STUDENT HOUSING CONSULTANCY LTD
EMAIL | hi@studenthousingconsultancy.com
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PHONE | +44 (0)788 0038 788

Dear Umang,

It was great to sit down with you recently to discuss potential ways of working together. It has been good to start the relationship by showing that we can deliver on contracts with Citi View Paddington.

The simplest way of starting to work together is to work on a retained basis where I can cover multiple workstreams and offer strategic advisory to the company. As principal consultant, this arrangement allows me to focus on key areas that need attention in order to fulfill the business goals. I will quickly understand where the business is up to and how I can add value to the relevant workstreams.

As a consultancy, we always ensure that we fully understand the businesses we're working with before discussing clients with our network or effectively representing them through association. This will normally take place after an introductory period where we review the business strategy and look to implement and manage relevant workstreams agreed with each client. In this way we are then able to add value and ensure that our strategic visions are aligned rather than being an 'introducer'.

I am confident you'll see the return on investment in a short space of time. The first step to this is to agree the contract length and remuneration based on day-rate consultancy.

If you have any further questions or you would like to fine tune this proposal further then please do let me know. I'm always happy to look at a different scope of work if required. I look forward to hearing from you.

Best regards

Dan Smith
Managing Director
Student Housing Consultancy Ltd

STUDENT HOUSING CONSULTANCY
OPERATIONS & ASSET MANAGEMENT

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Strategic Consultancy

Our strategic consultancy assists and guides our clients to deliver growth, scale and best practice through ongoing project management and advisory. We help our clients to fill knowledge and resource gaps in the PBSA sector.

Our consultants have a minimum of 8 years experience in the student accommodation industry undertaking various roles. We work in half-day blocks of time with regards to projects but we are also on hand for ad-hoc requirements on the time allocated to you on a monthly basis. By working flexibly with you and your team we ensure that we are on hand when you need us most.

How do we deliver this?

From initial discussions we feel that we could help Londonist in three key areas:

1. **Strategic Advisory**

Strategic advisory comes as standard when working on a retained basis. As principal consultant I will be on hand for regular and ad-hoc meetings or strategy sessions. Retained consultancy allows me to work closely with the directors or senior leaders to drive the company forward.

2. **Positioning and 'Go to market' strategy**

The outcome of initial strategy sessions and involvement in key meetings early in the retained contracted period allows me to feed into existing strategy with a fresh perspective. This may involve identifying new opportunities, enhancing the current business plan and strategy or simply ensuring that I am aligned with the current business plan.

I will either feed into the existing plan documents or provide a SWOT analysis and recommendations report based on these meetings and our research into the area. This will then inform the key priorities that we take into the business development phase.

3. **Business Development and Outreach**

Leveraging my network, profile and experience, we will aim to deliver growth through strategic partnerships and contracts. Business development will involve a combination of thought leadership, brand representation (as strategic advisor), direct outreach, meetings, event representation (agreed in advance) and strategic business development input.

Through retained consultancy, Student Housing Consultancy will guide, assist and deliver the relevant work streams working with the existing management team. This will be a mixture of in-person and remote consultancy and a half day in-person discovery session with the senior team then in person or remote as required.

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Time

20 hours per month. (4/5 hour blocks)

Investment

1. **LTIP Contract**

LTIP - We accept consultancy on long term incentive plans which can be linked to acquisitions, disposals, company performance and project success. An LTIP can reduce the consultancy day rate charged (depending on the consultant). In this case it can involve a percentage of agreed contracts.

2% of revenue from sourced contracts would allow for a consultancy rate discount depending on the total contract duration as per the below.

12 month contract - £2875 + VAT per month

If you have an alternative LTIP or day rate proposal then get in touch.

Travel expenses are excluded from the day rate and should be agreed at least 30 days in advance.

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About Student Housing Consultancy



Student Housing Consultancy was founded by Dan Smith after nearly a decade in the student accommodation sector. Dan has assembled an experienced team who can help operators, investors, developers, universities and industry partners navigate challenges in the student accommodation industry worldwide.

Dan spent several years as Managing Director of award-winning student accommodation operator, Nido Student Livingwhere he was responsible for the acquisition, development and management of 5000+ student housing beds throughout the UK and Europe. Working alongside private equity and institutional investors including Round Hill Capital, Starwood, KKR, TPG and other funds, Dan grew the team at Nido from 6 people to a team of 100+ in less than 18 months.

Following this, Dan spent the next two years at student housing marketplace Unilodgers where he launched the company in the US following success in the UK and Australia, increasing the bed supply to 1.5 million before setting up Student Housing Consultancy Ltd in response to the rising demand for experienced PBSA consultants.

Student Housing Consultancy ltd has now expanded to cover consultancy across the entire lifecycle of a student accommodation asset or portfolio. Our expert team is a cost-effective solution to knowledge and skills gaps. We can be integrated into work streams and projects through ad-hoc consultancy, interim management, projects and retained consultancy contracts.

We're ready to help and we have the knowledge and experience to help you succeed.

Our clients: