

Go Native homes in on BTR after landing key mandates

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Aparthotel operator Go Native has won a string of build-to-rent (BTR) management mandates across the UK, significantly expanding its footprint in the sector.



The Kampus scheme in Manchester is one of the key BTR mandates won by Go Native

It has secured the design and development consultancy contract for Kampus: a £200m, 550-unit scheme in Manchester that is being developed by Capital & Centric and funded by Ares Management.

Among the other BTR mandates Go Native has won in the past few months are: Carolyn House, a 183-unit residential scheme in east Croydon owned by LaSalle Investment Management; and Stamford Street, a 59-unit residential scheme owned by Dorrington on London's South Bank.

Go Native has also been appointed to operate the 43-unit luxury BTR element of CBRE Global Investors' Howick Place in London's Victoria.

It now operates 25 private rented sector buildings with a combined portfolio value of £1.7bn on behalf of institutional and private equity investors.

Future acquisitions

Although best known for being the largest serviced apartment operator in the capital, Go Native has been involved in BTR since around five years ago when it was appointed to operate and manage Pioneer Point, a 300-unit scheme in east London.

Late last year, real estate funds managed by US asset manager **Ares Management** acquired a 70% stake in **Go Native** as a vehicle to support future acquisitions in the BTR sector.

Go Native has also been appointed to operate Howick Place in Victoria



partnership with Ares provides a platform for significant expansion of our management platform into this growing sector, where a proven customer-centric approach is essential to underpin long-term value creation for all stakeholders,” said Go Native founder Guy Nixon.

“We passionately believe outstanding customer service, thoughtful design, operational efficiency and revenue management are as key to the long-term success of a BTR scheme as they are to an aparthotel.”

Ares’ real estate group has around \$9.8bn (£7.9bn) of assets under management, including 40,000 multi-family homes across Europe and North America.

Go Native was founded in 1998 as an apartment living concept focused on meeting the demands of the corporate relocation market.

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