

## **Highlights and key findings: Single Family Housing: The Home of Residential Investment white paper**

- 63% of homes in the PRS are houses but, in the BTR sector, only 10% of completed homes are houses and just 7% of all BTR homes completed, under construction or in planning.
- 80% of all homes in the UK are houses. This compares with 52% in Europe where nearly half are flat dwellers.
- A survey by Howsy suggests that 90% of the UK would prefer to live in a house.
- Despite the focus on urban BTR, nearly 80% of all homes built in England are houses.
- Excluding London, there are more than 750 settlements across the country with a population of more than 10,000 that could easily support a SFH scheme.
- SFH schemes are likely to be less than one third the size of a typical BTR scheme and they are more often to be found as part of a wider, multi-tenure development.
- In terms of house types, 39% of all houses in the UK are terraced houses. The most popular typology; in the PRS, 59% are terraced houses.
- Research found that the UK workforce could work from home as often as three days a week and will require more flexibility from their home.
- The majority of renters now want the sort of private outside space that comes with a garden.
- The exodus from cities is unlikely to be wholly reversed as we come to terms with Covid-19.
- Local economies and online retailers are likely to be winners from our change in behaviour and desire to live away from city centres.
- As Millennials have matured with settled partners and children, established friendships, the wider neighbourhood and community are more important to them than one curated for them.
- BTR and millennials have spent ten years growing up together and now millennials want something more from their home.
- Millennials turn 40 this year.
- Renters of houses are, on average, older than renters of flats. 72% of house renters are over the age of 34. This contrasts with the BTR sector where 80% are under the age of 40.
- SFH will require sophisticated, digital Operational Management to counter a more remote style of engagement with renters.
- Alongside demographic research, there will be more emphasis on psychographics and demographics as the sector looks to understand its customers better and respond appropriately.
- Environmental considerations are becoming an important factor in renter choice.

- Houses are suited to Modern Methods of Construction (MMC) and Carbon Zero, sustainability initiatives aiding the industry reduce emissions from the real-estate industry.
- Houses are less expensive to manage, give better gross to net returns and have higher occupancy rates than apartments.