



abode student

Student property  
investment  
opportunities  
in the UK.





# Abode Student

Abode Student is a premium student property brand based in the UK.

We have been delivering high-quality bespoke student accommodation since 2014, capitalising on a rapidly evolving market. Students in the UK are demanding higher standards than ever before, and we're catering for their needs in undersupplied campus locations with the biggest potential for growth.

The Abode Student brand is part of Abode Group, a parent company that boasts more than 20 years of experience delivering high-quality developments across residential, retail and commercial sectors.

We're delighted to offer you a range of investment opportunities within one of the fastest growing UK property sectors.

Student  
accommodation  
with a difference



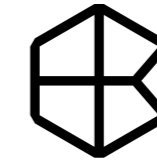
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## A word from our CEO

“Abode Student is a hassle-free fully-managed investment model that generates good returns for our investors around the world. Our developments are of the highest quality and situated in the best locations, providing a premium experience for thousands of local and international students.”

Ashley Ladson BA(Hons)  
CEO  
Abode Group





Living at Abode Keele House is a very comfortable and enjoyable experience. It's a central location, perfect for students or professionals in the Newcastle area. The management team are very approachable and accommodating and ensure any problems or issues are dealt with efficiently.

— Trisha







I have been staying at an Abode property called Keele House for a year – this property is of high quality with excellent amenities for me as a student. USL provide an excellent customer experience with social events as well as a friendly team of staff and supportive tenants.

— Hannan, Local Councillor/student, Wilmslow







# Portfolio

Our student portfolio was launched in 2014 and since then has grown from strength to strength, with a close focus on high growth locations in the UK. Here you'll find an overview of Abode Student developments sold and currently on sale to global investors.

## The Pavilion

Year	2016
Location	Leeds
Apartments	44
Status	SOLD



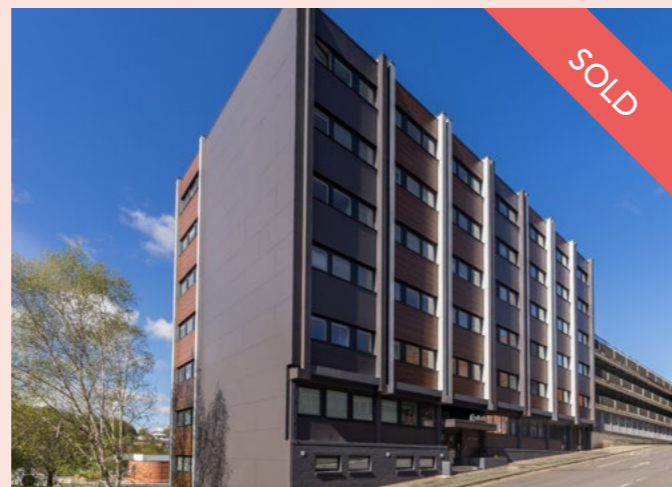
## Orme House

Year	2019
Location	Keele University
Number	112
Status	SOLD



## Keele House

Year	2017
Location	Keele University
Number	160
Status	SOLD



## ONE London Road

Year	2020/21
Location	Keele University
Phase 1	174 apartments SOLD
Phase 2	108 apartments SOLD
Phase 3	114 apartments ON SALE



## Westbar House

Year	2018
Location	Sheffield
Apartments	95
Status	SOLD



## The Villas

Year	2021/2022
Location	Staffordshire University
Number	181







## FAQs

### Who are Abode Student?

Abode Student is a premium student accommodation brand based in the UK. We focus on delivering high-quality purpose-built student residences in university locations with an undersupply of high-end accommodation.

### Why should I invest in Abode Student property?

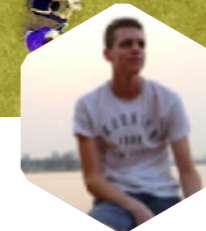
Abode Student has a proven track record of delivering student accommodation of the highest quality in a range of leading campus locations. Since 2014 we have sold over 1000 student properties to our global investor network, and pride ourselves in giving a transparent, friendly, supportive service to our investment partners.

### Do Abode Student provide a Management Service?

Yes. All of our investments are fully let and managed by Homes for Students, one of the UK's leading providers of student accommodation.

### Can we sell our Abode Student investment?

Yes. If you wish to sell your Abode Student apartment at any point we can provide all the assistance you need through our specialist global investment sales network. You'll find more information about exit planning at the end of this brochure.



Living in an Abode property is a fantastic experience. The building has great style, class and comfort all in the centre of town and really close to the University! The management team are outstanding and the social vibe is A class!

— Tijmen, Nigeria



# The Villas



Our latest off-plan investment opportunity is Abode Student The Villas. Located in the heart of Stoke City Centre, The Villas are just five minutes' walk from Staffordshire University campus, along with everything else the city has to offer, from cafes and bars to shops and culture.



Latest Abode Student **investment opportunity**

**8%**

8% net yield

**25%**

25% stage payment

**50%**

50% down payment on exchange of contracts

**25%**

25% balancing payment on completion

**100%**

Fully managed investment

To enquire please get in touch with your investment consultant.







The Villas







The Villas





## Our Story

### Exploiting a clear gap in the market

The UK is one of the most popular study destinations in the world, offering local and international students outstanding teaching alongside a genuinely inspirational experience. Each year more than 450,000 overseas students choose to study here in diverse campus locations across the country.

While the sector continues to be a global leader, the availability of high-quality purpose-built student accommodation has failed to keep up. Back in 2014 Abode Group noticed that big gaps in supply and demand were opening up in non-prime university cities. Because many property funds were focusing their attention on the best-known university cities, oversupply meant investment returns were steadily falling. At the same time, students in regional hubs were being neglected and living in increasingly outdated accommodation.

Abode recognised that today's students – like today's investors – expect more, especially overseas students. They want more choice, more opportunities and more facilities, wherever they are studying.

### Growing a successful brand

The Abode Group brand now has two decades of visibility in providing premium quality accommodation. Having grown our expertise in buildings with communal facilities, such as boutique hotel living, we applied that knowledge to student accommodation and quickly built one of the best recognised brands in the sub-sector.







### Attention to the details that students expect

All our purpose-built student properties cater for the requirements that today's students are looking for. Each one includes the following;

### Reliable management from day one

All Abode Student investment properties are open to lettings and management from one of the best-established partners in the world. Urban Student Life (USL) are the UK-branch of global management specialists Valeo Group, so you can be sure you'll be looked after wherever you are based.

By combining world-class management expertise with the highest quality facilities in areas of maximum demand and undersupply, we've created a proven recipe for investment success that is primed to grow rapidly over the coming years.



Choice of luxury studios and two-bed apartments



Smart TVs



Movie room



250MB wireless broadband



Start-of-the-art gym facilities



Laundry



Games and lounge room



Study room



24-hour concierge





# A world-class management service

All Abode Student investment properties have lettings and management provided by Homes for Students. As part of the ANUK national code, their commitment to quality is second to none. By working in close partnership with universities, Homes for Students are able to provide the very best student experience possible.

## UK leaders in PBSA:

Homes for Students' full management services are supported by sales and marketing expertise closely targeted at the international student sector. By spreading attention across both short- and long-term courses, Homes for Students can yield manage properties more effectively to create even more opportunities.

- 92 properties
- 22,300 beds
- Significant development pipeline
- Accommodation management services and Facilities Management services
- Extensive nationwide network facilitating rapid growth
- 8,000 to over 20,000 beds in the three years

## Sector-leading scope

Homes for Student's management offers the highest level of support and rigour throughout each phase of the student rental journey.

- Reception and administrative duties
- Enrolment of student wardens
- Checking students in at the start of tenancy and out at the end
- Inventory management
- Inspections, cleaning, maintenance and decoration
- Reservation and contract admin
- Security and emergency management
- Day-to-day marketing
- Overseeing summer lets
- Control of rental voids and bad debts, including any legal action

Assets under management for 2017/18

23

Number of assets

2,378

Number of Bedrooms

£17m

Gross Rental Income

£12.8m

Net Rental Income

£180m

Estimated Property Value

36

Number of Staff





# Facilities

## 24-Hour Concierge

All our properties offer a round-the-clock concierge, so students have a welcoming face to greet them and can resolve any issues quickly. This extra reassurance helps to give peace of mind to both students and parents alike.



## A superior study experience

Students in the UK expect a superior study experience, from the university teaching to the culture and food on offer and their accommodation.

By concentrating on purpose-built accommodation, we are able to make sure that nothing is left out. We help students get more from their UK study experience, so they leave ready to achieve more wherever they go.



## Roof Gardens

We make intelligent use of all the space available, and our roof gardens make it easy for students to access fresh air, sunlight and stunning views without leaving the property.



## Communal Lounges & Games Rooms

Our communal lounges present the ideal space for students to socialise and relax, with comfortable, stylish furniture and bright, spacious layouts. Games rooms provide an invaluable additional space for fun and recreation when taking a break from studies.

## Quiet Study Areas

We want to make sure students have everything they need to achieve their best. So as well as providing 250MB broadband, our quiet study areas give them a calm, quiet place to escape and focus for as long as they need.



## Gymnasium

Health and wellbeing is a core element of our design philosophy, especially for students who often work hard and play hard. Our secure gym spaces make it easy for them to exercise in the way they want, so they stay fit and cope with the mental pressures of their studies better.







## Case study: Orme House

Orme Boys School was a much-loved landmark in the local area, but almost beyond rescue at the time Abode Student stepped in. Thankfully, our team of architects and designers were able to work closely with the council's conservation department to breathe new life into the structure, restoring and maintaining as many of the original features as possible.



Living at Orme House has been the best experience of university accommodation to date. The kitchens are spacious, even if you get one of the smaller sized flats, staff are very friendly and accommodating and try their best to get to know all residents. The longer contract also makes it worth the price especially if you plan to stay past June.

— Jennifer Hill







Orme Boys' School,  
prior to works.







—  
 Case study:  
**Orme House**

Thanks to our sympathetic refurbishment, we created 112 apartments inside the former school building, and a high-quality, complementary new build on the same site.

Opened to students in 2019, Abode Student Orme House is just a two-minute walk from Newcastle-under-Lyme town centre, and directly opposite the bus stop which services Keele University Campus and The Keele University Medical School at North Staffordshire General NHS Hospital.



LOVED my time in Abode Orme the property is high spec, beautiful mix of old and new style rooms! Everything you could want, gym, laundry, great space for entertaining and luxury en suite studios in such a quiet but central location!! Would definitely recommend!!

— Kesha, Canada





Choice of luxury studios and two-bed apartments



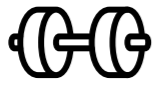
Smart TVs



Movie room



250MB wireless broadband



Start-of-the-art gym facilities



Laundry



Games and lounge room



Study room



24-hour concierge



We are extremely proud of our work on Orme House, which has achieved full accreditation from Keele University. It is now one of the leading choices for accommodation amongst Keele University's 12,000-strong student body.





## Why invest in UK student property?

Education with a world-class reputation

The UK's academic reputation is one of the best in the world. From its leading scientific research to the universities that routinely top the world rankings, it continues to give graduates a real edge when entering the global jobs market.

One of the biggest expectations students have when they choose the UK is a return on their investment. Having accommodation that is not just comfortable and convenient but tailored to their study experience is integral to this.

Both applications from international students and UK A-level students are on the rise. When combined with the proven growth of the UK's property market, the result is a rich and robust opportunity for global investors looking for both short and long-term returns.







Applications from both international students and UK A-level students are on the rise – 1.84m full-time students are on the lookout for accommodation every year. But national demand for beds is rising quicker than supply. International growth has risen 54% in the last 10 years, and now a quarter of UK students come from overseas.

When combined with the proven growth of the UK's property market, the result is a rich and robust opportunity for global investors looking for both short and long-term returns.

Rental growth in the UK has grown 2.6% overall in the last year.

- En-suite: 2.6%
- Studio: 3.0%
- Direct let: 2.3%

### Key figures

- **2.6%** growth in student numbers over the last year
- **10%** growth in student numbers since 2012
- **1.1m** students studying outside their home region
- **339,000** postgraduate students
- **10%** growth in Chinese students accepted through UCAS 2018-19

### Why PBSA?

Purpose Built Student Accommodation is growing faster than any other accommodation option in the UK. Around 30% of full-time undergraduates now choose PBSA, an 8% rise over the last five years.

- While value for money is important to 98% of all students, the Knight Frank Student Accommodation Survey 2018/19 shows that value is not set entirely by cost
- Rising numbers of students feel that superfast WiFi, 24-hour security and an on-site gym are all worth paying a premium for
- As a consequence, total UK investment in PBSA is rising fast. In 2018 investment was projected at £4.5billion with the sector value currently projected to be in the region of £53billion
- Critically, 40% of first-year students said having recognisable leading brand on offer was a key factor influencing their decision to choose PBSA.







## A reliable exit plan that works for you

We want you to begin your investment journey with Abode Student as smoothly as possible. However, we think it's just as important that you can also exit your investment smoothly, and at a time that suits you.

Our global investment sales network is on hand help all our existing owners with the post-investment support they need to exit when the time is right. Many of our investors are routinely searching for completed developments that will deliver an instant return and are usually able to find a buyer inside two-months. Once a buyer is identified, we will oversee the sale to make sure you get the best price and a stress-free experience.







## Summary

Established brand – Abode Student is now well-known in the sector for high-quality purpose-built accommodation

High investment returns – our global investor community enjoys a typical return of 8%

Handpicked locations – Long-term focus on areas with current undersupply of purpose-built high-quality student accommodation

Highly experienced – Abode Group has over 20 years of development expertise in the student, residential, retail and commercial sectors

Track record – in the student sector alone we have 11 developments in operation and in construction.

High tenant rates – our developments are 100% tenanted with an 30% average re-booking rate

Exit strategy provided – full support selling on from our global investment sales network

 **abode**





# abode student

Abode Group  
Ladson House  
Oak Green Business Park  
Earl Road  
Cheadle Hulme  
Cheshire  
SK8 6QL

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