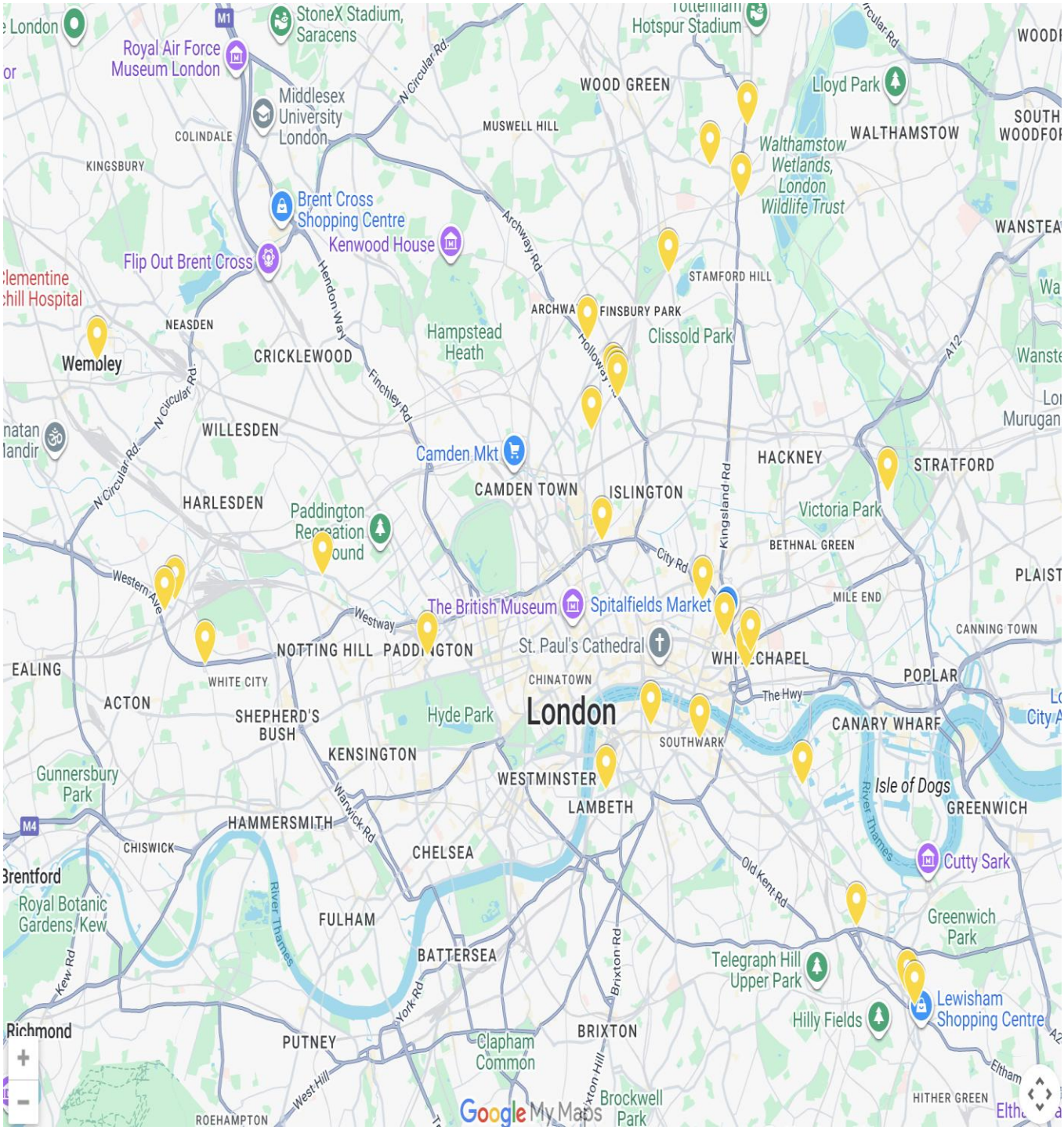
Potential properties



Existing Properties

[Property Analysis - Inventory 2025 Sales Inputs]

PROS (based on our existing portfolio)

- Lot of options for North East London (high budget and low budget) – our strongest location

- Good Central London options which cater to most central London universities

- Price ranges from £290/week to £615/week which is great

- Good number of North West accommodation options (chapter portobello, white city, Lyra), but they don't cater to a lot of universities. As they are too far for Unis in east and central. So hard sell due to distance.

  centrally located

- Very few but nice options down south (Vita, chapter Lewisham, new cross) – easy commute to south uni (Greenwich, LSBU, etc)

CONS (based on our existing portfolio)

- Too much investment in north east London. Clustered and hard to sell out everything.

- Central London cheapest option is Drapery (£410/week)– not many good reviews. Lot of competition from other central London accommodations that offer for cheaper price and nice reviews.

- No option in west London. Causing to lose all good potential leads to unis in west (Kingston uni). As even the north western options are very far.

- No low budget (below £300/week) option in south, west and far east. As most of our leads are low budget. We can focus on more partnerships with low budget accommodations.

- South west region is empty. Nothing in our portfolio. Battersea, Chelsea, Hammersmith regions. Missing out on many university towards that region.

- Canary Wharf, Canada water region empty. And lot of options like Scape are taking over most students in that region.

Pricing



Key takeaways:-

Premium studios down by 1.08%

Room prices increased on avg besides ensuite(mid) and studio (premium)

Highest booking share

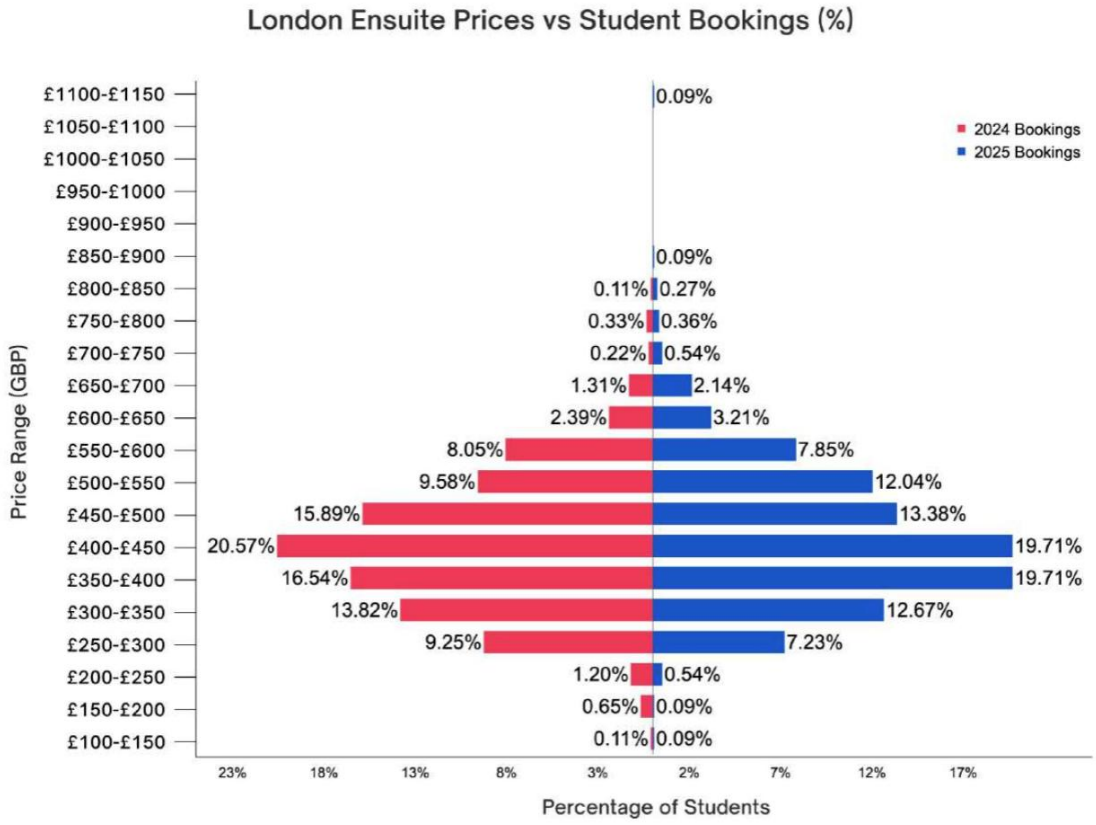
£400-£500 2024

£500-£700 2025

Higher willingness to YoY

£500-£550 highest concentration of bookings

London: Student Bookings by Room Type



- 2025 demand is concentrated to £270-£370, especially £270-£320.

- Price bands above £420 remain a niche with <10% share

Property Suggestions: -

IQ Vega

Fusion – brent cross town

Mannequin house

Quantum court – Chinese demand

Arbury court Aparto