



EXCLUSIVE EXCERPT: 2023 BUILD TO RENT FACILITIES REPORT

EXCERPT: BUILD TO RENT FACILITIES

HomeViews Partners and HomeViews Pro members receive an exclusive monthly report or white paper. Our first-ever Build to Rent Facilities Report was released in June 2023, providing analysis and recommendations based on the facilities offered by over 400 BTR developments across the UK, and how these impact ratings.

This excerpt reveals how specific facilities impact other HomeViews category ratings and some of the insights we have drawn.



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Many of the findings within this report have been created using the same dataset available to HomeViews Pro subscribers.

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Graphs shown in this report do not represent those in the HomeViews Pro dashboard, but you can find the necessary data to recreate that graph or illustration where this is indicated.

HOW FACILITIES AFFECT OTHER CATEGORY RATINGS

HomeViews has now collected reviews of over 400 Rental Only developments in the UK. We have also researched the facilities that are advertised on the operator websites. Here we analyse BTR Facilities ratings for the 2022 calendar year.

The percentage below each facility in the table opposite indicates the proportion of developments that advertise this facility. The main table/heatmap shows how availability of this facility has a positive or negative correlation to resident ratings for all five categories, and the overall Star Rating.

FINDINGS

- Facilities with a strong positive correlation to ratings are: gym, concierge, wifi included, bike storage, events, lounges and pet friendly.
- Parking is available at 84.5% of developments but the amount of available parking varies hugely and appears to have little impact on the resident ratings.
- Pet Friendly has a positive correlation with all categories and in particular with management which has a 11.3% higher score.
- The provision of onsite maintenance has the most significant positive impact on Management ratings.
- The provision of a gym has the most significant positive impact on Facilities ratings.
- The provision of resident events has the most significant positive impact on Design ratings.

A theme we have seen consistently is how the use of space impacts the rating and perception. The fact BTR developments offer resident events mean residents use and experience their building more than those developments — in BTR and BTS — that don't offer this service.

HOW DO ADVERTISED FACILITIES AFFECT OTHER CATEGORY RATINGS?

	Star Rating	Facilities	Design	Location	Value	Management
Parking 84.5%	▲ 1.9%	▲ 1.0%	▼ 0.3%	▲ 3.2%	▲ 2.2%	▲ 4.6%
Pet Friendly 62.4%	▲ 6.5%	▲ 9.1%	▲ 5.3%	▲ 3.2%	▲ 5.2%	▲ 11.3%
Communal Gardens 52.5%	▲ 0.5%	▲ 1.3%	▲ 0.5%	▼ 0.3%	▼ 0.6%	▲ 0.8%
Concierge 49.9%	▲ 8.6%	▲ 12.4%	▲ 7.5%	▲ 7.0%	▲ 8.6%	▲ 14.0%
Bike Storage 41.6%	▲ 9.0%	▲ 9.4%	▲ 5.8%	▲ 7.9%	▲ 10.6%	▲ 15.1%
Gym 40.9%	▲ 8.6%	▲ 13.4%	▲ 8.9%	▲ 4.1%	▲ 8.2%	▲ 11.2%
Onsite Maintenance 36.9%	▲ 9.0%	▲ 10.4%	▲ 5.4%	▲ 5.9%	▲ 9.5%	▲ 15.7%
Wifi Included 36%	▲ 9.3%	▲ 12.5%	▲ 9.0%	▲ 5.7%	▲ 8.8%	▲ 14.1%
Roof Terrace 30.4%	▲ 2.9%	▲ 4.4%	▲ 4.3%	▲ 1.7%	▲ 1.9%	▲ 3.0%
Lounge 29.4%	▲ 8.7%	▲ 11.8%	▲ 7.0%	▲ 7.3%	▲ 7.7%	▲ 14.4%
Resident Events 27.8%	▲ 10.0%	▲ 12.9%	▲ 10.6%	▲ 4.6%	▲ 9.1%	▲ 14.4%
24 Hour Onsite Management 26.4%	▲ 7.0%	▲ 9.3%	▲ 6.4%	▲ 4.5%	▲ 6.8%	▲ 10.1%
Coworking Spaces 24.2%	▲ 5.5%	▲ 7.9%	▲ 6.4%	▲ 2.3%	▲ 4.3%	▲ 7.2%
Parcel Storage 21.9%	▲ 4.9%	▲ 6.8%	▲ 4.1%	▲ 4.9%	▲ 4.5%	▲ 7.4%
Student Friendly 13.6%	▼ 7.4%	▼ 8.9%	▼ 8.8%	▼ 3.0%	▼ 8.8%	▼ 7.9%
Security Features 12.9%	▲ 5.9%	▲ 7.7%	▲ 4.3%	▲ 6.0%	▲ 6.7%	▲ 10.0%
Balcony 12.2%	▼ 10.5%	▼ 14.2%	▼ 9.6%	▼ 3.8%	▼ 12.8%	▼ 15.0%
Private Dining 12%	▲ 5.7%	▲ 9.5%	▲ 6.6%	▲ 4.3%	▲ 4.4%	▲ 8.3%
Cinema Room 8.7%	▲ 0.6%	▲ 2.7%	▲ 3.8%	▲ 0.5%	▼ 2.5%	▲ 0.1%
Laundry Facilities 6.8%*	▲ 6.3%	▲ 7.5%	▲ 4.8%	▲ 5.2%	▲ 6.7%	▲ 10.8%

* Percentage of developments with facility

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In the full report, we use our data to answer a number of questions, including how facilities vary by location, price bands, building size and building type, and answer important questions about what residents value most. We make recommendations on the facilities you should consider including in developments to achieve a good to excellent Facilities rating.

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