



Expertise in Student Housing Research & Intelligence

COMPANY PROFILE

BONARD

ABOUT US

BONARD is a market intelligence and advisory firm for student & rental sectors

- Global data inventory
- Independent & unbiased data
- Secondary & primary research
- Mobile units collecting street-level data

4 
Offices

50 
Specialists

367 
Projects



ESOMAR
member

ESOMAR
yes member

OUR CLIENTS



AberdeenStandard
Investments



Hines

nuveen



HARRISON STREET

gec1na

GSA¹

GREYSTAR



CORESTATE
Capital

cerberus



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BONARD

OUR REACH



GLOBAL

PBSA SUPPLY

5,600+ PBSA/CO-
LIVING ASSETS

GLOBAL

STUDENT MOBILITY

OVER 8 MILLION
INTERNATIONAL
STUDENTS

GLOBAL

DEMAND

OVER 8,000
EDUCATIONAL
INSTITUTIONS



STUDENT HOUSING SERVICES

RESEARCH: AD-HOC DELIVERIES



Quick City
Scan



Full Feasibility
Report



Due Diligence/
Underwriting
Report



In-field
Surveys



Macro analyses
& Benchmarking

SOLUTIONS



Subscription



Strategic Annual
Advisory



TYPES OF RESEARCH



Quick City Scan

30 key performance indicators (a la carte selection)

Key macro-level metrics used for quick assessment of the market



Full Feasibility Report

In-depth research and data on 130 KPIs

Granular metrics & analysis

Deeper city or site feasibility assessment



Due Diligence/ Underwriting Report

200+ KPIs

Primary (in-field) and Secondary (desk) research & analysis

Full scope metrics with additional investigation on regulations, taxation, transaction volumes, foresights, and other relevant business intelligence



In-field Surveys

Primary (in-field/street-level) research – up to 20 questions

Interviews with min. 200 students/young professionals

Less than 5% error margin

Over 90% confidence level



Macro analyses & Benchmarking

Screening, analysis, ranking, research – up to 20

Selection of target countries, regions, cities or portfolios based on pre-selected suitability criteria set by a client



TYPES OF SOLUTIONS



Subscription

Instant all-year access to in-house data

120+ cities & 50+ KPIs available (more can be added to order)

Daily updated data (e.g. pipeline)

Enables sorting, filtering, exporting for market benchmark and YOY comparison

Interactive map, heat map, dashboard and PDF output formats available

Min. subscription period: 2 years (contracted)

Min. number of city subscription: 5 cities

Subscribers get preferential rates and priority timeline for any ad-hoc deliveries



Strategic Annual Advisory

Immediate access to Bonard's data & research covering 5,600+ PBSA/co-living assets and 120+ EU cities

All-year independent advisory in areas: investment, financing, product, operation, marketing, performance reporting, partners, referrals

Bonard co-living experts and researchers available for ad-hoc consultations and data requests

Bonard executives available for meetings to share expertise and views

Assigned account manager with 24h response time

Priority timelines for any data and research requests



THIRD PARTY BENEFITS

- Independent research administrator, a UNWTO Affiliate Member with individual memberships in ESOMAR World Research (increases the profile of the research and thus trust vis-à-vis survey participants)
- Internal audit (what is collected and how, under what timeframe, how the data is processed and reported, etc.)
- Questionnaire optimisation (to collect more data, more accurate data, more user-friendly, thus easier for members to share data)
- Alignment with international standards which results in higher quality and more comparable outcomes
- Ability to process various reporting formats (pdf, xls, exports, etc)
- Dedicated research team with capacity to be used during data collection (calling, verification, corrections, cleaning)
- International perspectives and comparisons which provide a destination benchmark & competitive analysis
- Access to market share globally
- User-friendly deliverables (e.g. a visually appealing annual report, pivot table/filterable MS Excel dataset, infographics, enabling better uptake by members, media, government)



EXAMPLES

OF THE WORK WE DO



SAMPLE DELIVERIES

PROJECT INFO

Snapshot of Student Housing Opportunities

TYPE
Quick City Scan

YEAR
2019



BRIEF

This delivery has provided a quick assessment of student housing opportunities in the city of Madrid. Based on the 30 key student housing indicators (incl. supply, demand, rent levels, and growth rates in the city), the macro-level metrics were provided for client to quickly dive into the local market situation and assess feasibility of the city for prospective opportunities. Quick City Scan was delivered in the form of spreadsheets and PDF infographics.



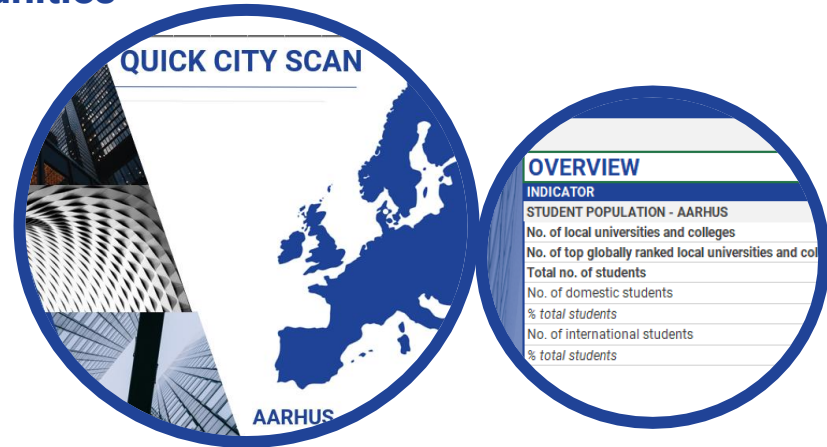
SAMPLE DELIVERIES

PROJECT INFO

Snapshot of Student Housing Opportunities

TYPE
Quick City Scan

YEAR
2019



BRIEF

Based on the 30 key student housing indicators (incl. supply, demand, rent levels, and growth rates in the city), this report has provided a quick assessment of student housing opportunities in the city of Aarhus. The macro-level metrics enabled client to quickly assess local market and its feasibility for prospective opportunities. Quick City Scan was delivered in the form of spreadsheets and PDF infographics.



SAMPLE DELIVERIES

PROJECT INFO

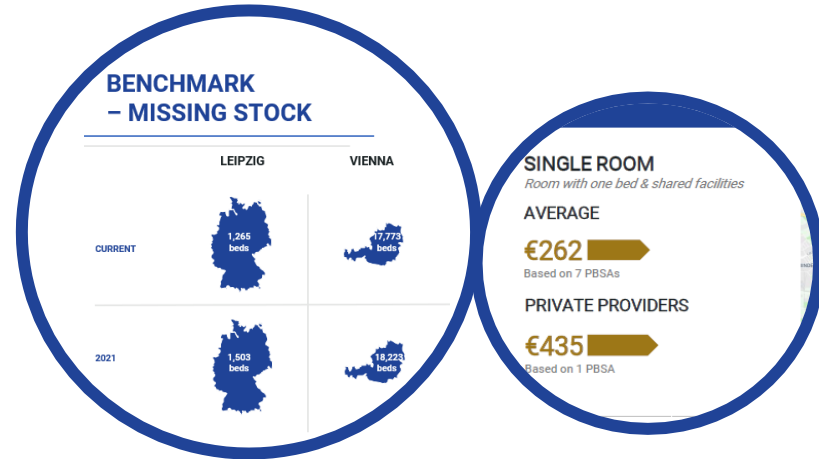
Student Housing Opportunities

TYPE
Full Feasibility Report

YEAR
2019

BRIEF

Over 130 student housing KPIs were analysed for this project to prepare a detailed analysis of German city of Leipzig to measure the city's future student housing investment opportunities. The research also included client specified site assessment in the city where the feasibility of particular plot area was measured to evaluate location and position of the prospective establishments, as well what competition is in the area. To provide such in-depth city and site feasibility assessments this project used detailed granular metrics in combination with independent analysis.



SAMPLE DELIVERIES

PROJECT INFO

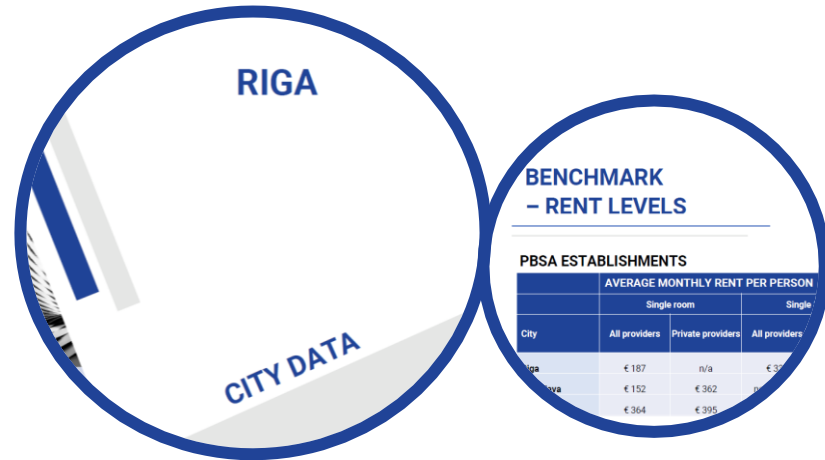
Student Housing Opportunities

TYPE
Full Feasibility Report

YEAR
2019

BRIEF

This project used over 130 student housing KPIs to prepare a detailed city analysis of the opportunities in Riga, Latvia for future student housing investment opportunities. A specific site in the city was also a subject of the research where the feasibility of particular plot area was measured to evaluate how beneficial is the location and position of the prospective client's establishments, as well what competition is in the area. Detailed granular metrics in combination with the independent analysis was used for deeper city or site feasibility assessment.



SAMPLE DELIVERIES

PROJECT INFO

Complex Research and Benchmarking

TYPE

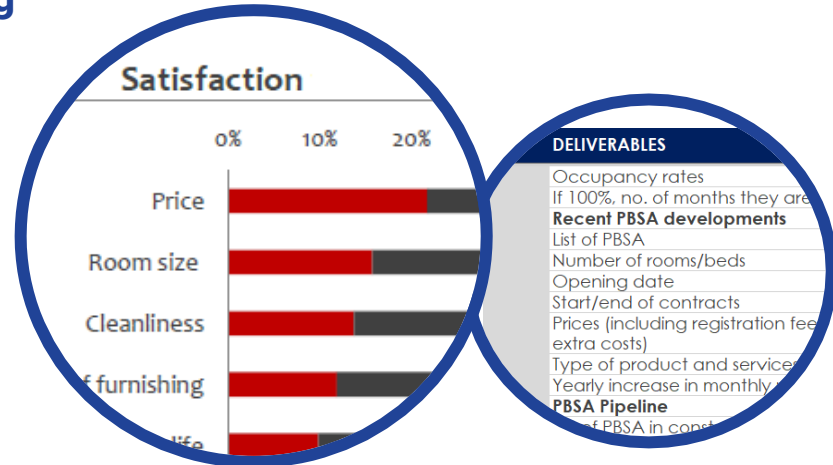
Due Diligence Report

YEAR

2017

BRIEF

A complex research exercise with over 200+ KPIs was conducted to analyse investment potential of the city of Dresden for our client in 2017. The data from the desk research was enriched with insights collected directly from students. Mobile unites in the city conducted hundreds of interviews with students on their student accommodation preferences to supply the client with first-hand data from the potential customers. A full-scale report was prepared to benchmark the student housing demand, supply, rent levels, student preferences regulations, taxation, transaction volumes, foresights, and other relevant business intelligence in Dresden and other European cities to assess an opportunity for investment.



SAMPLE DELIVERIES

PROJECT INFO

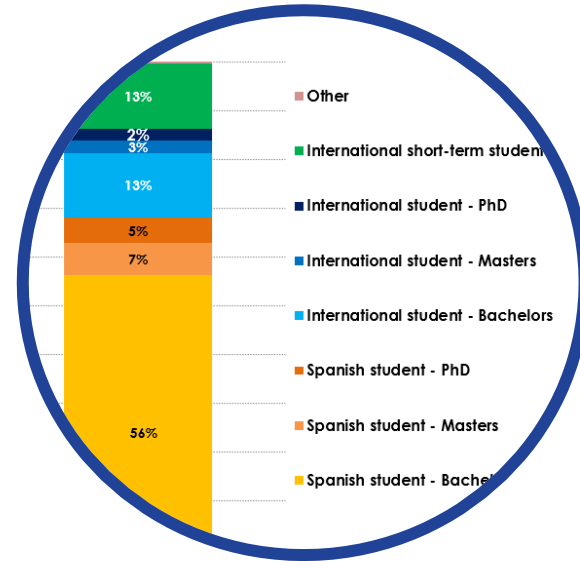
Student Accommodation Preferences

TYPE
In-field Survey

YEAR
2019

BRIEF

536 higher education students (332 domestic & 204 international students) were interviewed by the BONARD mobile unite in Madrid for this project. Street face-to-face interviews (based on questions specified by client) were conducted to establish student preferences about the prospective accommodation in the city, preferred services and facilities in a new residences as well as the acceptable rent levels.



SAMPLE DELIVERIES

PROJECT INFO

Identifying Investment Potential for 25 UK cities

TYPE

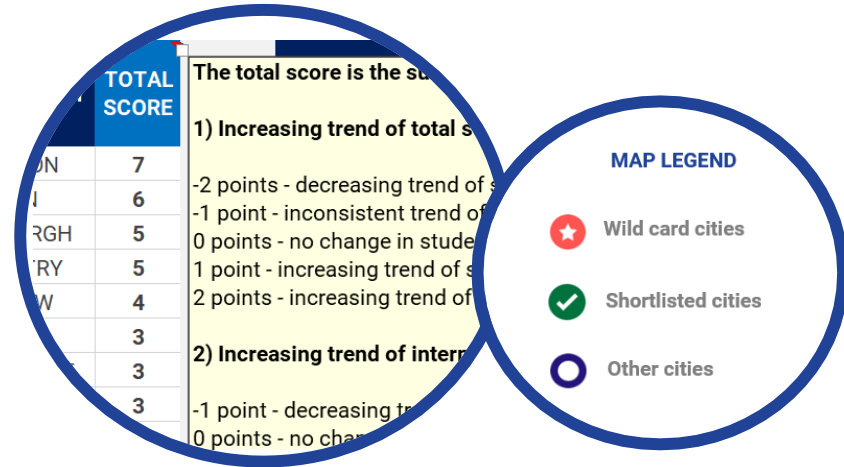
Macro Analysis & Benchmarking

YEAR

2019

BRIEF

25 UK cities with the most investment potential were identified and benchmarked on pre-selected suitability criteria to establish 5 target cities for student housing investment for our client.



SAMPLE DELIVERIES

PROJECT INFO

In-house Data on 43 European Cities

TYPE

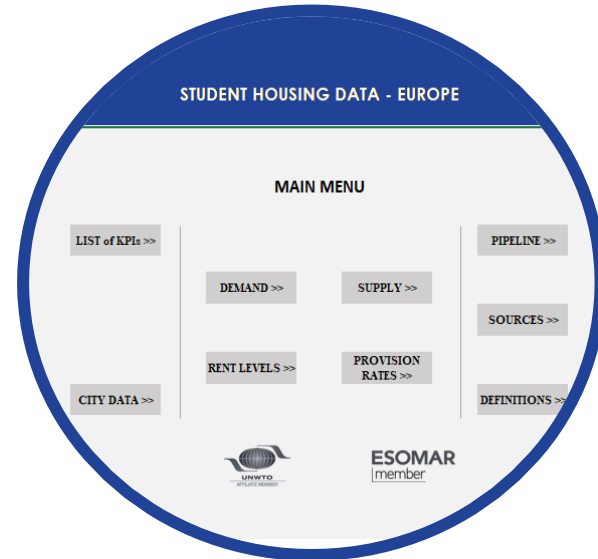
Subscription

YEAR

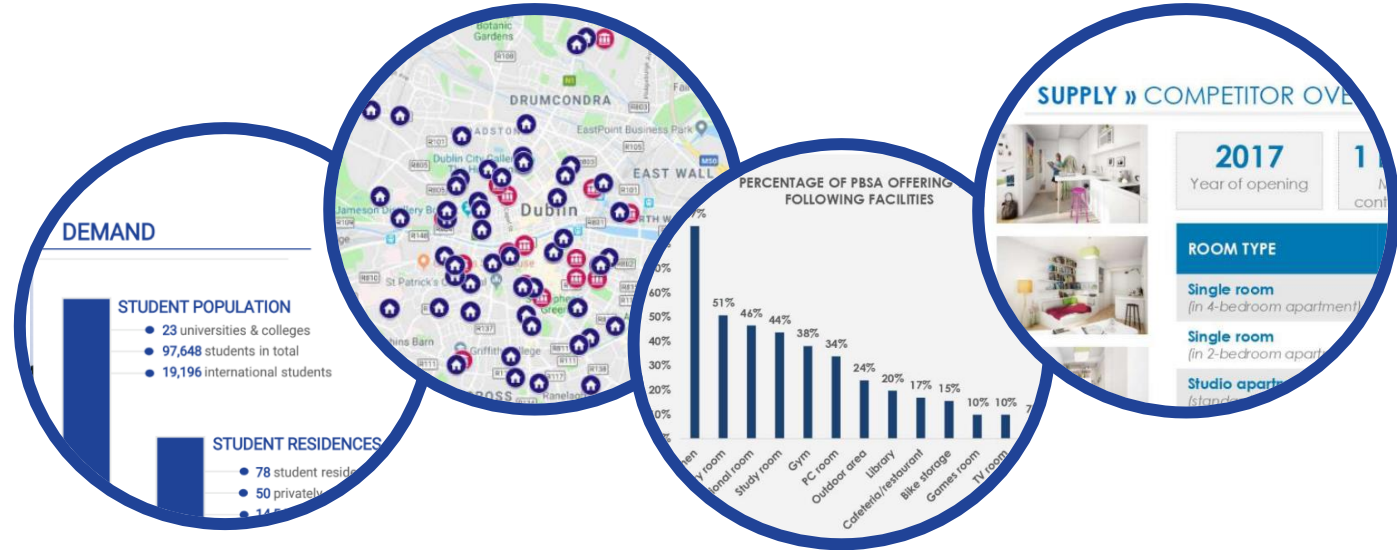
2020

BRIEF

Instant all-year access to in-house data on 43 cities across Europe was supplied for our client. Over 50 student housing KPIs per city were provided with the possibility to sort, benchmark, filter and export data for the comparison and analysis.



DOWNLOAD OUR SAMPLES



Click [here](#) to download selected samples



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