

STUDENTCROWD

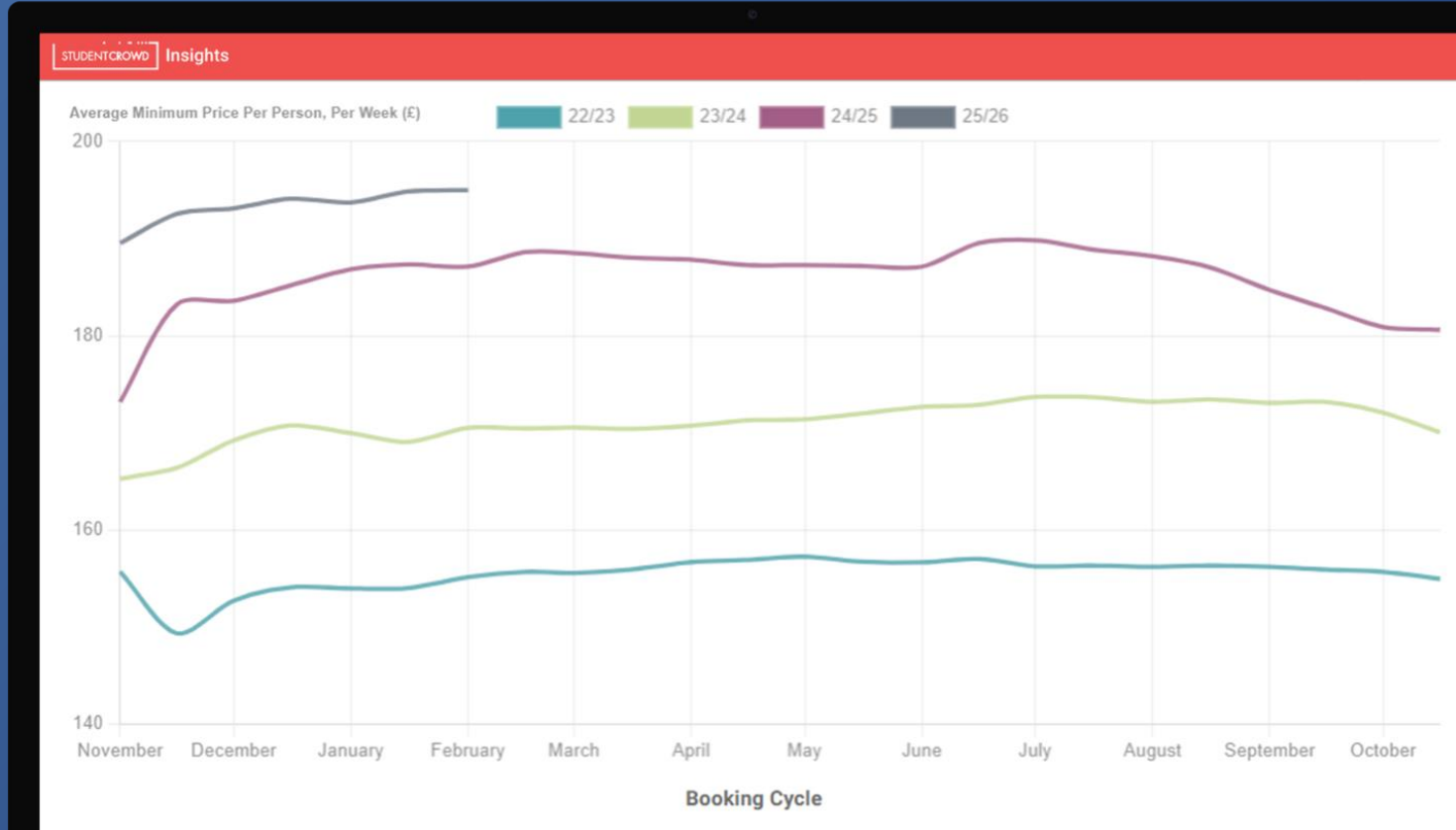
Unlocking Student Decisions in 2025

What drives intentions, choice
and experience?



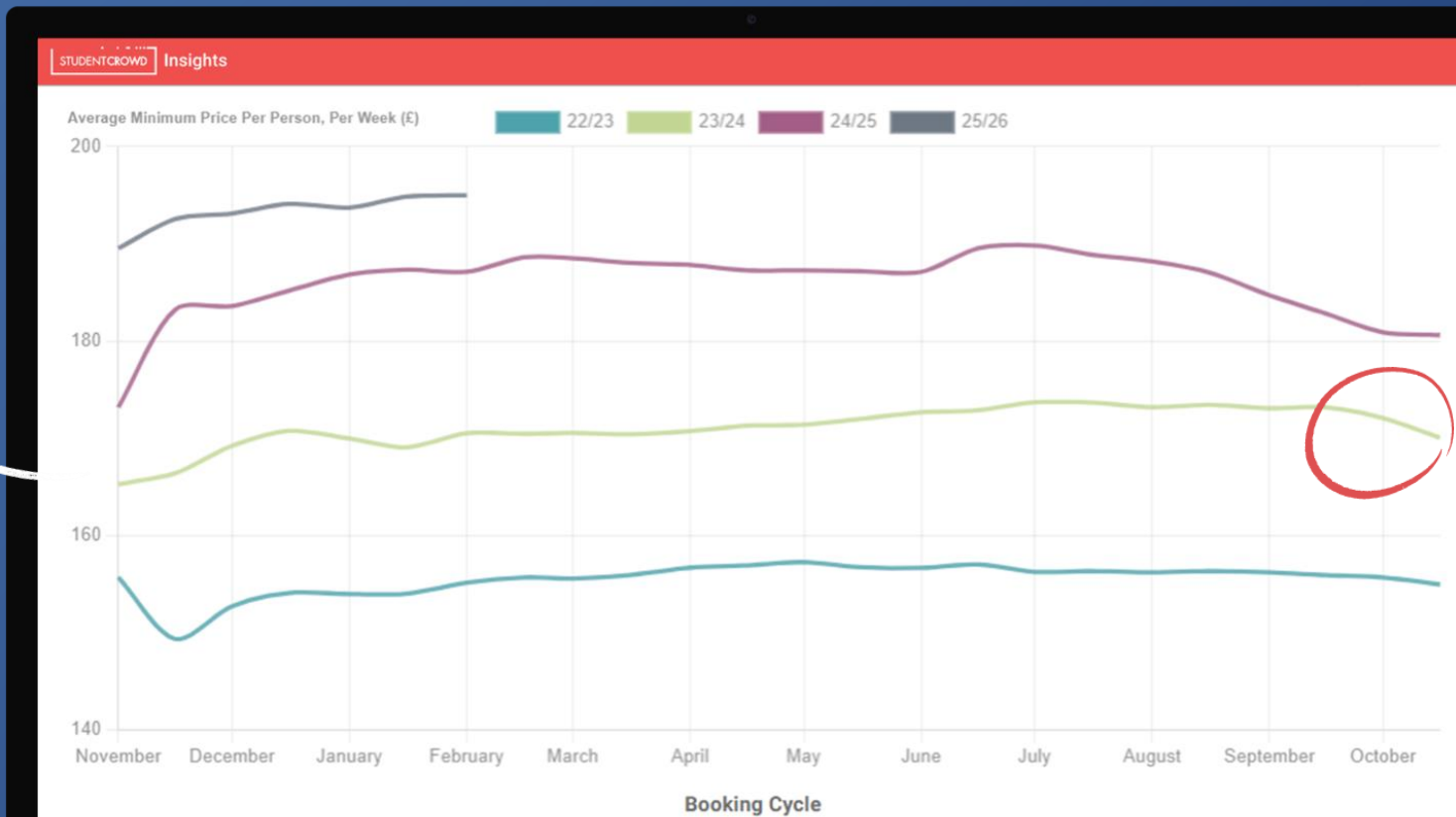
What are they finding? Rents

Largely flat →



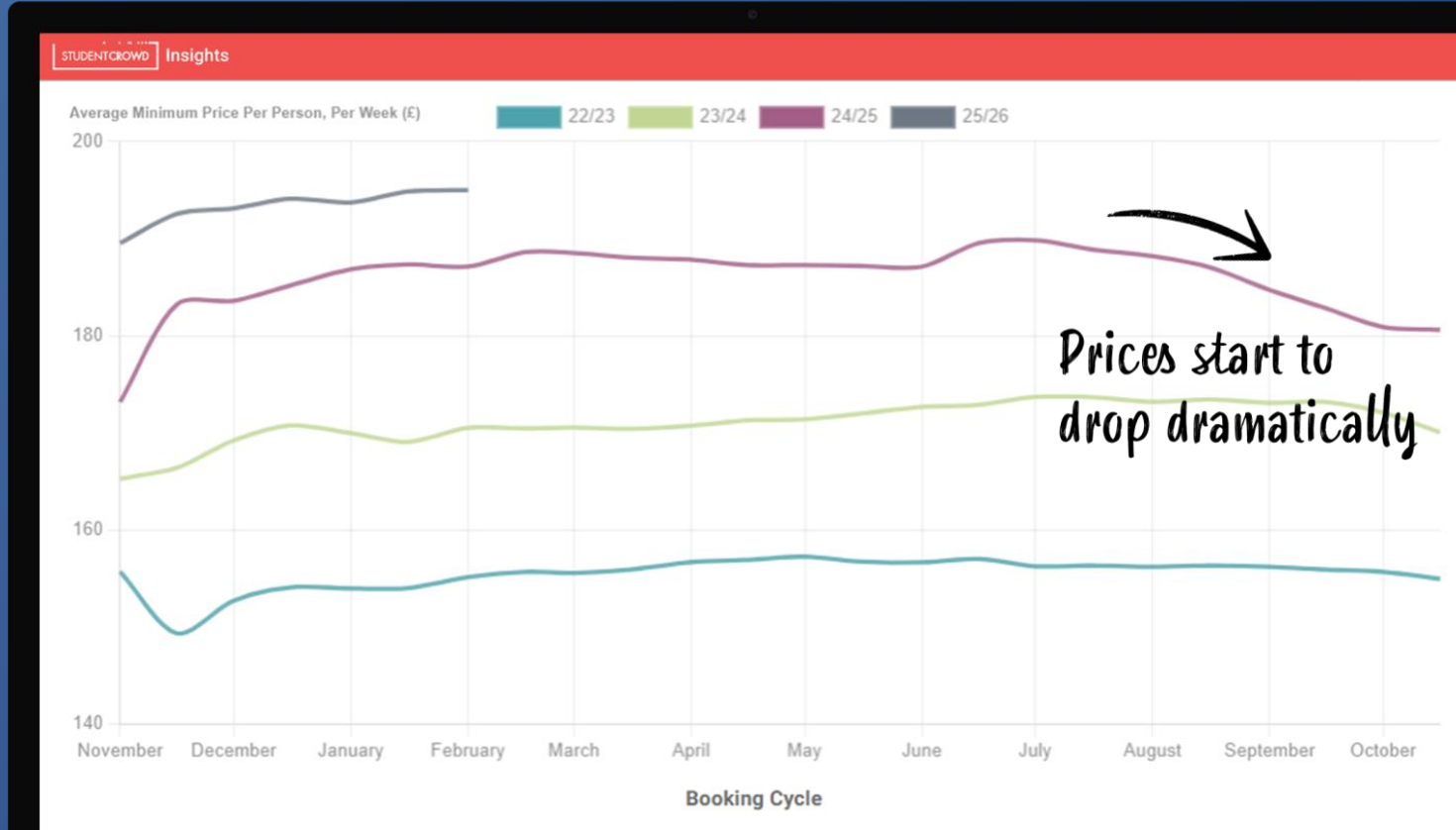
What are they finding? Rents

Largely flat,
slight dip
at the end -
international
agents release
rooms



What are they finding? Rents

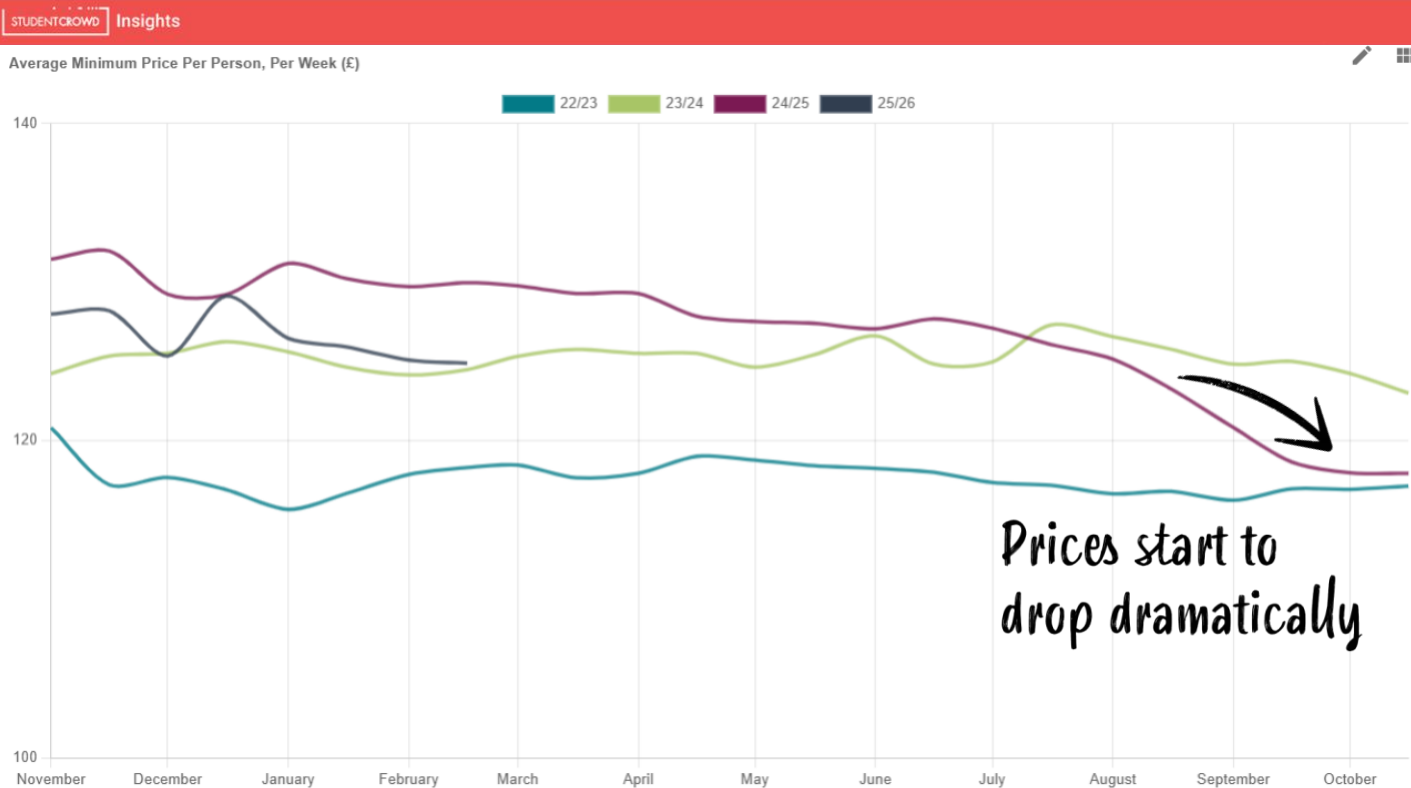
Last cycle,
bold increases



What are they finding? Rents

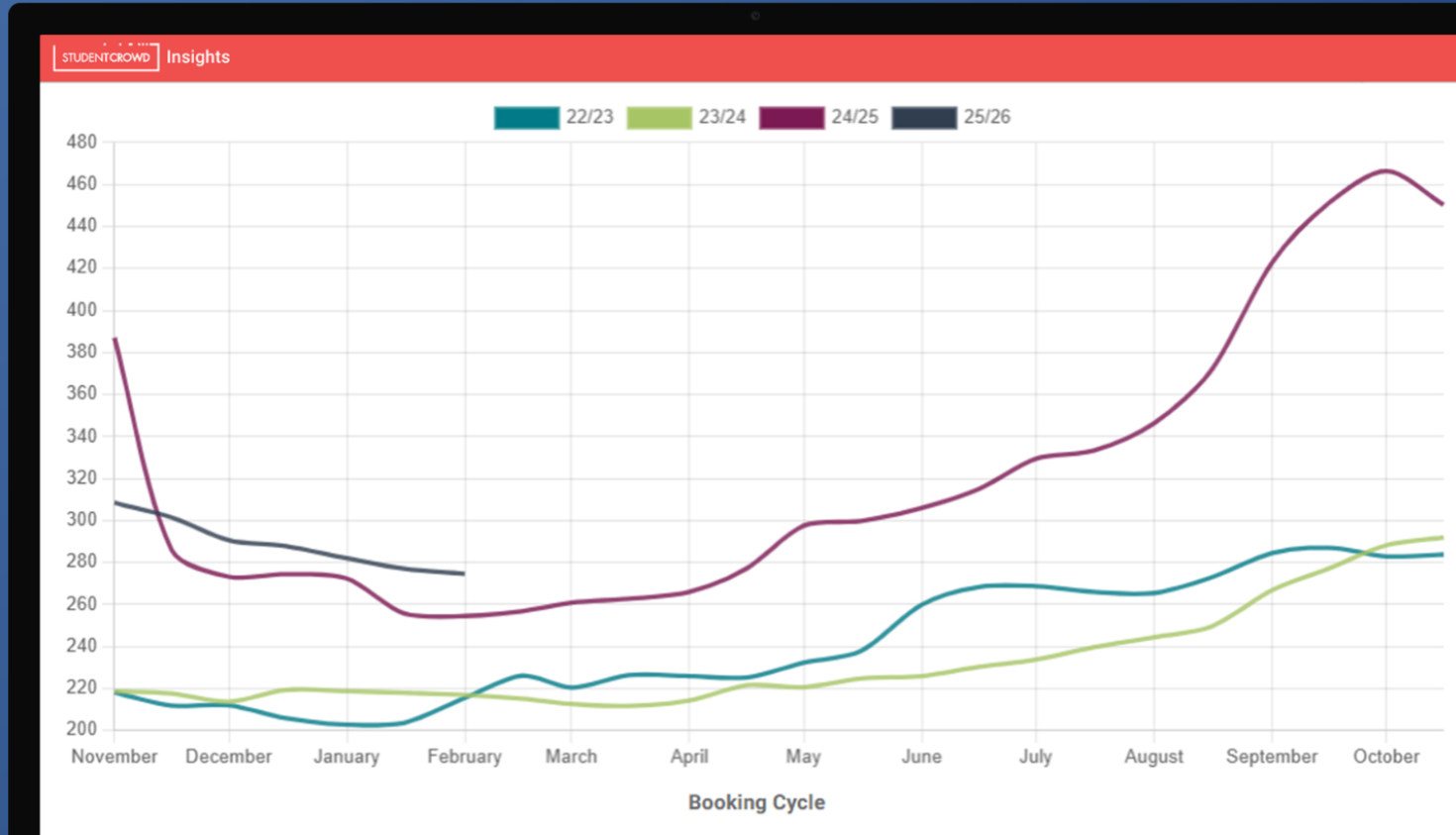
Sheffield

Last cycle,
bold increases

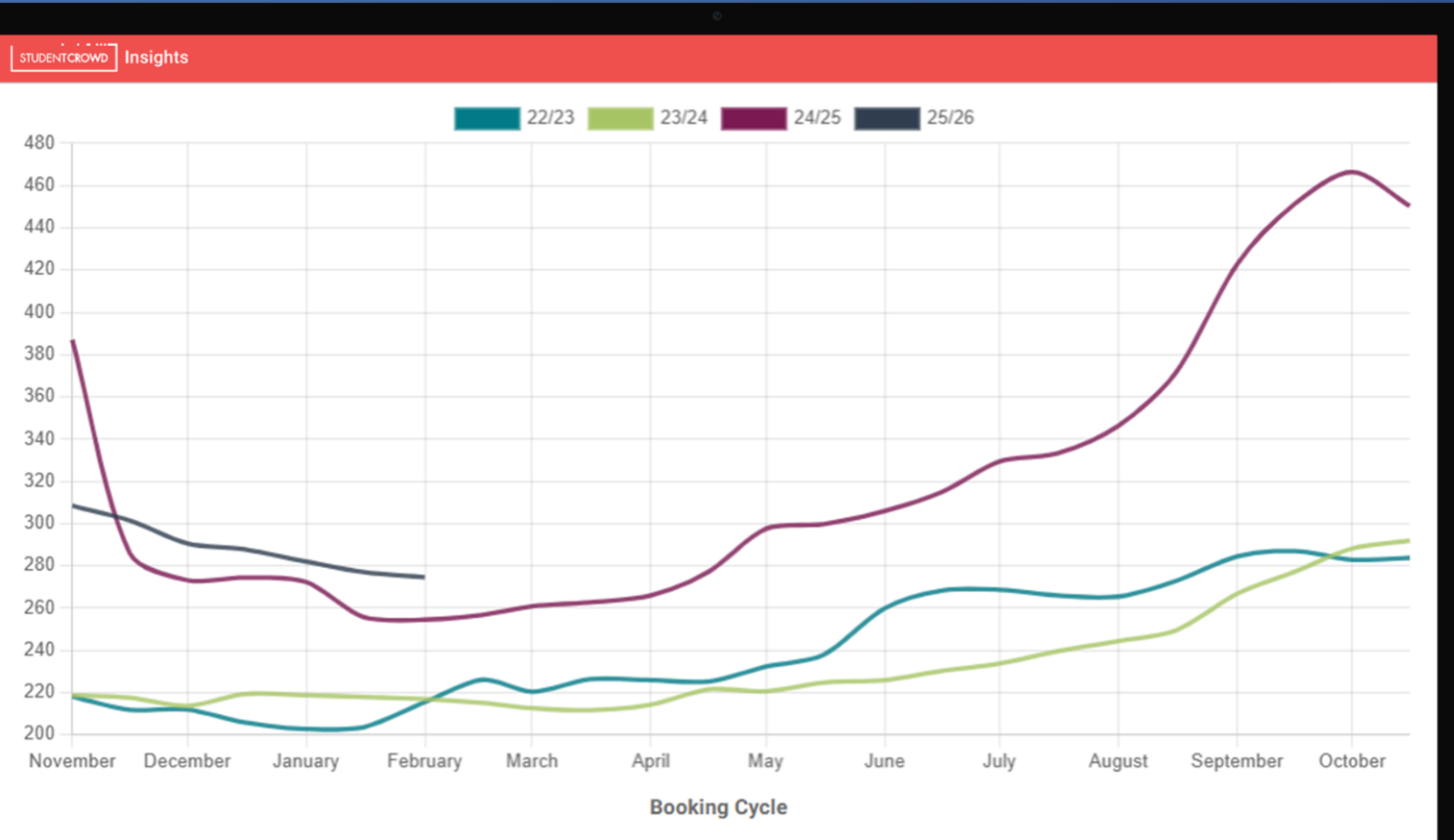


What are they finding? Incentives

Incentives for these two cycles followed a consistent pattern →



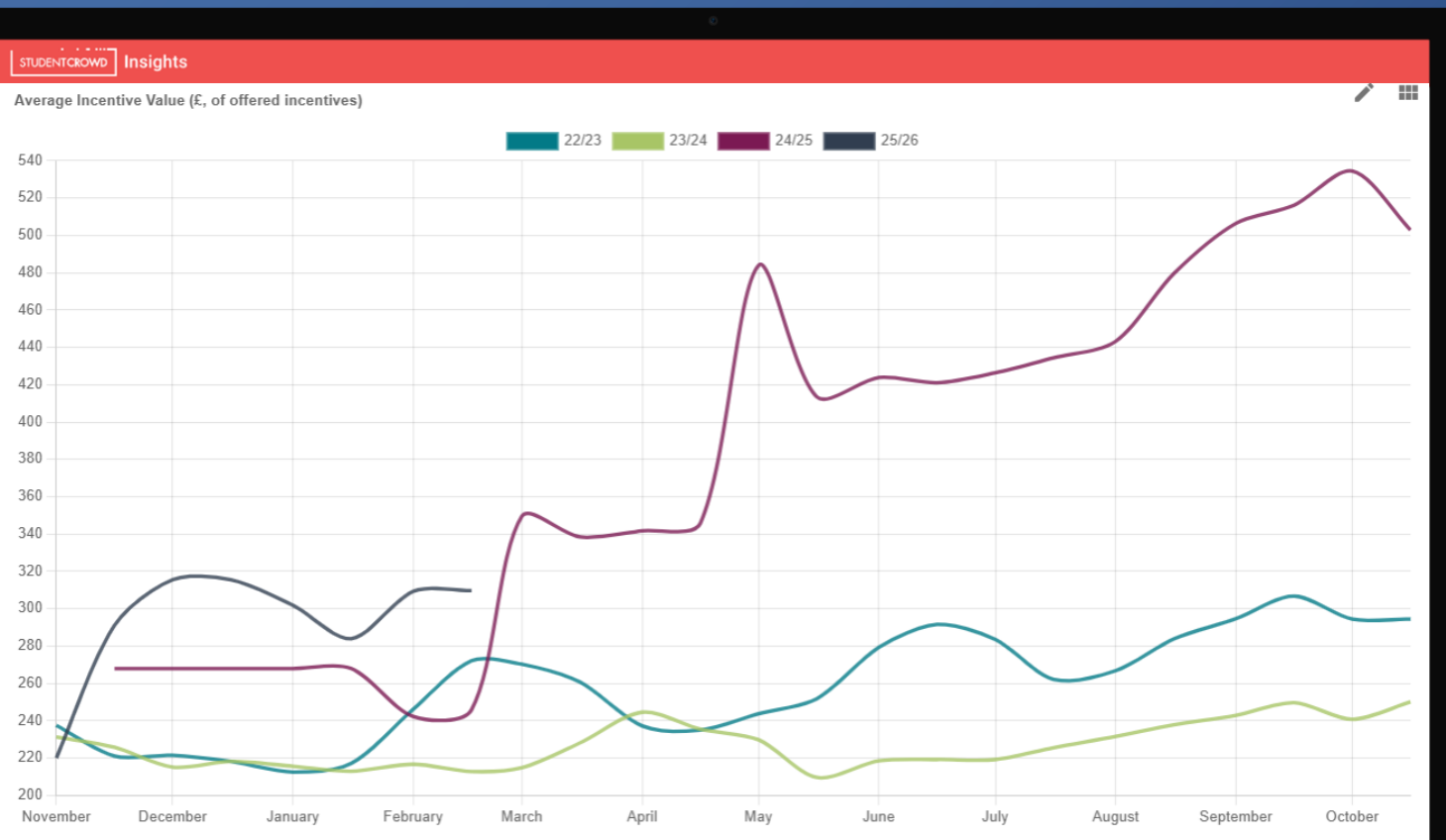
What are they finding? Incentives



← Last cycle

What are they finding? Incentives

Sheffield



← Last cycle

The student decision journey

1

Intentions:

What are students looking for?

2

Choices:

What factors drive selection?

3

Experience:

What defines satisfaction?

What are students looking for?

→ **Affordability vs. Quality:**

Students aim for the best *value* within their budget.

→ **Price Sensitivity:** Nationally, 25% of students opt for properties with a minimum advertised rent of £140 or less.

→ **Booking Timelines:** Earlier bookings for high-demand cities; last-minute deals elsewhere.

→ **Parental Influence:** Key decision-makers in funding and choice.



Intentions: Key insights

Sheffield

55%

of students seek properties under £130 per week

only
31%

of room types are available at less than £130

38%

opted for the cheapest property within their search

What is shaping selection?

- **Location:** Proximity to campus & city centre: transport links, night life, shopping.
- **Price vs. Perceived Value:** Balancing affordability with expectations.
- **Amenities & Facilities:** library/study spaces, cinema, outdoor area.
- **Reviews & Peer Influence:** Trust in student feedback and profile scores over marketing.



Choices: Key insights

27%

make value for
money their top
priority

14%

base decisions
on student
reviews

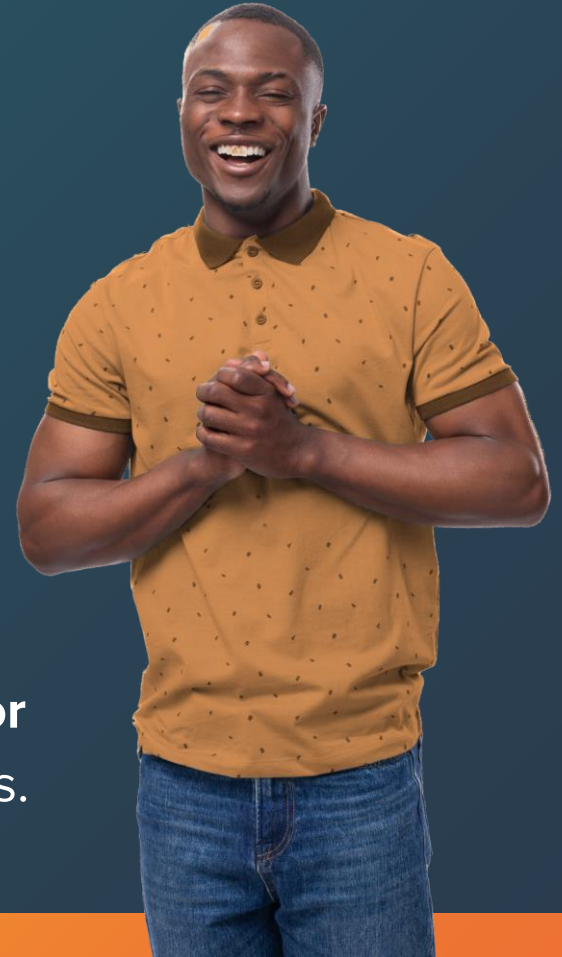
only

3%

are swayed
by incentives

What defines satisfaction?

- **People-first:** The staff team have a big impact.
- **Expectation vs. Reality:** Transparency is key.
- **Customer Service:** Rapid response to maintenance concerns impacts value score.
- **Community & Belonging:**
Events & social spaces enhance satisfaction.
- **Maintenance issues & perceptions of value for money:** Biggest pain points in negative reviews.



Experience: Key insights

11%

cite maintenance
response time as a key
satisfaction driver

By far the greatest factor:

30%

of students cited service
levels and staff as top
drivers of positive
experience

By this stage only

10%

of people describe cost as
impacting experience

The impact of reviews: Case study

Operator A invested in review generation and student engagement



Increased ROI
to **35 x**
marketing spend

Increased overall
review score to
4.5 stars



Standing out from the crowd

- **Leverage Live Data:** Monitor pricing, incentives & sentiment.
- **Differentiate Amenities:** How do you do gym, study, communal spaces differently? Offer your unique points.
- **Transparency & Trust:** Align marketing with real experience and bring in your student voice wherever possible.
- **Prioritise Student Voice:** Act on feedback in real-time.

What does this mean after today?

Refine pricing strategies

based on the type of student you will serve best and the requirements of your specific market.



Prioritise service

and maintenance response times.



Monitor market data

and be ready to adjust offerings accordingly.

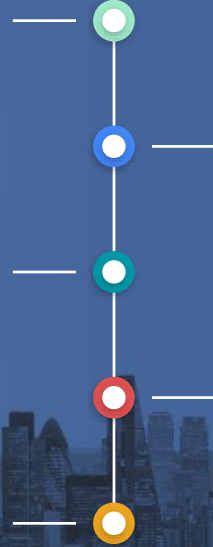


Enhance your digital presence

with student reviews and authentic views on what it's like to really live in your spaces.



Foster all aspects of **community**.



Unlock More Insights

- **Visit our stand at the break to discuss your key questions**
- **Download this presentation and bonus content here:**

