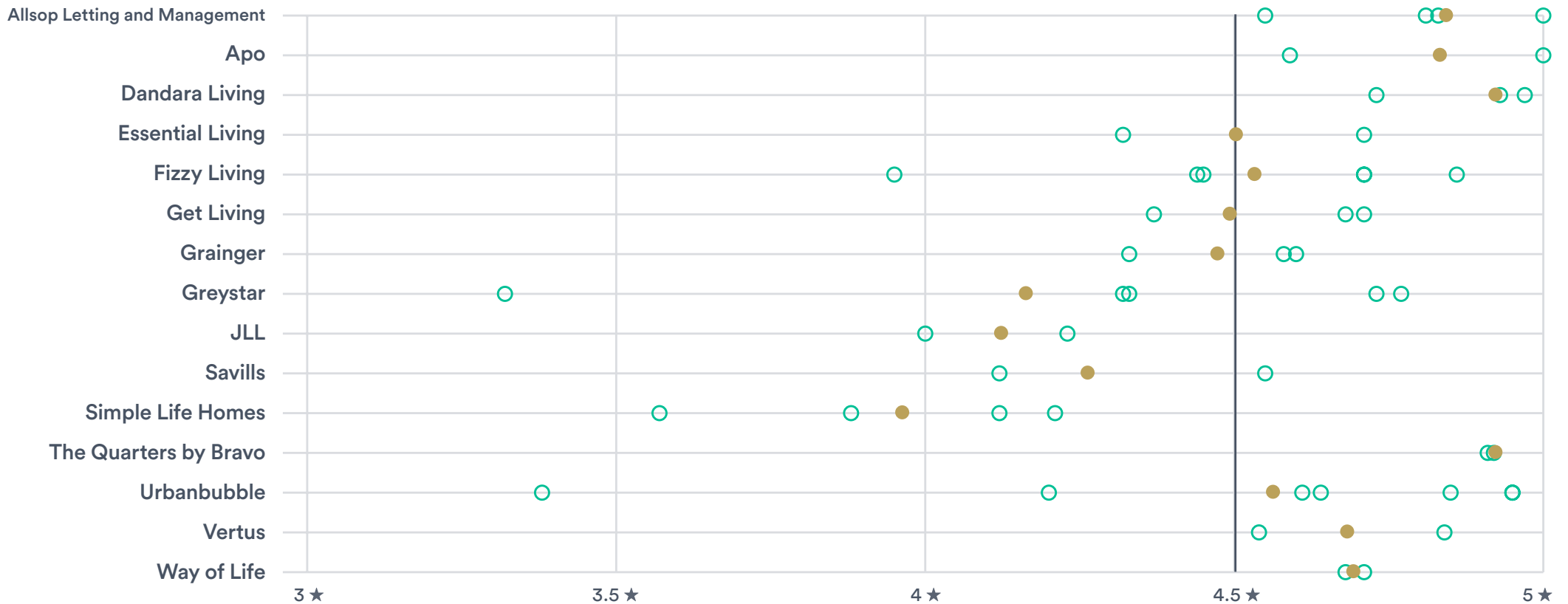
THE QUARTERS  
BY BRAVO

DANDARA  
LIVING

allsop

## Operator Management scores by development

○ Individual developments ● Average score for the operator



\*This table is based on a minimum of 2 developments and 20 verified reviews per development and only looks at Management score. The HomeViews BTR Top Operator Award is based on more data including customer service score, % recommends and development overall star rating.

## Themes from the top-scoring developments for Management

The stand-out theme in the reviews for the Top 10 developments for Management was how helpful the staff were. 'Helpful' or 'helpfulness' was mentioned in 47% of the reviews. Residents valued both the speed with which issues were rectified, and how easy it was to report and resolve them in the first place.

They preferred to do the latter in person via an attentive management team, or online using an app. Residents saw resolving issues as a core part of the BTR service, and this explains why Repairs and Maintenance got another impressive score for BTR this year. The average Repairs and Maintenance score for the Top 10 was 4.85 out of 5.

**“The management team go above and beyond for all residents. They are incredibly friendly and there to help whenever needed - 24hrs a day!**

*AE, Verified Resident on HomeViews, Duet MediaCity UK, Managed by Allsop, October 2021*

**“Building / property management are helpful, attentive and responsive - they're light years ahead of our previous experience of letting / estate agents!!**

*George, Verified Resident on HomeViews, Mustard Wharf, Managed by Urbanbubble, May 2021*

As with last year, friendliness was referenced frequently by residents. In total, 36% of the reviews for the Top 10 developments talked about how friendly the staff were, and a large number of the reviews mentioned and thanked the staff by name.

Some 8% of the reviews spoke specifically about the community in their development and how the management team organising events and taking the time to look after residents was a huge part of this. Customer Service was rated 4.92 out of 5 for the Top 10 developments.

### Customer service was rated

4.92

out of 5 for the Top 10 developments

**“I cannot even express how pleased we are with our agent Serina Maiolo. She is one of the most kind people we have ever met. Always very helpful, if there is any issue in the flat, it will be rectified in no time. my partner and myself agreed, that no agency before looked after us so well.”**

*Katy M, Verified Resident on HomeViews, Fizzy Canning Town by Fizzy Living, March 2021*

When looking at developments that scored highly for Location as well as Management, two areas that came up regularly in reviews were the cleanliness of the building and area, and a feeling of safety. Among the Top 10 developments for Management, 38% of reviews referenced how clean and tidy the development was. In addition, 24% of reviews mentioned a feeling of safety, which was often linked directly to the management team, the tidiness of the development and specific services such as security, the continuous presence of a concierge and in some instances security cameras.

**“...the whole development is so clean and well managed that it makes it feel like a really safe and homely place to live in.**

*Sadie, Verified Resident on HomeViews, Aston Place by Dandara Living, Sept 2021*

**“Living in a secure community has provided a safe environment and should any issues arise, the management team are easily contactable and on hand to deal with this.**

*Keren T, Verified Resident on HomeViews, be:here Hayes, Part of Apo, March 2021*

**“This place surprises me every day, both for the perfection of the place and for the people who work in it like Giorgia and Indre who do everything to make our building even better - also all the staff are very friendly and nice...I feel super safe in the building and I have nothing to complain about.**

*Even Grazielly, Verified Resident on HomeViews, The Quarters Croydon by The Quarters, August 2021*

38%

of reviews referenced how clean or tidy the development was



## Themes from the lowest-scoring developments for Management

A significant 79% of BTR residents scored their Management a 4 or 5 out of 5: impressive scores in another challenging year. However, 1 in 10 residents gave their BTR Management a 1 or 2 out of 5. For a sector that prides itself on service, this is worth looking into further.

# 79%

of BTR residents scored their Management a 4 or 5 out of 5

With an increasing number of developments and operators now in the sector, one might assume that these lower-scoring reviews were from a small number of poor-performing developments. However, there were residents giving Management a 1 or 2 out of 5 in 146 of the BTR developments reviewed on HomeViews in 2021.

Unsurprisingly, the 10% of residents who were dissatisfied also gave low scores on Customer Service and Repairs and Maintenance, with an average score of 2.01 and 2.04 respectively.

Management and Customer Service scores had the strongest statistical correlation of all HomeViews metrics. If the management company is delivering excellent customer service, they are likely to get a high Management score, and this is seen in the reviews. The most frequent complaints from residents revolved around slow response times, poor-quality fixtures that consistently broke and overall poor service from management teams that did not seem to care.

*“I was told on viewing the flat that there would be a concierge 9-5, Mon-Fri - this hasn't been the case. My queries/complaints have often gone unanswered and I have had to chase for a reply.”*

Verified Resident on HomeViews, October 2021

## Correlation of Management vs. Customer Service ratings



*“Maintenance problems often take months to be addressed unless they can be deemed vital and urgent, and responses from management and maintenance are infrequent and abrupt in tone.”*

Verified Resident on HomeViews, October 2021

*“The buildings are beautiful, very aesthetically pleasing but there are many faults in the house with snagging and problems with getting issues resolved! We have an ongoing battle with trying to get multiple issues resolved!”*

Verified Resident on HomeViews, August 2021

*“We pay a lot in rent but this isn't reflected in the services we should receive when repairs are needed doing. Most of the time no one calls back when we send a repair request in.”*

Verified Resident on HomeViews, July 2021

The least satisfied 10% of residents usually gave reasonable scores for Design and Location, but the scores for Facilities (2.76) and Value (2.52) were significantly lower. In 2020, many residents expressed frustrations around closed facilities and high rents during the Covid lockdown, but most also expressed understanding given the exceptional circumstances. In 2021 the lower-scoring reviews for Management, that were also low for Facilities and Value, were more specific, mentioning poor service and the poor quality of fixtures, equipment and furniture.

## Management Headlines

- In 2021, there was a small decrease in the average Management ratings for both BTR and BTS
- The gap between BTR and BTS tenants' Management ratings is widening. The BTS rating has fallen three times that of BTR in the past 3 years
- Of the Top 10 developments by Management rating, there were two large and the rest were small
- 5 operators had all of their developments rated above the average benchmark for Management: Way of Life, Vertus, The Quarters by Bravo, Dandara Living & Allsop Letting and Management
- 'Helpful' or 'helpfulness' was mentioned in 47% of the reviews from the Top 10 developments for Management
- 36% of the reviews for the Top 10 developments talked about how friendly the staff were, and a large number of the reviews mentioned and thanked the staff by name
- High Customer Service scores had the strongest correlation to high Management scores. Customer Service was rated 4.92 out of 5 for the Top 10 developments
- Larger developments, over 350 units, were rated higher than smaller developments for management
- Management companies with smaller portfolios (under 2000 units) were, on average, rated higher than larger portfolios for most ratings but particularly management and customer service
- 38% of the Top 10 referenced how clean and tidy the development was and 24% of reviews referenced a feeling of safety
- 1 in 10 residents gave their BTR Management a 1 or 2 out of 5
- Unsurprisingly, the 10% of residents who were dissatisfied also gave low scores for Customer Service and Repairs and Maintenance, with average scores of 2.01 and 2.04 respectively

# Delivering a seamless experience

HomeViews data shows the strong statistical correlation between property Management and Customer Service scores. Providing a seamless/frictionless experience – efficient processes and communication, customer service – was the biggest differentiator when we looked at the top performing BTR developments.

Resident reviews from the best performing developments frequently mentioned the timeliness and quality of the experience – from booking a viewing, signing a contract, arranging the move in and once living in the development, booking or accessing services.

Yardi provides a unified solution that integrates property management with resident focused services, including a branded app used by a number of the developments on HomeViews. They invited us to compare the scores of developments that used their solution with the rest of our 2021 BTR resident review sample.

- We found over 617 resident reviews from developments using Yardi software solutions
- Yardi developments were rated higher by residents on **every HomeViews review category** than developments not using the software
- Of particular relevance are the high Management, Customer Service, Repairs and Maintenance and Additional Services scores
- Fast response times from management, issues resolved quickly and great communication are referenced frequently in these high-scoring developments



## Developments that are using the Yardi system were rated higher on HomeViews

***There's no need for the usual pre-moving worries, as the team really do go above and beyond to make the whole process seamless!***

**Sarah B, Verified resident on HomeViews, Mustard Wharf by Urbanbubble, May 2021**

***We pride ourselves on being able to offer residents a 5 Star experience they will never have had before in the private rental market. Yardi's RentCafe, enables our team to provide a frictionless service from the moment they discover us to leasing the apartment of choice and making once of amenities once they have moved in. The efficiencies we see on the management and operations side save my team time and allows them to focus on what matters: providing our residents with a great experience and building a great community for them to live in.***

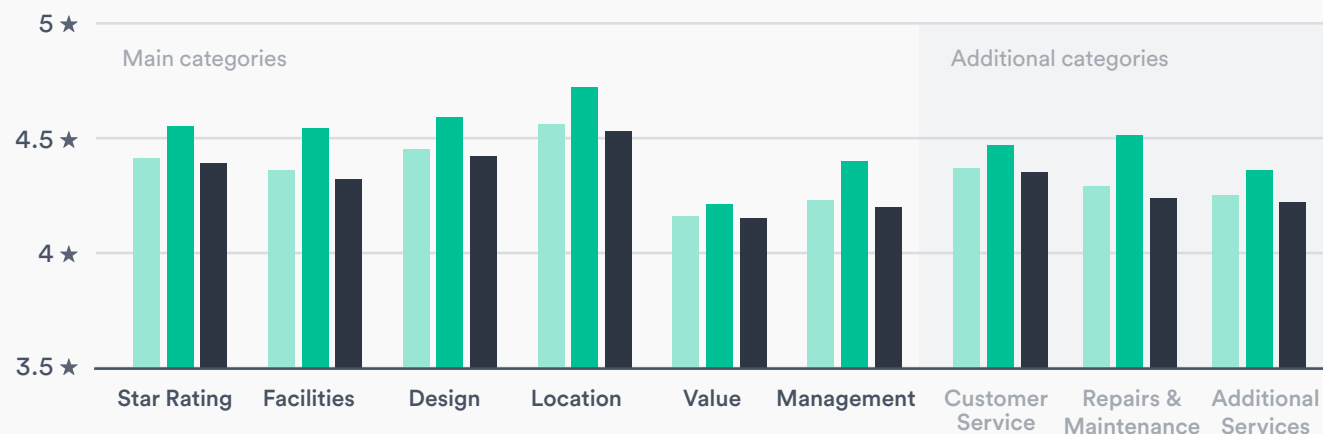
**Michael Howard, Owner and Managing Director of Urbanbubble**





## Comparison of developments using Yardi solutions

Not using Yardi Yardi Customers Overall BTR



### Yardi developments were rated higher by residents on every HomeViews review category



Emails are picked up quickly and responses are given in a timely manner. The property management team are also just a phone call away which is helpful. Great use of an app system to deal with maintenance requests.

Fi, Verified resident on HomeViews, East Village by Get Living, August 2021

The Get Living app is amazing and allows you to report any problems on there, in general - calls are logged and sorted within a week at very max, we had a new fridge delivered within a day after our previous was faulty!

Louis M, Verified resident on HomeViews, East Village by Get Living, August 2021

When we had to self-isolate because we were contacted by the NHS app, we had to push back our move in date and the entire process was very smooth and simple. Alex resent the contract and we signed it again and there was all there was to it. Simple.

Sarah C, Verified resident on HomeViews, Sailmakers by Greystar, Sept 2021

Alex, in particular has been excellent trying to help find an available unit for us. She responds very quickly and on time. The entire check in process has been smooth. The gym has beautiful views. We love the booking concierge app which makes it easy to book spaces

Sailmakers by Greystar, Sept 2021

*“BTR developments are the highest scoring category of developments on HomeViews. For developments using Yardi software to be scoring so much above average across every data point in such a competitive market is a significant achievement. This data, supported by resident reviews, clearly demonstrates a consistent trend of high performance for developments using Yardi.”*

*Hannah Marsh, HomeViews Co-founder*

*“Technology is the backbone of any modern, forward-looking build to rent development. The key to unlocking customer experience and delivering a first-class service lies within the level of integration and alignment of technology with evolving market needs. We are delighted to see BTR developments using Yardi’s software solution build meaningful engagement and highly sustained quality of service across the board. By reimagining the customer journey, the BTR market can keep innovating and delivering an exceptional resident experience.”*

*Justin Harley, Regional Director, Yardi*

For more information on Yardi’s BTR solution, you can visit [www.yardi.co.uk/btr](http://www.yardi.co.uk/btr) or contact

Justin Harley – [justin.harley@yardi.com](mailto:justin.harley@yardi.com)

# Covid: 2020 – 2022

In the years to come there will be a wide variety of datasets we will turn to in order to form a picture of life during the lockdowns of the past two years. Overall, HomeViews' ratings for this period paint a positive picture of residents' experiences living in new-build developments.

Every year, HomeViews looks at the average Star Rating from the thousands of survey responses we receive from BTR residents. While there is a fairly stable trend of overall satisfaction, the issues that residents have faced over the past two years have been constantly changing. The first lockdown caused more disruption to residents moving in and out of BTS developments, while the BTR sector quickly adapted with virtual viewings.

**“We actually ended up having a live virtual tour as couldn't be there due to COVID but the tour was excellent and seeing the flat was even better than expected.**

*Adam, Verified Resident Review on HomeViews, Fizzy Lewisham by Fizzy Living, March 2021*

The second and third periods of lockdown caused BTR more significant dips in ratings. This was linked to ongoing frustrations over closed facilities, when in the first lockdown residents expressed more understanding in their reviews.

**“We pay extra rent for the services provided. During covid they were all shut but no rent reduction for this. Always asking for an increase in yearly rent also.**

*Verified resident on HomeViews, September 2021*

## In the latter part of 2021 Value was back on the up as the gap between the tenant experience in BTR and BTS widened

On HomeViews, BTR's Value ratings have seen a positive upwards trend over time. However, it is impossible to ignore the dips that correspond with the second and third lockdowns. In the latter part of 2021 Value was back on the up, as the gap between the tenant experience in BTR and BTS widened. Feeling safe and cared for has been a consistent theme in the many positive reviews we have gathered over the past two years.

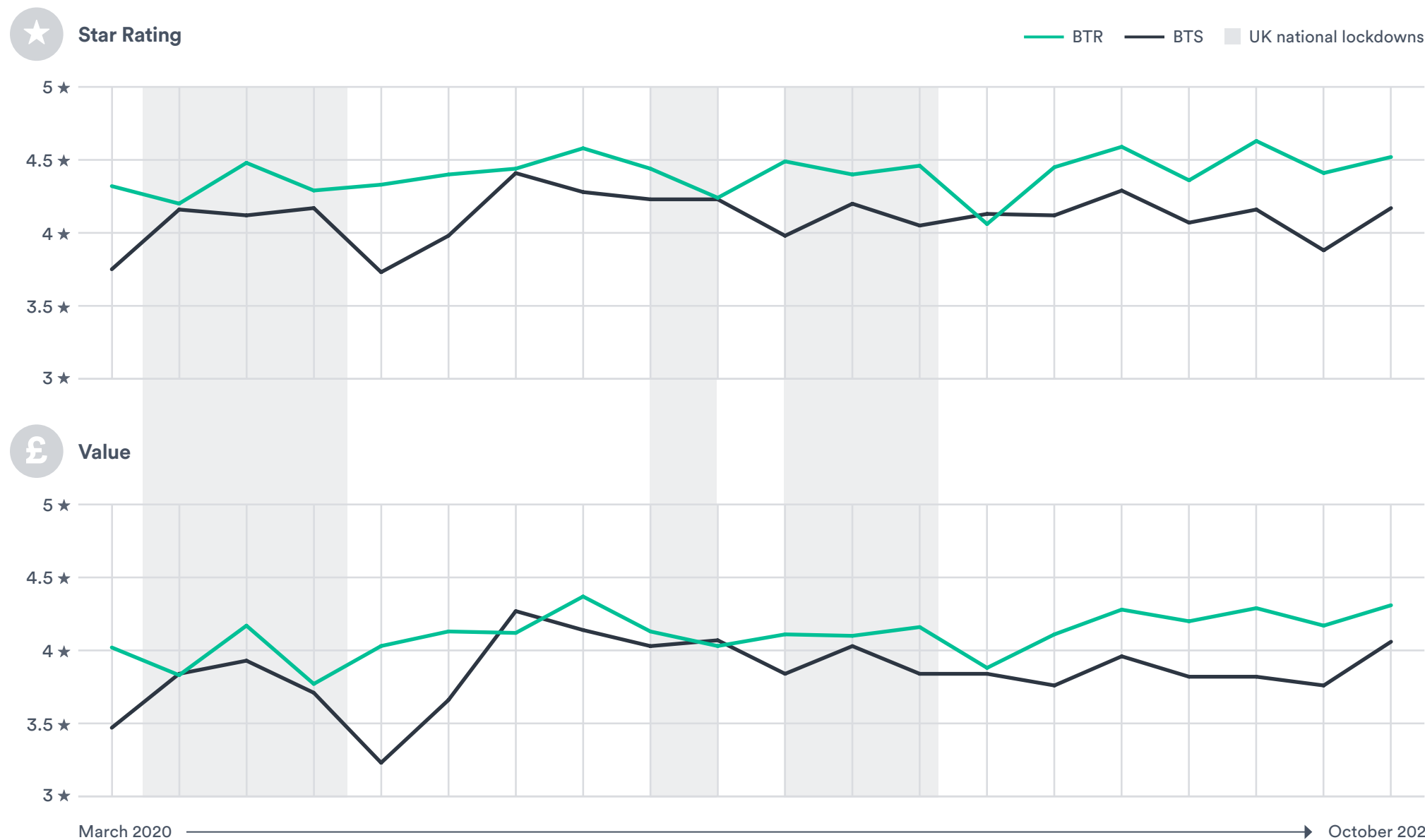
**“The care taken (cleaning etc) during the COVID lockdown and which continues has been top notch.”**

*Jon, Verified Resident Review on HomeViews, Union Wharf by Essential Living, August 2021*

**“I been impressed but the quick and very appropriate response during the COVID-19 pandemic. I always felt very safe in the building due to all the measures that were implemented to prevent the spread of COVID in the building.”**

*Former duplex apartment tenant, Verified Resident Review on HomeViews, The Lansdowne by Way of Life, May 2021*

## BTR vs. BTS tenant ratings during the pandemic



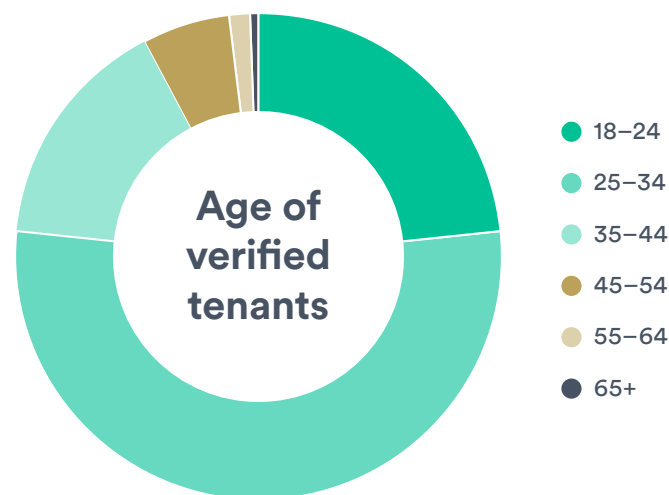


# BTR Demographics

At the start of 2021, HomeViews introduced a new question asking residents their age bracket. This allowed us to understand more about the demographics of residents and whether their ratings revealed any differences in their experiences.

Just over 70% of the reviews in this year's report included age bracket data, and it is this portion of the reviews that we have analysed here. Over time we will be able to compare and contrast this data year-on-year and by region.

The largest group were the 25-34-year-olds, who made up 53% of BTR residents, while 18-24-year-olds made up the second-largest group at 24% – so three quarters of residents were aged 34 and under.



Regardless of age, residents all gave Location the highest score of any category. Value and Management suffered among the 25-34 and 35-44 age groups, relative to those younger and older.

Excluding the 65+ group, which made up a very small number of residents, it was the 35-44-year-old group that consistently rated its experience most poorly.

*“...in the current rental market situation it does not provide good value for money. I would stay if the price was negotiable.”*

*Verified Resident Review on HomeViews, aged 35-44*



Photo credit: Fizzy Living

## Least likely to recommend

We also saw this pattern continue in answers to the review question ‘Would you recommend your landlord to friends and family?’. Again, the lowest percentage score came from the 35-44 group. The strongest Tenant Recommends scores were among 55-64 year olds at 97.5%, but this was also one of the smallest groups of residents, making up only 1%.

*“Not a community for professionals as it was sold as. Students continue to move in and are the majority in this building.”*

*Verified Resident Review on HomeViews, aged 35-44*

## Tenant recommends by age



## Scores by age of tenant



# HomeViews 2021

## Build to Rent Awards

The 2021 Build to Rent Resident Choice awards took place at the UKAA Build to Rent Fayre in November 2021. The awards were based on verified resident review data from the previous 12 months and celebrate the industry's best performers across six categories.

Awards categories were expanded in 2021 to reflect industry feedback and the rapidly-expanding dataset available to HomeViews. The site now holds over 30,000 verified reviews covering England, Wales and Scotland.

New categories were added for 2021 and existing formats were changed. The following pages reveal the full list of our six award-winners for 2021, with links to their company pages on HomeViews for more details on buildings and portfolios.

(Development awards are based on 20+ resident reviews received between 16th October 2020 – 17th October 2021 and rankings are based on Star Ratings. Management company awards are based on 50+ verified resident reviews received between 16th October 2020 – 15th October 2021; 3+ developments with reviews.)

[www.homeviews.com](https://www.homeviews.com)

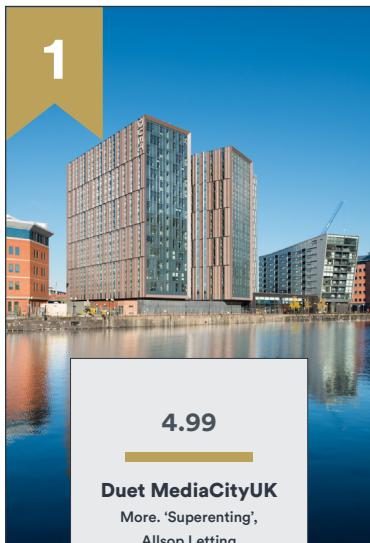




## HomeViews 2021 UKAA Awards – Top National Development (less than 350 units)



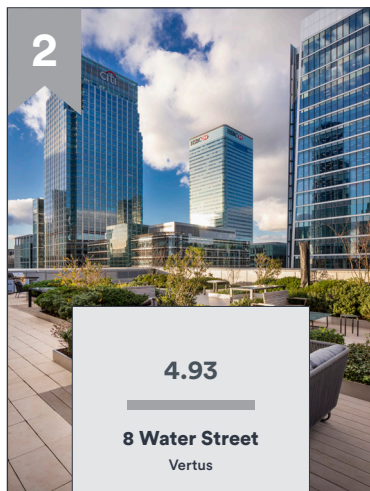
**1**



**4.99**

**Duet MediaCityUK**  
More. 'Superenting',  
Allsop Letting  
and Management

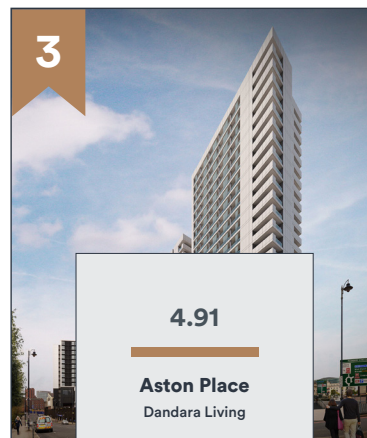
**2**



**4.93**

**8 Water Street**  
Vertus

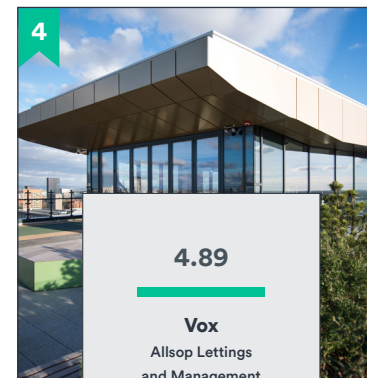
**3**



**4.91**

**Aston Place**  
Dandara Living

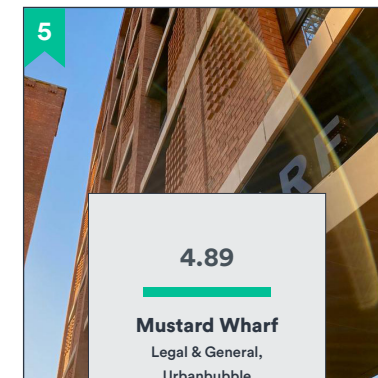
**4**



**4.89**

**Vox**  
Allsop Lettings  
and Management

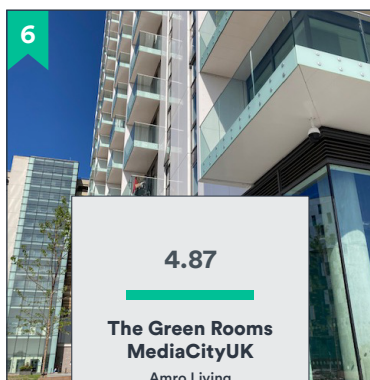
**5**



**4.89**

**Mustard Wharf**  
Legal & General,  
Urbanbubble

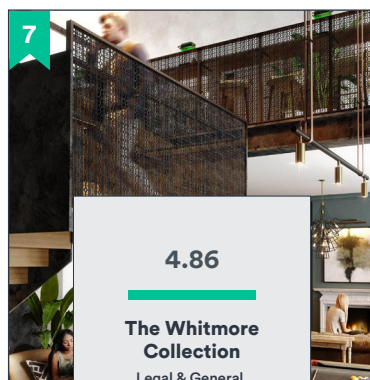
**6**



**4.87**

**The Green Rooms  
MediaCityUK**  
Amro Living


**7**



**4.86**

**The Whitmore  
Collection**  
Legal & General,  
Urbanbubble

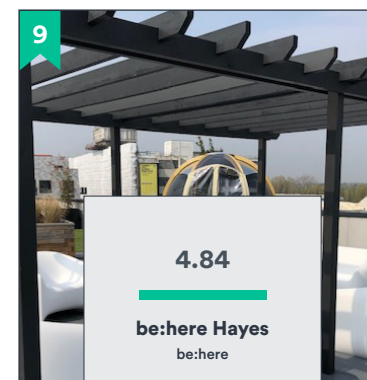
**8**



**4.85**

**The Quarters Croydon**  
The Quarters by Bravo

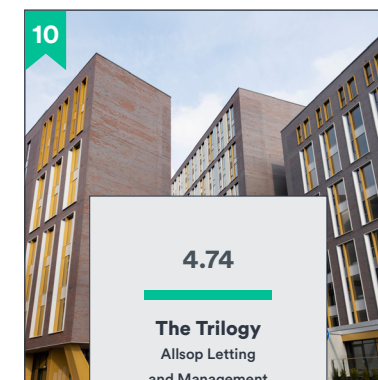
**9**



**4.84**

**be:here Hayes**  
be:here

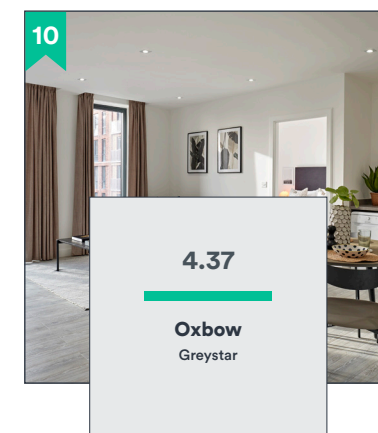
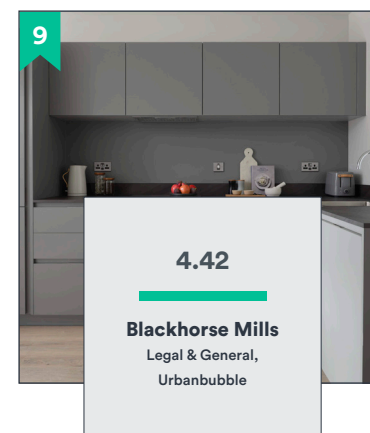
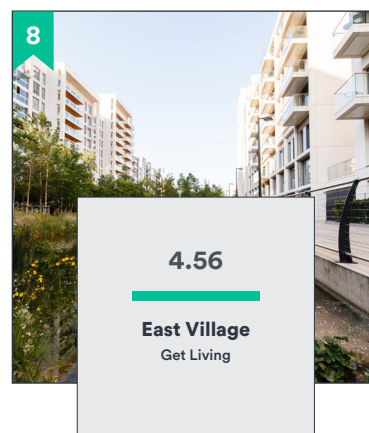
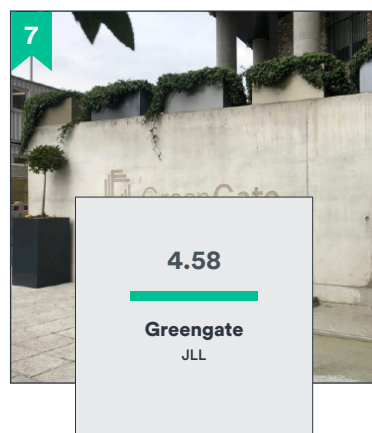
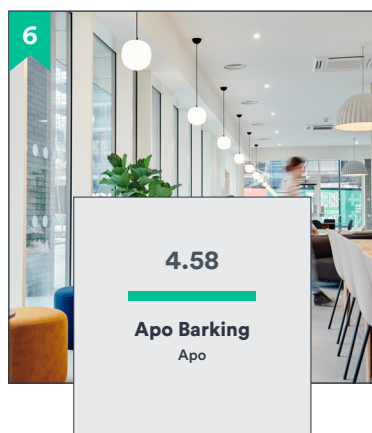
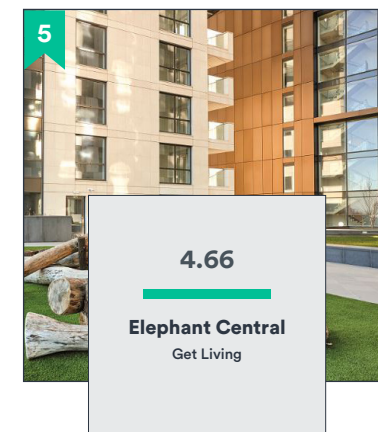
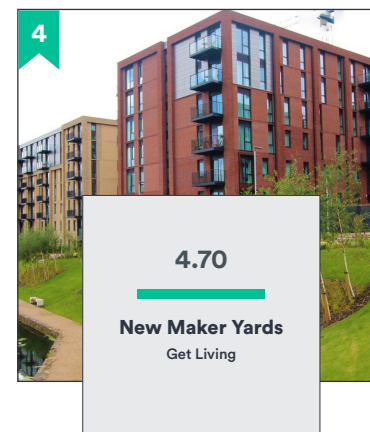
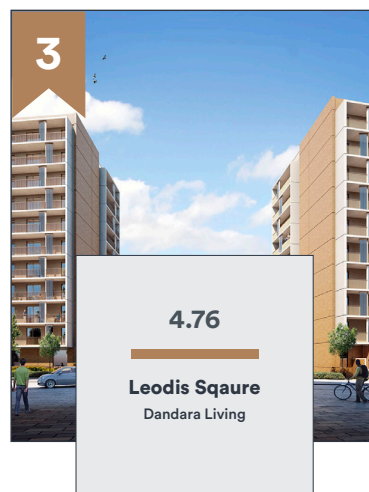
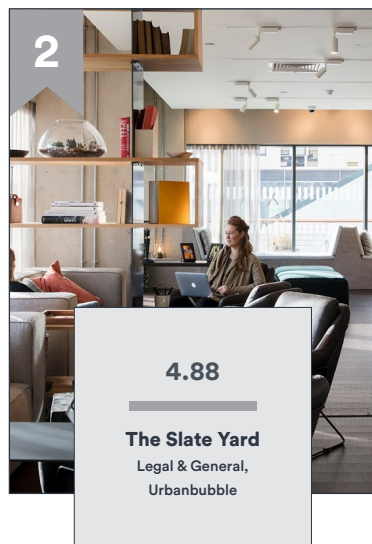
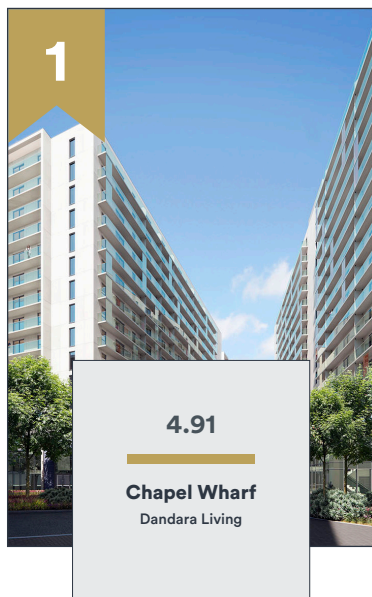
**10**



**4.74**

**The Trilogy**  
Allsop Letting  
and Management

## HomeViews 2021 UKAA Awards – Top National Development (More than 350 units)

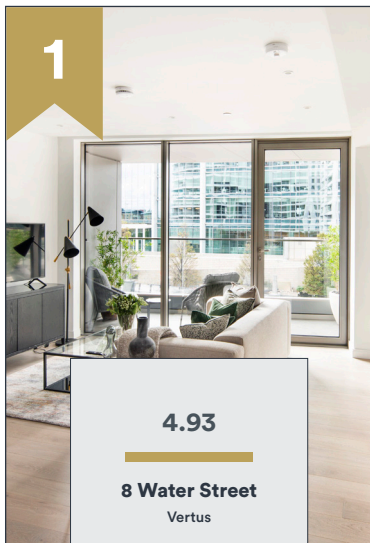




## HomeViews 2021 UKAA Awards – Top London Development



**1**



**4.93**

**8 Water Street**  
Vertus


**2**



**4.85**

**The Quarters Croydon**  
The Quarters by Bravo


**3**



**4.84**

**be:here Hayes**  
be:here

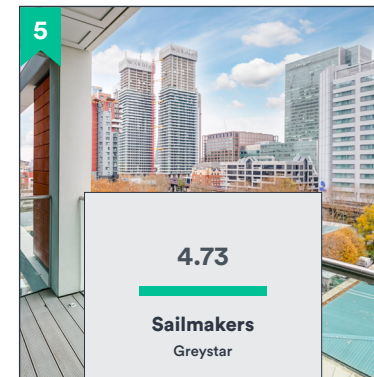
**4**



**4.74**

**The Quarters Kilburn**  
The Quarters by Bravo

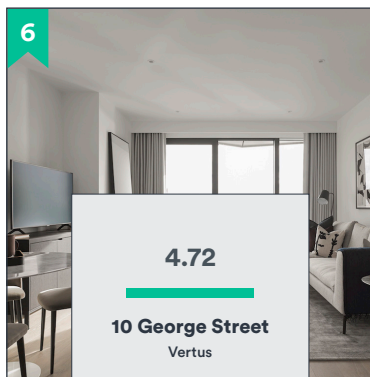
**5**



**4.73**

**Sailmakers**  
Greystar

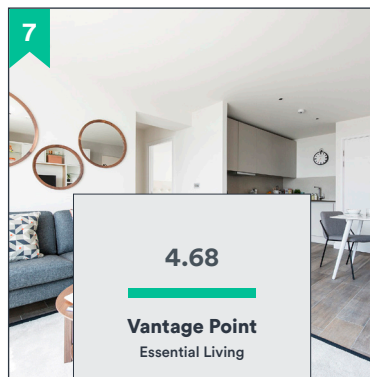
**6**



**4.72**

**10 George Street**  
Vertus

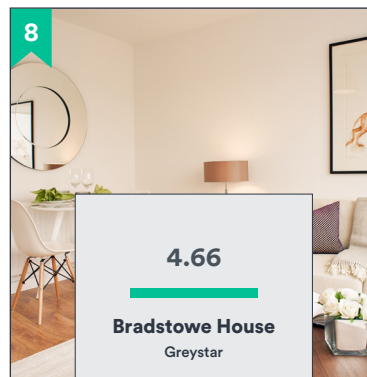
**7**



**4.68**

**Vantage Point**  
Essential Living

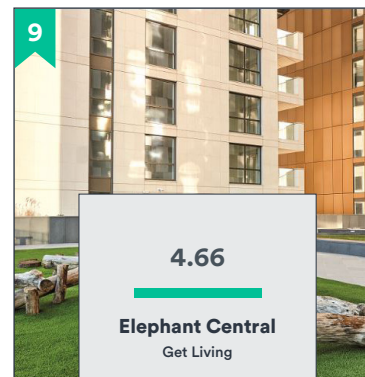
**8**



**4.66**

**Bradstowe House**  
Greystar

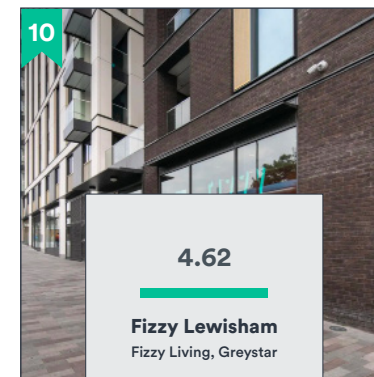
**9**



**4.66**

**Elephant Central**  
Get Living

**10**



**4.62**


**Fizzy Lewisham**  
Fizzy Living, Greystar



## HomeViews 2021 UKAA Awards – Top Regional Development



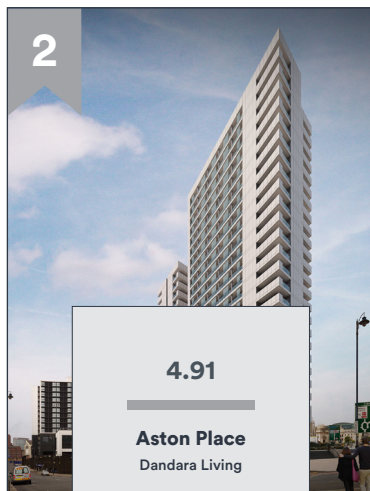
**1**



**4.99**

**Duet MediaCityUK**  
More. 'Superenting',  
Allsop Letting  
and Management

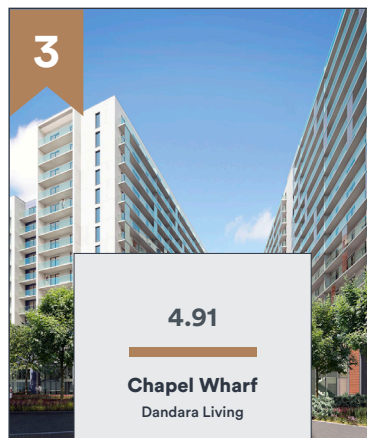
**2**



**4.91**

**Aston Place**  
Dandara Living

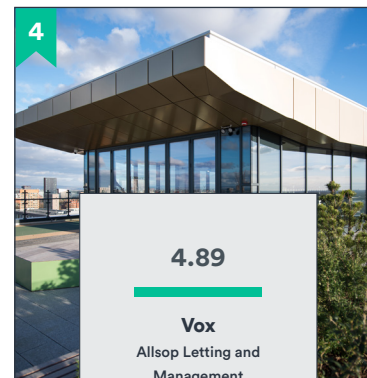
**3**



**4.91**

**Chapel Wharf**  
Dandara Living

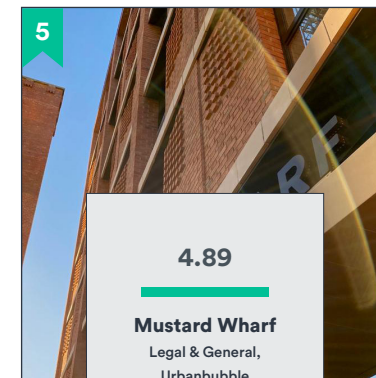
**4**



**4.89**

**Vox**  
Allsop Letting and  
Management

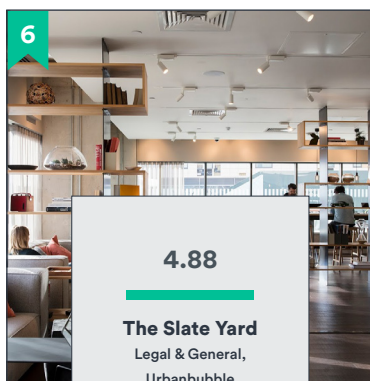
**5**



**4.89**

**Mustard Wharf**  
Legal & General,  
Urbanbubble

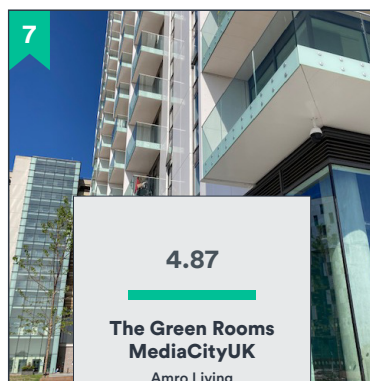
**6**



**4.88**

**The Slate Yard**  
Legal & General,  
Urbanbubble

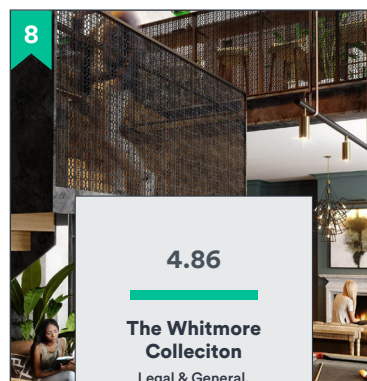
**7**



**4.87**

**The Green Rooms  
MediaCityUK**  
Amro Living

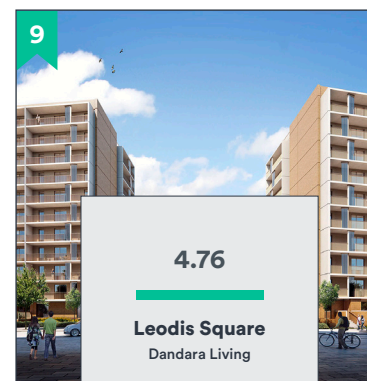
**8**



**4.86**

**The Whitmore  
Colleciton**  
Legal & General,  
Urbanbubble

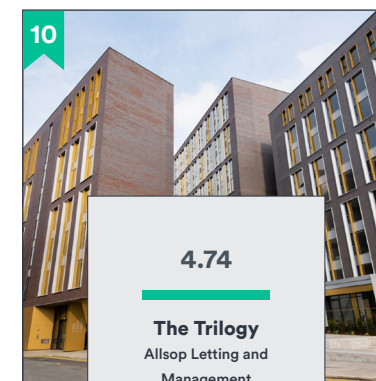
**9**



**4.76**

**Leodis Square**  
Dandara Living

**10**



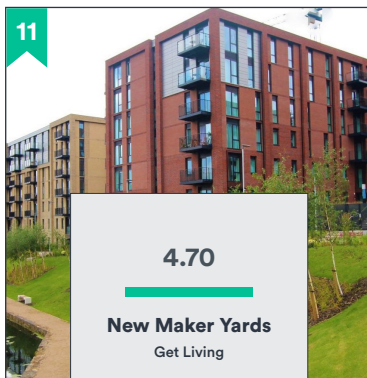
**4.74**

**The Trilogy**  
Allsop Letting and  
Management

## HomeViews 2021 UKAA Awards – Top Regional Development (continued)



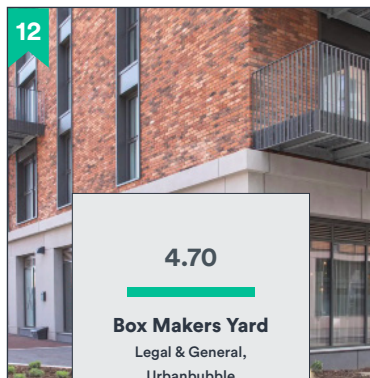
11



**4.70**

**New Maker Yards**  
Get Living

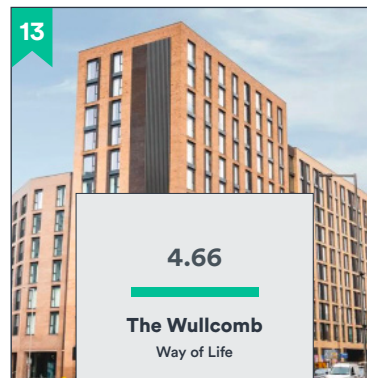
12



**4.70**

**Box Makers Yard**  
Legal & General,  
Urbanbubble

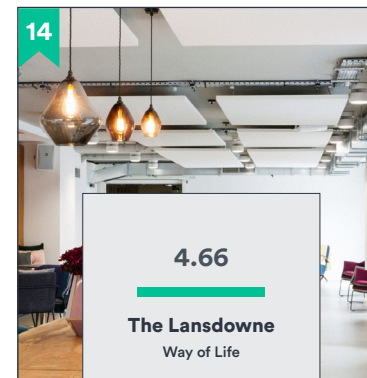
13



**4.66**

**The Wulcomb**  
Way of Life

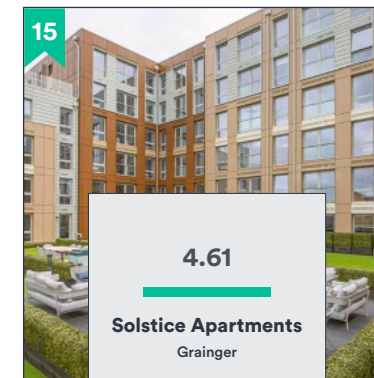
14



**4.66**

**The Lansdowne**  
Way of Life

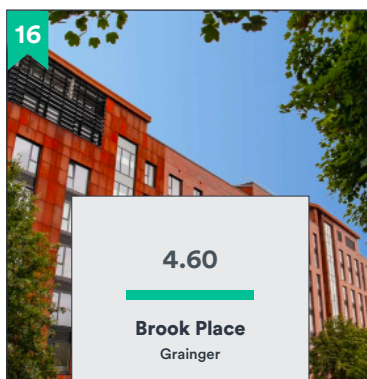
15



**4.61**

**Solstice Apartments**  
Grainger

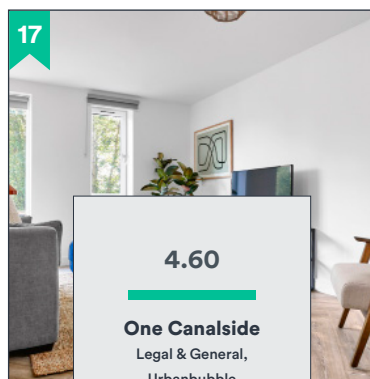
16



**4.60**

**Brook Place**  
Grainger

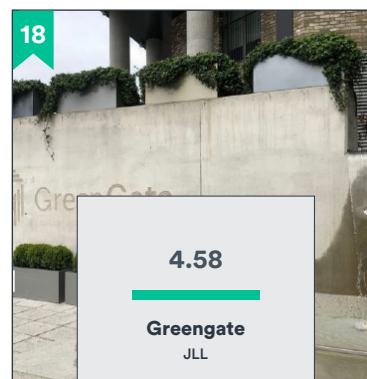
17



**4.60**

**One Canalside**  
Legal & General,  
Urbanbubble

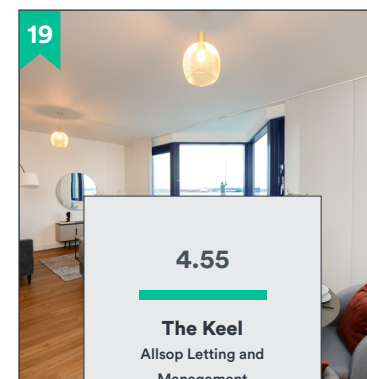
18



**4.58**

**Greengate**  
JLL

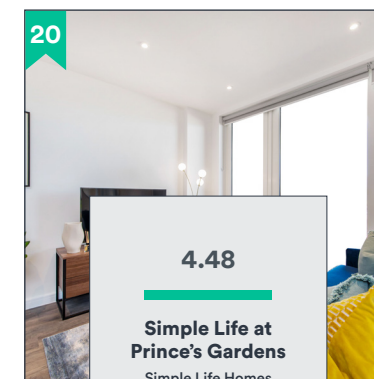
19



**4.55**

**The Keel**  
Allsop Letting and  
Management

20



**4.48**

**Simple Life at  
Prince's Gardens**  
Simple Life Homes



## HomeViews 2021 UKAA Awards – Top National Management Company (Over 2000 Units)

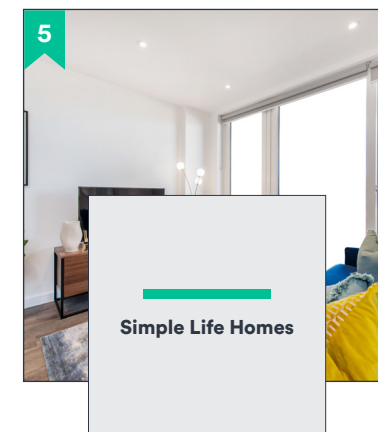
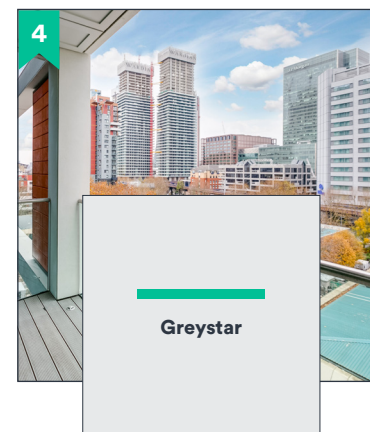


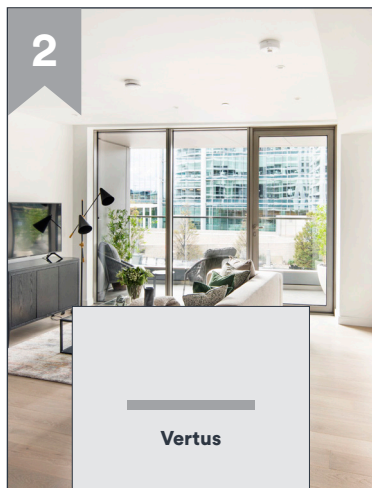
Photo credit: Chapel Wharf by Dandara Living

[www.homeviews.com](https://www.homeviews.com)

## HomeViews 2021 UKAA Awards – Top National Management Company (Under 2000 Units)



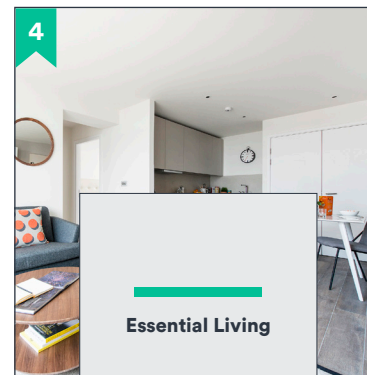
**Allsop Letting  
and Management**



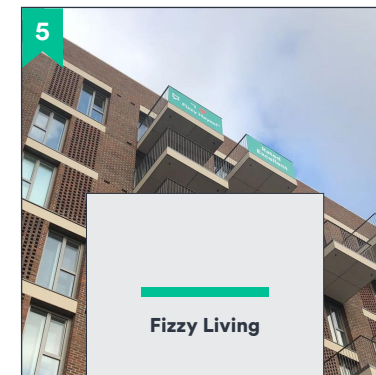
**Vertus**



**Way of Life**



**Essential Living**



**Fizzy Living**



Photo credit: Duet MediaCityUK by More. 'Superenting', Allsop Letting and Management

[www.homeviews.com](http://www.homeviews.com)



The **2022 National Build to Rent Report** includes ratings and insights from tenants in the following developments

Developer / Operator	Development	Region
A2Dominion Rental Only	Canons Gate by A2Dominion Rental Only, BS1	South West
	City Wharf by A2Dominion Rental Only, N1	London
	CQ London by A2Dominion Rental Only, E14	London
	Exchange Gardens by A2Dominion Rental Only, SW8	London
	Fellows Square by A2Dominion Rental Only, NW2	London
	Gunmakers by A2Dominion Rental Only, E3	London
	Invicta by A2Dominion Rental Only, BS1	South West
	Jigsaw by A2Dominion Rental Only, W13	London
	Redcliff Quarter by A2Dominion Rental Only, BS1	South West
	Silchester Apartments by A2Dominion Rental Only, TW7	London
	West Plaza by A2Dominion Rental Only, TW19	South East
AA Homes & Housing	Cygnets House, CR0	London
AddLiving	Velocity Village, S1	Yorkshire and the Humber
Affinity Living	Affinity Living Riverside, M3	North West
Akelius	St Peters Court, E1	London
Alliance City Living	Park Gate, B26	West Midlands
Allsop Letting and Management	Duet MediaCityUK, M50	North West
	The Keel, L3	North West
	The Trilogy, M15	North West
	Vox, M15	North West

Developer / Operator	Development	Region
Allsop PRS	Allsop at Bridgewater Park, M30	North West
	Allsop at New Broughton, M7	North West
	Allsop at Queen Mary Place, L9	North West
Amro Living	The Green Rooms MediaCityUK, M50	North West
Annington	Pinnpoint, UB10	London
Apo	Apo Barking, IG11	London
	be:here Hayes, UB3	London
Asher and Jonah Perelman	Pearl Apartments, E10	London
Atlas Residential UK	Bow Square, SO14	South East
Brookfield Properties	Brandenburgh House, W6	London
Dandara Living	Aston Place, B1	West Midlands
	Chapel Wharf, M3	North West
	Leodis Square, LS11	Yorkshire and the Humber
	The Point, AB10	Scotland
	Tech West Lofts, W3	London
	Dolphin Square, SW1	London
Essential Living	Berkshire House, SL6	South East
	Dressage Court, E2	London
	Union Wharf, SE8	London
	Vantage Point, N19	London

The **2022 National Build to Rent Report** includes ratings and insights from tenants in the following developments

Developer / Operator	Development	Region
Fizzy Living	Fizzy Canning Town, E16	London
	Fizzy East16, E16	London
	Fizzy Epsom, KT19	South East
	Fizzy Hayes, UB3	London
	Fizzy Lewisham, SE13	London
	Fizzy Poplar, E14	London
	Fizzy Stepney Green, E1	London
	Fizzy Walthamstow, E17	London
Folio London	Folio London at Beaufort Park, NW9	London
	Folio London at New Garden Quarter, E15	London
	Folio London at Porter's Edge, SE16	London
	Folio London at Royal Albert Wharf, E16	London
	Folio London at Royal Wharf, E16	London
	Folio London at Saffron Square, CR0	London
	Folio London at St James, SE1	London
	Folio London at Stanmore Place, HA7	London
	Folio London at Stratford Halo, E15	London
Get Living	East Village, E20	London
	Elephant Central, SE1	London
	New Maker Yards, M5	North West

Developer / Operator	Development	Region
Grainger	Abbeville Apartments, IG11	London
	Argo Apartments, E16	London
	Berewood, PO7	South East
	Brook Place, S11	Yorkshire and the Humber
	Clippers Quay, M50	North West
	Gatehouse Apartments, SO14	South East
	Grainger at The Filaments, M3	North West
	Hawkins & George, BS1	South West
	Kings Dock Mill, L1	North West
	Millet Place, E16	London
	Shillington Old School, SW11	London
	Solstice Apartments, MK9	South East
	Springfield House Lofts, E8	London
	The Forge, NE1	North East
	The Grainger Collection at Wellesley, GU11	South East
Greengate Opco Ltd	The Rock, BL9	North West
	Tribe Apartments, M4	North West
	Anaconda Cut, M3	North West
Greenwich Peninsula	No.4 Upper Riverside, Greenwich Peninsula, SE10	London

The **2022 National Build to Rent Report** includes ratings and insights from tenants in the following developments

Developer / Operator	Development	Region
Greystar	Bradstowe House, HA1	London
	Charter Place, TW3	London
	MyLo at Aldgate Place, E1	London
	MyLo at Nine Elms, SW8	London
	Oxbow, M5	North West
	Sailmakers, E14	London
	Ten Degrees, CR0	London
	The Copper House, L1	North West
	The Well House, SM1	London
Hillcrest	Tillermans at Greenford Quay, UB6	London
Imperial Colle	Salamander Street, EH6	Scotland
Imperial Colle	Eighty Eight Wood Lane, W12	London
InReach Living	Embankment, B16	West Midlands
JLL	GreenGate, M3	North West
	Lochrin Quay, EH3	Scotland
	One Eighty Stratford High Street, E15	London
	Queen Street Apartments, LE1	East Midlands
	The CQ, The Court and The Gardens, LS3	Yorkshire and the Humber
	The Horizon, SE10	London
	The Hub, HA1	London
Kingsford Developments	Kingsford Residence, EH7	Scotland

Developer / Operator	Development	Region
L&Q (Private Rental)	434 Old Kent Road Private Rental by L&Q , SE1	London
	Academy Central Private Rental by L&Q, RM8	London
	Acton Gardens Private Rental by L&Q, W3	London
	Apex Apartments Private Rental by L&Q, SE6	London
	Barking Riverside Private Rental by L&Q, IG11	London
	Bournemouth Road Private Rental by L&Q, SE15	London
	Bow East by L&Q, E3	London
	Churchfield Quarter by L&Q, W3	London
	Colindale Gardens Private Rental by L&Q , NW9	London
	Coolidge Tower, Private Rental by L&Q, E14	London
	Dovetail Place, Private Rental by L&Q, N15	London
	Faircharm Dock Private Rental by L&Q , SE8	London
	Kingsberry Central Private Rental by L&Q , HA3	London
	L&Q at The Treacle Works, E16	London
	Moseley Lodge Private Rental by L&Q, E14	London
	Quebec Quarter Private Rental by L&Q, SE16	London
	The Pavilions Private Rental by L&Q, N1	London
	The Residence Private Rental by L&Q , SW8	London
	Thurston Point Private Rental by L&Q, SE13	London
	Twist House, Private Rental by L&Q , SE1	London
	Wandsworth Exchange Private Rental by L&Q, SW18	London

The **2022 National Build to Rent Report** includes ratings and insights from tenants in the following developments

Developer / Operator	Development	Region
L1 Capital	The Skyline 2, M4	North West
Legal & General / Urbanbubble	Anco&co, M4	North West
	Blackhorse Mills, E17	London
	Box Makers Yard, BS2	South West
	Mustard Wharf, LS1	Yorkshire and the Humber
	One Canalside, CM2	East of England
	Spring Wharf, BA2	South West
	The Slate Yard, M3	North West
	The Whitmore Collection, B3	West Midlands
	West Tower, M15	North West
Lendlease	Park Central West, SE1	London
Live DifRent	Live DifRent at Heyfields, M28	North West
	Live DifRent at Norris Green, L11	North West
LOCAL Manchester	Burlington Square, M15	North West
	Local Blackfriars, M3	North West
	Local Crescent, M5	North West
	Transmission House, M4	North West
Manchester Life	Cotton Field Wharf, M4	North West
Marlin	Apartment Wharf, Canary South, E14	London
MHA London	Sovereign Court, E1W	London

Developer / Operator	Development	Region
Miflats	Canterbury House, CR0	London
	Delta Point, CR0	London
	Northumberland House, SM2	London
Moda Living	Angel Gardens, M4	North West
Native	Dalston Works, E8	London
	Kampus, M1	North West
	No.26, CR0	London
Network Homes	Atrium Point, UB6	London
Northern Group	Flint Glass Wharf, M4	North West
	The Ice Plant, M4	North West
Omnia Property Group	Northumbria House, NE3	North East
One Manchester	Hulme Living, M15	North West
Optivo	Verde House, CR0	London
Origin Housing	Watermill Lane, N18	London
PlaceFirst	The Green, Hartlepool, TS26	North East
	Welsh Streets, L8	North West
	West End, LA4	North West
PLATFORM_	PLATFORM_ Crawley, RH10	South East
	PLATFORM_Bracknell, RG12	South East
	PLATFORM_Exeter, EX1	South West
	PLATFORM_S Stevenage, SG1	East of England



The **2022 National Build to Rent Report** includes ratings and insights from tenants in the following developments

Developer / Operator	Development	Region
Simple Life Homes	Simple Life at Juniper Grove, WA9	North West
	Simple Life at Norwich Green, OL11	North West
	Simple Life at Our Lady's, M28	North West
	Simple Life at Prescott Park, L34	North West
	Simple Life at Prince's Gardens, S2	Yorkshire and the Humber
	Simple Life at Queen Victoria Place, BB2	North West
	Simple Life at Rochwood Rise, OL16	North West
	Simple Life at Shrewsbury Close, M24	North West
	Simple Life at Silkin Green, TF4	West Midlands
	Simple Life at Spirit Quarters, CV2	West Midlands
	Simple Life at Sutherland Grange, TF2	West Midlands
	Simple Life at Ward's Keep, WS10	West Midlands
	Simple Life at Woodbine Road, L24	North West
	Simple Life at Woodford Grange, CW7	North West
	Simple Life at Yew Gardens, DN12	Yorkshire and the Humber
Span Group	Xchange Point, N7	London
The Collective	The Collective Canary Wharf, E14	London
	The Collective Old Oak, NW10	London
The Hyde Group	County House, BR3	London

Developer / Operator	Development	Region
The Quarters by Bravo	The Quarters Croydon, CR0	London
	The Quarters Kilburn, NW6	London
	The Quarters Swiss Cottage, NW3	London
	The Quarters Watford, WD17	East of England
Touchstone	The Forum, B5	West Midlands
TRS Asset Management Ltd	TRS Apartments, UB2	London
Uncle – Realstar Living	Pioneer Point, IG1	London
	Uncle Elephant & Castle, SE11	London
	Uncle Manchester, M1	North West
	Uncle New Cross, SE14	London
	Uncle Stockwell, SW8	London
	Uncle Wembley, HA9	London
Urban Splash	3Towers, M40	North West
Vastint	Sugar House Island, E15	London
Vertus	10 George Street, E14	London
	8 Water Street, E14	London
	Newfoundland, E14	London
	Circle Square Apartments, M1	North West

The **2022 National Build to Rent Report** includes ratings and insights from tenants in the following developments

Developer / Operator	Development	Region
Vonder	Vonder Skies, TW8	London
Way of Life	5 Bedford Park, CR0	London
	The Kell, ME4	South East
	The Lansdowne, B16	West Midlands
	The Wulcomb, LE1	East Midlands
	Vida House, SE8	London
Wise Living	Herbert House, CV4	West Midlands
	Minshull Way, CH42	North West
	The Old Brewery, NG18	East Midlands
	Wise Living at Principal Point, TF1	West Midlands
X1 Developments Limited	X1 Aire, LS2	Yorkshire and the Humber
	X1 The Gateway, M5	North West
YPP	Fairbairn Residences, LS2	Yorkshire and the Humber
	Gravity Residence, L2	North West
	No.5 South Parade, LS1	Yorkshire and the Humber



Developers  
/ Operators

74



Developments

254



Cities  
/ Areas

31



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tenant reviews on  
HomeViews

7,210

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**100%** independent reviews  
**One** review per resident

**Detailed**

**18** data points for each building  
**Building + operators** reviewed  
 Over **33,000** reviews across the UK

**Accurate**

**Proactively-sourced** reviews  
**Not** a forum for a vocal minority  
 A **balanced** overview

**Why**

Top-ranking **SEO** visibility  
 Review content for your  
**sales + marketing**  
 HomeViews **content**,  
 awards, blogs + PR

**Brand**

Dashboard for **operations**  
 Industry **benchmarking**  
 and ranking

**Insights** and recommendations

**Data**

Legacy **reputation**  
 Joint venture **reporting**  
**Performance** reports

**B2B**

For your customers

For your business

## Do reviews matter?

98%

read online reviews for local businesses<sup>1</sup>

80%

would 'likely' or 'highly likely' to leave a review if their initial negative experience was turned into a very positive one<sup>2</sup>

78%

use the internet to find out information about a local business more than once a week<sup>3</sup>

74%

of consumers left reviews for local businesses in the last 12 months<sup>4</sup>

89%

According to BrightLocal's Consumer Review Survey 2022, 89% of consumers are 'highly' likely or 'fairly' likely to use a business that responds to all of its online reviews.<sup>5</sup>

164%

HomeViews' web traffic grew 164% in H2 2021

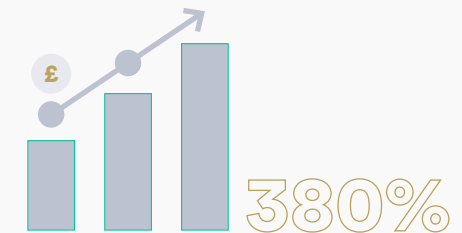


Customers Don't Trust Companies with Lower than 4-Star Ratings<sup>6</sup>

50%

Review Interaction Up by 50% from Pre-Pandemic Levels<sup>7</sup>

Displaying reviews increases conversion and budget



Reviews on higher-priced products can increase conversion rate by 380%<sup>8</sup>

BrightLocal – Local Consumer Review Survey 2022  
www.brightlocal.com/research/local-consumer-review-survey-2020<sup>1,2,3,4,5</sup>  
Review Trackers, Online Reviews Statistics and Trends – A 2022 report – December 2021<sup>6,7</sup>  
Speigel Research Centre, 2017<sup>8</sup>



# Working with HomeViews

01

## The industry's only dedicated review platform

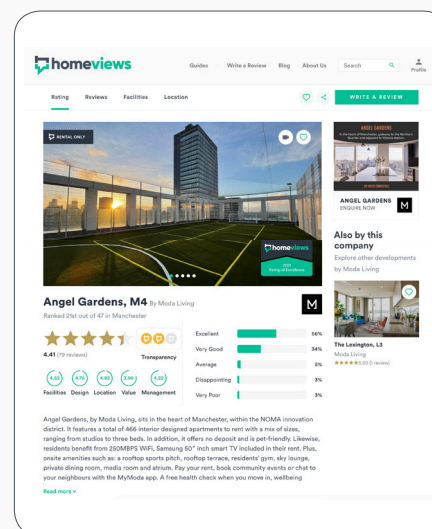
Reviewing a home is very different from reviewing any other product. HomeViews can help you better understand your buildings and your customers' experiences.



02

## Verified reviews that reflect a balanced range of experiences

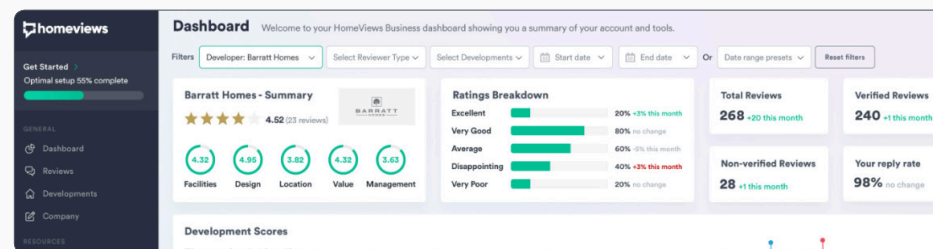
We run independent checks to make sure reviewers are real residents writing about their own home. We also actively source reviews by building rather than waiting for residents to write one, and limit to one review per resident. This avoids issue led reviews and ensures your reviews are fair and useful.



03

## Unmatched insight into each building's performance

Access 'board-ready' reports with HomeViews data, tools and analytics. Set KPIs, inform strategies and benchmark against your portfolio, sector, region or country. Customise your own surveys, receive regular reports from our team and benefit from the wealth of data not shown on our site.



04

### Positive reviews do the marketing for you

Customers won't take your word for it. They trust reviews when choosing a home, just like they do for other purchases. Whether for your brand or buildings, and across print, digital, social and Out of Home advertising, we help you to amplify and broadcast what your happiest customers are saying.

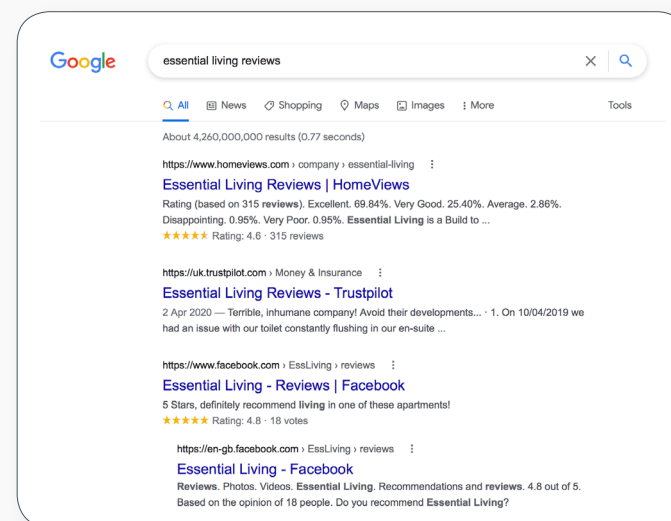
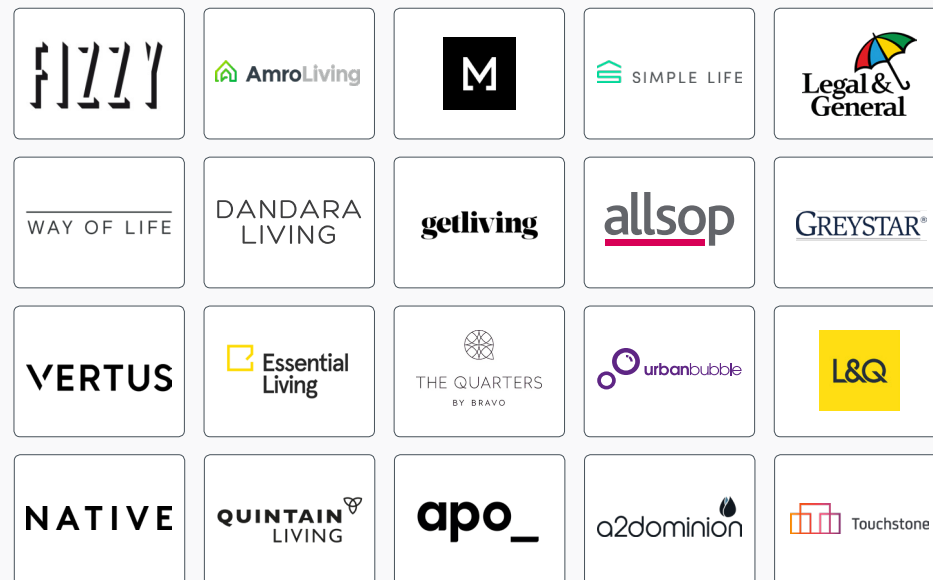


05

### Benefit from our authority on Google

People are searching for your brand and your buildings, as well as for locations and advice. And they're finding HomeViews. Our pages sit at the top of search results, giving people a balanced alternative to Trustpilot or Google ratings, as well as hundreds of articles based on resident insights.

## Who we are working with







66

As an independent platform, HomeViews provides detailed and actionable insights and analysis for our team to optimise our customer service with our residents. We are very proud of our offering and encourage our residents to use HomeViews to share their feedback. It is important to know how our residents perceive our services.

*Sowgol Zarinchang, MIRPM, Managing Director, Way of Life*

HomeViews has enabled our residents to share their experiences and benefits of living in a Built to Rent scheme and for us to share their stories with prospective residents. It is an integral part of our marketing strategy, as we utilise our verified positive reviews, ratings and HomeViews Awards across our website and social media channels.

*Nick Woodward, Head of Lettings, Essential Living*

Moda Living partnered with HomeViews in early 2021 on our first Build to Rent scheme in Manchester. After a successful 2021, gathering verified resident feedback at Angel Gardens, we are very excited to be rolling out the HomeViews services across all our schemes as they launch throughout 2022 and beyond. The benchmarking and development-level data and insights HomeViews provides is unparalleled and very important to our team as we strive to create next generation spaces to live, work and play.

*Richard Smith, Managing Director, Moda Living*

We are proud to be the No. 1 National Management Company (over 2,000 units) on HomeViews for 2021. Our teams work very hard to maintain the highest possible standards across all of our developments as our verified resident feedback shows. The HomeViews reviews we receive continue to be a fantastic source of trusted and transparent information for our prospective residents searching for their next home.

*Juliet Self, Director of Customer Brand and Experience, Dandara Living*

99