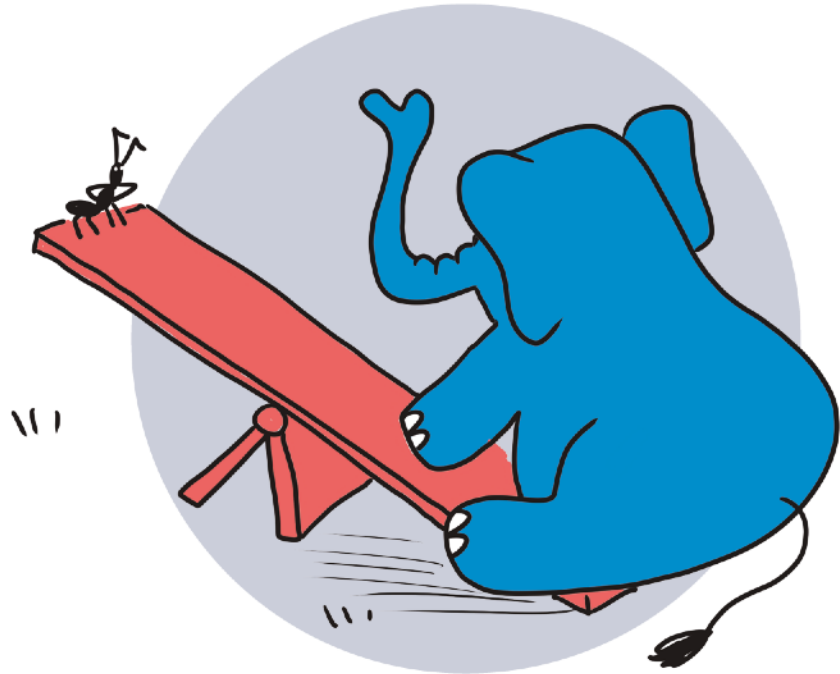


The Ant and the Elephant

How proptech and BTR must cooperate to progress



Jess Glover

MARKETS AND
PROPOSITION DIRECTOR

ASK4

Specialist managed Internet services at the heart of build-to-rent communities.

Live. Work. Connected.

Enabling people to live life
and work productively.

> 330,000
customers



12
countries



ASK4

Trusted by...

MODA



GREYSTAR

realstar group

dandara



RIDGE

goodstone

VervLife®

WAY OF LIFE

ila

Sector partners:

homeviews

WiredScore

What do we mean by proptech

“ There are a lot of platforms to consider [...] and when you add up that tech stack, if they can't talk to each other well enough, you need a full-time role dedicated to gaining the efficiencies. **There is no 'one stop shop'**

KATHERINE ROSE, MANAGING DIRECTOR, VERVLIFE

ASK4



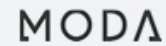


ASK4

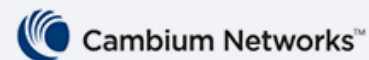
IN PARTNERSHIP WITH



CONTRIBUTING ORGANISATIONS



SUPPORTED BY





The proptech entrepreneur...

Agile, nimble, numerous

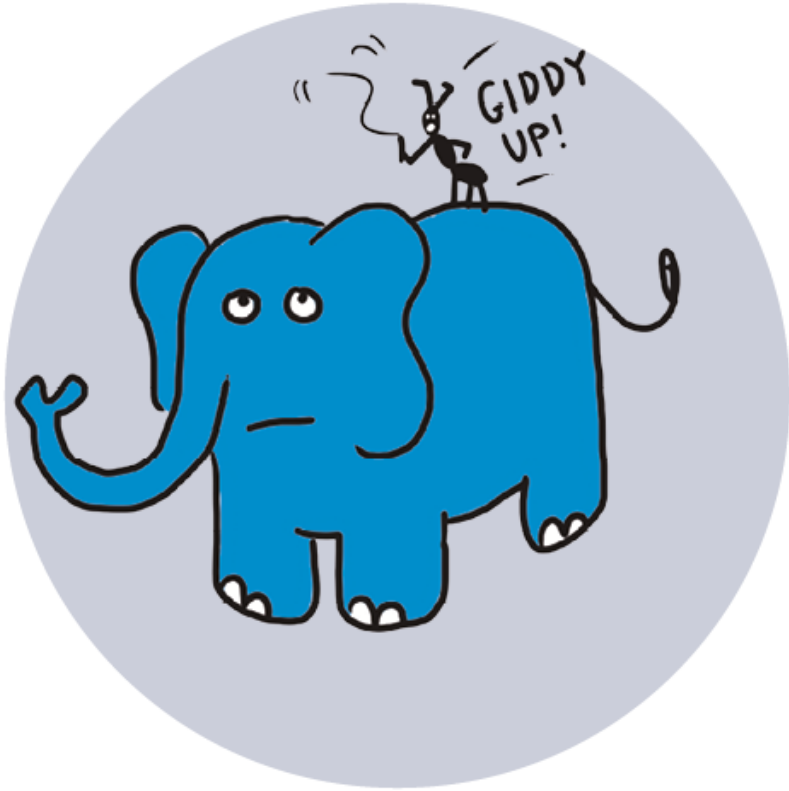
- Constant need to generate / find sources of cash for development and survival
- Launches solutions while still testing
- Agile and will change direction quickly based on market feedback
- Makes money by selling hardware or SaaS to maximise recurring income
- Needs high income multiplier
- Risk takers to innovate and iterate

BTR owners and operators...

Large, slow moving, few

- Works with conservative capital
- Follows tested procedure to minimize uncertainty and disruption
- Slow to change direction - needs stability and consistency
- Makes money by minimising asset and operational expenditure
- Works on low margins
- Risk averse (and often bitten before by fast moving, bright ideas)

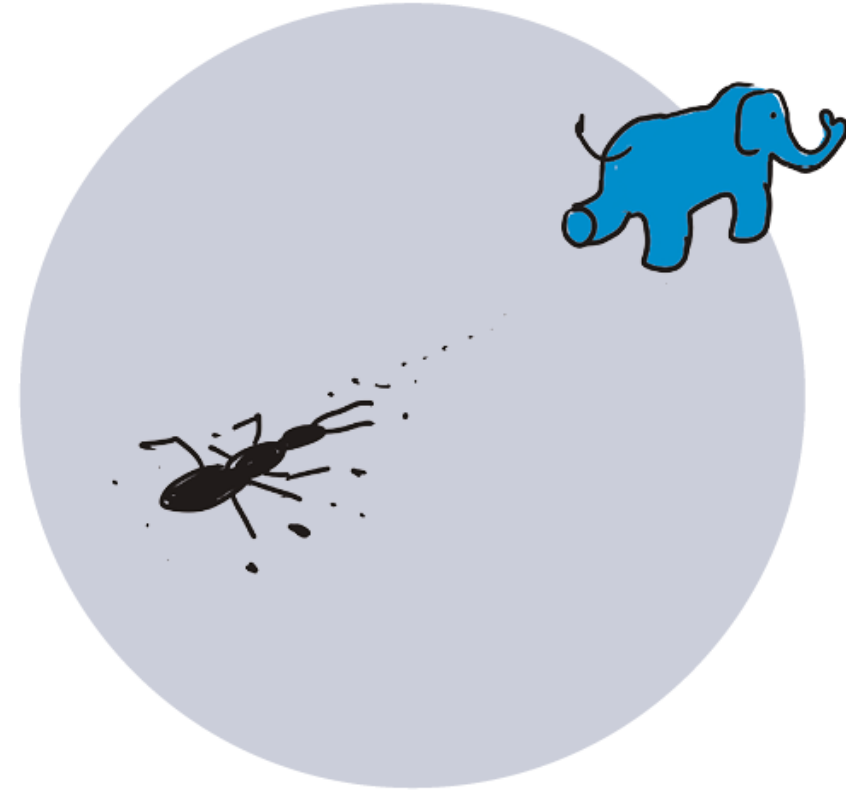
Tensions



Slow to procure and deploy



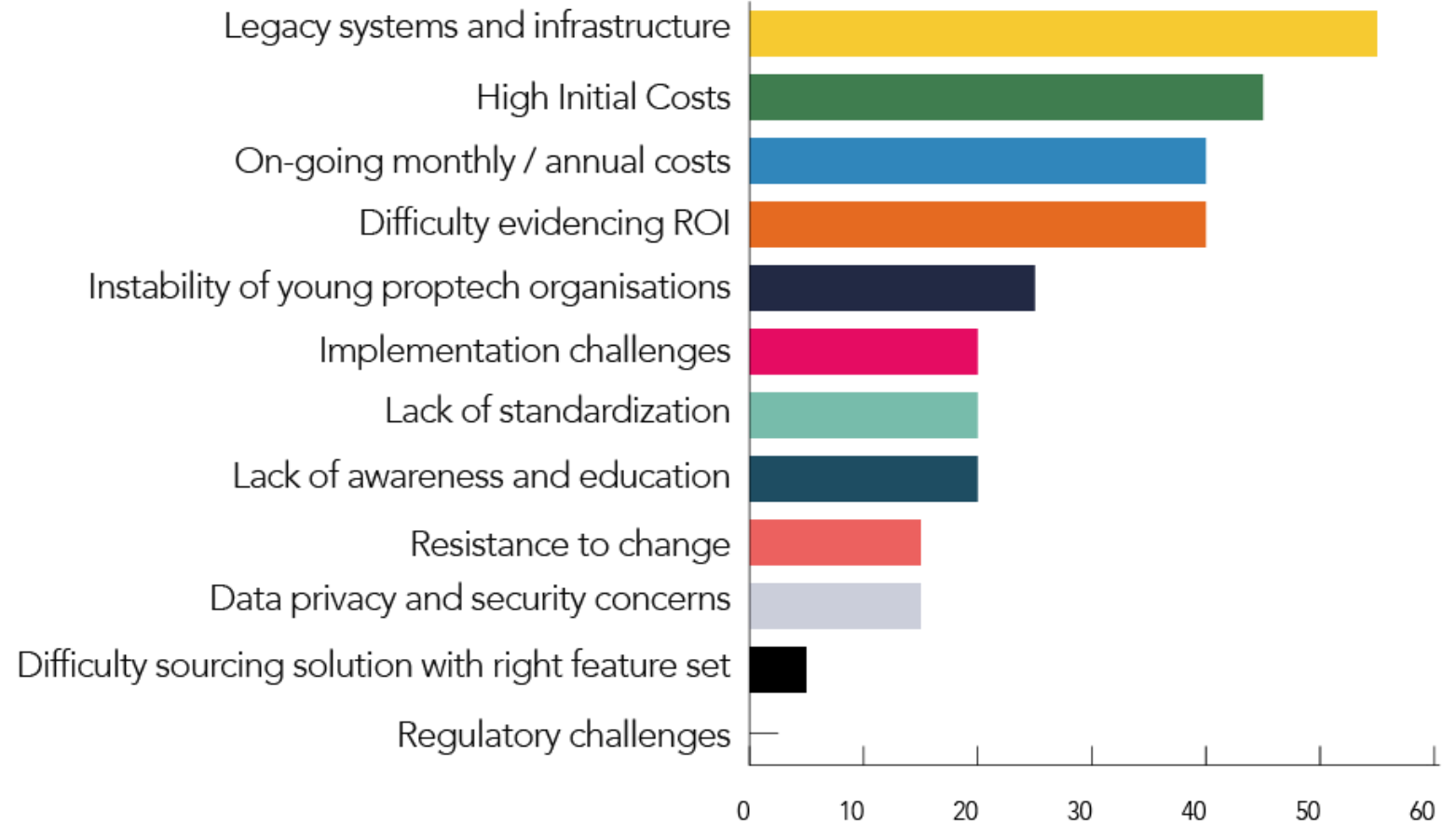
Competing financial objectives



Previous experience of failed implementations

Real ROI

What do you see as being the biggest barriers to proptech adoption for your organization?



Panel Discussion



Jess Glover
AND PROPOSITION
DIRECTOR, ASK4



Katherine Rose
MANAGING DIRECTOR,
VERVLIFE



Sam Smith
DIRECTOR OF OPERATIONS
AND LEASING, DANDARA
LIVING



Mandisa Khabo
TECHNICAL DIRECTOR,
INTERNATIONAL
DEVELOPMENT &
OPERATIONS, GREYSTAR



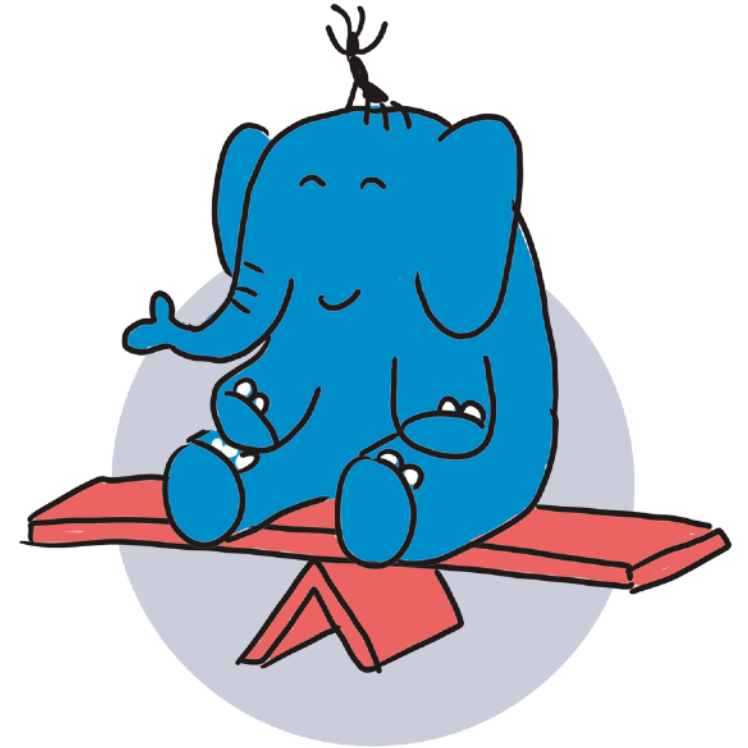
Takeaways

The proptech entrepreneur...

- Address the barriers
- Invest in stakeholder management and customer support
- Contribute to standardisation and aggregation

BTR owners and operators...

- Invest in your strategy
- Consider who owns responsibility
- Collaborate within the sector and with tech partners





ask4.com/whitepaper



Glenn Wilkinson



Micha Fell



Toni Waites



Karry Mattock

ASK4

Supporting people to be connected - enabling them to live life and work productively.