DIFF_RENT

# Hospitality in our DNA.

## Property expertise at our core.



**Operating partner for institutional asset owners**

Reception and arrival

# Three sectors. Three perspectives. One accountable operating partner.

**22**

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

01

## Developer

Design for operations

02

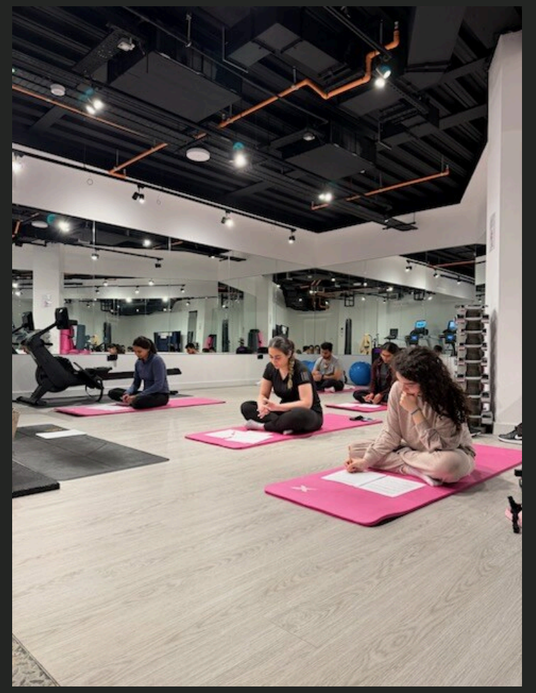
## Investor

Capital. Costs. Profit.

03

## Operator

Hospitality-led service



Resident programming





The building



RESIDENT EXPERIENCE

Hospitality-led day-to-day service

Shared spaces and resident community



# Resident experience. Owner accountability.

Operating partner for institutional owners, investors and developers in London and the South East.

OWNER ACCOUNTABILITY

**Day-to-day service connected to a disciplined asset business plan.**

## Our upside depends on yours.

# One operating partner across the lifecycle.

1 Development advice

2 Mobilisation

3 Lease-up

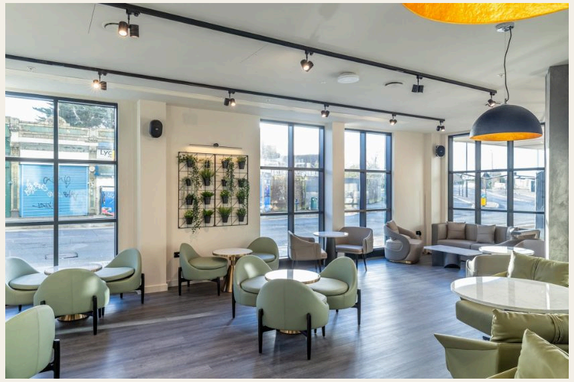
4 Operations

5 Stabilisation

6 Asset-performance reporting



BEFORE OPENING · 1–2



LEASE-UP · 3

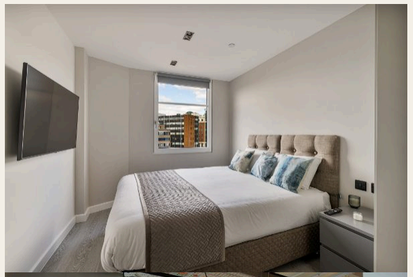


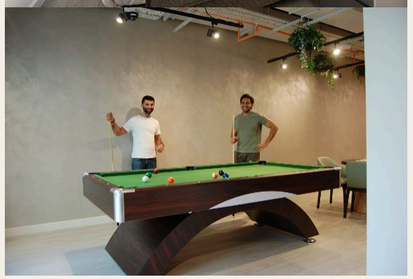

RUNNING THE ASSET · 4–6

PRODUCT AND PORTFOLIO

# Spaces designed around how people live.







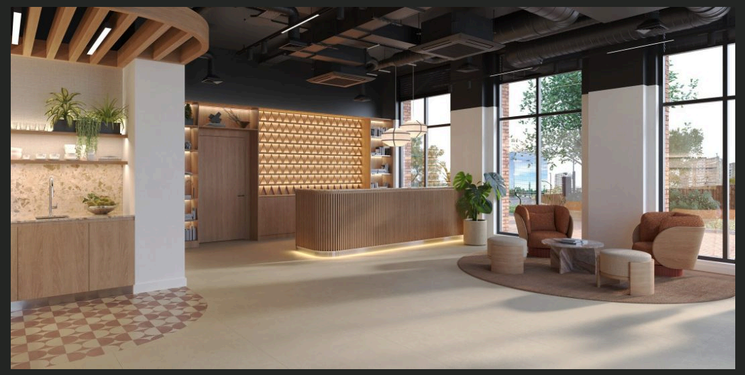
Hospitality-led arrival · Shared spaces · Resident service

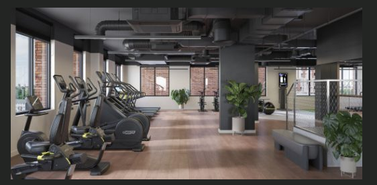
**Live** scheme
Harrow · Operating



DEVELOPMENT PIPELINE · CGI

## Abbey Wood







Separate development pipeline · CGI, not an operating asset

**487** studios
Not operational

# Governance owners can interrogate.

1 · AGREE UPFRONT

## The rules of the asset

A
**Budgets**

B
**Reporting scope**

C
**Approval rights**

D
**Escalation routes**

Authority and limits agreed with the owner.

**Agreed business plan**

2 · REVIEW AGAINST THE PLAN

## What owners interrogate

A
**Leasing**

B
**Costs**

C
**Maintenance**

D
**Resident service**

Reviewed against the agreed business plan.

# Aligned with owners.

## A partnership structured around your asset.

ASSET PERFORMANCE

**Guided by owner objectives**

SHARED OBJECTIVES — Illustrative only

OPERATING PARTNERSHIP

**Scope and responsibilities agreed**

Commercial terms discussed privately.

**Revenue matters.**
**What remains after costs matters more.**

### 01 Budget discipline

Operating decisions assessed against the agreed business plan.

### 02 Visible accountability

Open-book costs, approval limits and variance reporting.

### 03 Aligned upside

An asset-specific approach to long-term owner objectives.

# Your brand or DIFF_RENT.

MODEL A



## White-label operations

We operate under the owner’s brand.

MODEL B



## DIFF_RENT-branded operations

Proprietary consumer brand, licensed separately.



# Shortlisted and commended at the Coliving Awards 2025.

# Recognition, accurately stated.

COLIVING AWARDS
2025 FINALIST
Coliving Investment of the Year

**FINALIST**

## Coliving Investment of the Year

COLIVING AWARDS
2025 HONOURABLE MENTION
Coliving Developer of the Year

**HONOURABLE MENTION**

## Coliving Developer of the Year

DIFF_RENT

# Let’s discuss your asset.

**01** **Share the asset**

Location, scale, development stage, opening programme and preferred operating model.

**02** **Shape the mandate**

Agree scope, governance and commercial terms.

**03** **Start the conversation**

Discuss an asset through the DIFF_RENT LIVING website.



# Our upside depends on yours.

**Operating partner for institutional asset owners**