CabinetOffice

NOMINATION FOR A UK HONOUR

Please read the accompanying guidance notes before completing this form.

NOMINEE
Please clearly print or type the following details about the person you are nominating. You must ensure that all sections of this form are completed or we will be unable to consider your nominee.

I nominate the following person for a UK national honour:

Surname:	Erturk	*It is most important that the name given is accurate and that the spelling is correct.*
Forenames:	Asim	
Known as:		*If different from above.*
Title:	Mr	*E.g. Mr, Mrs, Miss, Ms, Dr, Rev etc.*
Address:	5 Great James Street	*Please include as full an address as possible.*
	Holborn	
County:	London	
Post Code:	WC1N 3DB	
Date of Birth:	11/2/82	*Or approximate age if date of birth is not known.*
Telephone no:	07501 026662	*If known. (Incl. area code if land line number.)*

Nationality: ✓ British

☐ Other (please specify)

Please tick.

We need to know the nationality of your nominee in order to decide the appropriate type of award. Certain non-UK citizens may only receive honorary awards.

The information contained in this nomination is strictly confidential and will not be communicated to any person other than those involved in the administration of the honours system with the exception of background information provided, which may be used in association with the announcement of any honour granted.

THE RECOMMENDATION

Please tell us how your nominee has made a significant contribution in their area of activity.

We are looking for people with exemplary service, who:
- have changed things, with an emphasis on practical achievement;
- have demonstrated innovation and entrepreneurship;
- are examples of the best sustained and selfless voluntary service;
- have delivered in a way that has brought distinction to UK life.

It is important that you give as much detail as possible about what your nominee has achieved which makes them stand out against others and make it clear if the achievement is in one area or in a number of different areas.

Please state in not more than 20 words the service for which you consider that the nominee should receive an honour (for example, services to disabled people in Rochdale or service to the community in Aberporth).



ASIM ERTURK

Founder of Londonist and Uninist

For services to Entrepreneurship and the Student Accommodation (PBSA) Industry in the UK

Please list the post(s), with start and end dates, in which the nominee has excelled.
- **If you do not know exact dates, please estimate the period of time.**
- **Please state if the post was paid or unpaid or you do not know.**

Dates	***Organisation***	***Role***
2023 – Present	Londonist Global	Founder (parent organisation incorporating DMC, Investments, Technologies and Hospitality)
2023 – Present	Uninist	Co-Founder with University Living
2013 – Present	Londonist DMC (now part of Londonist Global)	Founder & Managing Director

Please describe the benefits resulting from the nominee's service to a particular field, area, group, community or humanity at large.
- **What has their impact been?**
- **How wide is their influence?**
- **What are their achievements?**

INTRODUCTION

Asim Erturk is a pioneering entrepreneur whose transformative vision, leadership and innovation has significantly reshaped the student accommodation sector in the UK. As the founder and Managing Director of Londonist DMC, Asim has addressed critical shortfalls in the industry by creating a one-stop solution tailored to the needs of international and domestic students. His innovative approach to accommodation, customer service, and technology integration has not only transformed the student living experience but has also set new industry benchmarks, making Londonist DMC a market leader in the Purpose-Built Student Accommodation (PBSA) sector.

Asim's journey is one of resilience, determination, and foresight. Originally from Turkey, he arrived in London in 2006 as an international student with only £200 in his pocket. Facing first-hand, the complexities of securing quality, affordable accommodation, he recognised an urgent need for a streamlined, student-centric housing service. Inspired by these challenges, he launched Londonist DMC in 2013 with a mission to provide flexible, high-quality accommodation while ensuring students received comprehensive support throughout their stay in the UK.

What started as a small-scale enterprise with just 30 rooms has since evolved into a multinational corporation, Londonist Global and Uninist spanning nationwide student accommodation, hospitality, technology, and investment.

Londonist Global's success is rooted in Asim's continued commitment to entrepreneurialism and his determination to consistently deliver impactful solutions across different sectors. His ventures within the Londonist Global brand, encompassing Londonist DMC, Londonist Investments, Londonist Technologies, and Londonist Hospitality, highlight his capacity to adapt and grow, even in a rapidly changing global market. This expanded business model demonstrates his entrepreneurial mindset, which is focused on both immediate student needs and long-term growth strategies that leverage cutting-edge technology, global partnerships, and innovative business practices. Through strategic expansion and diversification, Asim has

successfully positioned Londonist Global as a leader in student accommodation while broadening its impact across multiple industries.

With an impressive track record of over 43 industry nominations and 14 prestigious awards, Londonist DMC has, within just over a decade, firmly established itself as a leading force in international student accommodation services. Among its numerous accolades, the company has been honoured with five consecutive StudyTravel Star Service Provider Awards, earning it a coveted place in the StudyTravel Super Star Hall of Fame. In 2022, it was recognised with the PIEoneer Award for International Student Living, followed by the Best of British Business Award in 2023, presented by *The Business Reporter*.

Asim's forward-thinking leadership and innovative approach have earned him widespread recognition. In 2025, he was honoured as one of the UK's Top 100 Most Influential People, a testament to his profound impact on the sector. The previous year, *The Inc. Magazine* identified him among the "10 Most Inspiring Entrepreneurs," while *The Chief Navigators* and *The CXO Magazine* commended his outstanding leadership and pioneering contributions in 2023 and 2024. In 2023, he was also a finalist for the Great British Entrepreneur Awards in the Service Industries Entrepreneur category. These accolades not only reflect his business acumen but also highlight his role as a driving force of change, motivating both established industry leaders and aspiring entrepreneurs.

The UK has long been regarded as a premier destination for international students, with its world-class universities and vibrant multicultural landscape. However, one of the persistent challenges for students has been finding high-quality, flexible, and supportive accommodation that allows them to flourish academically and personally. Asim has played a pivotal role in transforming this landscape, revolutionising the PBSA sector and elevating the UK's reputation as a global leader in international student accommodation.

Through his innovative work at Londonist DMC and Uninist Asim has addressed critical gaps in the student housing market by introducing flexible tenancy options, cutting-edge technology, and a comprehensive range of services designed to ease the transition for students arriving in the UK. His influence has extended beyond accommodation; he has reshaped the entire international student experience, supporting the UK's international education sector which contributes approximately £42billion to the economy annually and helping to enhances the UK's reputation as a preferred educational destination for international students.

With a relentless drive for excellence, Asim is not just a business leader but an innovator and advocate for international students. His significant contributions to the sector, coupled with his dedication to sustainability, social mobility, and student welfare, distinguish him as an exceptional candidate for a UK Honour. As both a friend and business partner, I have had the privilege of witnessing firsthand the transformative impact Asim has had on the industry. Beyond his professional achievements, his mentorship has profoundly influenced my own journey over the years. It is with great admiration and conviction that I put forward this nomination in recognition of his outstanding contributions.

Transforming the Student Accommodation Sector

Before Asim Erturk entered the PBSA sector, student accommodation in the UK was largely rigid, costly, and lacked the necessary support services that international students urgently needed. Most accommodation providers only offered inflexible long-term contracts, which excluded students who required short-term housing solutions, such as exchange students, summer school attendees, and language learners.

Recognising this critical gap, Asim introduced flexible tenancy options, ranging from two to 51 weeks, which became a game-changing innovation in the market. Beyond flexible tenancies, Asim pioneered an all-inclusive accommodation model that eliminated hidden costs for students. With bill-inclusive housing and flexible payment plans, he ensured that students could focus on their education without financial uncertainty.

With Londonist DMC Asim has created an essential one-stop shop, offering end-to-end solutions that address every aspect of a student's housing journey. Recognising the fragmented nature of the market, where students often faced information overload, inflexible tenancy terms, and a lack of aftercare, Asim has redefined the experience by creating a fully integrated service model. From the moment a student expresses interest in booking accommodation to the day they depart at the end of their education journey, Londonist provides seamless support, ensuring a stress-free and enriching experience.

With a broad portfolio spanning central London locations, offering a range of high-quality accommodation options tailored to meet the diverse needs of students, unlike traditional providers, Asim recognised that student life extends beyond securing a place to stay. Accordingly, he has created a comprehensive suite of services, including pre-arrival assistance, airport transfers, insurance advice, attraction tickets, as well as cleaning, laundry, and storage solutions for students. By integrating these essential services, he has removed the common barriers that international students often face, allowing them to focus on their academic and personal growth without unnecessary logistical challenges.

At the heart of Asim's approach is a commitment to flexibility and inclusivity. His pioneering tenancy model offers unparalleled adaptability, with stays ranging from two to 51 weeks - an industry-first innovation that aligns with academic calendars, internship placements, and travel plans. Additionally, by eliminating the need for a guarantor and introducing flexible payment plans, he has made high-quality student accommodation more accessible to a broader demographic, particularly benefiting international students who might otherwise struggle with rigid financial requirements.

Founded in 2013 with just 30 rooms, Asim's unwavering commitment to excellence and innovation has driven the company's exponential growth. Today Londonist DMC has expanded to become a market leader with over 2,000 residences across 50 prime London locations in zones 1, 2 & 3, having served more than 150,000 students from over 150 countries and generating £23 million in revenue in 2023. His ability to scale the business while maintaining a student-first ethos is a testament to his exceptional leadership and

entrepreneurial acumen. Londonist now operates as a multinational corporation under Londonist Global, with divisions in investments, technology, hospitality, and education.

The company has expanded its footprint into nationwide cities through Uninist, with strategic growth plans targeting key student destinations across the UK, including Sheffield, Liverpool, Manchester, and Birmingham.

Londonist's rapid rise is not simply a result of property acquisitions but a reflection of Asim's forward-thinking approach in responding to market needs and building a global network of strategic alliances. The company's operational framework is deeply embedded in direct partnerships with leading universities and international student recruitment agencies, ensuring a seamless accommodation experience for students from more than 150 countries. By developing these institutional relationships, Asim has solidified Londonist's reputation as a reliable partner in international student services, bridging the gap between academic life and quality housing solutions.

Significant investments have also been made in enhancing customer service capabilities. A multilingual team of over 120 professionals, operating from offices in the UK, Turkey, and China, delivers personalised support to students around the clock. This hands-on approach has been pivotal in maintaining an impressive 97% occupancy rate, setting Londonist apart in an increasingly competitive industry.

Looking ahead, Asim's long-term vision is to establish both Londonist DMC and Uninist as distinguished brands in major global markets, including Europe, North America, and Australia. With Londonist Global's target of contributing over £100 million to the UK economy, the company is focused on sustainable, long-term expansion. To support this growth, Asim is spearheading investments in digital transformation, including AI-driven personalisation, enhanced student and partner portals, and innovative contactless check-in systems. Additionally, new international offices are planned in Dubai and the United States, reinforcing Londonist's global footprint and expanding its ability to serve an even broader student population.

Pioneering Innovation in PBSA

At the core of Asim impact in the PBSA sector is his unwavering commitment to innovation. His ability to integrate technology into the student accommodation industry has set new standards and disrupted traditional models. Recognising the evolving needs of international students, Asim has implemented cutting-edge technology to create a seamless, student-centric experience. His key innovations include:

- **Student Portal: A One-Stop Digital Solution**

The Student Portal is a fully integrated online platform that empowers students to efficiently manage all aspects of their accommodation. From booking and bill payment processing to accessing event details and exclusive discounts, the portal provides a seamless experience and 24/7 support. Acting as a direct line of communication between students and Londonist DMC, it enhances transparency and convenience, setting the company apart from competitors still reliant on outdated service models.

- **Student Ambassador App: A Peer-Driven Support Network**

This innovative mobile app creates a space for students to ask and answer questions about student life, offering real-time peer support. Student ambassadors actively contribute by sharing insights on studying and living in London, while senior ambassadors take on mentorship roles, leading initiatives around mental health, equality, and diversity. By

encouraging engagement and inclusivity, the app strengthens the student community and enhances their overall experience.

- **Agent Portal: A Streamlined Booking and Management Tool**

The Agent Portal is an advanced digital platform designed to simplify the accommodation booking process for student recruitment agents. It provides real-time access to availability and weekly pricing, allowing agents to secure rooms, book additional services, and monitor reservation statuses with ease. Additionally, the system offers a clear and efficient way to track commission payments, ensuring smooth collaboration between Londonist DMC and its network of global agents.

- **Virtual Reality (VR) Tours: Bringing Accommodation to Life**

Understanding the challenges international students face when choosing accommodation remotely, Asim pioneered the introduction of immersive Virtual Reality (VR) tours. This cutting-edge feature enables students to explore properties from anywhere in the world, eliminating the need for in-person visits and offering a realistic and interactive preview of their future living spaces. By incorporating VR into the selection process, Asim has eliminated uncertainty for students, giving them the confidence to make well-informed housing decisions before arriving in the UK.

- **AI-Driven Dynamic Pricing: Smarter, Fairer, and More Flexible**

In a move to enhance affordability and optimise occupancy rates, Asim has ensured that Londonist DMC utilise AI-driven dynamic pricing. This technology continuously analyses demand patterns, seasonal fluctuations, and market trends to adjust pricing in real time. By leveraging data science, the company ensures that students benefit from competitive rates while maintaining financial sustainability. This level of pricing flexibility is a rarity in the industry and reflects his commitment to innovation and accessibility.

- **Contactless Check-In: A Hassle-Free Arrival Experience**

To provide students with a smooth transition into their new homes, Asim has introduced a contactless check-in system. This technology streamlines the arrival process by allowing students to check in digitally, reducing wait times and eliminating paperwork. By offering a secure, efficient, and fully automated solution, Londonist enhances convenience while aligning with modern student expectations for digital-first services.

- **Smart Technology: Enhancing Efficiency and Sustainability**

Londonist DMC integrates smart technology across its residences to create a more sustainable and comfortable living environment. Automated energy management systems optimise heating, lighting, and electricity usage, reducing environmental impact while keeping utility costs manageable for students. Additionally, smart security features enhance safety, providing students with peace of mind. By investing in technological advancements, Asim has ensured that Londonist DMC continues to lead the way in contemporary, student-focused accommodation solutions.

- **Flexible Tenancy Agreements**

Recognising the diverse needs of students, Londonist became the first in the industry to offer rental contracts ranging from as little as two weeks to a full 51-week academic year**.** This unparalleled flexibility caters to a wide spectrum of students, including short-term language learners, international exchange students, and those requiring temporary housing solutions due to internships, term-based courses, or unique academic schedules. By moving away from

rigid, long-term leasing structures, Londonist ensures that students are not locked into commitments that do not align with their education commitments, making high-quality accommodation accessible to a much broader audience.

- **Bill-Inclusive Living and Flexible Payment Structures**

Understanding the financial constraints that students often face, Asim has helped redefine affordability in student housing by introducing all-inclusive rent options and adaptable payment plans. This forward-thinking initiative eliminates the common stress associated with fluctuating utility bills, offering students a predictable and transparent cost structure. By bundling rent, electricity, heating, water, and high-speed internet into a single fixed payment, students can budget effectively without unexpected expenses.

Additionally, Londonist DMC offers flexible payment options, allowing students to choose between paying upfront, spreading costs over multiple instalments, or selecting a customised plan that suits their financial circumstances**.** This model has been particularly beneficial for international students who might struggle with upfront lump-sum payments or the need for UK-based guarantors. By removing these financial barriers, Asim has played a pivotal role in making student accommodation more accessible, manageable, and inclusive for a diverse student population.

Economic Impact and Financial Growth

Under Asim's leadership, Londonist DMC has become a major contributor to the UK economy, demonstrating sustained financial growth and economic impact. The company's turnover has seen exceptional year-on-year increases, reflecting both demand for its services and Asim's ability to scale operations effectively.

- **Revenue Growth:**
  - 2021: £5.2 million
  - 2022: £13.8 million (265% growth)
  - 2023: £23.5 million (170% growth)
  - 2024 (Projected): £38 million (161% growth)
  - 2025 (Target): £45 million
- **Profitability:**
  - 2021: (£4.6 million) (COVID-related loss)
  - 2022: (£1.1 million) (Significant recovery)
  - 2023: £1.3 million (Return to profitability)
  - 2024 (Projected): (£0.3 million)
  - 2025 (Projected): £1 million
- **Investment in Property & Infrastructure:**
  - Two student accommodation units in Sheffield purchased in 2019, appreciating in value.
  - A residential property in North London (18 flats) set for acquisition in 2025, expanding the company's property portfolio.
  - A Norwood Residential Property (10-Bed Flats)**:** Purchased for £1.99 million**,** generating £12,000+ per month in rental income, with approved planning permissions for expansion.
  - Upcoming Acquisition (North London, 18 Flats)**:** Scheduled for completion in February 2025**.**
- **International Expansion**:
  Londonist DMC's overseas sales have surged from £2.26 million in 2021 to £18.2 million in 2023, reflecting an 803% increase. This rapid expansion has strengthened its position as a global leader in PBSA. The company has successfully entered key global markets, with China and India leading in revenue contribution. Londonist DMC

generated £11.14 million from China and £3.21 million from India in 2023, making these the cornerstone markets of Asim's international strategy.

- **Job Creation**:
  In the UK, Londonist has expanded its workforce from 25 employees in 2021 to 71 in 2023, contributing to job creation and economic growth. Further expansion is planned in Dubai and the USA**.**

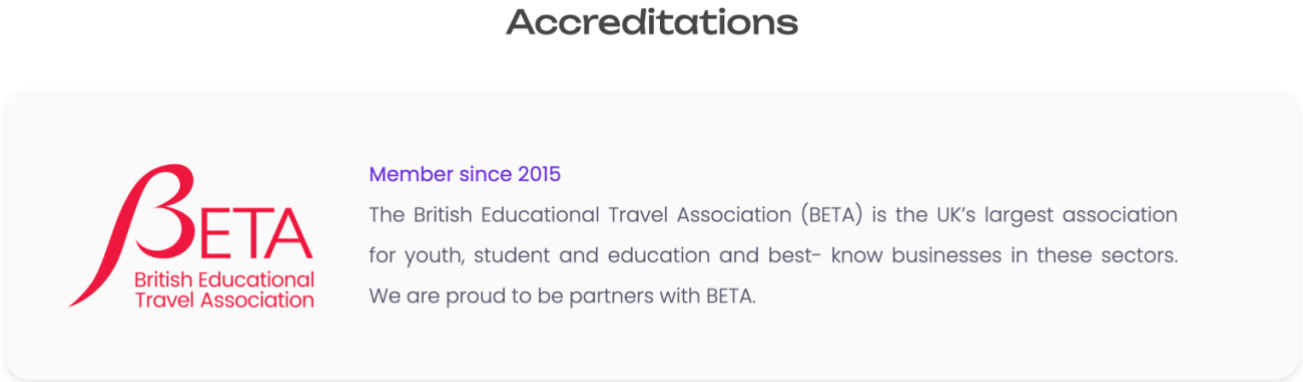
These figures underscore Asim's strategic vision and business acumen, demonstrating his ability to grow a sustainable enterprise that supports the UK economy through job creation, international student mobility, and property investments.

Innovative Marketing & Strategic Partnerships

Asim's commitment to strategic alliances has significantly bolstered Londonist DMC's visibility, credibility, and student outreach. His approach encompasses building international alliances, actively participating in worldwide marketing events, and utilising social media to connect with a global audience. The company has developed partnerships with over 200 educational institutions, international agencies, and digital booking platforms, ensuring a steady flow of prospective tenants. Londonist collaborates with top-tier universities and colleges in London, including UCL, LSE, Istituto Marangoni, and Le Cordon Bleu, as well as forming strong alliances with leading PBSA providers such as Unite, Chapter, Vita, IQ, and Collegiate. These partnerships have reinforced Londonist's reputation as a provider of high-quality, student-centric accommodation solutions.

Further solidifying its industry leadership, Londonist DMC is actively involved in youth travel and education networks. As a previous bronze sponsor of the British Educational Travel Association (BETA) and a member of ICEF and English UK London, Asim remains committed to shaping the future of student accommodation.







Member since 2016

The national association of English language centres in the UK. They represent UK English language teaching nationally and internationally, promoting the highest quality, supporting their member centres and working to ensure the students enjoy the best-possible experience in the UK.



Member since 2019

Bossa & Cossa is China's international education industry agency association, distinctive associations for the professional practice of Chinese student recruitment. We are pleased to be a member.



Member since 2020

We are a proud member of UKinbound – the voice of inbound tourism. The only trade association representing the interests of the UK's inbound tourism sector and ensure it is recognized as a leading economic and employment driver in the UK.



Member since 2020

They are the only premium forum that joins leading language travel agents, schools, and national associations as one global community. ALTO's mission is to provide a global platform for leaders and decision makers within the language travel industry to further develop and grow the industry through networking, professional development, idea and information exchange.

Londonist's global success is also due to its active presence in international trade fairs and student recruitment exhibitions. These events allow Londonist to connect with universities, educational agents, and prospective students, strengthening global partnerships. Asim has personally spearheaded Londonist's participation in major industry fairs such as ICEF Berlin, ICEF Eurasia, ICEF Amsterdam, Study Expo, SI-UK University Fairs, and StudyTravel conferences. These platforms have been instrumental in forming strategic partnerships, allowing Londonist to expand its agent network, attract new student clients, and develop innovative service offerings tailored to international markets. Through these engagements, Londonist DMC has established itself as the go-to accommodation provider for international students choosing the UK.

By strategically attending these trade fairs, Londonist has been able to showcase our innovative digital platforms, such as the Student Portal and Virtual Reality (VR) property tours. These technological advancements have given students and their families the confidence to book accommodations remotely, significantly reducing the barriers associated with moving to

a new country. Additionally, these fairs have provided opportunities to launch collaborative initiatives with leading universities, ensuring that student housing is an integrated aspect of their academic journey rather than a separate logistical challenge.

Asim's ability to leverage innovation also extends to his unique marketing strategies. Londonist DMC's showcase at global trade fairs have included groundbreaking concepts such as:

- **Life-size Room Showcases**: including an immersive showcase at ICEF Eurasia 2024, where a full-scale showroom replica of Londonist's most popular student accommodations allowed more than 200 agents from 35 countries to experience the offerings firsthand.
- **Interactive Technology Demonstrations**: Asim has introduced futuristic engagement strategies, such as Brain Challenge virtual game which represents a pioneering step toward telekinetic interaction, allowing students to control objects using brainwave signals. Another standout initiative was the introduction of Robot Asimo at StudyExpo in Istanbul, where it entertained and informed attendees by interacting with students, sharing insights about Londonist residences, and even performing dance routines. These technological showcases have distinguished Londonist DMC as an industry leader, pushing the boundaries of engagement and innovation in student accommodation.



Above Left: Londonist DMC replica room at ICEF Eurasia Bosphorus, 2024. **Right:** Robot Asimo, StudyExpo 2020



Above: Londonist Info Day, Bosphorus 2024





Above: In 2023 Londonist DMC, marked its 10-year anniversary with the Turquoise Summit in Cyprus, bringing together global partners, dedicated team members, and influential industry figures.

Exemplary Leadership and Social Impact

Championing Student Wellbeing

Asim has always demonstrated an unwavering commitment to student welfare, going beyond traditional accommodation services to ensure a holistic living experience for international students. Understanding the emotional and psychological challenges students face when moving to a new country, he has integrated several student support initiatives into Londonist's business model. These include dedicated mental health resources, well-being workshops, and student mentoring programmes that provide a vital support system for those struggling with homesickness, stress, or academic pressures.

Under his leadership, Londonist has cultivated an inclusive environment that embraces diversity, welcoming students from over 150 countries. The company has implemented culturally sensitive services, including multilingual support teams, dietary accommodation for different religious and cultural needs, and partnerships with international student organisations to promote community-building events. Asim's vision ensures that students feel valued, respected, and integrated into their new surroundings from day one.

Supporting Students During the COVID-19 Pandemic

The COVID-19 pandemic posed unprecedented challenges for international students, many of whom faced uncertainty, financial hardship, and logistical difficulties. Asim swiftly implemented multiple measures to support students during this crisis, ensuring their safety, stability, and well-being.

Understanding that many students were stranded due to travel restrictions, Londonist provided emergency accommodation at significantly reduced rates and, in some cases, free housing for students facing extreme hardship. This initiative ensured that students who had no immediate way to return home had a safe place to stay. Flexible payment options were also introduced, allowing students struggling with financial difficulties to defer rent payments or access tailored instalment plans. By doing so, Asim alleviated a major stressor for students and their families during a period of economic instability.

Enhanced Health & Safety Protocols

Asim spearheaded the introduction of rigorous health and safety measures across all Londonist properties, ensuring compliance with government guidelines. These included:

- Frequent deep cleaning and sanitisation of shared spaces.
- Contactless check-in procedures to minimise physical interactions.
- Temperature checks and COVID-19 testing support for residents.
- Dedicated quarantine accommodation for students who needed to self-isolate upon arrival.

Mental Health and Well-Being Support

Recognising the impact of isolation and uncertainty on students' mental health, Londonist DMC launched several well-being initiatives, including:

- **Virtual Student Support Network**: An online community where students could connect, share experiences, and support one another during lockdown.
- **24/7 Helpline and Counselling Services**: Providing direct access to professional mental health support for students struggling with anxiety, loneliness, or stress.

- **Virtual Social Events & Engagement Activities**: Hosting online events, games, and cultural meetups to keep students engaged and connected despite physical distancing requirements.
- **Hygiene & Well-being Campaigns**: Providing free cleaning services, health kits, and well-being resources.
- '**Quarantine Plus**': package that included meal vouchers, airport transfers, and medical support.
- **Flexible Cancellation & Payment Plans**: Allowing students to defer payments or switch accommodations without financial penalties.

With many universities transitioning to online learning, Londonist DMC provided high-speed internet upgrades and dedicated study spaces within residences to facilitate remote education. Additionally, Londonist partnered with educational institutions to offer digital resources and academic workshops, helping students maintain continuity in their studies despite the disruption.

By implementing these comprehensive support measures, Asim ensured that Londonist remained a lifeline for international students during the pandemic. His swift, compassionate, and effective response reinforced Londonist's reputation as a student-first accommodation provider, setting a new benchmark for resilience and leadership in the PBSA sector.

Social Impact, Environmental and Community Initiatives

Asim has embedded sustainability, social responsibility and community engagement into the core of Londonist's operations. The company actively engages in green initiatives, such as reducing its carbon footprint through energy-efficient buildings, implementing waste reduction programmes, and offering incentives for students to participate in environmental conservation efforts. Moreover, Asim has led philanthropic initiatives that provide scholarships and financial aid for students from underprivileged backgrounds, ensuring that accommodation accessibility is not limited to those with financial privilege.

Beyond empowering international students, Asim has made significant contributions to social impact and sustainability:

- **Workplace Wellbeing and Diversity**

At Londonist DMC Asim has created a multicultural organisation that values diversity and inclusivity in the workplace. The company boasts a team comprising employees from 18 different nationalities who speak over 25 languages, creating an environment that reflects the diverse student base we serve. Additionally, Londonist actively invests in its workforce through personal development programmes, employee wellbeing initiatives, and retention strategies, cultivating a positive and growth-oriented company culture

- **Sustainability Initiatives**

Reducing Carbon Footprint and Promoting Green Transport

- Electric Vehicle Fleet: 90% of Londonist's company vehicles are now electric, cutting emissions and supporting cleaner transportation.
- Brompton Bike Partnership: Offering students monthly and annual bike subscriptions, encouraging sustainable commuting over public transport.

Waste Reduction and Digitalisation

- Recycling Initiatives: Collaboration with the British Heart Foundation through the "Hangers for Hearts" project, ensures that students staying in Londonist residences donate unwanted clothes to the charity, supporting charitable research while promoting a culture of recycling and reusing.

- Paperless Operations**:** A digital-first approach has significantly minimised paper usage across all business functions.

Sustainability in Hospitality

- Eco-Friendly Practices: All linens and bathroom products used in Londonist Hospitality are recycled to reduce waste**.**
- Bottle Up Collaboration: Plans to introduce plant-based, sugarcane-derived water bottles**,** with each purchase contributing to a 100-litre water donation to charity**.**
- Exploring renewable energy sources to enhance efficiency across all operations.

Supporting the Arts and Community Engagement

Beyond environmental sustainability, Asim is dedicated to supporting local communities and promoting local creative talent**.** One of his most distinctive initiatives is commissioning artwork from local artists**,** displaying these unique pieces within Londonist office spaces and residences. This initiative:

- Provides emerging artists with visibility and opportunities**.**
- Creates an inspiring and aesthetically rich environment for students.
- Strengthens Londonist's connection with London's creative scene**,** reinforcing its role as a business that values and supports culture**.**

By embedding these sustainability-driven initiatives**,** Asim continues to reshape student accommodation and hospitality with an environmentally conscious and socially responsible approach**.**

Scaling Londonist DMC into a Global Leader

In recent years, Asim has broadened his entrepreneurial reach beyond the PBSA sector with the creation of Londonist Global, an umbrella organisation encompassing Londonist DMC, Londonist Investments, Londonist Technologies, Londonist Hospitality, and Uninist. This strategic expansion across multiple industries reflects his versatility, visionary leadership, and ability to identify and address emerging market demands in a variety of sectors.

This expanded business model demonstrates his entrepreneurial mindset, which is focused on both immediate student needs and long-term growth strategies that leverage cutting-edge technology, global partnerships, and innovative business practices. By continuously identifying gaps in the market and addressing them with integrated, forward-thinking solutions, Asim is shaping the future of global business and accommodation services.



Key divisions include:

Londonist Hospitality (established 2023) Expanding into Build-to-Rent (BTR) and Hospitality, Londonist Hospitality was launched to serve young professionals and short-term visitors, offering high-quality, flexible accommodation beyond the student housing sector. Plans are underway to develop new residential projects, further strengthening Londonist's footprint in real estate and the BTR market.

Londonist Investments (established in 2021) supports international property buyers across the UK, Turkey, Greece, Dubai, and Cyprus. In its first year alone, it facilitated £40 million in property transactions, cementing Asim's reputation as a trusted expert in global real estate investment.

Londonist Technologies (established 2021) drives digital transformation through UI & UX design, graphic design, web development, IT support, and social media management. It has spearheaded the development of the Student Portal, Partner Portal, and Ambassador App, streamlining pricing automation, communication, and operational efficiency within Londonist DMC. Asim's focus on technology integration ensures the company remains at the forefront of digital innovation.

Uninist (established 2023) as a collaboration with University Living, Uninist extends Londonist DMC's successful accommodation model beyond London, introducing flexible, high-quality housing solutions in Sheffield, Liverpool, Manchester, and Birmingham.

Through Londonist Global, Asim has not only diversified his business interests but has also created significant employment opportunities, with a team of over 120 professionals across the UK, China, and Turkey. His cross-sector approach and commitment to market-driven solutions are reshaping the future of accommodation, investment, and technology on a global scale.

Are there others giving a similar service to that of the nominee? (Please delete as appropriate.)

~~**Yes**~~**/<u>No.</u>**

If YES, please what makes the nominee and their contribution stand out from such people?

No other entrepreneur in the Purpose-Built Student Accommodation/Services sector matches the breadth, innovation, and impact of Asim Erturk's entrepreneurialism. While competitors may attempt to offer similar services, none have revolutionised student accommodation the way he has. Through Londonist DMC, Asim has redefined the student living experience, combining technological innovation, flexible housing solutions, and a deep understanding of international student needs, bringing great distinction to the UK's PBSA sector.

What distinguishes Asim is not just his business success but his transformative vision. Unlike others in the industry, Asim faced and overcame significant barriers in breaking into the market, starting from humble beginnings and leveraging firsthand experience as an international student. His ability to identify market gaps and deliver solutions ahead of industry trends has positioned Londonist DMC as a leader, rather than just another accommodation provider.

Entering the Purpose-Built Student Accommodation sector posed significant challenges for Asim Erturk, from competing with established market leaders to securing prime properties and institutional partnerships. With limited initial capital and no major real estate backing, he had

to strategically scale Londonist DMC, starting with just 30 beds and reinvesting profits to fuel growth.

Key Challenges:

- Market Competition: The industry was dominated by large rigid PBSA providers with long-standing university connections. Asim built trust through persistence, securing partnerships with over 200 educational institutions and major PBSA brands like Unite, Chapter, and IQ.
- Financial Barriers: Without external funding, he focused on maximising occupancy with flexible tenancy options, ensuring steady revenue and long-term sustainability.
- Industry Trust: Winning over landlords, agents, and universities required relationship-building and innovation. By attending global education expos and showcasing student-focused services, he positioned Londonist as a trusted industry player.
- Anticipating Evolving Market Needs: Traditional PBSA models didn't cater to modern students so Asim pioneering innovations have introduced a number of industry 'first's.'

Despite the initial roadblocks, Asim's persistence, adaptability, and innovative mindset enabled him to transform Londonist DMC into a global leader in the PBSA sector. His journey from facing financial constraints, market resistance, and competitive pressures to scaling an internationally recognised brand is a testament to his entrepreneurial excellence.

While some competitors have now copied and followed, none have matched Asim's ability to disrupt, innovate, and redefine the PBSA experience. Through Londonist Global, he continues to reshape the future of student living, setting new industry standards, and overcoming obstacles that once seemed insurmountable.

This nomination is in recognition of Asim's entrepreneurial brilliance, resilience, and a commitment to positive change.

Please list any other ways in which the nominee's contribution been recognised elsewhere (for example, in the media, by awards, by professional/interest groups or through local government)?

Please attach any documents which provide evidence of that recognition (for example, newspaper clippings or letters).



[Top 100 Influential People Award]



[The 10 Most Inspiring Entrepreneurs in 2024]

Cover Story



Co-founder & MD

Asim Erturk

An Eminent Business Pioneer, Supporting Foreign Students Find Perfect Accommodation in the UK

The leadership hat is an honorable one, but it cannot stay honorable without the wearer possessing expertise and experience in addition to inherent strength, grace, and dignity toward this responsibility. The following notion reflects what Asim Erturk's leadership stands for.

An inspiring and dedicated entrepreneur with over a decade of expertise in marketing and management, Asim Erturk is a passionate and inspiring entrepreneur who is on a mission to transform the UK experience for both domestic and international students.

Academically, the phenomenal leader holds a master's degree in management and organization from the prestigious Marmara University and a bachelor's degree in public administration from Uludag University. His training and extraordinary ability to see opportunities have played a major role in forming Londonist DMC's



londonist DMC

growth and strategy. But ascending to the peak was an absolute roller coaster.

He started his entrepreneurial journey in 2013 with Londonist Global, a group that includes Londonist DMC, Londonist Investments, Londonist Technologies, Londonist Hospitality, and Uninist. Recently Asim was nominated at Great British Entrepreneur Awards in the category Service Industries Entreprenuer. His journey is a testament to his unyielding determination to bridge the gap in student support and accommodation services, ultimately leading to the establishment of Londonist DMC.

Here, The Inc. Magazine depicts the journey of Asim Erturk, a visionary leader in 2024 helping international students find a home away from home. With his steadfast dedication and excellent leadership, he has carved out a unique position for himself in the industry.

The Tale of Inception and Growth: Londonist

Asim witnessed the dearth of specialized student housing companies when he first arrived in London in 2006 as an international student. In order to gain experience in the UK business sector, he first entered the Pedicab transportation industry. He then achieved success at the Financial Times. The entrepreneurial drive to create student housing eventually resulted in the establishment of Londonist DMC which started with 30 rooms ten years ago. The core aim of Londonist DMC is to provide students with





accommodation that makes them feel at home away from home.

Londonist DMC commenced its operations in 2013 and has since expanded to include over 50 upscale properties with a combined capacity of over 2000 rooms. Londonist is an established player in the PBSA, education, and youth travel sectors, housing more than 5,000 international students each year. Asim Erturk created customized student support services and flexible booking substitutes after spotting a distinct need in the market for student housing. The success of the accommodation agency has been achieved by his strategic thinking and dedication to quality.

Recently Londonist celebrated a remarkable ten-year journey with the Turquoise Summit, held from September 29th to October 1st, 2023, in Northern Cyprus. This milestone event served as a tribute to Londonist's enduring legacy and a platform for over 200 global industry leaders to discuss the future of student accommodation while emphasising student well-being.

Assuring a Seamless Accommodation Experience

Londonist believes that the best home-away-from-home experience can be created with the help of an inspired team, technology and partnerships. The team pursues this mission statement to ensure a smooth accommodation experience for partners and students. The Londonist has seen explosive development, going from 800 to 2000 rooms in more than 50 locations throughout the city.



The 10 Most Inspiring Entrepreneurs in 2024

Londonist has teamed up with reliable vendors to offer an extensive selection of PBSA buildings in prime locations for students, all of which are meticulously chosen. Students looking for short-term housing benefit from Londonist's flexible stays. The company stands out for providing flexible tenancies ranging from two to 51 weeks, which gives students more assurance when it comes to making reservations and extending their stays in London.

Locating Affordable Housing Options

Londonist acknowledge the obstacles faced by overseas students while trying to locate affordable homes in London. The Londonist offers a bill-inclusive student housing option in light of growing expenses. The fact that bills are included in Londonist accommodations is a great relief for students, particularly considering how expensive energy and electricity are in London right now.

One of the most common issues is the upfront payment requirement if a guarantor is unavailable. To mitigate this, Londonist offers flexible payment plans that reduce costs and increase accessibility to high-quality lodging. Additionally, students taking internships or short courses may find it difficult to find flexible housing. By giving flexible booking choices, which can be as short as two weeks, Londonist provides a solution. Additionally, post-purchase services are prioritized, and a specialized customer support team is available around the clock to promptly handle any problems.

Fostering an Innovative and Adaptable Culture

Londonist is always looking for new and creative ways to enhance the educational experience for their students. The company created a virtual reality tour that enables students to explore and experience their premium accommodation facilities.

Student Portal is a cutting-edge app developed by the team that Londonist recently unveiled and combines with event-finding programs. Students may learn about local activities, events, and deals thanks to this sync. In addition, students can view invoices and access check-in and check-out times via the student site. Renowned providers share their experiences with students.

Asim's Unique Approach to Assuring Effective Communication

Asim created an open environment where active listening is at the forefront. He interacts with the team on a daily basis to learn about their goals and obstacles. Furthermore, it is recommended that departmental managers engage in regular, transparent communication with their staff and voice any issues they may have when necessary. Management has established a weekly

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meeting for departmental managers to gain insight into the many issues facing each area. Teams can also support one another and exchange ideas about projects and procedures by joining various WeChat, Microsoft Teams, and WhatsApp groups. Londonist's user base consists of partner agents and students. The company has provided several opportunities and avenues for students to express their delight or disdain regarding the service.

Evolving with the Latest Industry Trends and Emerging Technologies

Asim stays updated on trends and emerging technologies in the PBSA industry to remain competitive and adequately provide innovative solutions. Other useful methods he uses to obtain insights about cutting-edge applications that can improve the student experience include reading market research papers, networking with industry peers, subscribing to trade journals, joining trade groups, and reading market research studies. Asim continues to be dedicated to keeping up with industry developments and technology improvements, including some of these important lessons in Londonist team-built solutions.

Envisioning a Thriving Journey Ahead

Asim believes that issues including evolving student tastes, sustainability concerns, and technological breakthroughs will probably have an effect on the future of student housing. Furthermore, he feels that the industry will continue to place a premium on health and wellbeing since booking services, agencies, and providers of purpose-built student housing (PBSA) are expected to keep creating campaigns and initiatives that address the needs of students. With this in mind, the Londonist team created the "Move with Londonist" wellness campaign in 2022. Researchers from New York University and the University of Miami found that unique and varied encounters improve positive emotions, happiness, and general well-being, which strengthened the strategy.

Four unique experiences catered to individuals who enjoy heights, panoramic views, adrenaline rushes, or history were offered to students as part of the promotion.

The creation of a student portal application was motivated by a strong belief in the importance of technological growth. It's a creative one-stop shop where students can communicate with the team, pay for their rentals, look into local events, find retail deals, and buy extra services. In terms of technology, the business is also creating a Partner's Portal to enable agents to browse the inventory of available accommodations and make quick reservations.

Words of Wisdom by the Visionary Leader

Embark on early planning to secure the best accommodation options. Discover the variety of options, such as private rentals, university housing, and PBSA sector. Studies show that, when all costs are taken into account, this specially designed student housing can be a convenient and affordable option. Cost reductions of up to 30% have been reported. In addition to housing, get involved in student organizations and campus events to create a well-rounded experience and long-lasting relationships.

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[The 10 Most Inspiring CEO's Making a Difference in 2024]



COVER STORY

Asim Erturk

Founder
Londonist DMC,
Londonist Investments, & Uninist



With its dynamic nature and ever-evolving trends, the real estate industry is characterized by constant innovation, technological advancements, and shifting consumer preferences. From luxury hotels to student accommodations, the real estate and hospitality sector offers diverse opportunities for investment, development, and service provision, contributing significantly to economic growth and societal well-being. Asim Erturk, the founder of Londonist & Uninist, works in the real estate and hospitality industries, particularly focusing on student accommodation solutions and related services. His best quality is his visionary mindset, as he consistently emphasizes the importance of determination, adaptability, resilience, and the ability to take calculated risks in the entrepreneurial journey. These qualities showcase that he possesses a forward-thinking perspective and a keen ability to anticipate and navigate challenges effectively.

Empowering Student Living: The Londonist Story

Founded in 2013 by Asim Erturk, Londonist began as a modest venture with just 30 rooms aimed at student accommodation. Today, it has experienced remarkable growth, catering to over 2000 students and continuing to expand its reach. He identified a gap in the student housing market and strategically crafted a business model to enhance the residential experience for both international and domestic students.

Londonist specializes in offering flexible accommodation options, catering to short- and long-term stays. Asim Erturk brought groundbreaking solutions to the student accommodation industry, such as the Student Portal - an innovative one-stop shop for all reservations for international students, API connections with agents, and VR reality. Recognizing the apprehension some students face when booking rooms online without prior viewing, Asim

aims to foster greater social connectivity among students in London through membership programs and affiliate partnerships. Londonist has cultivated strategic alliances with educational institutions, agencies, and booking platforms, strengthening its visibility and attracting potential tenants. With a proven track record of delivering exceptional services, Londonist has earned the trust and loyalty of students and educational institutions alike.

Operating from offices in London, Istanbul, and Beijing, the global Londonist team provides students with access to over 2000 rooms across 50 prime locations spanning Zones 1, 2, and 3 in London. Through its commitment to innovation and customer satisfaction, Londonist continues to redefine the student accommodation experience, making it more convenient and enriching for students from diverse backgrounds.

Catering to Student Needs: The Uninist Initiative

In a bid to address the evolving needs of students across Liverpool, Manchester, Birmingham, and Sheffield, Asim recently unveiled Uninist, a collaborative platform offering tailored solutions. Uninist presents a selection of contemporary, well-maintained properties strategically located near local universities, colleges, and key transportation hubs. The platform's aim is to provide students with diverse room configurations and flexible payment plans, catering to both short-term and long-term accommodation needs.

In recent years, student accommodation preferences have undergone notable transformations, influenced by technological advancements, societal shifts, economic dynamics, the pandemic, and evolving cultural norms. Today, students prioritize accommodations that prioritize their well-being and offer ample social spaces. Recognizing this shift, Uninist has expanded its portfolio to include residences designed to promote resident well-being. These residences boast an array of social spaces and amenities, including lounges, courtyards, gyms, gaming rooms, group study areas, cinemas, karaoke rooms, sky terraces, and more.

Uninist's initiative reflects a response to the changing landscape of student living, acknowledging the importance of providing environments conducive to both academic success and personal growth. By offering a diverse range of housing options and amenities, Uninist seeks to enhance the overall student living experience, fostering a sense of community and well-being among its residents. As the platform continues to evolve, it remains committed to meeting the evolving needs and expectations of today's students across multiple cities in the UK. It emerged with the vision to redefine the student experience through a comprehensive and student-focused approach to accommodation. Through a collaboration between Londonist and Uninist, the brand was established, aiming to provide standard accommodation services with the added touch of creating a welcoming "home away from home" atmosphere. Catering to a diverse student population, including both local and international students, Uninist prioritizes quality, convenience, and hassle-free accommodation solutions. Its services cater to students engaged in higher education, internships, short-term courses, and cultural exchanges, aiming to facilitate their transitions and enrich their overall experiences.

With flexible tenancy options, Uninist empowers students to select lease terms that align with their preferences, offering a range from short-term to long-term arrangements. The platform ensures an all-inclusive, safe, and secure residential experience, encompassing services such as airport transfers, laundry facilities, attraction tickets, discounted train fares, and more. These offerings are designed to optimize students' time while studying in the UK, enhancing their overall academic and personal journeys.

Uninist's commitment to providing a supportive and enriching living environment reflects its dedication to student well-being and success. By prioritizing convenience, security, and inclusivity, Uninist seeks to foster a sense of belonging and comfort among its residents, regardless of their academic or professional pursuits. As Uninist continues to evolve, it remains steadfast in its mission to elevate the student living experience, empowering students to thrive in their educational endeavors and beyond.

Navigating the Future: Trends in Student Accommodation

Asim envisions that the future of student accommodation will be shaped by technological advancements, evolving student preferences, and growing concerns about sustainability. He anticipates that the industry will continue to prioritize the health and well-being of students, prompting PBSA providers, booking platforms, and agencies to launch campaigns and initiatives aimed at promoting student wellness.

> Crafting Londonist & Uninist wasn't just about business; it was about creating inclusive communities where students feel supported, valued, and empowered to thrive.



In 2022, the Londonist team introduced the 'Move with Londonist' well-being campaign, inspired by research from New York University and the University of Miami. The campaign, rooted in the notion that new experiences can enhance positive emotions and overall well-being, offered four distinct experiences tailored to students with varying interests. These activities cater to individuals who enjoy heights, panoramic views, adrenaline rushes, and historical exploration.

Recognizing the importance of convenience and connectivity, Londonist is developing a student portal application designed to streamline various aspects of student life. This innovative platform serves as a one-stop solution, allowing students to engage with the Londonist team, manage rental payments, explore local events, access retail offers, and avail additional services. Additionally, the company is creating a Partner's Portal to simplify accommodation inventory viewing and booking processes for agents, enhancing overall efficiency.

Londonist's decision to transition to a 2,935-square-foot industrial warehouse with a modern end-of-terrace and single-story layout reflects its commitment to meeting the evolving needs and expectations of students. This strategic move underscores Londonist's proactive approach to catering to the increasing demands of students, improving accessibility to hospitality services, and enhancing the overall student living experience. As the industry continues to evolve, Londonist remains dedicated to embracing innovation and fostering environments that support student well-being and success.

Fostering Diversity: Londonists' Commitment to Equity and Inclusion

Equity, diversity, and inclusion (EDI) form the cornerstone of Londonist's core strategies. The company has instituted policies aimed at ensuring that the team comprehends and upholds EDI principles. These policies are seamlessly woven into the company's objectives and values, providing employees with a clear understanding of the concept and its advantages. The Londonist has embraced a hiring process that champions diversity, inclusivity, and international perspectives, welcoming applicants from all walks of life. The workforce embodies a multicultural tapestry, hailing from diverse regions such as the UK, Africa, Asia, Europe, the CIS, and the Middle East, collectively speaking over 20 languages. To nurture a content and motivated team, the company extends inclusive benefits, including family support, flexible work arrangements, and paid parental leave.

As an award-winning organization, under the leadership of Asim, Londonist is dedicated to spotlighting female employees for industry accolades from esteemed organizations like Lead 5050 and Inspiring Women in Property. This commitment has led to multiple nominations and a notable victory in the departmental manager of the year category. Joining the Londonist means becoming part of a team that champions diversity, inclusivity, and equity. Experience a vibrant work culture that celebrates differences and fosters personal growth. Benefit from inclusive perks that prioritize your family and promote work-life balance. Receive recognition for your contributions and be a part of an esteemed organization committed to excellence.



Asim Erturk's Vision: Revolutionizing Student Accommodation

As a dedicated entrepreneur driven by a desire to tackle challenges and empower individuals, Asim is leading transformative initiatives within the student accommodation industry. While Londonist continues to offer exceptional services and memorable experiences in London, its horizons are expanding with the introduction of Uninist, aimed at reaching other cities across the UK.

The overarching objective is to revolutionize the global student accommodation landscape, with these endeavors playing a pivotal role in realizing this ambitious vision. Londonist DMC stands as an integral component of the Londonist Global brand, which encompasses Londonist Investments. This arm



specializes in real estate investments spanning the UK, Turkey, Greece, Dubai, and Cyprus, further cementing Londonist's presence and impact across diverse markets. Additionally, Londonist Technologies emerges as a key player, offering a diverse array of services to clients. From graphic design to UI and UX design, social media management, web design, and IT support, Londonist Technologies is poised to emerge as a leader in delivering innovative solutions to meet evolving market demands.

Asim Erturk's ventures continue to evolve and expand, they underscore a commitment to driving meaningful change and fostering excellence within the student accommodation sector and beyond. With a steadfast focus on problem-solving and empowerment, Asim's future endeavors hold the promise of reshaping industries and enriching lives on a global scale.

Award-Winning Leadership: Asim's Journey with Londonist

As Londonist's founder and Managing Director, Asim has achieved several leadership milestones and success stories. He believes having a clear and inspiring vision and empowering the team has been vital to serving over 50,000 students. The company has won the Best of British Business award from the Business Reporter and has been awarded the ST Star Award for best service provider four times in a row. He has been selected as a finalist for the Great British Entrepreneur Awards 2023, which celebrates and recognises the achievements of entrepreneurs. His entrepreneurial journey has been recently featured in Tycoon Magazine and Chief Navigators.

Words of Wisdom from Asim Erturk: Essential Traits for Entrepreneurial Success

Navigating the path of entrepreneurship demands a unique blend of qualities and skills, as highlighted by Asim. With years of experience in the entrepreneurial realm, he emphasizes the importance of several key traits that are fundamental to success in this dynamic arena. Determination stands at the forefront of these essential qualities, serving as a driving force behind the entrepreneurial journey. A clear vision, coupled with the ability to articulate and communicate it effectively, lays the groundwork for forging ahead amidst uncertainties and challenges.

Adaptability is another critical trait in Asim's philosophy, enabling entrepreneurs to pivot in response to changing market dynamics and emerging trends. In the face of adversity, resilience becomes a guiding light, empowering entrepreneurs to persevere and overcome obstacles along the way. Taking calculated risks is inherent to the entrepreneurial process, requiring a judicious balance of intuition and analysis. Entrepreneurs who possess the courage to embrace risk can seize opportunities and propel their ventures to new heights.



By embodying these essential traits and honing their skills, aspiring entrepreneurs can chart a course towards success in the ever-evolving business landscape. Asim Erturk's insights serve as a valuable guide for those embarking on their entrepreneurial journey, offering a roadmap for navigating challenges and unlocking opportunities on the path to realizing their vision.

"Adaptability, resilience, and the ability to take calculated risks ensure success." He says.

> Londonist's multicultural workforce, championing diversity and equity, showcases Asim Erturk's vision of a thriving space where every voice is heard and valued.



Asim Erturk: is Bridging the Gap in Student Support and Accommodation

[The 10 Most Admired Business Leaders to Follow in 2023]







Asim Erturk, an entrepreneur with a multifaceted life, has embarked on a mission to redefine the experience of international and domestic students in the UK. Beyond his roles as a son, husband, and dad, Asim is an avid cyclist, an appreciator of the arts, a traveler, and a music enthusiast. His journey is a testament to his unyielding determination to bridge the gap in student support and accommodation services, ultimately leading to the establishment of Londonist DMC.

In 2006, Asim Erturk arrived at the airport in London as an international student with dreams of pursuing his studies. Little did he know that this journey would serve as the catalyst for a transformative 'aha moment.' It was during this time that he recognized a glaring void in the support provided to students, both international and domestic. This observation ignited his entrepreneurial spirit and set him on a mission to create a business that would enrich the lives of students in the UK.

What struck Asim most was the lack of specialized student accommodation agencies. He firmly believed that international students, in particular, deserved a more personalized and welcoming experience while pursuing their education in a foreign land. This realization spurred him into action. He ventured into the world of Pedicab transportation in London, where he gained valuable experience and insights.

His journey took another significant turn when he found success working at the Financial Times, expanding his skill set and understanding of the corporate world. However, the entrepreneurial urge within him remained strong, and in 2013, Asim Erturk took a bold step by founding Londonist DMC. With an initial offering of just 30 rooms, this venture was driven by the core mission of providing students with accommodation that truly felt like a home away from home.

Award-Winning Service and Diverse Offerings

Londonist DMC is a well-recognized student accommodation agency that has received multiple awards. With a presence in the UK, Turkey, and China, the company has been serving clients since 2013, offering both short and long-term accommodation options ranging from 2 to 51 weeks. Londonist DMC takes pride in delivering a top-notch, five-star service to make students feel at home while they are away from home. Currently, the company manages over 2,000 rooms in more than 50 locations across London, encompassing Zones 1, 2, and 3. Their diverse portfolio includes student residences in key areas such as King's Cross, Spitalfields, Lewisham, Portobello, Highbury, Islington, and more. The Londonist DMC team comprises over 40 individuals who collectively speak more than 20 languages, allowing them to cater to students from a wide range of backgrounds, representing over 171 countries.

Londonist DMC's student residences offer an array of fantastic on-site facilities, including gyms, cinemas, computer labs, and communal spaces designated for both socializing and studying. These amenities contribute to enhancing the overall student living experience.

Marketing and Management Maverick

Asim's background in marketing and management has played a pivotal role in shaping Londonist DMC's strategies and facilitating its growth. In the field of marketing, Asim positioned Londonist as a provider of flexible student accommodation, with a focus on both short and long-term stays. The deliberate choice of the brand name "Londonist" and their exclusive emphasis on London paved the way for innovative marketing campaigns that significantly elevated brand recognition, bespoke applications, room capacity, and collaborative partnerships.

Notably, Asim introduced a groundbreaking marketing approach during international student exhibitions. He created accurate, fully-furnished representations of the most popular ensuite rooms, which resulted in a remarkable achievement of over 30% of sales generated from each exhibition display. Additionally, he introduced the virtual game Brain Challenge, representing a pioneering step toward telekinesis. Through this game, students were able to interpret signals from their own minds and move objects, showcasing the company's commitment to innovation. One of the most remarkable technological introductions was the presence of Robot Asimo at the StudyExpo fair in Istanbul. Robot Asimo engaged with students, provided basic information about Londonist residences, and danced, leaving a memorable impact.

Asim's networking skills have been instrumental in forging strategic partnerships with educational institutions, agencies, and booking platforms. These partnerships have significantly increased visibility and tenant prospects for Londonist. His in-depth industry knowledge keeps the company at the forefront of innovation. For example, he introduced the Student Portal, enhancing the tenant experience by simplifying accommodation and service management. In summary, Asim's marketing and management expertise has been a driving force behind Londonist DMC's success and continuous growth.

Fostering Unity and Success

At Londonist, fostering unity and cultivating a family-like culture is considered a cornerstone of the company's success. This culture is nurtured through several key practices, including a strong emphasis on open communication and transparency within the team. Regular team meetings and annual camps are prioritized as opportunities for everyone's input to be valued, fostering a sense of belonging and community. A forthcoming example of the company's commitment to this culture is the upcoming camp, scheduled from September 29th to October 1st, 2023, in Northern Cyprus.

Londonist also celebrates personal and professional milestones to reinforce that the team is more than just colleagues. A recent notable event was the successful conclusion of Londonist Camp III: Turquoise Summit, dedicated to celebrating Londonist's 10th-year anniversary. This special occasion brought together 150 distinguished guests, including valued business partners, esteemed colleagues, celebrities and industry experts. The summit featured a three-day program filled with exciting activities, including live music entertainment, an awards ceremony, engaging industry panels, and seminars.

The company strongly encourages collaboration and teamwork, actively bridging the gap among its three main office locations. The motivated team is an integral part of the company's success, as reflected in the high-quality service provided. This contributes to tenant satisfaction, property owner trust, employee morale, and retention. Over the years, Londonist has grown from managing 30 rooms to overseeing over 2,000 rooms across 50 locations in London. The team now comprises approximately 100 individuals spread across the three offices, serving customers from more than 170 countries. With an exceptional Trustpilot rating of 4.6 from nearly 1,000 reviews, Londonist considers everyone involved as a vital part of the journey to success.

Crucial to these accomplishments are the partnerships the company has built. Londonist has consistently delivered exceptional services, earning the trust and loyalty of students and educational institutions alike. Strong partnerships with universities and colleges further solidify the company's standing as a leading provider of student accommodation in the city.

Trailblazing Contributions to the Industry

Asim has made significant contributions to the student accommodation industry by introducing groundbreaking solutions that have redefined the landscape. One of his notable innovations is the development of the Student Portal, a revolutionary one-stop platform designed to simplify the reservation process for international students. This platform also includes API connections with agents, enhancing the overall booking experience.

Recognizing the challenges students face when booking rooms online without seeing them in person, Asim was among the pioneers in the industry to introduce Virtual Reality (VR) technology. This implementation had a tangible and positive impact, providing prospective tenants with an immersive and realistic view of their future accommodations.

Asim's innovative spirit extends to his current project, which involves the concept of floating boat houses designed to cater to students seeking both short-term and long-term stays. This concept represents an inventive housing solution within the Purpose-Built Student Accommodation (PBSA) sector, aiming to offer a unique and engaging experience.

Moreover, Asim is dedicated to enhancing students' social access to the vibrant life of London. To achieve this, he is working on the development of membership programs and affiliate partnerships, which will not only benefit students but also contribute to a more enriching and dynamic student accommodation experience in the city. These initiatives showcase Asim's commitment to











continuous innovation and improvement within the student accommodation sector.

Asim was shortlisted in the category Service Industries Entrepreneur of the Year by Great British Entrepreneur Awards.

Revolutionizing Student Accommodation

Londonist's commitment to adapt and respond to market dynamics and technological trends is evident in "Londonist Technologies," a significant 2022 milestone contributing to remarkable room capacity and revenue growth. This expansion facilitated a true "home away from home" experience for more students.

To support this growth, improvements were made to the in-house CRM system, leading to the development of technological solutions: the Student Portal, Partner Portal, Ambassador app, and Management Portal, reflecting Londonist's dedication to tech-driven benefits for students and property owners.

In today's digital age, Londonist recognizes technology's importance for students and clients. They're investing in user-friendly mobile apps, seamless online booking, student portals, and advanced data analytics, enhancing the student experience.Emerging technologies like AI and automation are explored to optimize customer support, personalize services, and streamline property management.

The overarching goal is expanding Londonist's student accommodation business globally, reaching Europe, America, Australia, and beyond. This reflects Londonist's commitment to innovation, growth, and an enhanced student experience.

Vision for Londonist and Uninist

Entrepreneurship is an enduring source of excitement and inspiration for Asim, a journey he embarked upon at the tender age of 13 when he sold his first property. Launching and nurturing businesses have allowed him to tackle challenges and empower individuals. Over the past decade, Londonist DMC, now celebrating its 10th anniversary, has provided student accommodations and enriched the student experience.

An excellent example of the career growth opportunities at Londonist is the current Executive Director, Umang Gandecha, who initially served as the Head of Sales. Dinara Suleimanova, too, joined as a sales manager, where she was instrumental in establishing the business development function from the ground up. She now holds the senior business development and partnership manager role.

Asim's drive thrives on taking risks and surmounting obstacles. The journey from conceiving an idea to building it into a product or service is a particular inspiration for him. A few years back, he ventured into international property investment with Londonist Investments, guiding individuals in acquiring properties in the UK, Turkey, and Greece. In 2022, Londonist Investments achieved a property sales value of £40 million, with projections to surpass this figure in 2023. Notably, the company was launched during the global pandemic in 2021.

In alignment with the African proverb, "If you want to go fast, go alone. If you want to go far, go together," Asim has embarked on a recent business venture known as Uninist (www.uninist.com). One of the primary objectives behind launching Londonist DMC was to offer students flexible accommodations for stays ranging from 2 to 51 weeks. In an industry where many providers only cater to students looking for extended stays, Londonist is addressing this gap by focusing on London residences. With Uninist, this flexible stay model extends to accommodations outside London, commencing with four cities: Liverpool, Sheffield, Manchester, and Birmingham. Recognizing the ideal partnership with the booking platform University Living to enhance students' accommodation experience beyond London, Asim's strategic move aims to significantly scale these efforts.

Building a Strong Team

Asim firmly believes that nurturing a sense of unity and family within a team is indispensable for a company's overall success and resilience. Here's a closer look at his perspective:



First and foremost, a closely-knit team founded on trust and camaraderie is naturally more motivated and committed. When team members genuinely feel like part of a family, they tend to go the extra mile for one another, providing mutual support and embracing a shared sense of purpose. This collective dedication ultimately leads to heightened productivity and superior outcomes.

Also, a robust team bond significantly enhances communication and collaboration. In a family-like environment, individuals are more inclined to share their thoughts, seek assistance when needed, and handle conflicts constructively. This, in turn, enhances efficiency and paves the way for more creative and innovative problem-solving.

Resilience emerges as another notable advantage. A unified team is better equipped to navigate challenges or setbacks, displaying greater emotional fortitude, adaptability, and the ability to bounce back more robustly. Such resilience plays a pivotal role in a company's long-term sustainability and its capacity to navigate the uncertainties of the business landscape.

Finally, a sense of unity and family contributes to heightened employee satisfaction and retention. When individuals feel valued, connected, and that they genuinely belong, they are more likely to stay with the company, reducing turnover and the associated costs.

Embracing Failures, Fueling Enthusiasm, and Forging Success

Asim finds inspiration in the words of Winston Churchill, who wisely stated, "Success is the ability to move from one failure to another without loss of enthusiasm." This quote serves as a perpetual reminder of the power of embracing failures and setbacks while maintaining unwavering enthusiasm and determination. It has given rise to a personal motto that encapsulates this philosophy: "Embrace Failures, Fuel Enthusiasm, Forge Success."

This motto underscores the profound importance of learning from failures, channeling that knowledge into enthusiasm, and utilizing it as the driving force for a journey toward success. As a visionary leader, this motto signifies that setbacks are not roadblocks but rather stepping stones on the path to growth and achievement.

Additionally, an invaluable piece of advice that has left a lasting impact on Asim's journey is "Embrace Change as an Opportunity." In any industry, change is both inevitable and multifaceted, encompassing elements of both trepidation and excitement. This counsel has taught him to view change not as a disruption but as a valuable opportunity to evolve, adapt, and innovate. It has encouraged him to welcome uncertainty and transform challenges into platforms for improvement. This advice has proven particularly relevant in the student accommodation sector, where students' needs and preferences are in a constant state of flux, necessitating a continuous assessment of strategies, a keen ear for feedback, and agility in responding to shifting market dynamics.

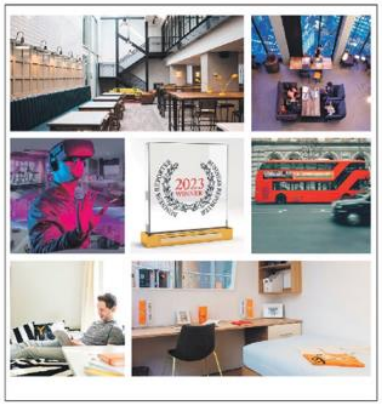
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17 APRIL 2023 BEST OF BRITISH DISTRIBUTED WITH Evening Standard

Recognised as a best of British business in the student accommodation sector

Londonist has a progressive commitment to the student community in the UK and globally and, as a result, has been awarded Best of British Business 2023 by the *Business Reporter*



Londonist's managing director, Asim Erturk, founded the company 10 years ago to help serve the student community. Since then, Londonist has grown exponentially to become a leading student accommodation agency with over 2,000 rooms in 50 locations across London in Zones 1, 2, and 3. It represents a real British success story and has also spawned a series of award-winning thought leadership interviews and documentaries. These prestigious series form part of the 2023 campaign, which celebrates success stories in British business, bestowing a handful of businesses with the 'Best of British' accolade, and showcasing companies and their leaders who have demonstrated excellence and are continuing to drive the UK economy.

Businesses are included on an invitation-only basis to be profiled as British success stories. On this occasion, the company's executive director, Umang Gandecha, was featured in an interview with the *Business Reporter* that explored some of the challenges international students face when planning to book their student accommodation in London. The interview revealed the role of Londonist as a market leader in addressing the challenges through a personalised and supportive approach.

The heartbeat of Londonist's success comes from the efforts of a committed team and supportive partners. Umang and Dinara Suleimanova, senior business development and partnership manager, have been a part of the Londonist journey since the beginning. Dinara commented: "It's humbling yet inspiring to receive this prestigious award. Our dynamic international team and business partners have largely contributed to Londonist providing an amazing student-focused experience."

Over the years, Londonist has supported British associations encouraging young travellers to the UK. Ultimately, this leads to boosting the UK's youth travel economy and results in a higher cultural diversity.

The managing director of Londonist DMC, Asim Erturk, said of the recognition, "It's particularly gratifying to be celebrating the Best of British Business award on our 10th anniversary as a company. Our recognition as a student accommodation leader results from a collective effort, sheer hard work, expertise and a focus on student wellbeing. To all partners, employees, and friends — I thank you for your continued commitment to Londonist."



londonist DMC 10 TH YEAR

● Contact information:
londonist.co.uk

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A great London experience for international students

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[The Tycoon Magazine]

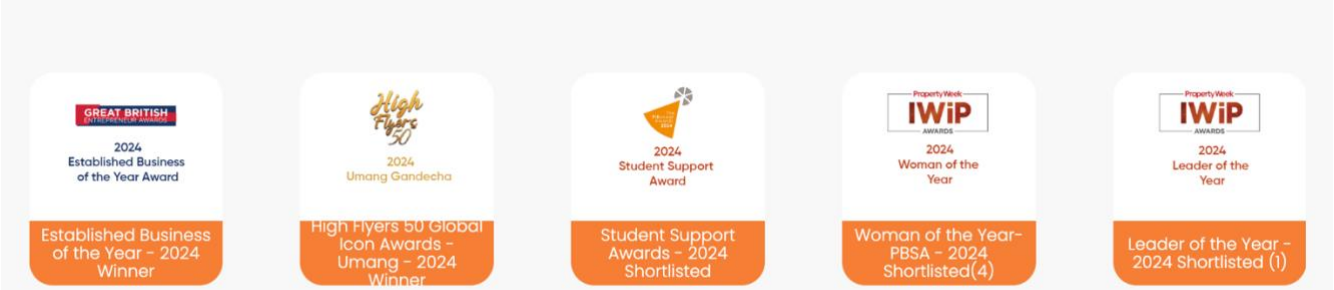
Londonist DMC Industry Awards:

2019	British Youth Travel Awards (BETA) - **People's Choice**
2019	Study Travel Star Awards - **Best Service Provider**
2020-2021	Study Travel Star Awards - **Best Service Provider**
2022	The PIE Award - **International Student Living Award**
2022	Study Travel Star Awards - **Best Service Provider**
2023	Study Travel Star Awards - **Best Service Provider**
2023	UED Agency Award of Turkey - **Best Service Provider**
2023	Business Awards UK Travel Awards - **Best Travel Marketing Campaign**
2024	Study Travel Star Awards - **Star Service Provider**

Selection of Awards and Nominations from Industry Organisations:









LETTERS OF SUPPORT

Please obtain two or more letters which endorse the nominee's contribution from people who are familiar with his or her services. Ideally these should be attached to this form, but they may be sent separately. Please list below the names of the supporters and **tick the box if their letter is to follow**.

Supporter's name	**Supporter email address**	**Role in which the supporter has known the nominee (for example, colleague, friend).**	**Dates of knowledge (if known)**	**Please tick if letter is to follow.**
Emma English	eenglish@betauk.com	Executive Director – British Educational Travel Association (BETA)	10 years	
Naresh Abrol	nareshabrol@union-property.co.uk	Director – Union Property Services – PBSA Supplier		
Dinara Suleimanova	dinara@londonist.co.uk	Head of Business Development and Partnerships – Londonist	Since 2017	
Maria Hatch	mhatch@greystar.com	Senior Director, Greystar Holdings (Chapter)	Over eight years	
Gökmen Özdemir	Gokmen.o@studyin-uk.com	Founder & CEO Endless Abroad | SIUK Turkey (Study in UK)	Almost 10 years.	
Utku Ibik	utkuibik@ecenglish.com	Regional Sales Director EC English Language School	Over a decade	
Nicola Lutz	nicola@nofluff.biz	Director – StudyTravel Network (STN)	10 years	
Jonaldo Dsouza	jdsouza@cordonbleu.edu	Cordon Bleu London		✓

DETAILS OF PERSON MAKING THE NOMINATION

My name and address:

Surname: Mr Gandecha *(Incl. title e.g. Mr, Mrs, Miss, Ms, Dr, Rev etc)*

Forenames: Umang

Address: 5 Great James Street

This address will be used for an acknowledgement and any future correspondence.

London

Post code: WC1N 3DB

Telephone no: +44 7448 407917 *(Incl. area code if land line number.)*

Email address: umang@londonist.co.uk

Relationship to nominee: Friend and Business Partner *Please state your relationship to the nominee (e.g. son, colleague, friend).*

Honours cannot be bought: they are available to all. Nominations are assessed on an equal and transparent basis. The Cabinet Office does not endorse the use of fee-charging drafting services when completing this form. Please tell us if you have made use of such a service by ticking here. ☐

By submitting this nomination you declare that the information you have provided is – to the best of your knowledge – accurate and complete. Providing false information may lead to your nominee being removed from consideration for an honour.

Signature Umang Gandecha

Date 01/04/2025

Please send this form and any enclosures to:

Honours and Appointments Secretariat
Cabinet Office
Ground Floor
1 Horseguards Road
London SW1A 2HQ

Telephone no: 020 7276 2777
Facsimile no: 020 7276 2766
Email: honours@cabinetoffice.gov.uk

EQUALITY MONITORING

The information provided in this section is used for monitoring purposes only, to allow us to compile information about who nominates and is nominated for honours. It is not used to assess nominations and has no bearing on the outcome of the nomination. You do not have to provide this information, but it helps the monitoring of the honours system if you do.

Disability

Under the Equality Act 2010, a person has a disability if they have a physical or mental impairment and the impairment has a substantial and long term adverse effect on their ability to perform normal day-today activities.

Do you consider that you have a disability? (Please delete as appropriate.) Yes/No/Prefer not to say.

Do you consider that the nominee has a disability? (Please delete as appropriate.) Yes/No/Prefer not to say.

Ethnic Origin

Which group do you identify with? Please tick one box. The options are listed alphabetically.

Asian

□ Bangladeshi

□ Indian

□ Pakistani

□ Any Other Asian Background (specify if you wish)

……..

Chinese

□ Any Chinese Background (specify if you wish)

……..

White

□ White background (specify if you wish)

……

Black

□ African

□ Caribbean

□ Any Other Black Background (specify if you wish)

…….

Mixed Ethnic Background

□ Asian and White

□ Black African and White

□ Black Caribbean and White

□ Any Other Mixed Ethnic Background (specify if you wish)

……

Any Other Ethnic Background

□ Any Other Ethnic Background (specify if you wish)

……

And which group does your candidate for an honour identify with? Please tick one box

Asian	Black
□ Bangladeshi	□ African
□ Indian	□ Caribbean
□ Pakistani	□ Any Other Black Background (specify if you wish)
□ Any Other Asian Background (specify if you wish)	…….
……..	Mixed Ethnic Background
Chinese	□ Asian and White
□ Any Chinese Background (specify if you wish)	□ Black African and White
	□ Black Caribbean and White
……..	□ Any Other Mixed Ethnic Background (specify if you wish)
White	……
□ White background (specify if you wish)	Any Other Ethnic Background
	□ Any Other Ethnic Background (specify if you wish)
……..	……

Privacy Notice
Nomination for an Honour or Gallantry Award

The Cabinet Office takes seriously the security of your personal information and that of anyone you nominate. We will always ensure that it is stored securely and seen only by those people involved in processing the nomination.

Under the data protection legislation in effect from 25 May 2018, information relating to honours nominations is exempt from the requirement to issue a privacy notice[1], or to respond to data subject requests. However, we want you to understand what the Cabinet Office is doing with your information, and that of your nominee. The following information explains the basis for what we do.

Your personal information
Processing of your personal details is necessary to carry out the exercise of a function of the Crown - which in this case is processing the nomination of the named nominee. We will always ensure that your information is held confidentially and accessed only by those people involved in processing the nomination.

Personal details of the nominee
Processing of the nominee's personal details is necessary to carry out the exercise of a function of the Crown - which in this case is the purpose of the conferring by the Crown of any honour or dignity. The Honours and Appointments Secretariat in the Cabinet Office collects the personal information necessary to process applications. This is with the purpose of making a determination of eligibility and suitability for an award.

We may collect or receive sensitive personal data about a nominee. Such data includes personal data revealing racial or ethnic origin, political opinions, religious or philosophical beliefs, or trade union membership, data concerning health or data concerning a natural person's sex life or sexual orientation. We may also collect or receive data about criminal convictions. Where such data is processed by us, we do so because processing is necessary for reasons of substantial public interest for the exercise of a function of the Crown.

Nominations should always be made in confidence. There is no requirement for the nominator to obtain the consent of the nominee.

What is involved in processing the nominee's personal information?
Processing consists of the disclosure of personal data to other Government departments or a person acting with the authority of such a representative; or those people in other public bodies who are involved in the nomination process. Disclosure of information is only made if necessary for the purpose of processing a nomination and/or responding to communications from other organisations.

Information relating to honours nominations may be retained for 30 years and a record will be maintained in perpetuity of those nominees who receive an honour for the purposes of maintaining the records of the honours system.

Complaints

[1] Under paragraph 13 of Part 2 of Schedule 2 to the Data Protection Bill 2018.

If you consider that your personal data has been misused or mishandled, you may make a complaint to the Information Commissioner, who is an independent regulator. The Information Commissioner can be contacted at:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF
0303 123 1113
casework@ico.org.uk

Any complaint to the Information Commissioner is without prejudice to your right to seek redress through the courts.

If you have any concerns about how your personal data are being handled, you may also contact the Data Protection Officer at dpo@cabinetoffice.gov.uk.

The data controller of your data is the Cabinet Office, Honours and Appointments Secretariat, 1 Horse Guards Road, Room G39 London SW1A 2HQ , or 0207 276 2777, or honours@cabinetoffice.gov.uk