

# Prime Living

2018



STUDENT MANAGEMENT PLAN

# TABLE OF CONTENTS



- 1. Introduction**
- 2. Management**
- 3. Moving-in process**
- 4. Operations**
- 5. Maintenance**
- 6. Health & Safety**
- 7. SmartKey system**
- 8. Moving-out process**
- 9. Conclusion**

# Interiors



# Introduction

Prime Living AB is a market leader in the PBSA sector in Sweden and is currently operating and managing 1300 apartments spread across 5 key cities in Sweden. The company will be seeking to bring the same high-quality product, management standards and procedures that have brought the company success to date to this project in Dublin and the wider Irish market.

The given site is in Sandyford, South Dublin on a plot of land that is approximately two acres in size. The scheme envisages two seven-floor buildings and is surrounded by large office spaces, retail facilities and modern apartment blocks. Students will be living in a thriving area catering to both residential and commercial groups in a highly desirable part of South Dublin.

In total, this scheme will comprise of 706 units (817 beds). The design incorporates the popular cluster floor model and students will be sharing their communal areas and kitchen spaces together. Each corridor will share these given facilities.

This allows students to engage fully in the co-living concept and exposes the students to a very social living experience.

One corner of the block, facing towards Blackthorn Road will incorporate a cafe, gym and bike storage facilities in order to cater to the student's convenience and overall experience throughout their tenancy.

# Introduction

In addition to this, a range of sizes of rooms and prices to match are envisaged, and this provides further flexibility to individual students and their budgets. Coupled with a highly desirable location in South Dublin, this scheme is therefore likely to draw a wide range of students from across the spectrum.

This will be a major draw for Irish students from outside Dublin and those from overseas countries, and the management standards and practices will be adopted to cater to this wide range of students, with different budgets and requirements to match.

The scheme will primarily target the largest universities in Dublin. This includes the nearby UCD campus, which has a student population of 33000. Trinity College Dublin, with a student population of 16000 will also be targeted, as this is a University that can be reached directly via the LUAS green line service from a station opposite the site.

The scheme will also be able to service students at nearby colleges and campuses in the South Co Dublin area. The location therefore serves as an important factor, given that it offers not only a safe destinations for students, but also reliable and efficient transport services to key institutions.

# Introduction

We aim to set high standards not only in terms of management and services, but also in maintaining a modern housing complex to benefit the students and also the wider community, employing the good neighbour policy at all times. We will act as a good neighbour, seek to minimise any issues and infringements within the local area.

We will seek to boost the Sandyford area by creating this vibrant space and in terms of bringing a new residential community which will bring new life to the wider area and a new large consumer group to the local traders in the area.

The scheme thus seeks to bring a vibrant residential community as well as a range of benefits flowing from this to the local community.

## **SUMMER MONTHS LETS:**

Another important feature in this project is the summer-lets that will allow the vast overseas student population visiting during the summer months to take up accommodations during their time studying in Dublin. The scheme will help to alleviate the pressure for these visiting students and free up much needed space in Dublin's rental market during these crucial summer months.

# Management

Prime Living will provide top-rate management of the building and the management team will be on hand to assist students in settling in to their accommodations, provide support and guidance throughout each calendar year.

For many students this will be their first time living away from home and a dedicated and professional team will incorporate this fact into daily procedures and work in order to ensure that students enjoy a smooth and comfortable transition to life living away from home.

The management team will seek to promote an inclusive and diversified mixture of students in the various cluster floors. Ages, years of study, and a consideration and mix of overseas and local students will all be factors in determining living arrangements in each floor of the building.

At the very heart of this scheme lies the concept of a living community and the management staff will do their utmost to ensure that a friendly, comfortable and supportive community feel exists throughout buildings across the calendar year.

Continuous improvements, updates and reviews of management practices will be implemented in order to ensure that students receive and continue receive the highest possible form of service and care at all times. Management will liaise with maintenance and security staff to ensure that the buildings, facilities and overall security meets all current statutory requirements at all times.

# Management

Prime Living Ireland will incorporate the same high-quality management standards that have been implemented on a successful basis in the Swedish market to date. This management style will ensure that the product provides the students with an overall positive experience during their time as residents.

The company will directly employ a dedicated management and maintenance team that will be on site and on-hand to ensure that residents receive the highest possible standard care and services. Both teams will be carefully selected and managed by the Prime Living AB HR department.

Management staff will ensure that there is high degree of customer satisfaction and that a positive relationship between landlord and students remains intact at all times. The operation will be underpinned by the strong principles governing hospitality management, ensuring the highest possible standard are maintained throughout the calendar year.

Management and maintenance staff will be readily available to residents from the moving-in stage, throughout the tenancy and right up until the moving-out stage. The communications will take place primarily via emails sendouts, an App system and through other traditional forms.



## Moving-in Process

Once the student's University admission has been verified by certified documentation, the tenancy contracts signed and approved and deposits lodged in the accounts, each student then receives the keys and an information pack explaining the moving-in procedure steps and timeframes that apply for their individual rooms and corridors.

Each student is then made aware of the terms of the tenancy contract, the local rules and regulations governing the resident during the tenancy period by way of an electronic document. This includes the important code of conduct rules that each resident will abide by throughout the length of the stay.

Students are also issued with information relating to the buildings, their facilities, security and also the wider local area in terms of transport services, local offerings in terms of services and shops.

During the moving-in process, a dedicated team will be on-hand to ensure that students receive a warm welcome, are well-informed about all matters relating to the process, have all their queries and wider issues handled in a professional manner, and ensure a smooth and timely inflow of students in various groupings and at set times in order to avoid any large crowds and delays.

## Moving-in Process

Staff will be on-hand to ensure that there is a minimum amount of disruption to the local area in terms of traffic congestion, noise and wider cases of disturbances.

Staff will also ensure that all new residents are thoroughly informed of the information regarding the health and safety regulations, fire safety and evacuation procedures, security measures, communications and the wider code of conduct expected whilst residents remain students. All this information will also be readily available to students in their given information packs during the moving-in process at the start of the tenancy.

Residents will be given information regarding the company's app function, which will serve as an important form of communication throughout the tenancy period. The management and maintenance staff will be able to communicate with individual students and groups of students directly via this tool.

Residents will be shown how this app works, its key functions and terms of usage during the moving-in process and this will help to ensure that residents and management maintain a reliable and solid line of communications during the tenancy tenure.

# Student housing management

## 1387 apartments under management from 2018-Q1

- ✓ Stockholm 291 apts.
- ✓ Lund 200 apts.
- ✓ Karlstad 140 apts.
- ✓ Malmö 548 apts.
- ✓ Gothenburg 208 apts.

## Real estate system from Momentum™ automates notifications and rental flows

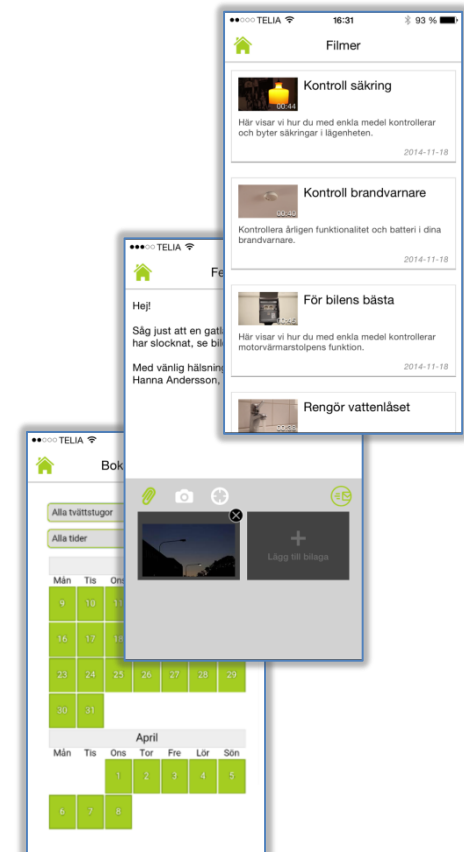
### Student app

- ✓ Communication
- ✓ Reporting
- ✓ Laundry room booking

### Active student housing landlord

### Cooperation with municipality Housing Agencies for letting

- ✓ Students assigned from housing queue
- ✓ Less administration
- ✓ Good-will



# Operations

Management staff will retain a strong presence on-site throughout the calendar year. Staff will be on hand to deal with all queries that students have and handle all matters of complaints, in particular any issues relating to the enjoyment of the apartments.

Management staff will work closely with the maintenance team members in order to ensure that the residents receive the best possible care and service in order for them to experience the maximum amount of enjoyment and usage of their accommodations and the wider areas on the site during the course of their stays.

In addition to a dedicated team of management and maintenance staff on-site, security personnel will also be present to ensure that residents, their accommodation and belongings remain safe and secure at all times. Security personnel will liaise closely with the management staff to ensure that all matters are dealt with in a professional and swift manner, ensuring the safety of students.

Residents will be instructed as to how they go about communicating any security-related issues to members of staff and this will be dealt in tandem by management and security staff at regular intervals during the year.

# Operations and Maintenance

The maintenance team plays an important role throughout the calendar year in terms of ensuring that all internal and external fixtures are held to the highest standards possible. This includes the maintenance of the apartment interiors and all fixtures, appliances, and plumbing.

In addition, maintenance work also includes the maintaining of the landscaping, surrounding areas, courtyards and parking zones on the site. A key ingredient in the maintenance of room standards during the year and at the end of each tenancy is the taking of a deposit payment. This ensures that any potential damage repair costs can be offset against this sum.

## **SMART APP SYSTEM:**

Communicating clearly with students at all times during the tenancy tenure and during maintenance works and inspections is a crucial part of the management strategy in order for students stay well-informed about any current works taking place.

Maintenance staff will notify residents before entering their individual rooms and this will also be a key function of the app communication service, whereby residents can communicate directly with management and maintenance staff regarding matters concerning the apartments and the wider community.

# Operations and Maintenance

Inspections will take at the end of each individual tenancy agreement. Maintenance staff will make a thorough investigation and document the standards and comment on any damage and repairs that need to be taken into account. Management staff will communicate any such issues to the individual student and be informed of any potential sums being drawn from the deposit lodged in the individual's account.

Residents will be informed of the importance of maintaining the apartment and living spaces in the same standard as which they found it. Students are welcome to attend the inspections if they wish to do so.

Should additional cleaning be required, then the management team reserves the right to draw monies from deposits to pay external cleaning firms to provide this service.

Residents will be informed of these important rules and procedures during the moving-in process and will also be informed once more once the tenancy draws to a close and the tenancy agreement has come to an end.

In addition, residents will be notified at all times when an inspection is due, when maintenance staff will enter their individual room and living areas. Communicating in this form is a key priority throughout the year.

# Operations and Maintenance

Examples of the maintenance services that are included in the cost of rent: repairing of all kitchen appliances, (cooker, fridge, freezer) servicing and adjustment of water faucets, troubleshooting and repairs of electrical equipments (sockets) drain and sewer cleaning, repairing and replacing of locks and locking materials, sealing and adjusting of all the doors and windows in each given apartment.

Maintenance team members carry out thorough checks of the grounds and building structures on a continuous basis. All issues, large and small are reported back to management and is logged in a database system. Communications with students regarding the servicing, updates, timeframes are also continuously performed.

In addition to this, management and maintenance staff will liaise with each other in order to ensure that there is daily rubbish removal taking place on the site and also that the wider waste and recycling management is taken care to a high standard. An external waste management company ensures that regular waste control and recycling takes place on a weekly basis throughout the calendar year. Staff will make use of past data and liaise with the company to ensure a steady routine satisfying optimal levels emerges throughout the year. The lowest possible impact on the community in terms of waste will be a top priority.

# Operations and Maintenance

All communal areas and stairwells will be cleaned on a regular basis by an outsourced specialist cleaning firm. This will only encompass the wider areas outside of the resident's living quarters and individual rooms. Residents will be advised on a continuous basis to keep these areas clean and maintained to a good standard at all times. Routine inspections of these areas by management and maintenance staff will take at regular intervals throughout the year.

At the moving-out process stage, students will be crucially informed to conduct a deep clean of all floors, windows, appliances, bathrooms and kitchens areas before moving-out. Following this, inspections will take place.

## **ANTI-SOCIAL BEHAVIOUR:**

Management staff will deal with all matters and complaints of anti-social behaviour that takes place. Staff will reserve the right and ability to issue verbal and written warnings, fines and even terminate tenancy agreements in severe cases. Residents will be able to learn of all the code and conduct rules on their first day of taking up the tenancy, and management will be able to intervene should there be noise complaints and other disturbances that are flagged by fellow residents or the wider residential and commercial community.



## Health and Safety

All buildings will comply with the regulations set out in the Buildings Control (Amendment) Regulations. The accommodations and wider buildings and areas will incorporate all the fire safety and security measures required for compliance under current Irish legislation.

All independent testing and implementation of fire safety equipment will be completed by independent professional firms. All buildings will undergo thorough testing and assessment in relation to the requirements set out by all Health and Safety legislation governing this area prior to occupation and at any such times as demanded by law.

Routine inspections and testing will take place throughout the calendar year in order to ensure that standards are maintained to the given required thresholds.

The accommodations, stairwells and corridors are all part of this inspection and testing process and will be maintained accordingly at all times. Management staff will maintain comprehensive records of all testings, standards and liaise with independent professionals in this field at regular intervals throughout the calendar years. The safety and well-being of the students is of paramount importance and will be a top priority across the staff spectrum.

## Smart Key System

Prime Living will partner with CERTEGO AB, an electronic key system company based in Sweden. This system allows for a very swift handling and registering of new keys with the help of an online database system. This database provides a very important function as it helps to regulate the registering of keys and allows staff to regulate all the given areas that the keys are attached to.

Management can regulate the access that is permitted by each individual key, meaning that areas such as laundry facilities, communal areas etc can easily be administered via this online database system.

This smart key system allows for added security for both the student and landlord alike given that lost keys can very easily be de-activated in a moment via this electronic registration tool. Communication from the student in question and a short registration process is all that is required. It minimises the amount of risk associated with lost keys where potential intruders can enter into individual rooms and common areas.

The security team will liaise with the management in order to ensure a smooth operation of handling this smart key system to the benefit of all residents.

## Moving-out Process

Management staff will ensure that the moving-out process will be held to the same high standard as the moving-in process. There will be an efficient flow of students vacating their apartments at the end of the academic year. Students give notice of surrendering their leases and this will be registered electronically in an online database, triggering the end of the lease. Maintenance and management staff will then liaise with each other and ensure that communications with individual residents take place in order to ensure that they are informed of the procedures and the timeframes involved.

Management staff liaise with maintenance team members regarding the inspection of the rooms. Any damage suffered during the course of the tenancy will be duly referenced.

Management and maintenance staff will work in tandem to ensure that any damage, repair or costs requirements are communicated to the vacating student and registered correctly.

Students may be present during the inspections of conditions during this moving-out process if they so wish.

The key focus in this part of the tenancy tenure is thus two-fold. 1) Ensuring that a smooth flow of vacating students and 2) A thorough inspection of the rooms is conducted.

## Conclusion

The goal of this housing scheme is to provide a comprehensive and high-quality accommodation offering to the vast Dublin student population. The scheme will help to alleviate pressure on students seeking accommodation in the very competitive and limited rental sector in Co Dublin.

A fully committed and highly professional management team will ensure that students receive the best possible care and service throughout their tenancy tenure. For many students this will be their first living away from home and the team will do their utmost to ensure that students feel apart of an integrated and living community in which they can thrive and prosper.

By providing a professionally managed facility backed by a reliable security team, students will be guaranteed a high-quality scheme in a safe and secure area that provides excellent amenities and transport services across Dublin.

A living and thriving community spirit is what is being sought in the Sandyford project. We are seeking to ensure that students are able to enjoy their time as students, make maximum use of the facilities on hand, make lasting friendships and provide a solid base for them throughout their years of study.