GREYSTAR

Honours and Appointments Secretariat
Cabinet Office
1 Horseguards Road
London
SW1A 2HQ

3/1/25

Dear Honours Committee,

I am honoured to write this letter in support of the national honours nomination for Asim Erturk, whose exceptional leadership and dedication have significantly impacted the Purpose-Built Student Accommodation (PBSA) sector in the UK. As Senior Director of Client Relationships (Europe) for Greystar Europe Holdings Limited**,** Chapter Living is our student accommodation brand, and I have had the privilege of witnessing first-hand the outstanding contributions Asim has made in driving excellence, innovation, and global outreach within our industry.

For over eight years, Asim has played a pivotal role in the long-standing and continuously expanding partnership between Chapter Living and Londonist. His strategic vision and commitment to quality has developed a partnership built on trust, reliability, and sustained collaboration. Each year, Londonist increases its portfolio within Chapter properties, committing to multi-year contracts that reflect the strength and stability of this partnership. This continued growth is a direct result of Asim's dedication and his ability to cultivate long-term, mutually beneficial relationships within the sector.

Under his leadership, Londonist has strategically expanded its footprint within the Chapter portfolio, adding key locations such as Southbank and London Bridge. Furthermore, Asim has ensured that Londonist actively promotes Chapter Living at major exhibitions across Europe, significantly elevating our brand presence on the global stage. Asim's ability to leverage strategic partnerships and market insights has been instrumental in strengthening Chapter Living's international reputation and outreach.

One of Asim's most commendable attributes is his dedication to innovation and excellence with a relentless focus on student well-being. His leadership has been instrumental in integrating hospitality focused services with flexible leasing models, ensuring that students receive high quality accommodation tailored to their needs. A prime example of this forward-thinking approach was the implementation of a Virtual Reality experience at Chapter Spitalfields, providing students with an immersive preview of their future home. This initiative is just one example of Asim's unwavering commitment to enhancing the student journey through technology and innovation.

Asim's innovative approach to his own platform has created a home away from home for many students. He has proactively promoted student wellbeing, often hosting events that allow both international and domestic students a forum to give feedback and feel part of a wider community. Asim is deeply committed to shaping the future of student accommodation. His dedication to service excellence, combined with a global outlook, continues to set new benchmarks within the PBSA sector. Through his leadership, Chapter Living and Londonist have established an exemplary model for

strong partnerships, positively influencing the wider industry and ensuring students from all backgrounds have access to high-quality living experiences.

In recognition of his outstanding contributions to the sector, I wholeheartedly support his nomination. His vision, dedication, and leadership have significantly elevated the PBSA sector, and his continued efforts will undoubtedly drive even greater advancements in the industry for years to come.

Yours sincerely,

Maria Hatch

Senior Director,Client Relationships; Europe | Greystar Europe Holdings Limited | mhatch@greystar.com
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londonist
DMC

Honours and Appointments Secretariat

Cabinet Office

1 Horseguards Road

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SW1A 2HQ

14 February, 2025

To Whom it May Concern,

I am writing to express my support for the nomination of Asim Erturk, Managing Director of Londonist for recognition with an honour. I have been working under Asim's leadership since joining Londonist and I can say his bold vision and dedication have been instrumental in shaping the success of our organisation and driving continuous growth.

I believe Asim's remarkable ability to drive forward-thinking initiatives has been one of the key factors guiding our organisation forward.

Asim recognised numerous challenges in the PBSA sector: information overload across multiple platforms heighented confusion, while inflexible tenancy terms failed to accommodate diverse student requirements, including short-term rentals. Asim identified a crucial market gap for a comprehensive service that addressed the specific needs of international students.

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Asim's innovative approach is evident in the way he introduced technology during exhibitions, such as with the robot Asimo and the Brain Challenge game. One of his standout achievements was bringing a real-size showroom to the ICEF EuroAsia event in Istanbul, allowing agents to experience our accommodation firsthand.

A moment that stands out to me, and a testament to Asim's character was when I was nominated for Lead5050 Outstanding Departmental Manager Award, Asim didn't just offer his encouragement – he came with me to the ceremony in Berlin with the team, demonstrating his belief in the potential of his team.

Asim also supports meaningful intitiatives in the sector. Recently thanks to his support we were able to team up with the ICMP School to sponsor a welcome lunch for students starting their new bespoke course, supporting underprivileged students from Brazil. I believe this initiative is a reflection of Asim's approach to giving back.

Asim also actively supports sustainability initiatives: we partnered with the British Heart Foundation on their project 'Hanger for Hearts' and teamed up with the Bottle Up organisation to encourage students to use a sustainable water option where every bottle sold means donation to Made Blue charity.

Given his leadership qualities and his bold vision, I believe Asim is a candidate for recognition. His unwavering dedication to the success of Londonist sets him apart. I hope his achievements will be recognised as deserving of such an honour.

Yours faithfully,

Signed by:
Dinara Suleimanova
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Dinara Suleimanova

Head of Business Development and Partnerships

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20/1/25

To Whom It May Concern,

Please accept this letter in support of Asim Erturk's nomination for an honour's recognition, in reflection of his exceptional contributions to the international education sector and the measurable impact of his work and innovation. I have had the privilege of knowing Asim for nearly a decade, during which time we have collaborated extensively in our respective fields. As the founder of SI-UK, an organisation dedicated to assisting international students with their university applications and academic transitions in the UK, I have seen firsthand how the partnership between SI-UK and Londonist DMC under Asim's leadership has delivered meaningful outcomes for international students in the UK.

Asim's work with Londonist DMC has redefined the student accommodation landscape in the UK and fundamentally changed the way international students experience life. When we first began working together, I was struck by his deep understanding of student needs and his commitment to addressing challenges that others in the industry often overlooked. By introducing short-term tenancies—such as two or four-week stays—he has provided students with greater flexibility, particularly for those attending short courses or exchange programmes. This innovation has significantly reduced logistical challenges for students and established a new benchmark in the Purpose-Built Student Accommodation (PBSA) sector.

The partnership between Londonist DMC and SI-UK has delivered practical benefits for international students. Asim's forward-looking strategies and adoption of technology, such as the Student Portal and virtual reality (VR) property tours, have streamlined the accommodation selection process. These tools have allowed students to make well-informed decisions before arriving in the UK, reducing uncertainty and saving valuable time. For SI-UK students, these advancements have translated into a smoother transition to life in a new country.

What distinguishes Asim is his ability to combine strategic acumen, technological expertise, and practical problem-solving. His analytical approach to challenges and his innovative mindset have driven the success of Londonist DMC and strengthened its reputation within the PBSA sector. Asim's entrepreneurial focus on delivering tangible outcomes, rather than relying on conventional approaches, has ensured that his initiatives consistently meet the evolving needs of students.

Asim's impact is evident not only in the operational success of Londonist DMC but also in the improved experiences of thousands of international students. His efforts have directly supported the growth of SI-UK's student network by ensuring that students receive high-quality accommodation solutions that align with their personal preferences and circumstances. His ability to elevate industry standards through actionable innovation has had a lasting influence on the international education sector.

His achievements and innovation for the international education sector in the UK are both substantial and transformative. His leadership, dedication to innovation, and focus on measurable results make him an outstanding candidate for this honour. Recognising his contributions would not only validate his accomplishments but also encourage continued progress and innovation across the industry.

Yours sincerely,

Gokmen Özdemir
Country Director of Turkey
SI-UK Turkey

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FROM: Utku Ibik, Regional Sales Director – Embassy Summer EC Young Learners 21/02/2025

Honours and Appointments Secretariat
Cabinet Office
London

Dear Sir/Madam,

This letter is written in support of Asim Erturk's nomination for a UK Honour. I have known Asim for over a decade and have seen firsthand the dedication and hard work he has put into transforming student accommodation in the UK. His innovative leadership and relentless commitment to improving the lives of international students in the UK make him an exemplary candidate for national recognition.

I first met Asim when I was working at Oxford International Education Group, a global provider of language education and university pathway programmes. At the time, Asim had recently launched Londonist DMC, a start-up focused on providing high-quality, flexible, and reliable accommodation for international students. Even in those early days, his commitment to ensuring a positive experience for each student was evident. He took the time to understand each student's needs and went above and beyond to make them feel welcome and comfortable in their new environment.

Over the years, Londonist DMC has grown from a small start-up to an award-winning organisation providing accommodation to thousands of students from across the globe. What makes this achievement even more impressive is that Asim built his company from the ground up, drawing from his own experiences as an international student arriving in the UK with very little. Londonist DMC has not only revolutionised student accommodation by offering flexible tenancies but also set new standards for service quality, technology integration, and student support.

Beyond his business success, Asim is a person of great generosity and integrity. His charitable efforts extend far beyond the student sector, as he actively engages in initiatives that support disadvantaged individuals and communities. Whether through financial contributions, mentorship, or advocacy, Asim has consistently used his platform to help others. His commitment to social responsibility is reflected in the company culture he has developed at Londonist DMC, where student well-being and community engagement are top priorities.

While Londonist's partnership with Oxford continued to grow over the years, outside of this Asim and I have also become friends. We both arrived in the UK as international students with no support and little to our names, so we have much in common. In 2019, I moved to EC English, another leading language school provider.

Asim's integrity, dedication, vision and business acumen have made him a respected figure in the sector and a role model for aspiring entrepreneurs. His work has significantly contributed to the UK's reputation as a welcoming destination for international students, and his impact is felt far beyond his own business.

On a personal level, Asim is someone who genuinely cares about the people around him. He has built strong relationships within the industry through his honesty, reliability, and willingness to support others. His impact is not just seen in the success of his business but in the positive influence he has on those who work with him and the students he serves.

I fully support his nomination and sincerely hope that he receives the recognition he deserves.

Yours sincerely,



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7th January 2025

To Whom it May Concern,

It is with great enthusiasm that I extend my support for the honour nomination of Mr. Asim Erturk, whose exceptional contributions have shaped the student accommodation sector in the UK. His leadership and dedication have notably impacted this industry, elevating standards and reshaping how student living is perceived and delivered in London.

I have had the privilege of working closely with Asim through the strategic partnership between Londonist and Union Property. Over the course of our collaboration, I have been consistently impressed by his professionalism, efficiency, and unwavering commitment to excellence.

In September 2024, Asim – through his company Londonist Investments, and Union Property entered into a strategic partnership to redefine the student accommodation experience in central London. This collaboration focused on Union Property's newly launched building in Paddington, which features 357 luxurious bedrooms in a prime London location, just metres from Paddington train station and Paddington Basin. With its central location, the property provides unparalleled connectivity and convenience for students. Londonist was entrusted with nominating beds during the building's launch year, and the success of this initial collaboration was evident through high demand and outstanding student feedback. This strong foundation has developed into a multi-year agreement to secure the nomination of the entire building under Londonist's portfolio.

By seamlessly integrating convenience, connectivity, and quality, Asim has created an environment that meets the needs of international students while enhancing their overall experience.

What truly distinguishes him is his ability to develop trust and collaboration in his partnerships. The success of our partnership is a testament to his strategic mindset and ability to build relationships grounded in shared values and mutual

respect. His forward-thinking approach and dedication to addressing the growing demand for quality student housing are instrumental in reinforcing Londonist's reputation as an industry leader.

In my opinion, Asim's impact has not only made a meaningful difference to the students and partners he serves but has also elevated the standards of an entire sector. His contributions are a reflection of his passion for innovation and his commitment to making a positive impact.

For these reasons, Mr. Asim Erturk stands out as a commendable candidate for national recognition. His achievements, leadership, and dedication to excellence have made a profound and lasting impact on the student accommodation industry.

Yours faithfully,



Naresh Abrol

Director | Union Property Developments

Nicola Lutz-Collier

26 Canterbury Road

Whitstable

Kent CT5 4EY

Re: Nomination of Mr. Asim Erturk

Dear Sir/Madam,

I am writing to support the honour nomination for Mr. Asim Erturk, Founder and Managing Director of Londonist DMC, for his outstanding contributions to the student accommodation and international education sectors. Through his leadership and vision, Mr. Erturk has significantly enhanced the experiences of international students in the United Kingdom, thereby contributing to the broader economy and society.

I have known Mr. Erturk for 10 years in my capacity at StudyTravel, where I have had the pleasure of presenting him with numerous awards, including the ‘Star Service Provider Award’ at the ST Star Awards. These accolades reflect the high regard in which he is held by his industry peers and his unwavering commitment to excellence. I have also had the honour of working with his sales team in my coaching capacity at No Fluff, as he firmly believes in investing in team development.

Under Mr. Erturk’s guidance, Londonist DMC has grown from managing a modest number of rooms when he arrived in the U.K. with humble beginnings, to overseeing over 2,000 high-quality accommodations across London. He inspires me with his passion and determination to succeed. This expansion has provided international students with secure, flexible, and welcoming living environments, which are crucial for their academic success and well-being, especially when thousands of miles from home.

International students are vital to the UK’s economy, contributing a net economic benefit of £37.4 billion in the 2021/22 academic year. By ensuring these students have access to quality accommodation, Mr. Erturk plays a pivotal role in maintaining the UK’s attractiveness as a study destination, thereby supporting this substantial economic contribution.

Mr. Erturk’s commitment to his team is equally commendable. He invests in their professional development through coaching and training, fostering a dynamic and growth-oriented culture within his company. This approach not only enhances employee satisfaction but also ensures that students receive the highest standard of service.

What distinguishes Mr. Erturk is his holistic approach to business, where the well-being of students, the development of his team, and the betterment of the industry are all prioritised. His innovative strategies and dedication have set new benchmarks in the student accommodation sector, making a lasting impact on the lives of students and their families.

I firmly believe that Mr. Asim Erturk is a deserving candidate for recognition with an honour. His contributions have not only transformed an industry but have also enriched the educational experiences of countless international students in the UK.

Yours faithfully,

Nicola Lutz-Collier

Director, StudyTravel Ltd

Founder, MD, No Fluff Ltd