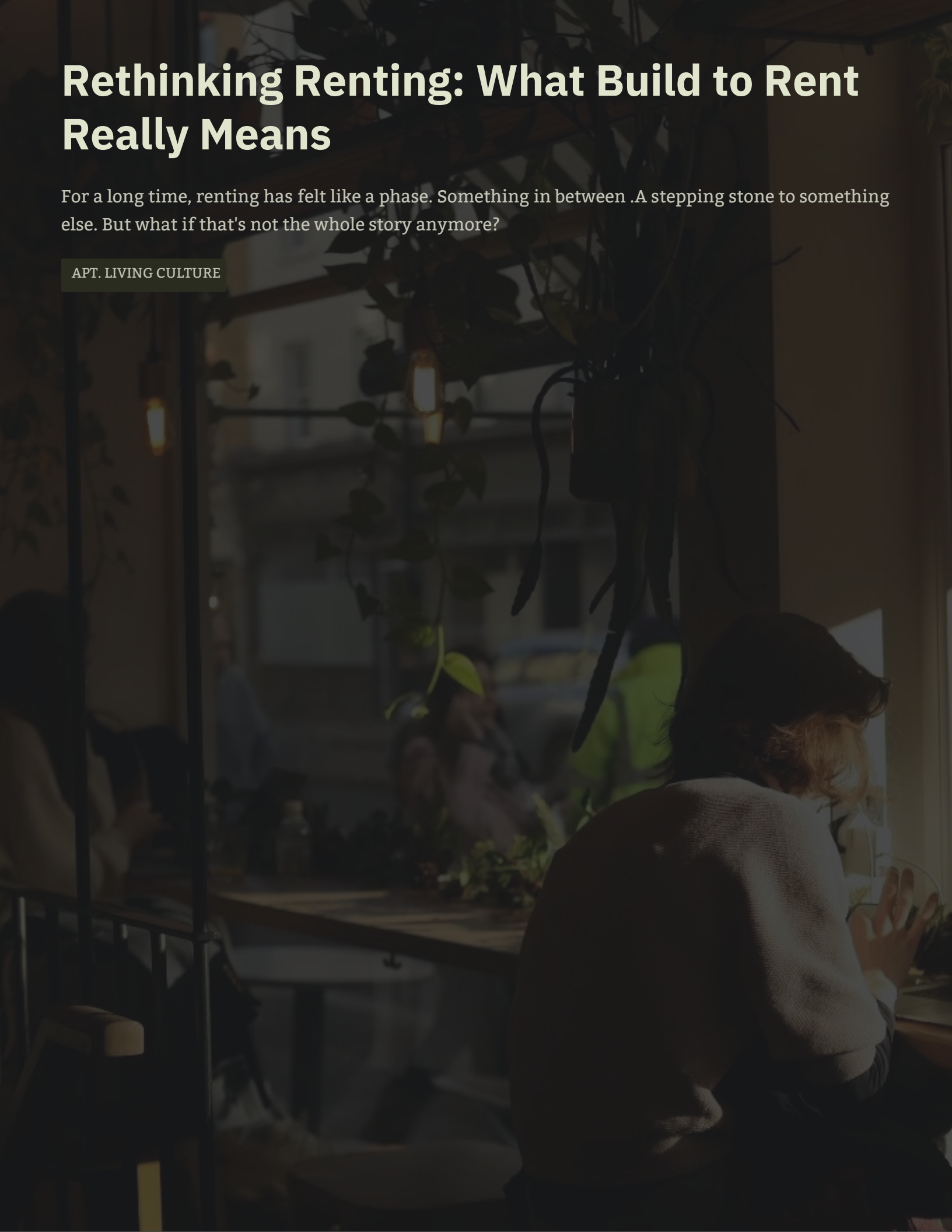


Rethinking Renting: What Build to Rent Really Means

For a long time, renting has felt like a phase. Something in between. A stepping stone to something else. But what if that's not the whole story anymore?

APT. LIVING CULTURE



The Script We've All Been Following

| You rent... until you buy. That's the script.

For too long, renting has carried with it the weight of being temporary, transitional, a waiting room for 'real' life to begin. But the world has shifted. Owning a home isn't the only definition of success anymore, and for many, it's not even the preferred path.

So, What Is Build to Rent?

Put simply, build to rent— or BTR—is housing that's designed specifically for renters from the very beginning. Not apartments built to be sold off individually. Not homes managed by different landlords with different standards. Instead, entire buildings are owned and operated as one.

It might sound subtle, but it shifts everything. When renting is considered upfront — not as an afterthought — the details start to feel different. Spaces are designed to be lived in properly. Services that actually make sense. Things just... work.

BTR at a Glance

- Designed for renters from day one
- Single ownership, unified management
- Consistent standards across the building
- Spaces built to be lived in — not sold
- One team, one experience

Why Is It Becoming More Popular? What Makes It Different?

Because the way people live has changed—and build to rent has evolved to match it. A few things—and you feel them straight away.



We Move More

Career changes, new cities, evolving relationships — life is less linear than it used to be, and our homes need to reflect that.



We Prioritise Experience

Flexibility, lifestyle, and quality of day-to-day living matter more than ever — often more than ownership itself.



Traditional Renting Hasn't Evolved

The old model hasn't kept pace with how people actually live today. Build to rent steps in to fill that gap — not as a fix, but as a new standard.



Consistency

No navigating different landlords or standards. Everything is managed by one team, so the experience is more seamless from day one.



Design That Makes Sense

These homes are designed for renters, not retrofitted for them. Layouts feel more intuitive. Materials are chosen to last. The small details are thought through.

More Differences

- **Amenities You'll Actually Use** - Shared spaces aren't just there to look good — they're there to be lived in. Whether that's a place to work, unwind, or connect, they're designed to fit into your routine.
- **A Sense of Community** - You're surrounded by people who've chosen a similar way of living. It's not about organised fun — it's about creating the conditions for connection.
- **Flexibility** - Leasing is simpler. Moving feels easier. There's less friction in the system — and that makes a real difference.

Is Renting Becoming a Lifestyle?

In many ways, yes.

Build to rent reframes what you're actually investing in. Not bricks. Not ownership. But your day-to-day experience. How your home supports you. How your space feels. How easily your life can evolve around it.

It's less about having more. And more about having what fits.

A New Kind of Living Culture

They call it build to rent. We see something else.

Finding a Home

A process that doesn't feel like a burden. Simple, clear, and designed around you — not around the system.

Living in It

Spaces shaped by culture and intention. Homes that support your life as it actually is — not as it's supposed to be.

Changing Your Mind

Because life evolves. And your home should be able to move with you — without unnecessary weight or friction.

Where Apt. Comes In

At Apt, we think of it as a collection.

Of Spaces

Designed with intention. Every detail considered for the person who lives there.

Of People

A community of those who've chosen a similar way of living — connected without being forced together.

Of Ways of Living

Shaped by culture. Built to move with you. No outdated ladders. No unnecessary weight.

Apt. It's a Good Fit.

Just homes that fit your life—as it is now, and as it changes.

No outdated ladders. No unnecessary weight. A new kind of living culture where finding a home, living in it, and even changing your mind doesn't feel like a burden.

Designed with intention. Shaped by culture. Built to move with you.

Industry overview of Build to Rent (Australia): commonly defined as residential developments designed, built and managed for long-term rental rather than sale — Property Council of Australia and industry publications.

APT. LIVING REDEFINED.