



LAVANDA

RECHARGE



**SERVICED
APARTMENT
AWARDS 2020**

The
SHARTYZ
Short Term Rental Awards
11 March 2020, London *2020*

Property
Week
RESI
TRAILBLAZERS
Class of 2020

Agenda

1. “The New Normal: how demand for urban rental accommodation has changed”

- Work (Hubble)
- Live (Greystar)
- Stay (Aldar)

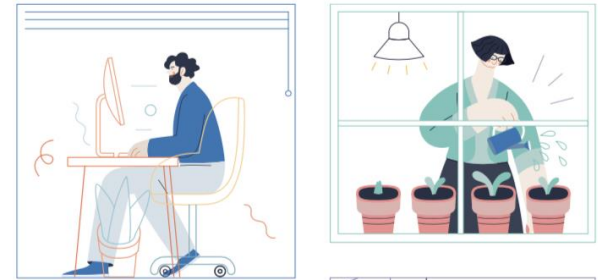
1. Case studies in flexible living

- District Living, Greystar (Austria)
- Cloud Living, Aldar (UAE)
- Coming soon... (Spain)

1. 5 key takeaways for serviced apartment operators?

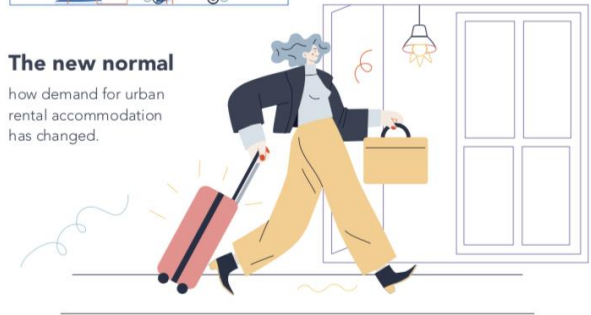


Work / Live / Stay



The new normal

how demand for urban rental accommodation has changed.



in partnership with

GREYSTAR™

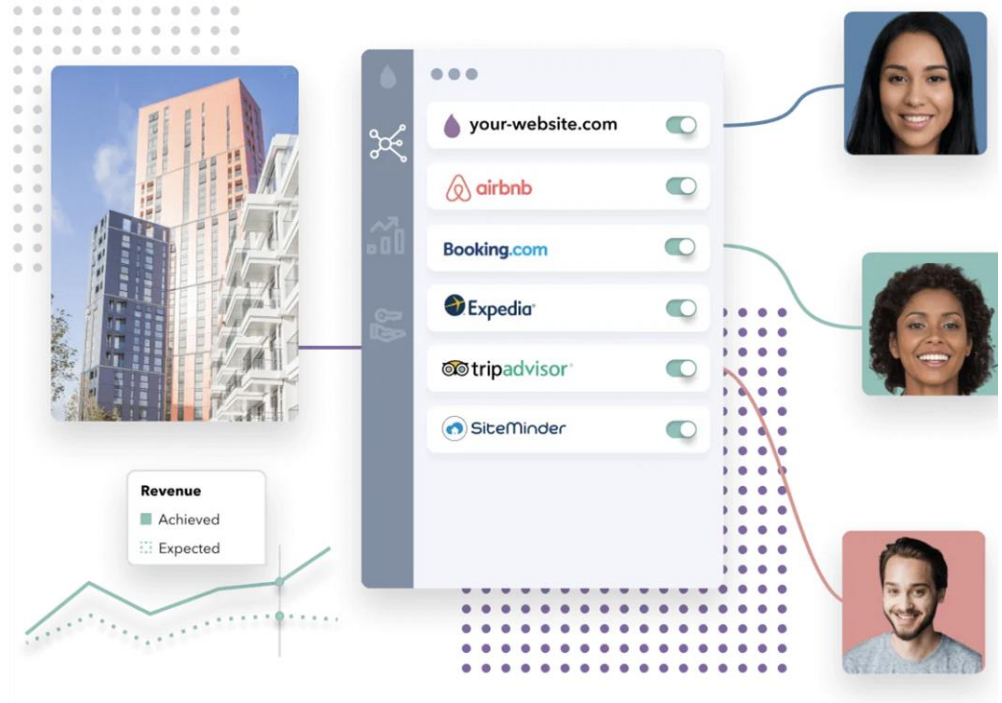


What is Lavanda?

Lavanda is an award-winning SaaS platform for **Multifamily, Student accommodation, Co-living** and **Serviced Apartment operators**.

Our technology optimises NOI by providing access to hospitality-led short, medium and long-term rental demand and automating operations.

- Launched 2015
- HQ in London, UK
- 40 employees
- Total of +\$17m raised from leading investors



Trusted globally

GREYSTAR™

Blackstone



Hines

nuveen



M&G
INVESTMENTS



Invesco

الطابير
al tayer

OXFORD

LaSalle
INVESTMENT MANAGEMENT™



getliving



CRM
STUDENTS

AberdeenStandard
Investments

scape

apg

ECOWORLD
CREATING TOMORROW & BEYOND

ARLINGTON

dandara



Allianz

About the white paper

01 Work

Work / Live / Stay



02 Live

Work / Live / Stay



03 Stay

Work / Live / Stay



Contributors



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Part 1: Work

01 Work

Work / Live / Stay



02 Live

Work / Live / Stay



03 Stay

Work / Live / Stay



Key trends

- Personalisation is coming to the workplace - the rise of the hybrid office.
- Companies are relying more heavily on on-demand workspaces.
- A company's workplace strategy is intrinsically linked with hiring and retaining talent.
- The future of work is defining the future of living.



Takeaways

1. Understand and cater to “work from anywhere”
2. Seek to accommodate an emerging class of commuter
3. Invest in the amenities that are actually valued by your community
4. Harness the growing value of mixed use buildings



Part 2: Live

01 Work

Work / Live / Stay



02 Live

Work / Live / Stay



03 Stay

Work / Live / Stay



Trends

- **Affordability**

More innovative housing solutions are needed to address the rising cost of living.

- **Convenience**

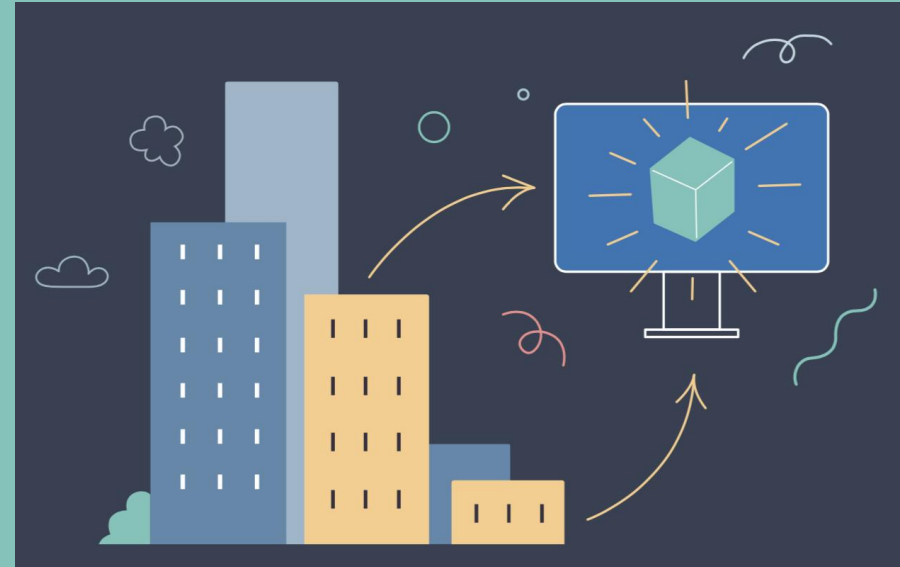
Tech-enabled convenience and automation are now core to the resident experience, and prerequisites to attracting new residents.

- **Mental health & wellbeing**

Building genuine communities through purpose-built spaces and thoughtful programming can lead to true social impact for city dwellers.

- **Flexibility**

Allowing residents to move freely and effortlessly between different but connected communities for variable lengths of stay is expected to be the next evolution in rental housing.



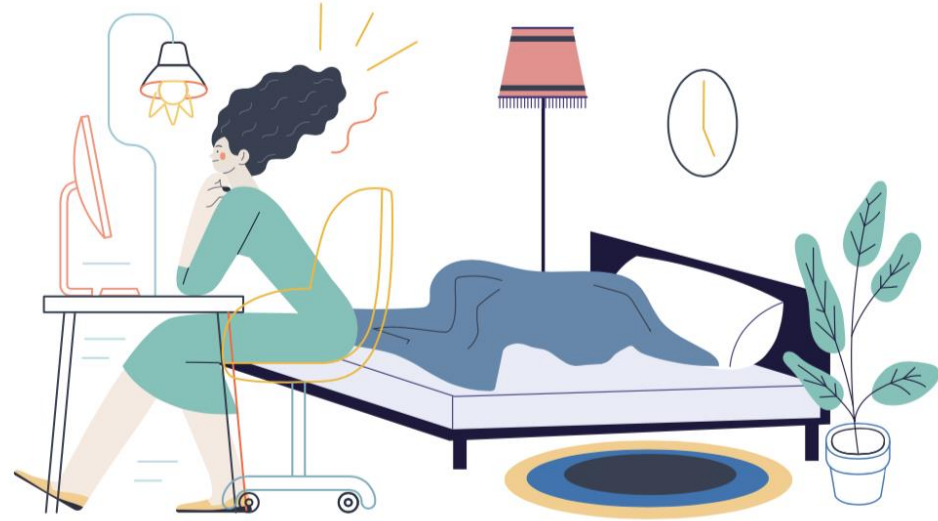
Takeaways

1. Placemaking is increasingly hard

Urban rental demand is more fragmented and transient than ever, making resident experience and community building a growing challenge for local authorities, developers and operators.

1. Affordability is a key driver

Innovative solutions are needed to pioneer impactful customer experiences that address the fundamental challenges of affordability and management.



Part 3: Stay

01 Work

Work / Live / Stay



02 Live

Work / Live / Stay



03 Stay

Work / Live / Stay



Trends

- Growing demand for short & mid-term stays
- Renters expect a digital-first booking/rental experience
- Marketing and distribution is a huge and growing challenge
- Rise of subletting and homesharing
- Regulatory reform is happening...



Case studies

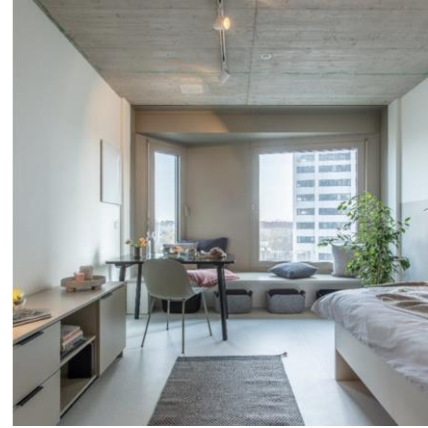
District Living, Vienna, Austria

- 1 building
- 800 units
- 35% are serviced apartments focused on short and medium term renting

Business case

- Mixed use allows asset to be more fungible and resilient
- Targets a mixed audience of long-term residential (multifamily), Student and Corporate travel.
 - Co-working space
 - Games room
 - Cafe / Sky lounge

GREYSTAR™



Cloud Living, Abu Dhabi, UAE

- 2 assets
- 2,000 units
- 1, 2 & 3 bedroom apartments
- Rent by the day, week, month or year

Business case

- A case study in flexible renting
- Pilot for the region's first ever regulatory framework for short-term renting
- Partnership with Aldar and DCTM
- Building the Cloud Living brand
- Targeting tech start-ups and remote workers

LIVING
CLOUD



Madrid, Spain

- 3 buildings
- 2,500 units
- Rent by the day, week, month or year



Business case

- A case study in flexible renting
- A blend of short/medium/long term tenures to be able to adapt and offer the best to the market
- Digital first resident experience
- Targets a mixed audience of long-term residential (multifamily), Student and Corporate travel.



What does all this mean for Serviced Apartments?

5 key takeaways

1. **Competition is increasing**

Multifamily / BTR is rapidly encroaching on the Serviced Apartment market, flooding the market with alternative accommodation options



5 key takeaways

2. **Growing demand for frequent short stays**

People moving out of town and changing commuting habits mean people will be searching for convenient, affordable accommodation on a weekly/fortnightly/monthly basis.

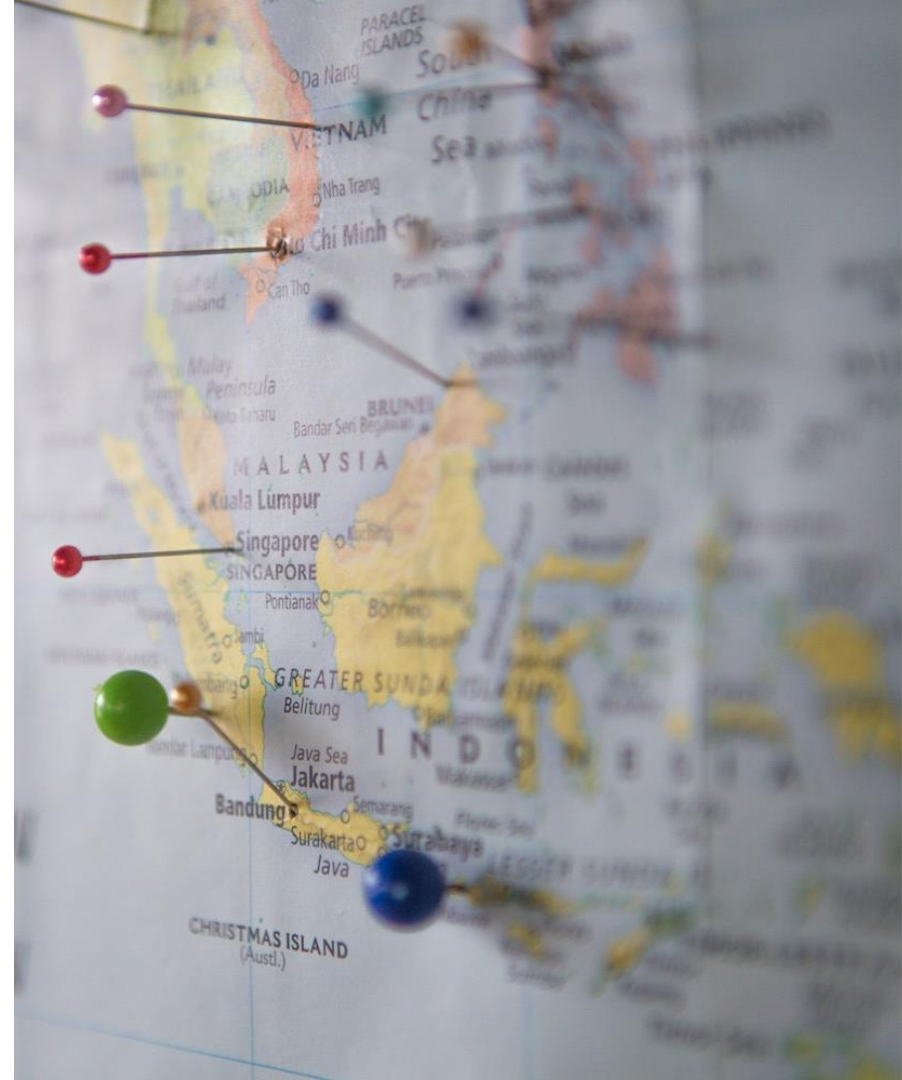
Consider investing in a loyalty programme.



5 key takeaways

3. Growing demand for extended stays

As travel returns post pandemic, people are expected to move/relocate and will want to live more flexibly.



5 key takeaways

4. **Growing demand for meeting rooms and workspaces**

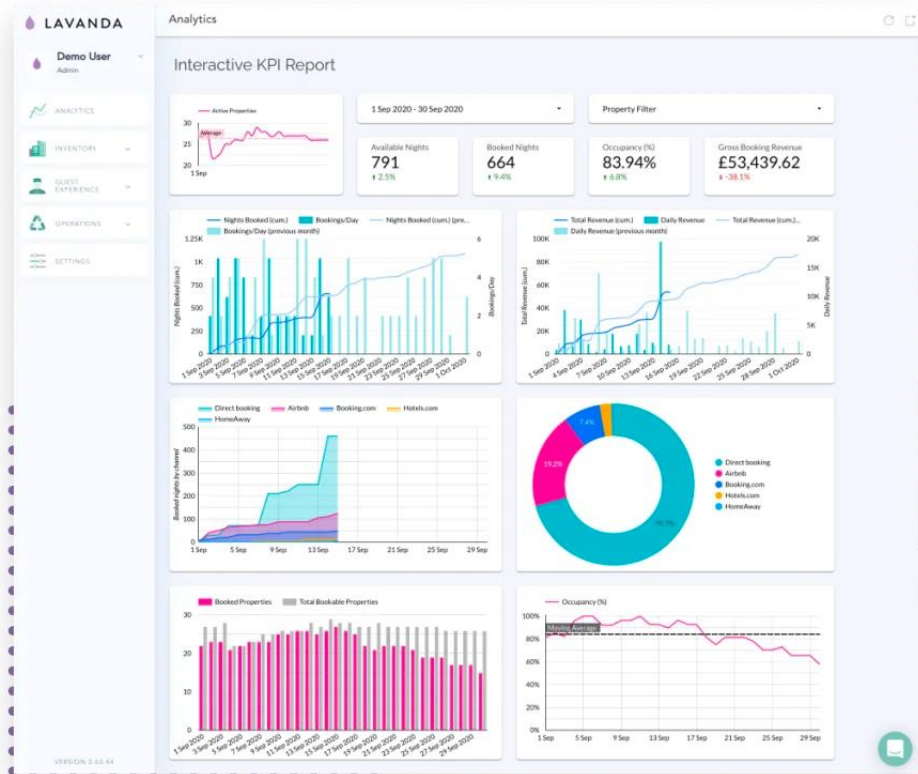
The rise of hybrid working means there are exciting opportunities for operators to amenities and monetise space more effectively.

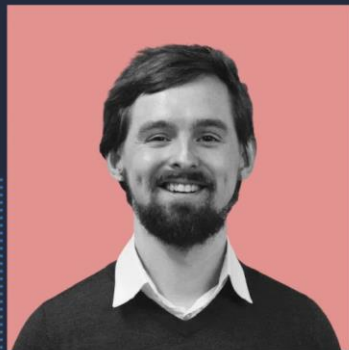


5 key takeaways

5. Your distribution strategy is all important.

As demand for more flexible living and working explodes, optimising your distribution strategy is key to capitalising on the opportunity in the market and maximising NOI.





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Q & A?



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