



Build to Rent

2020



BRONZE
WANDSWORTH SW18

A Strawberry Star Development

Who we are




Santhosh Gowda
Chairman
Focus: Group Vision and Mission

“ We aim to emerge as the leading property company providing complete end-to-end services by thriving on credibility and integrity. As trusted advisors to our investors and clients, we leverage innovation to create value for stakeholders by identifying the right opportunities while upholding ethics and fostering a great collaborative work culture. ”



Clint Bartman
Managing Director
Asset Management
Focus: BTR Strategy and Operational Delivery



Cauvery Nanaiah
Senior Director
Global Sales and Marketing
Focus: Brand, Marketing and Strategy Delivery



Steven Beveridge
CEO
Focus: Group Finance, Strategy and Performance



Mario Luca Balducci
Managing Director
Strawberry Star Developments
Focus: Project Funding, Planning, Land Acquisition, Development



Kenny Fitzmaurice
Development Manager
Focus: Design and Development Management



Rashmi Singh
Associate Director
Human Resources
Focus: Group Human Resources and Strategy

SSG BTR Model

We provide safe, secure homes with exemplary service.

Our dedicated Asset Management Team delivers confidence in all aspects of operations ensuring that residents are happy and satisfied, living with us year after year. Our Lettings Team proactively identifies the needs and requirements of each prospect and then acts as their liaison throughout their tenancy execution, moving into their new home and their stay with us. This seamless offering allows us to provide excellent service at each step in a resident's journey. When taking their first step, our objective is to instil a sense of inclusion and along the way provide experiences to foster friendship and build a community.

We strive to deliver positive results for our residents, investors and stakeholders. With technology as our backbone, we use our established channel partners, aligned business verticals, trusted relationships with leading service providers and optimised procurement to deliver and report results.



Community Building

We believe that inclusion is the most important aspect of community building. An invitation to an event matters much more than the event itself. Our teams have clear objectives to curate community events and activities that promote inclusion irrespective of your background, age, gender, nationality, etc. Everyone is invited and everyone is included.

When community building is a focus, it keeps residents coming back year-after-year and provides a valuable difference between the majority of buy-to-let buildings that may be on offer. Our offer of community building, amenities, enhanced lifestyle services, and ease of living with us will create rental premiums and again high resident retention.

Communities are always changing and we are critical of our successes. To evolve and innovate, we monitor our performance by asking our communities how are we doing through surveys and interpersonal interactions. But most importantly, we listen and then take action.



Strawberry Star



Build to Rent

Operationally Efficient Building Design

Our Development Team comprises experts in designing homes that people love to live in and provide valuable guidance to create successful rental communities. All systems and spaces are optimised to either create value for money for the residents or to keep long-term operational costs low.

Connectivity will be paramount and of the highest standard. The unit and common area specifications will be durable and high quality. Landscaped areas will be well thought out and easy to maintain.

The unit mix will include homes for residents at all stages of life. Staff welfare areas, supply stores, waste distribution, parcel collection and maintenance access will all be carefully considered to make the building operationally efficient.

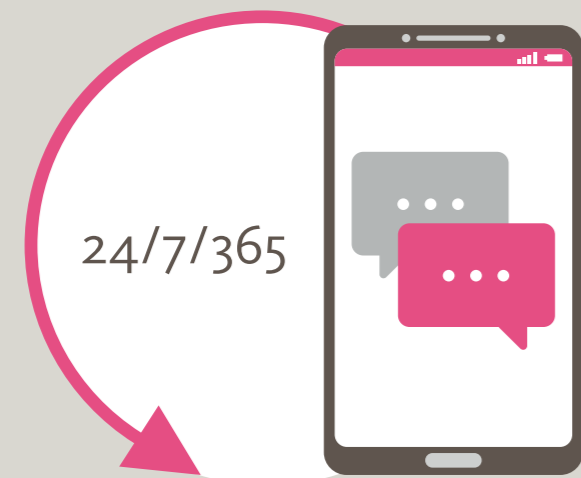
- Design for Resident Value and Management Effectiveness
- Unit Mix and Income Optimisation
- Unit and Amenity Specification
- Amenity and Service Provisions
- Management Strategy and Delivery

Commercially Minded Facilities Management

Our Facilities team will make life as easy as possible for our residents. It all starts in the design phase by including products that are robust and built to last but if it breaks, we are there to help. Residents will be able to report 24/7/365 through numerous channels with each channel tracking and reporting progress, until the job gets completed.

Our intensive tracking and reporting procedures provide the ability to be commercially minded in every aspect of the procurement of services and products. We procure the best products at the best price and only use vetted service providers, who deliver on time and within the estimated cost.

- On-site Facilities Operatives
- Online Maintenance Reporting
- Tracking and Monitoring Faults
- Leverage of Existing Service Agreements
- Contractor KPI Tracking & Monitoring
- 24/7/365 Support



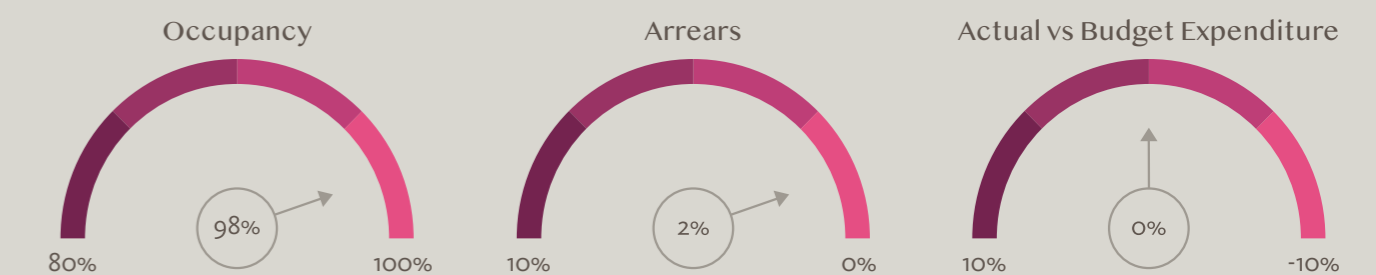
Reporting and Performance

Monitoring the health of a community is vital. Management response times, resident interactions, unit turn over times, parcel collection administration, and even data on the most popular candy purchased each month from the vending machine is captured and our performance reviewed on how the service or product was delivered. We set firm KPIs with our service providers and teams then actively manage performance.

We understand that high level key performance indicators include many elements. Our systems will do a good deal of monitoring but we believe that routine site meetings, mystery shopping, and management visibility are fundamental to make everyone confident that KPIs remain in line with expectations.

We produce detailed monthly operational reporting of:

- Occupancy
- Arrears
- Actual vs Budget - Income & Expenditure
- Applicant Levels
- Enquiry Levels
- Enquiry Conversion Rate
- Renewal Rate
- Marketing Effectiveness and Reach





Head Office

Vauxhall Sky Gardens, 7th Floor,
153 Wandsworth Road, London, SW8 2GB


+44 (0) 207 437 1000

+44 (0) 7885 405 406

btr@strawberrystar.com

strawberrystar.com

 [@strawberrystarg](https://twitter.com/strawberrystarg)

 [strawberry-star-group](https://www.linkedin.com/company/strawberry-star-group)

 [strawberrystargroup](https://www.facebook.com/strawberrystargroup)

 [strawberrystargroup](https://www.instagram.com/strawberrystargroup)

 [insights.strawberrystar.com](https://www.skype.com/people/insights.strawberrystar.com)

 strawberrystar.com

