

# Build-to-Rent



**Build-to-rent (BTR) is a housing model where large residential developments are built and managed by one company, with the goal of renting the properties long-term rather than selling them. Popular in the US and UK, this model is growing in Australia due to the rising demand for high-quality, long-term rental options as a secure alternative to home ownership.**

## Key characteristics

- **Purpose built** – Properties are designed and built with renters in mind, including shared amenities and services tailored to secure, long-term rental periods.
- **Single ownership** – One company typically retains ownership of the entire building, compared to a standard apartment block where every apartment can be owned by someone different.
- **Professionally managed** – With a single long-term owner, properties are maintained to preserve value, ensuring high standards of upkeep and customer service for all tenants.
- **Long-term tenancies** – Leases longer than traditional 12-month agreements are typically available, catering to renters seeking stability without the commitment of ownership. As needs evolve, tenants can also consider moving to different apartment sizes and layouts within their building.

## Benefits



### Greater security of tenure

Longer leases and stable rental conditions offer tenants peace of mind. A streamlined application process ensures that, once qualified, apartments are typically rented on a first-come, first-served basis.



### More flexibility

Provides a great alternative to home ownership, offering a variety of apartment types and sizes suitable for different demographics, including professionals, families, and downsizers. Depending on availability, tenants may also have the opportunity to upsize or downsize their apartments as their needs evolve, without having to leave the community.



### Living in a desirable location

Often situated in desirable locations where home ownership may not be possible due to housing shortages and high property prices, BTR communities offer a great lifestyle for a set monthly rental fee.



### Community living

Shared spaces such as gyms, pools, gardens and common areas support the creation of vibrant and engaged communities. Organised events and activities for residents help foster community engagement.



### Predictable costs

While tenants typically pay higher-than-market rent, BTR communities include access to amenities and in-house maintenance services, leading to fewer unexpected costs. Operators commonly provide energy-efficient whitegoods packages and keep spares on-site, offering tenants greater convenience and helping to reduce energy consumption.



### Pet-friendly communities

BTR communities are typically pet-friendly and provide amenities such as on-site dog wash facilities.

## Build-to-rent (BTR) in Bowden

Bowden is soon to be home to South Australia's first institutional BTR development. Situated on the corner of Third and Gibson Streets with prime frontage to Bowden Park, this 240-apartment building will be purpose-built for renters and delivered by Sentinel Australia. With over 55 years of global experience in the BTR sector and fully-leased rental communities already operating in Melbourne and Perth, Sentinel will manage its Bowden BTR community through their dedicated Australian property management arm, Kinleaf.

Construction is set to begin in 2025. To stay informed about the project's progress and be the first to know when rental enquiries open:

Subscribe for email updates at [bowdenlife.com.au](http://bowdenlife.com.au)

## Typical BTR amenities

- **On-site facilities** – Swimming pool, fitness centre, communal gardens, and workspaces.
- **Security features** – Secure entry systems, CCTV, and experienced on-site staff or concierge services.
- **Social spaces** – Resident lounges, barbeque facilities, terraces, and event spaces for larger community gatherings.
- **Convenience services** – On-site property management team, pet-friendly options and amenities.

Disclaimer: The final list of common amenities and benefits will vary by individual BTR operator and are not guaranteed in any specific project.



  
**Bowden**

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**Renewal SA**  
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South Australia