

Welcome to the **livinsight** bulletin!

In this first issue, we shared the latest news and insights about property management market & more.

Enjoy reading!



01

**Livinsoft in Barcelona.
Impressions from The
Class Conference '23**

02

**Residents' Self Service:
Livinsoft White-Label App**

**A Widespread European
Crisis: Student Accommodation
Struggles**

03

**Cap on International
Students in Canada**

04

**Australia's Student Surge:
Rental Crisis Fuels Investment
Frenzy**

Artificial Intelligence Marketing

EVENTS

Livinsoft in Barcelona. Impressions from The Class Conference '23



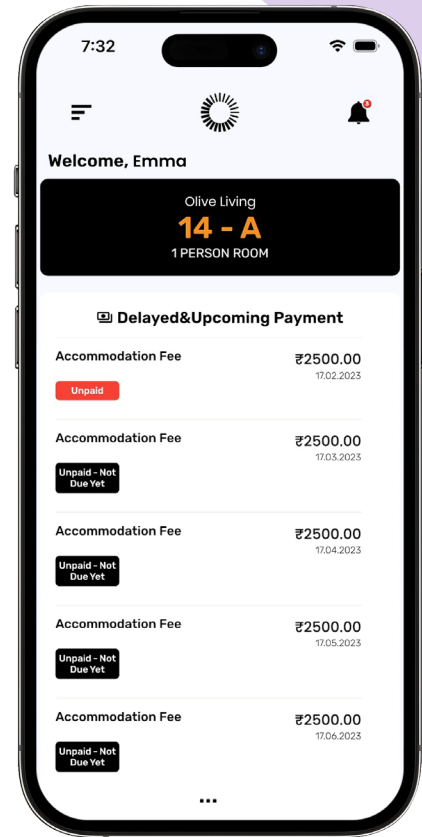
Every year, The Class Conference brings together hundreds of businesses, investors, and experts from the student accommodation sector in Europe. This year, as Livinsoft, we took our place at the conference. Held in Barcelona from November 8th to 9th, with its rich cultural heritage and vibrant atmosphere, the conference discussed the needs of the student accommodation sector and explored predictions and investment trends for the industry's future. As always, a fantastic venue was chosen for this year's conference: Maritime Museum of Barcelona. On the first day of the event, we had the opportunity to visit prominent student accommodation buildings in Barcelona, exploring different examples of dormitory management that offer modern living spaces. On the second day, we participated in discussions about critical topics such as sustainability, cost-effectiveness, investment trends, and changing student expectations and experiences. The prominence of Spain and Germany as main investment destinations, understanding student needs, and providing technological solutions for the student experience were among the key takeaways from the event. At our booth, we had the chance to meet various individuals from the industry, gaining valuable insights from Barcelona before leaving the event.



PRODUCT SPOTLIGHT

Residents' Self Service Livinsoft White-Label App

Designed for residents' self service, you can have a mobile application that is in line with your corporate name and identity. Residents can track their payments, request permissions, report malfunctions, schedule appointments, track incoming packages, respond to surveys, and receive notifications just like on the online resident portal. It's available both on AppStore and also Google Play Store.



MARKET PULSE

A Widespread European Crisis: Student Accommodation Struggles

Across Europe, a looming storm clouds the academic skies – the student accommodation crisis. This issue, not unique to the UK, extends its grip across diverse nations, each facing similar challenges yet adopting distinct approaches. Notably, the cost of student housing has surged by a staggering 38% across the EU since 2010. Governments grapple with balancing supply and demand amidst a tempest of escalating factors. High inflation, soaring interest rates, and a shift towards holiday rentals within the Private Rental Sector (PRS) further exacerbate the

crisis. Countries have embarked on unique journeys to find solutions. Ireland boasts a National Student Accommodation Strategy and financial initiatives, while the Netherlands targets 60,000 affordable student homes by 2030 through its National Action Plan. Germany utilizes housing subsidies to stimulate construction, and Denmark implements a multifaceted approach combining recruitment caps with supply and demand interventions. Portugal and Italy join the fight with government investments and initiatives.

Central and Eastern European cities, with tightening budgets and reduced spending on new accommodations, seem poised to join the fray. There is an urgent need for coordinated efforts and strategic planning to effectively navigate this pan-European challenge. There is also a declining university enrollment, skyrocketing costs, and severe shortages in major cities in Netherlands, Germany, France, and the UK. For example, The Netherlands grapples with a deficit of over 13,000 student rooms, leading to drastic

measures like suspending international student recruitment. The impact transcends individual students, affecting universities themselves. Reputational risks and potential enrollment declines loom large. However, there's a beacon of hope. The student housing sector acknowledges the crisis, and stakeholders are actively exploring solutions. Partnerships, innovative designs, and regulatory reforms are emerging as potential answers.

References:

What Is The Rest Of Europe Doing About Student Housing, wonkhe.com

The Crisis Point In Student Housing In Europe A Wake Up Call, pbsanews.co.uk

Cap on International Students in Canada



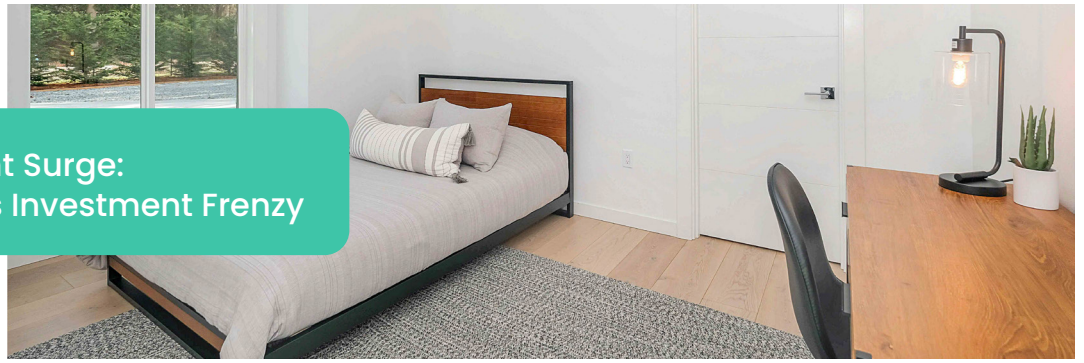
The Canadian federal government has announced a cap on the number of international students entering the country as a response to housing and affordability issues. Housing Minister Sean Fraser and Immigration Minister Marc Miller stated that some communities were taking in more temporary residents than they could handle. The cap, expected to result in 364,000 approved study permits for 2024, represents a 35% decrease from 2023. Critics argue that the cap is performative and doesn't address underlying housing issues. Some experts suggest the cap may be a distraction from the responsibility of property owners and is seen by some as racial scapegoating. The student wing of Migrant Workers Alliance for Change contends that

immigrants and migrant students are being wrongly blamed for rising housing prices. Critics also highlight flaws in Canada's housing policy, including exclusionary zoning laws and a lack of purpose-built rental and student housing. The federal government's recent measures, such as increased financial requirements for study permits, are considered insufficient to address the housing shortage. Advocates call for a reevaluation of core housing need metrics and stress the importance of federal, provincial, and municipal collaboration to address the housing crisis in the country.

Reference:

Cap On International Students Is Here But Can It Fix The Housing Crisis, globalnews.ca

Australia's Student Surge: Rental Crisis Fuels Investment Frenzy



There is an intense competition among developers seeking to capitalize on the demand for student accommodation in inner-city areas of Australia. The surge in international student numbers, up 31% from the previous year, has led to a severe shortage of purpose-built student housing, causing rents to skyrocket, even exceeding \$500 per week in some cities. Developers are keen to invest in student accommodation sites, especially in proximity to major universities, as the demand continues to grow. The rising number of students has outpaced the supply of purpose-built beds, leading to increased competition for affordable housing. This has resulted in students seeking alternative accommodations, such as share

houses, further intensifying the rental market. Despite an expected increase in the number of beds in the next three years, the demand still outstrips supply, presenting opportunities for new developments. Property investors are showing a strong interest in student accommodation development sites, with the trend potentially repurposing aging office buildings for student use. While there are plans for an additional 8,000 purpose-built student accommodation rooms from 2023 to 2026, the number falls short of the required demand. The subdued development pipeline is expected to result in further rental growth in the short-to-medium term, making student accommodation a lucrative investment opportunity for developers and investors alike.

Reference:

Rent surge sparks investor stampede into student accommodation, www.smh.com.au

MARKETING

Artificial Intelligence Marketing

Artificial Intelligence Marketing refers to the use of artificial intelligence technologies by businesses to promote their products and services. Before delving into the specific areas where AI technologies are widely used in marketing and where they are heading, let's briefly discuss what artificial intelligence is and its brief history. Artificial intelligence is the science and engineering of creating intelligent machines, especially intelligent computer programs. Alan Turing, often considered the father of computer science,



published an article titled "Computing Machinery and Intelligence" in 1950. In this article, he introduced the Turing Test to determine whether a computer can exhibit human-like intelligence. In 1956, computer scientist John McCarthy coined the term artificial intelligence for the first time. By 1997, IBM's Deep Blue computer, capable of playing chess, defeated World Chess Champion Garry

Kasparov, symbolically indicating that artificial intelligence had reached human intelligence. A similar event occurred in 2016 when DeepMind's AlphaGo program defeated World Go Champion Lee Sedol. As we reach the present day, the rise of large language models like ChatGPT indicates that artificial intelligence is becoming integrated into all aspects of daily life. As for artificial intelligence marketing, let's explore the areas where businesses commonly utilize AI technologies. **Content Creation:** Businesses can use AI-assisted tools to create content that promotes their products and services, such as information, email texts, social media, and blog posts that increase brand awareness. Particularly, platforms like ChatGPT can generate content frequently. However, it is essential to review and edit the text produced by such AI tools for natural and human-like appearance. **Chatbots:** Chatbots are a popular form of AI usage in marketing. In this internet age where accessing information quickly is almost a rule, many businesses that want to be accessible to their customers 24/7 increasingly utilize chatbot technology through their websites. **Search Engine Optimization (SEO):** SEO encompasses all efforts made by businesses to ensure their websites appear at the top of search engine pages like Google. AI-supported tools can analyze website traffic, identify keywords that can improve search engine rankings, and monitor the activities of competitor websites.



Voice Search Engine Optimization: Efforts to organize information on business websites for visibility in voice searches are known as voice search optimization. The popularity of smartphones and the rise of virtual assistants like Siri and Google Assistant have led to a surge in voice searches. By 2019, 42% of the world's online population used voice search. Consequently, it became crucial for businesses to emerge in front of their target audience through voice searches.

Email Marketing: Email marketing continues to be seen as one of the most popular digital marketing tools. Businesses can use AI tools in email marketing to collect and analyze user data, send the right emails at the right time, and consequently enhance the efficiency of their digital campaigns.

So, what does the future hold for AI marketing? The American Marketing Association (AMA) states that there has been a 27% increase in the application of artificial intelligence or machine learning to companies' marketing tools. According to a report by the U.S.-based consultancy firm Gartner, which conducts research on technology, AI technologies will be used in 80% of marketing processes by 2025. Finally, let's list a few useful AI tools that businesses can take advantage of. The first one is **AdCreative.ai**. It's a platform for ad creatives which are data-backed. You can generate any asset, track competitors, and create reports using AI. The second one is **HeyGen**. HeyGen is a platform for producing quality videos with AI-generated avatars and voices within minutes. Another one is **Ocoya**. It's a platform for social media, content marketing and copywriting - using AI and it's also verified by OpenAI. Lastly, there is platform called **There Is An AI For That**. It's a database of AI tools. Basically, everyone can search for AI tools that they need for their daily tasks.

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