OH CANADA

Moderator: Jim Arbury  Vice President, NMHC Student Housing

Speakers:
Mark Humphreys  
CEO, Humphreys & Partners Architects, L.P.

Derek Lobo  
Chief Executive Officer, Rock Advisors Inc., Brokerage

Jason A. Taylor  
Vice President for Consulting Services, The Scion Group
Oh Canada!

Derek Lobo
CEO, Rock Advisors Inc.
North America as 7 Countries:

- The Northland
- Cascadia
- The Prairies
- Quebec
- The Maritimes
- Central North America
- Florida (Canadian Territory Already)
Where are the Opportunities in Canada?
Why come to Canada?

• **BIG** demand – less than 10,000 off-campus beds over 80 universities*
• **Similar** business conditions for development
• **Emerging** asset class in Canada
• **More** profit – higher rents (demonstrate later)
• **Lower** risk (less competition – no over-building)*
• **Strong** $USD (today anyway 😊)

*except Waterloo
What is the Opportunity in Canada?

• Under-studied market

• Few brokers and consultants understand

• First move advantage

• Competition not as fierce as the US
What is the Opportunity in Canada?

• Current ownership and development is fragmented.
• Joint venture opportunities with landowners who want to monetize their land, and schools – most RFPs don’t get filled.
• Canadian student housing is typically behind the times.

Dated Canadian Student Housing         Modern American Student Housing
What is the Demand for Student Housing in Canada?

~ 82 schools
~ 1 million students
~ 538,000 students from outside host community
~ 10% international students
~ 113,000 on-campus beds

Estimated Demand: 538,000 – 113,000
≈ 400,000
Where are the Opportunities in Canada?

Every market is different
- Urban
- Suburban-Urban
- Suburban

Limited land availability
- Montreal
- Vancouver
- Toronto

Institution
- University (old, urban)
- College (new, suburban)
### Where are the Opportunities in Canada?

<table>
<thead>
<tr>
<th>Institution</th>
<th>Campus</th>
<th>FT Students</th>
<th>Annual Growth</th>
<th>Beds on Campus</th>
<th>Students Per Bed</th>
</tr>
</thead>
<tbody>
<tr>
<td>University of British Columbia</td>
<td>Vancouver</td>
<td>34,470</td>
<td>2.01%</td>
<td>7,453</td>
<td>4.6</td>
</tr>
<tr>
<td>University of Alberta</td>
<td>Edmonton</td>
<td>35,070</td>
<td>2.44%</td>
<td>4,690</td>
<td>7.4</td>
</tr>
<tr>
<td>University of Saskatchewan</td>
<td>Saskatoon</td>
<td>16,985</td>
<td>2.38%</td>
<td>1,820</td>
<td>9.3</td>
</tr>
<tr>
<td>University of Waterloo</td>
<td>Waterloo</td>
<td>29,956</td>
<td>10.21%</td>
<td>6,309</td>
<td>4.7</td>
</tr>
<tr>
<td>University of Toronto</td>
<td>Toronto</td>
<td>50,000</td>
<td>2.61%</td>
<td>6,350</td>
<td>7.8</td>
</tr>
<tr>
<td>University of Ottawa</td>
<td>Ottawa</td>
<td>33,600</td>
<td>3.85%</td>
<td>2,970</td>
<td>11.3</td>
</tr>
<tr>
<td>Université de Montréal</td>
<td>Montreal</td>
<td>42,781</td>
<td>9.77%</td>
<td>1,122</td>
<td>38.1</td>
</tr>
<tr>
<td>Université Laval</td>
<td>Quebec City</td>
<td>30,500</td>
<td>9.41%</td>
<td>2,293</td>
<td>13.3</td>
</tr>
<tr>
<td>Dalhousie University</td>
<td>Halifax</td>
<td>15,280</td>
<td>4.70%</td>
<td>2,267</td>
<td>6.7</td>
</tr>
<tr>
<td>Memorial University</td>
<td>St. John’s</td>
<td>14,177</td>
<td>0.26%</td>
<td>1,500</td>
<td>9.5</td>
</tr>
</tbody>
</table>
Hotel Conversions & Student Condos

Hotels:
- Ottawa
- Toronto
- Montreal

Condos:
- Waterloo (Sage)
- Toronto (Academy)
- Waterloo (Icon)

(to be built)
Primrose Hotel, Toronto

Available room types and terms of stay for Fall & Winter 2014/15

<table>
<thead>
<tr>
<th>Arrival</th>
<th>Departure</th>
<th>Term</th>
<th>Traditional Shared</th>
<th>Shared Deluxe</th>
<th>Premium Private</th>
<th>Available payment Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sep 1 2014</td>
<td>Apr 30 2015</td>
<td>8</td>
<td>$1,299.00</td>
<td>$1,599.00</td>
<td>$2,299.00</td>
<td>All</td>
</tr>
</tbody>
</table>
## Sample Student Housing Proforma - Toronto

<table>
<thead>
<tr>
<th></th>
<th>Per Bed</th>
<th>Annual Per Bed</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Est. Total Revenue</strong></td>
<td>$1,200</td>
<td>$14,400</td>
</tr>
<tr>
<td><strong>Est. Total Expenses</strong></td>
<td>$360 (30%)</td>
<td>$4,320 (30%)</td>
</tr>
<tr>
<td><strong>Est. NOI</strong></td>
<td>$840</td>
<td>$10,080</td>
</tr>
<tr>
<td>@ 5.5% CAP</td>
<td>-</td>
<td>$183,272</td>
</tr>
<tr>
<td><strong>Est. Construction Costs Including Land Cost</strong></td>
<td>$400-$500 per Net Rentable Sq Ft</td>
<td></td>
</tr>
</tbody>
</table>
2015 North American Student Housing Conference

• The Metro Toronto Convention Centre
• Wednesday 22nd April
Toronto is closer than you think!

<table>
<thead>
<tr>
<th>Departures to Toronto</th>
<th>Flight Time</th>
<th>Airline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boston, USA</td>
<td>1h 50m</td>
<td>Air Canada, Porter Airlines</td>
</tr>
<tr>
<td>Chicago, USA</td>
<td>1h 30m</td>
<td>Air Canada, United, American, ...</td>
</tr>
<tr>
<td>Detroit, USA</td>
<td>1h 15m</td>
<td>Delta, Air Canada</td>
</tr>
<tr>
<td>New York, USA</td>
<td>1h 35m</td>
<td>Air Canada, American, Porter Airline</td>
</tr>
<tr>
<td>Washington, USA</td>
<td>1h 30m</td>
<td>Air Canada, United, Porter Airline</td>
</tr>
</tbody>
</table>
Next Steps for US Developers

1. First move advantage
2. Come visit
3. Find a site
4. Meet some financiers
5. Meet some end-buyers

Brad McGill
The ROCK National Student Housing Team
519-500-5483
bmcgill@rockadvisors.ca

Site Acquisition → Feasibility Study → Financing → Construction → Disposition
Contracts Out

- e-Urban® - 17
- High Rise - 22
- Masterplan - 5
- Office - 1
- Podium - 6
- Student Housing - 9
- Student Housing High Rise - 9
- The Big House® - 4
- Townhome - 4
- Wrap - 2
Contracts Out

- e-Urban® - 17
- High Rise - 22
- Masterplan - 5
- Office - 1
- Podium - 6
- Student Housing - 9
- Student Housing High Rise - 9
- The Big House® - 4
- Townhome - 4
- Wrap - 2
Canadian Market
Opportunities in Canada vs USA

- Unsophisticated compared to USA student work
- Easily 10-15 years behind US market
  - No living rooms, No WiFi, 1-bathroom for 3-bedrooms, NO AMENITIES
- Less competition – In US everyone is going after the same sites
- No management
- Don’t understand students are no longer paying the bills
663 PRINCESS STREET
Kingston, Ontario

- 4-storey student housing with two basement levels
- Contains retail, amenities and units
- 144 units; 502 beds
- 199 beds per acre

- 1, 2, 3, 4 and 5 bedroom units
- 1231 sf average unit size
- UNDER CONSTRUCTION
663 PRINCESS STREET
Kingston, Ontario
COLUMBIA STREET
Kamloops, British Columbia

- 3-storey student housing
- 1 & 2 bedroom units
- 308 units/375 beds
- 95 units per acre; 115 beds per acre

- 295 sq. ft. unit average
- 8,000 sq. ft. clubhouse; 9,000 sq. ft. Common Area
COLUMBIA TOWER
Columbia, South Carolina

- 12-story student high rise
- 848 beds/318 units
- 493 beds per acre
- 688 parking spaces
- 1-5 bedroom units
14-story student housing
187 units / 570 beds
567 – 1,312 sq ft units
1, 2, 3 & 4 bedroom units
619.57 beds per acre
Surface and garage parking
THE STANDARD AT ATHENS
Athens, Georgia

- 5-story over podium
- 610 beds
- 199 beds per acre
- 1 - 5 bedroom units
- 478 – 1730 sq. ft. units
- Retail space below
552 beds / 158 units
2 & 4 bedroom units
816 – 1,447 sq ft units
57.14 units per acre
Resort style pool, multiple courtyards with fire pits, pet parks, 24-hour fitness room, coffee house, flat screen TVs, game rooms, study rooms

THE DEN: UNIVERSITY OF MISSOURI
Columbia, Missouri

HUMPHREYS & PARTNERS ARCHITECTS, LP
240 units
770 beds
3- story e-Urban®
Surface parking
2, 3 and 4 bedrooms
1,326 sq. ft. avg.
80 beds per acre
Winner: 2009 Gold Best in American Living Award
Best Rental Development Up to and Including 4 Stories
ASPEN HEIGHTS
San Marcos, TX

- UNDER CONSTRUCTION
- 4 Story EURBAN®
- 240 Units
- 784 Beds
- 1102 SF average unit size
13TH & OLIVE
Eugene, Oregon

- 5-story wood with above grade garage
- 232 units/790 beds
- 228 beds per acre
- 67 units per acre
XAVIER STUDENT HOUSING
Norwood, OH

- UNDER CONSTRUCTION
- 1, 2, 3 and 4 bedroom units
- 1,008 SF average unit size
- 480 bedrooms
UNIT COMPARISON: Efficient Units

Orlando, Florida
4 bedroom/4 bathroom unit
$1,000 per bed = $4,000
1,351sq ft = $2.96 per foot

3 bedroom/1 bathroom unit
$763 per bed = $2,289
800 sq ft = $2.86 per foot
CASE STUDY: TORONTO

- East Toronto Apartment
- Rates from $799-$1120 per bed
CASE STUDY: TORONTO

Standard Studio

Our most economical offering, the standard studio is the perfect size for one. It's self-contained, with a complete kitchen and 3-piece bathroom. No need to share with anyone else.

Standard Triple

As easy as one, two, three. Our Standard Triple will easily accommodate you and two friends. Share your costs. Share your experiences. Live the good life in good company.

Show Floorplan
Show Floorplan with possible furnished layout
CASE STUDY: TORONTO

“Even their website is terrible and difficult to navigate”

-Bridget Bussell
Marketing Assistant, Humphreys & Partners
Age: 25
CASE STUDY: WATERLOO

41 Columbia Street West, Waterloo | Waterloo Off Campus Student Accommodation

Property Address: 41 Columbia Street West, Waterloo
Rental Price: $565 - $585 per Room/Month
Unit Styles: 4 and 5 Bedroom Suites

41 Columbia is located on Columbia Street West near major bus routes and very close to the University of Waterloo and Wilfrid Laurier University.

Standard 5 bedroom units as well as limited loft style units are options at this location. Bedrooms are above average size and feature wood flooring and tile in the large common areas with 2 full washrooms.

Availability: NOW RENTING FOR SEPTEMBER 2014

Property Features
- Secured Entrance
- Sprinkler System
- Emergency Lighting
- Staircase Lights
- Wheelchair Accessible
- Bike Rack
- Maintenance of all common areas
- Sublet Assistance
- Smoke Free
- Security Cameras 24/7
- 1 Parking Spot Per Unit
- Coin Operated Laundry Room
- Utilities Included (Water, Gas, Hydro and Air Conditioning)

Unit Features
- 2 Full Washrooms
- Bedroom has separate lock
- Bedroom is cable and phone ready
- Large Windows
- Coin Operated Laundry Room
- Large Kitchens
- Smoke Free
- Unfurnished
- Furniture may be supplied for a fee
- Wood Floors
- Porcelain Floors
- No Carpet

Rental Inquiry
Your email address will not be shared or published

Name
Email
Phone

What is 5 + 17

Send Rental Inquiry
LOFTS AT CITY CENTER
Tuscaloosa, Alabama

- 5-story Mixed Use
- 1,250 beds
- 370 units
- 1,250 sq ft unit average
- Retail below
THE DISTRICT ON APACHE
Tempe, Arizona

- Off Campus Student Housing
- 279 units / 900 beds
- 160 beds per acre / 5.6 acres
- 1,199 sq. ft. average
- HPLA
- 4,500 SF pool including lazy river, water features and spa
- Student oriented amenities including fire pit, outdoor kitchen and study gardens
- Low water use landscaping – LEED for Homes Mid-rise certified
- 595+ bike parking
OH CANADA

Moderator: Jim Arbury  Vice President, NMHC Student Housing

Speakers:

Mark Humphreys  
CEO, Humphreys & Partners Architects, L.P.

Derek Lobo  
Chief Executive Officer, Rock Advisors Inc., Brokerage

Jason A. Taylor  
Vice President for Consulting Services, The Scion Group