



NewLiving[™] Fact Sheet

Your Blueprint for
Increasing Branded
Residential Revenue

NewLiving[™] is redefining branded residences with a next-gen platform that transforms how owners manage and optimize their properties, while maximizing returns and elevating guest experience.

From seamless operations to unforgettable moments, we drive higher revenue, stronger NOI, and long-term ROI for owners, brands, and investors alike.

Today's Modern
Branded Residences
Are Delivering
New Elevated
Services



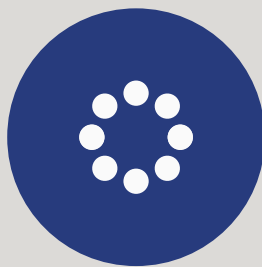
Primary Residence
& Second homes



Concierge



Wine Sommelier
Program



Spa & Gym



Co-working &
Meeting Space



Content
Creator Studios



Food & Beverage
Venues



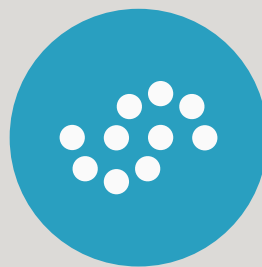
Curated Home Grocery
& Chef Programs



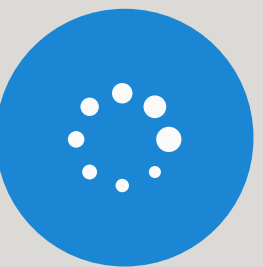
Event Space



Private
Member Club



Padel Courts
& Yoga Studio



New Age Health
& Wellness Facility

General Growth of The Market

+240

New Projects

In **2024** alone, over **240 new branded residential projects** were added globally, pushing the total to nearly **4,000** developments, according to the Savills report.

Source: Savills

38M

Emerging Market

Over **38 million** people fall into the emerging affluent luxury market in the US alone, which is expected to experience rapid growth

Source: Finance Buzz

+176%

Market Increase

The Residential market category has increased by **176%** over the last decade.

Source: Hospitality Net

110K+

Branded Residences

There are already **110,000** branded residence units in the market.

Source: Savills

540K+

Lifestyle Residences

There are already over **540,000** non- branded lifestyle residences in the market.

Source: Savills


2X

Over the Next Decade

The market for brand- ed residences is expected to double over the next decade.


Source: Savills

Needs of the Modern Resident




55% of luxury travellers book exclusive and **bespoke experiences** while traveling.

Source: Flipsnack



Branded residences that use hotel guest experience technology can **increase monetization by 33%** or higher.

Sources: Internal Alliants and 1Livng data



95% of those travellers won't hesitate to **increase their spending budget** if the experience and accommodation match their unique tastes.

Source: Flipsnack

1/2
Of Luxury Travellers Want More Tailored Offerings

½ of luxury travellers crave the ability to receive **more tailored offers** via curation tools like digital itineraries **with on-premise concierges and advisors.**

Source: Flipsnack

+23%
Residential Market Increase

Using the right engagement technology across the branded residence experience can **create 23% higher engagement** with owners.

Sources: Internal Alliants and 1Livng data

We can deliver for any Branded Residence format

1

Villas &
Homes

Branded
Residences

2

Stand-
Alone

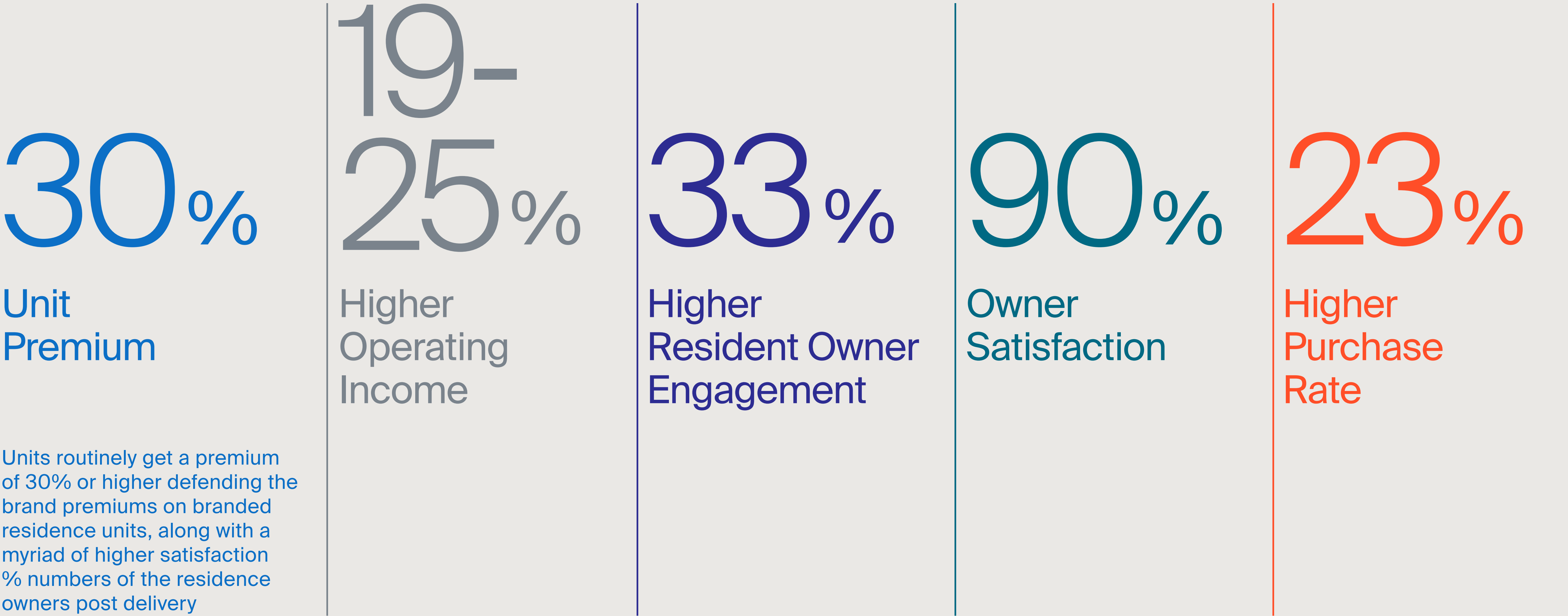
Branded
Residences

3

Mixed-
Use

Hotel & Branded
Residences

Proven Results



Trusted Track Record

“

The team really delivered on what they said, which seldom do we find today. After go-live, adoption came in three to five times higher than prior efforts. The solution improved operational efficiency, unlocked better back-end analytics, and—most importantly—made the experience more convenient. The overall system is more secure and customer friendly.

C R O C K F O R D S

Jim Gist
Principal Advisor, Integrated Resort Advisors
Crockfords Residences Las Vegas

“

The Nobu app offers a truly user-friendly, contact-free and fully-integrated resident journey—a concept that has never been more important in an ever-changing landscape. We are thrilled to offer our guests and residents a digital platform to interact with Nobu in new and immersive ways.

NOBU
RESIDENCES

Trevor Horwell
Chief Executive Officer
Nobu Hospitality

Top Individual Brands That We Work With

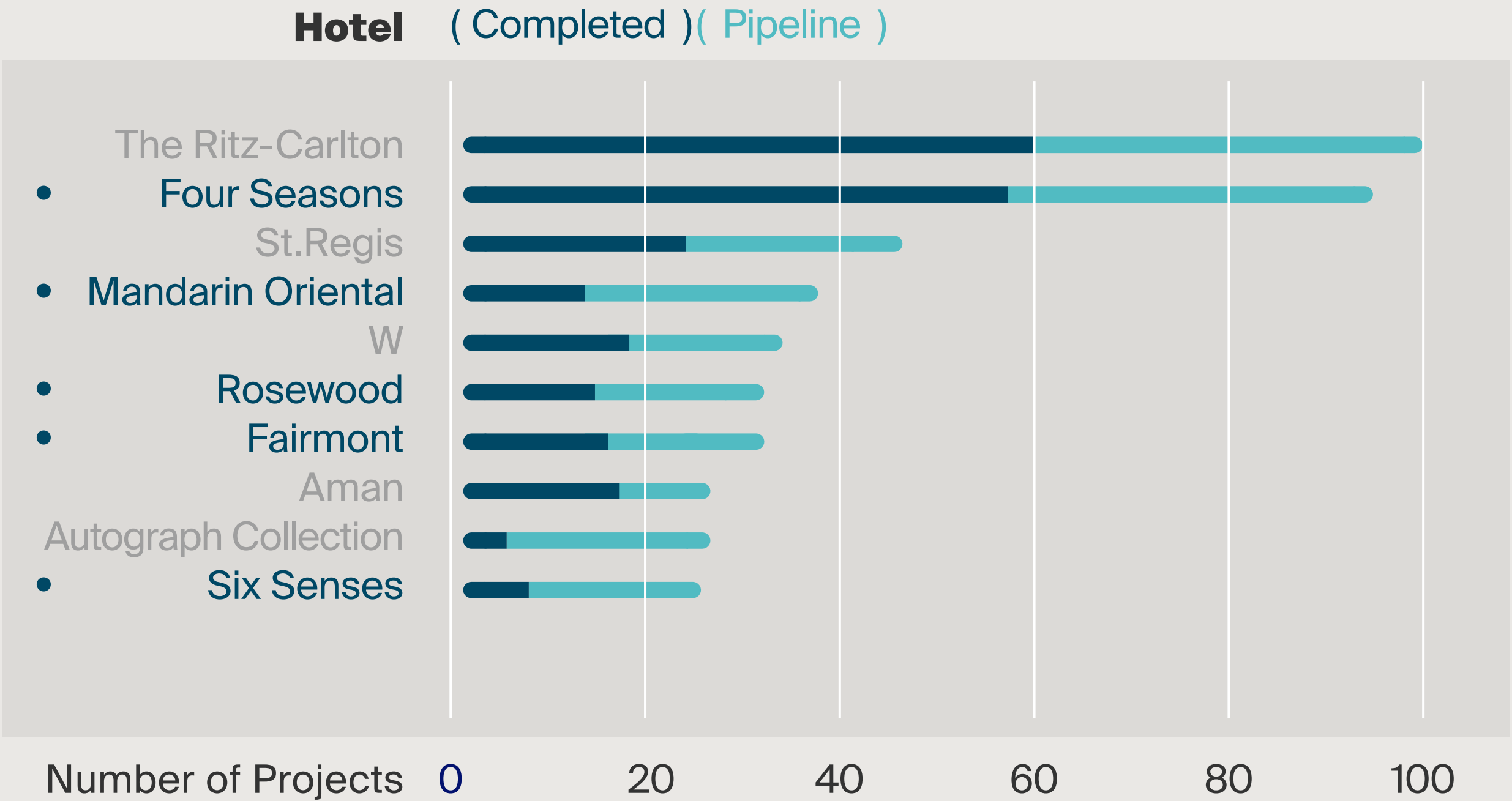
Statistics and insights

We work with 50% of the top hotel brands in Branded Residences, including 3 of the top 6.

The hotel branded residences market is **growing at 150%** with an additional **150,000 units** expected in the **next 5 years** compared to **550,000 units** from non-branded residences.

To capitalise on the growth, your strategy should include the adoption of best-in-class tools, to service the customers needs and remain competitive.

Hotel Brand leaders by Total Projects



Source: Savills, Branded Residences 2025

Widely Adopted

5,000+

Residences Globally Deployed

55+

Destinations

90+

Properties

<div>CROCKFORDS</div>	<div>NOBU RESIDENCES</div>	<div> MANDARIN ORIENTAL THE RESIDENCES</div>	<div>ROSEWOOD RESIDENCES</div>	<div>LOEWS HOTELS</div>
<div> ACCOR</div>	<div>GRACE</div>	<div>BVLGARI™ HOTELS & RESORTS</div>	<div>MAYBOURNE HOTEL GROUP</div>	<div> CORINTHIA™ HOTELS</div>
<div>PARADOX HOTEL GROUP</div>	<div>LORE GROUP</div>	<div> RAFFLES</div>	<div>THE LANGHAM RESIDENCES</div>	<div>SAVOY</div>
<div>MOLLIE'S</div>	<div>REGENT</div>	<div>Jumeirah STAY DIFFERENT™</div>	<div>Malmaison</div>	<div> ATLANTIS DUBAI</div>

Live Clients & Growing Footprint

45+ countries
using our product

-  Anguilla

 Argentina

 Australia

 Austria

 Azerbaijan

 Bahamas

 Bahrain

 Barbados

 Bermuda
-  Brazil

 British Virgin Islands

 Cambodia

 Canada

 Chile

 China

 Colombia

 Costa Rica

 Czechia
-  Egypt

 France

 French Polynesia

 Germany

 Greece

 Hong Kong

 Hungary

 India

 Indonesia
-  Ireland

 Italy

 Japan

 Jordan

 Kuwait

 Laos PDR

 Lebanon

 Macao

 Malaysia
-  Maldives

 Mauritius

 Mexico

 Morocco

 Netherlands

 New Zealand

 Oman

 Poland

 Portugal
-  Qatar

 Russia

 Saint Barthélemy

 Saint Kitts and Nevis

 Saint Vincent & Grenadines

 Saudi Arabia

 Seychelles

 Singapore

 South Africa
-  Spain

 Switzerland

 Taiwan

 Tanzania

 Thailand

 Tunisia

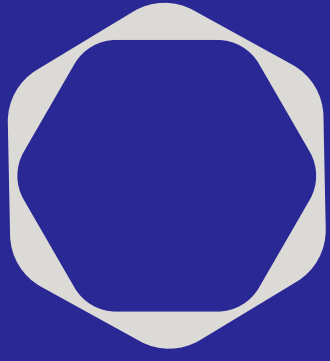
 Turkey

 Turks and Caicos

 United Arab Emirates
-  United Kingdom

 United States

 Vietnam



NewLiving™ Fact Sheet

Thank You

NewLiving inc.
99 Yorkville Ave. Suite 200
Toronto ON M5R 3K5
Canada