StudentTenant.com is an online platform catering to the HMO segment in the UK and making the lanlords of HMO fill up their apartments / properties.

Also, it is helping students find the properties in their budget and enabling sharing of apartment with other students so that it can fall within the budget constraints of the students.

It is a platform designed to bridge the gap between private landlords, letting agents, and reliable tenants. By streamlining the rental process, it ensures landlords and agents can easily find trustworthy tenants, while tenants gain access to quality housing options. The tenancies are typically long-term, ranging from a minimum of 10 months to 12 months, with the majority lasting 12 months. Most agreements align with the academic calendar, running from July to June, making it an ideal solution for student housing needs.

The platform generates its revenue from landlords, charging up to a maximum of GBP 150 per student once a tenancy agreement is successfully completed for a property or room.

Geographical Reach: StudentTenant has a strong presence and network in 8-9 cities across the UK, including **Farhan**, **Epsom**, **Chester**, **Canterbury**, **Liverpool**, **Sheffield**, **Coventry**, **Manchester**, and **Birmingham**.

Revenue Model:

1. **Success Fee:** The platform charges landlords up to GBP 150 per student upon the successful completion of a tenancy agreement for a property or room.
2. **Pay-to-List Model: StudentTenant** also operates on a pay-to-list basis, where landlords, HMO operators, and PBSA providers pay a subscription fee of GBP 500–700 per listing per year to feature their properties on the platform.

Policy on PBSA Referrals: StudentTenant strictly avoids involvement in PBSA (Purpose-Built Student Accommodation) referrals or adherence to PBSA norms in any city, maintaining its focus on private landlords and letting agents.

HMO Nomination Policy: While **StudentTenant** has never engaged in a nomination process for HMO (House in Multiple Occupation) properties, any decision to pursue such a model in the future will only be made with prior consent from the **Londonist** team.

UL scope of work with respect to Student Tenant

a. **Broadbase HMO supply and generate leads -** UL to broadbase the HMO supply for student tenant and generate leads to cater to the budgets of these HMO supply locations.

b. **No PBSA bookings-** UL to no do PBSA bookings from Student tenant, only generate leads which will get catered on HMO side supply

c. **Utilities services by Student Tenant -** Student Tennant to do the utilities services and tie its back end and provide services with some mark up to the students to enable all inclusive price of HMO (pppw)

d. **Lead generation and booking conversion in India -** UL will continue to fetch leads and convert into bookings (Referral Model) on its India business.

e. **Restrictions on nominations in London and other cities -** UL shall not take up nominations in London and wherever Uninist will be present. UL can take noms after mutual agreement with Londonist in other cities

In summary, UL's primary role is to generate leads for HMO supply, while Student Tenant handles utilities services and provides an all-inclusive price to students. UL will also continue to generate leads and convert bookings in India, with certain restrictions on nominations in London and other cities.

UL India Scope of work with Uninist

a. Uninist and UL shall continue to work at arms length distance and ensure compliances including data privacy laws

University Living India referral business scope.

The referral business scope for UL india is as follows

1. **Horizontal Expansion**: UL plans to expand its referral business model horizontally, which means it will increase its reach and presence across different regions and cities.

2. **Non-Financial and Asset-Lite Strategy**: In the UK, UL's strategy for norms has always been non-financial and asset-lite. This approach allows UL to focus on higher targets for providers without taking on significant financial risks. However, UL will only implement norms after receiving confirmation from Londonist.

3. **No Hard Norms in Uninist Presence Cities**: UL will not take hard norms in any cities where Uninist has a presence. This suggests that UL is cautious about entering into agreements that may involve strict financial or operational commitments in areas where Uninist is already operating.

4. **Soft Norms with Non-Financial Liability**: UL will continue to take soft norms, which have non-financial liability. This approach enables UL to support providers in achieving their target numbers without exposing itself to significant financial risks.

5. **Referral Business in UK Cities**: UL is currently operating its referral business in approximately 80 UK cities. This indicates a significant presence and reach in the UK market.

Overall, UL India's referral business scope is focused on expanding its presence, supporting providers in achieving their targets, and managing risks through non-financial and asset-lite strategies.