

Pro-invest Group invests in BTR and Flex-Living Projects to Help Solve Australia's Rental Crisis

Plans to provide affordable accommodation for essential workers in key urban locations

Sydney, Australia 03 August 2025: As Australia experiences its most severe housing shortage in decades, [Pro-invest Group](#) is taking bold steps to address the crisis. Through a soon-to-launch flex-living brand and a separate joint venture with Japan's Kajima Corporation to deliver ground-up Build-to-Rent (BTR) accommodation for "middle Australia" and essential workers, Pro-invest is using its investment and hospitality expertise to create new rental stocks in key cities.

A recent Australian National University study found that 26% of Australian households were spending more than 30% of their disposable income on housing. For a nurse earning around \$70,000 that could mean more than half of their disposable income goes on rent. This untenable situation forces nurses, teachers, fire-fighters and other carers out of the very communities they serve.

With The National Housing Accord aiming for 1.2 million new homes by 2029 in Australia, and projections indicating a 462,000-home shortfall, flex-living and BTR are the logical solution to a growing problem.

Building on its expertise in hospitality, Pro-invest's flex-living offering will provide modern, community-oriented, short-to-medium-term accommodation ideal for professionals, essential workers and families needing flexibility. Flex-living will foster a sense of community through shared resources, while appealing to a broad demographic thanks to its flexibility, affordability and sustainability.

Meanwhile, the Group recently announced a joint venture with leading Japanese construction company Kajima, to invest A\$500 million initially to develop mid-market rental stock in key locations such as Sydney, Melbourne, Adelaide and Newcastle. The first project, to be announced shortly, will be in Sydney.

Pro-invest will prioritise affordability, sustainability, proximity to employment hubs and tenant satisfaction, all crucial for essential workers needing stability without the commitment and high cost of home ownership.

"Our frontline workers are the backbone of vibrant communities, yet many are being forced to live far away from where they work," said **Ronald Stephen Barrott FRICS, Founder and Chairman of Pro-invest Group**. "Through ground-up build to rent projects as well as the launch of our own flex-living brand, our aim is to deliver quality, affordability, and choice to more people.

"With vacancy rates sitting at around 1% nationally, we know there is huge demand for BTR and flex-living in the mid-market sector and we need Federal and State governments to make it **easier** to scale these projects in key destinations."

BTR tax concessions introduced in the Federal Budget 2025 and new regulations in NSW show that governments now recognise the need to encourage investment in this sector, which has increased appetite for these projects in Australia.

Not only will BTR projects create affordable new homes, but they will also create jobs and significant economic investment, which will benefit Australia in the long-term.

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.

Dr. Sabine Schaffer, Pro-invest's Managing Partner & Co-Founder, says "Flex-living and BTR are two sectors with huge growth potential as they provide accommodation solutions that fit today's urban lifestyle. Given our team's deep expertise in Australia and Europe, we know how to deliver quality living solutions that will help address the huge shortage of quality accommodation in Australia."

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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. \$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 (approximately 6,000 rooms across open and pipeline assets), 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.

Building on its strong track record in hospitality, Pro-invest is actively diversifying into broader real estate sectors including flex-living, Build-to-Rent (BTR) and commercial offices in addition to its hotel assets. The Group will increasingly focus on living, further strengthening its commitment to the future of urban lifestyle solutions tailored to evolving 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

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