A different way to think about rental living.

London & the South East. A sector perspective for owners, investors and developers.



Space to feel at home.

Hospitality in our DNA. Property expertise at our core.

The opportunity depends on the offer, not just the shortage.

A managed rental product can address renter needs where location, pricing and delivery economics align.

1

Demand

Define the audience and achievable rent.

2

Supply

Test competing supply and delivery dates.

3

Execution

Align design, service and operating costs.

Private homes. Shared possibilities.



Private space. Everyday comfort.

A home first

Privacy, practical layouts and everyday care.

Amenities with a purpose

Shared spaces that support real routines.

Community by choice

Connection when residents want it.

Local evidence must establish the depth of demand.

A regional thesis is a starting point, not a substitute for site-level research.

1

Who is the resident?

Jobs, mobility and transport access.

2

What is the alternative?

Local studios, shared homes and rental offers.

3

What will they pay?

Current all-in costs and achieved rents.

Compare the full monthly cost.

Headline rent alone cannot establish whether co-living offers better value.

RENT The private home	+	**BILLS** Utilities + internet	+	**SERVICES** Furniture + extras	=	**TOTAL** Comparable monthly cost

Compare like-for-like inclusions. One bill does not automatically mean a lower cost.

Density only creates value when the building works.

Planning, funding and construction risks apply to co-living as well as other rental products.

1

Planning

Policy, space standards and licensing.

2

Delivery

Costs, funding, timing and contingency.

3

Operations

Staffing and service built into the plan.

Convenience must be delivered every day.



Connection, when you want it.

Clarity

Make inclusions and extra costs clear.

Care

Clean, secure spaces.
Responsive service.

Continuity

Consistency that gives residents reasons to stay.

Assess London and the South East location by location.

Transport-linked urban centres can offer a useful starting point for evaluation.

1

Access

Jobs, transport and everyday amenities.

2

Demand

A defined audience and willingness to pay.

3

Feasibility

Competition, planning and viable economics.

Hospitality-led. Owner-accountable.

22 years across hotels, residential and co-living—as developers, investors and operators.



Hospitality starts with people.

Resident experience

Leasing, arrival, community and maintenance.

Asset discipline

Budgets, cost control and reporting.

Flexible engagement

From development to operator replacement.

Underwrite what remains after costs.

A conceptual underwriting sequence—not a forecast or valuation.

01

Income

Rent and occupancy

02

Costs

Staff, utilities and fees

03

Capital needs

Lifecycle works

04

Cash flow

Stress-test returns

Operating profit and cash flow are distinct; define both consistently.

Aligned with owners.

A transparent management model connects service delivery with commercial discipline.

Operating scope

The agreed day-to-day management scope.

Owner objectives

Asset-specific priorities and reporting.

Scope, responsibilities and commercial terms agreed individually

Discuss your asset.

Start with location, development stage, operating needs and the owner’s objectives.



Illustrative concept image

diffrentliving.com