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UK needs to cherry-pick the best of US build-to-rent

11 May 2017 | By Guy Nixon

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We are now entering the third phase of the build-to-rent (BTR) revolution in the UK.



It began with major investors such as Legal & General and [M&G perceiving the demand for BTR homes](#), and throwing their financial might behind the concept.

Next we saw the likes of Essential Living and [Fizzy Living commencing work on BTR developments](#), with the first completed homes now emerging near major London transport hubs.

The third phase will see institutions begin to understand the nuances of managing BTR developments as the first customers arrive and the UK begins to develop its own model for the sector.

With Knight Frank predicting that £50bn will be invested by institutions over the next five years, it is crucial the first customers relish their experiences. Scare stories about bad management or poorly designed developments would be disastrous.