

crm students

delivering sustainable value from student accommodation assets



providing
immediate
access to scale
and scope
for our clients...



total management service
for asset owners

- project management
- design consultancy
- specification consultancy
- M&E review
- contract administration
- value engineering
- planning consultancy
- university nomination & referral consultancy
- project mobilisation
- financial analysis & review
- appraisal for site acquisition
- market analysis and positioning
- marketing & sales planning
- lettings management
- online bookings system
- health & safety management
- best-value procurement
- client accounting
- HR management
- management of IT services
- on-going university liaison
- tenant management
- life cycle costing
- operations turnaround
- disposal consultancy

expert management
for expert investors

passion.
focus.
success.



proven track record and market leadership

CRM is a former division of Savills focused on managing the residential assets of corporate and institutional investors and has a 15 year track record in successfully delivering client objectives. CRM became independent five years ago following a management buy-out and its student accommodation management division has become the UK's leading independent manager of purpose-built student accommodation.

delivering asset value by caring for students and universities

Our clients tell us that the passion and focus of CRM is what differentiates us in the market. Our focus on caring for students and the universities and colleges they attend is core to our philosophy. The large expert infrastructure we have put in place of systems, policies, procedures, knowledge, and people, enables us to deliver our philosophy in a way that creates maximum and sustainable value to our clients.

Our client approach is one of partnership and shared objectives, offering our clients full support from the very beginning of the journey to ensure we create an asset that generates growing long term operating returns and maximum capital values on periodic valuations and exit.

passion.
focus.
success.



from concept to
successful operation -
reassurance from experience

CRM Students has advised in over one hundred and fifty different student schemes, often using very different designs and technologies, and so CRM have an unparalleled breadth of experience and focus on this sector. Our clients benefit from the reassurance that decisions taken at each stage of a project are grounded on real experience - investments of this scale are too important to approach in any other way.

Our dedicated team supports clients from the concept stage of a student development, ensuring design, layout, facilities, amenities, plant, marketing and product are tailored to achieve a successful live operation through which the needs of our tenants, university partners, and key stakeholders are met. The outcome delivers optimum value for our clients.

passion.
focus.
success.



enhancing the student experience

Our philosophy is founded on caring for our students; they are our primary customer and understanding their complex needs is why our operations are so successful. We work very hard to make sure that our sites are not seen as institutions; they are seen as homes. We achieve this by nurturing mutual respect between our on-site management teams and our tenants. CRM have a unique reputation in ensuring success through our focus on responsibly caring for students.

maximising return on investment

Our philosophy and approach help us to successfully deliver an optimum return on investment. On existing schemes, the CRM team ensure a continuous focus on increasing value throughout the operations; growing income on a sustainable basis and ensuring best value and innovation in procurement, systems and processes. On new schemes, by working in partnership in the development phase, CRM are able to increase the value built into a student accommodation site. From refining layouts and technical equipment, to suggestions on the most suitable internal fittings and furnishings based on our experience of buildings and customers.

crm play a key role in
maintaining high profits over time,

because a key element of our management is a

quest to constantly refine and improve schemes

in
order to
deliver ongoing competitive
advantage.



access to group
infrastructure services -
without the overhead

Over the past few years CRM has considerably increased investment in its central systems infrastructure, technology and services; from procurement, expert health & safety management systems, financial systems & control processes, on-line booking & payment systems, group marketing, etc. This infrastructure is immediately at the disposal of all our clients and is delivered to each site through a networked solution to ensure even the smallest site has the full central resource available to it, and access to the economies of scale and scope that the group offers.

For instance, the CRM facilities and marketing management systems enable sites to cope with the mass arrival and departure of students, vast peaks and troughs in booking and payment activities, issuing of tenancy papers and inventory and deposit processing to comply with TDS legislation. The facilities systems enable our central, regional, and local support teams to view all financial transactions, purchase orders, and health and safety tasks both on-site and remotely. Our control processes ensure we can also deliver the financial stringency and accountability required by corporate investors and fund managers.

our client
approach
is one of
partnership
and
shared
objectives



keeping the
project on track

Our RICS qualified advisors will liaise with your appointed contractor, monitoring progress against the time line and carrying out site surveys and inspections to supervise cost control and specification achievement at all stages of the build.

Moreover, our team of experts has access to group procurement for a large number of products and services, leveraged by our considerable purchasing power enabling greater cost savings. At completion, our technical services provide full handover support to ensure that the building is completed to your satisfaction and handed over with all the required information in place.

Once the building is complete CRM will assist in transforming the construction into a functioning asset, helping to install the necessary services and facilities to make the scheme a live site. Our extensive experience in student accommodation put us at the forefront of this type of service.

Where local services and products are sourced, practices to achieve best value, quality and prices are delivered to our clients; overseen by our Director of Facilities Management to ensure the highest standards are met at all times.



have a

unique reputation
in ensuring the

success

of these partnerships through our

focus

on responsibly caring for students...



internal and external audit

In addition to our self-regulating policies, procedures and systems, CRM operate two levels of detailed operations audit, in addition to financial review and inspection. CRM are regulated by the Royal Institute of Chartered Surveyors and members of the ANUK code of standards for larger student developments. All our sites are subject to a twice yearly site audit covering all aspects through from health & safety to tenant relations, these audits are reviewed and one of these is verified by inspection. The properties are also subject to external review by the code of standards to ensure each is effectively managed and employs appropriate systems and policies to deliver its service and ensure compliance.

Because of our background in client accounting our financial operations, systems and policies are audited by at least one major external accounting firm on an annual basis and our client accounts are prepared with the transparency and clarity required to make any review required by the client's own auditors straightforward.

Our
clients benefit
from
our group
marketing approach

which ensures that
their accommodation is visible
on the
web and in other relevant media



benefit from
group marketing and
on-line booking system

A major component of successfully marketing accommodation to students is being able to reach prospective tenants and parents who may be based across the UK, Europe and the world. Our clients benefit from our group marketing approach which ensures that their accommodation is visible on the web and in other relevant media and provides the appropriate information to make sure tenants can make an informed and confident purchase decision.

CRM has a forward thinking marketing division, utilising a range of marketing partners and employing the latest modern marketing techniques and new social networking media together with traditional marketing. Our clients benefit from the continuous quest for innovation and improvement in marketing and from the comfort of knowing that we understand effective marketing programmes for student accommodation.

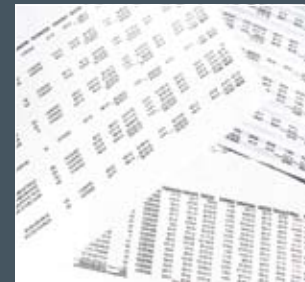
CRM Students is an established and trusted provider which reassures students, parents and universities about the quality of the service offering and care. With new sites, this also provides the comfort required to book a room that does not yet exist.

our
extensive experience

in serving the needs of
institutional investors

and
intimately understanding their financial reporting needs

offers significant benefits
to our clients



professional client
accounting

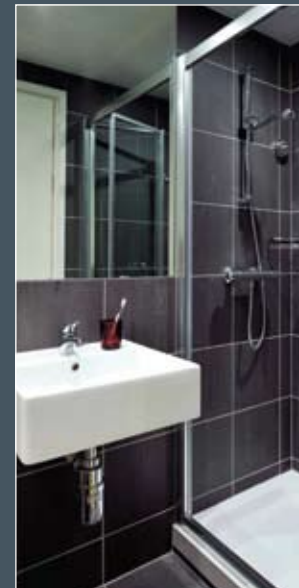
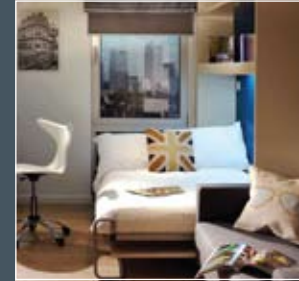
Our extensive experience in serving the needs of institutional investors and intimately understanding their financial reporting needs offers significant benefits to our clients from demonstrating compliance, to our sophisticated client accounting system providing detailed reporting, monitoring & evaluation.

Our financial systems are regularly audited and reviewed by major accounting firms and presented on an 'open book' basis; CRM is also regulated the Royal Institute of Chartered Surveyors (RICS). Moreover, all investor funds are held within ring fenced client accounts for security and transparency.

crm has the
service infrastructure

and
flexibility to tailor a solution

to address differing
client needs.



back of house services
for major portfolio owners
and universities

CRM provide back-office services to some clients who already have very large portfolios and central staff, and therefore some of the required infrastructure to effectively run a front-of-house, procurement, health & safety, and marketing operation. This entails using CRM's financial systems and process, property management software, and client accounting services as well as access to our on-line bookings system under their corporate brand. We also work with universities and provide them with access to our on-line booking, client accounting and tenant management services. CRM has the service infrastructure and flexibility to tailor a solution to address differing client needs.



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