

Pro-invest Group announces Joint Venture with Kajima to develop ground up Build-to-Rent Properties in Australia

Sydney, Australia XX date: [Pro-invest Group](#) announces a joint venture with Japanese leading construction and real estate firm Kajima to develop a new generation of ground-up Build-to-Rent (BTR) properties in Australia. The partnership aims to address the nation's escalating housing crisis, with Australia currently experiencing its most severe housing shortage in decades thanks to population growth and an undersupply of homes.

According to the National Housing Supply and Affordability Council, Australia is projected to be short around 262,000 homes in the next five years, rising to 1.2 million homes by 2029. With the population set to rise by 3.5 million in the next ten years and a growing interest in renting rather than owning, there is a huge gap in the market that is driving demand.

"We are excited to announce this joint venture with Kajima, which will bring their construction expertise to our experience in operating world-class hospitality and real estate assets," said **Ronald Barott, Founding Partner and Chairman of Pro-invest Group**. "Population growth, higher rents, and an undersupply mean ground up build-to-rent has strong tailwinds for the next decade."

With a proven track record of excellence in construction and design, Kajima is the perfect partner to bring Pro-invest's vision to life. Founded in 1840, the Tokyo-based Kajima is one of Japan's five tier-1 builders, with annual revenue of \$21 billion and global operations.

"We see huge opportunities for growth in the BTR sector in Australia and are pleased to work with Pro-invest Group to develop some ground-up projects in key urban centres," said **Tatsuru Isano, Managing Director of Kajima Australia**. "These developments will prioritise sustainability, community, and affordability and will help address the shortfall in supply of quality rentals in the market."

The joint venture will combine Kajima's residential and commercial construction expertise with Pro-invest's hospitality capability to deliver accommodations that are not just well-built, but well-serviced, to outperform the market.

Pro-invest's fully integrated platform, which combines development, operations, and active asset management, will ensure that these projects are managed across the entire life cycle, creating value for investors. While Pro-invest is known for its expertise in operational real estate when it comes to hospitality as well as flex-living, this JV with Kajima allows for a further expansion into ground-up living- and BTR projects.

Australia is behind the US and Europe in terms of build-to-rent, but that is set to change. Recent research by Cushman & Wakefield suggests that the number of BTR units is set to grow almost tenfold by 2027. Institutional investors are increasingly interested in new BTR developments, especially with governments increasingly recognising that more needs to be done to address the current undersupply of rental properties in Australia.

By focusing on quality construction and tenant satisfaction, the partnership aims to provide a viable alternative to traditional home ownership, which is increasingly out of reach for many Australians.

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About Pro-invest Group

Established in 2010, Pro-invest Group is a leading integrated platform, specialising in private equity real estate, fund and asset management in Asia Pacific, Europe, and the Middle East.

Pro-invest Group has c. AUD\$3 billion in assets under management through a combination of discretionary funds, joint ventures, and managed accounts. Pro-invest Group's integrated platform spans the entire asset lifecycle, from securing funding and developing, operating and asset managing, through to exit strategy. Pro-invest Group's assets include 32 hotels (approx. 6,000 rooms – open and pipeline) in Australia and New Zealand, in addition to commercial and mixed-use properties. The Group's focus on anticipating future trends in technology, Environmental Social Governance (ESG), services, and design delivers enhanced future value and protection.

Having successfully cemented its position as a leading independent management platform in Australasia, Pro-invest Group's London office is focused on growth in the United Kingdom and Europe. The Group is investing in the future of urban living, rolling out a platform of extended stay and flexible living assets to align with changing lifestyle trends.

Pro-invest Group has a strong commitment to ESG, believing that an active focus on a business's ESG impact has direct competitive, financial, social, and environmental benefits. Pro-invest Group has established its own dedicated ESG brand and ethos, 'One Earth, Countless Experiences' which focuses on integrating leading ESG principles and initiatives throughout the business and the assets under its management.

Further information found here www.proinvestgroup.com

About Kajima

Established in 1840, Kajima is one of the oldest and largest construction and real estate development companies in Japan. Kajima services design, engineering, construction, and real estate development with annual revenue of AUD\$30 billion where over 1,500 projects are actively underway across more than 20 countries.

Ever since its established, Kajima has continued to contribute to the development of industry and the economy through its construction business, working to build a society where people can live safely, securely and comfortably. Kajima has met challenges, evolved and developed throughout our history.

Further information found here www.kajima.co.jp/english/welcome.html

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