



## Future of rentals - finding the right recipe

- 1. Rental Model Advocacy:** There is a strong belief in the potential of the rental model who sees great promise in rental schemes due to their stability and long-term prospects.
- 2. Challenges in Sector Perception:** Despite the enthusiasm for rental, there's an acknowledgment of challenges, including an image problem within the sector. Operators express frustration with the perception of senior housing as niche rather than mainstream.
- 3. Supply and Funding Obstacles:** Challenges in the rental sector include limited supply, funding difficulties, and resistance from residents who fear demographic shifts. However, there's recognition that repurposing existing care homes could provide a solution with innovative approaches.
- 4. Demographic Considerations:** Discussions highlight demographic trends and the need to adapt rental offerings to suit different age groups' needs and preferences. There's a focus on understanding the target audience to drive demand for rental properties.
- 5. Optimism and Future Prospects:** While acknowledging short-term challenges and the need for sector-wide improvements, there's overall optimism about the rental market's future. This includes increased investor interest, potential legislative changes, and a growing understanding of operational efficiencies needed for success.

