



Company Profile

Find your perfect student accommodation

Search by city or university

SEARCH 1 MILLION+ ROOMS



100% Free



Safe Rooms



24/7 Support



Price Match





The background of Casita



- Casita.com built and launched the first truly global student accommodation marketplace in 2016.
- By 2020 Casita expanded to 41 leading study destinations and places students from over 100 source countries
- Casita has over 1 million rooms on the website
- Casita's global HQ is in Hong Kong with key customer service operations in London, New Delhi, Cairo and Bangkok
- Casita has local marketing and accommodation expert teams (Customer Service) in London, Valencia, New Hampshire, Delhi, Taipei, Kuala Lumpur, Jakarta, Bangkok, Dhaka, Guangzhou, Cairo and São Paulo offering 24/7 PBSA focused customer service
- Casita has partnered with over 1200 education agents that use the Casita platform to place their University bound students
- Casita is tech driven platform, with a partner portal for recruitment agencies to search and enquire as well as API links with leading global PBSA



Casita understands education

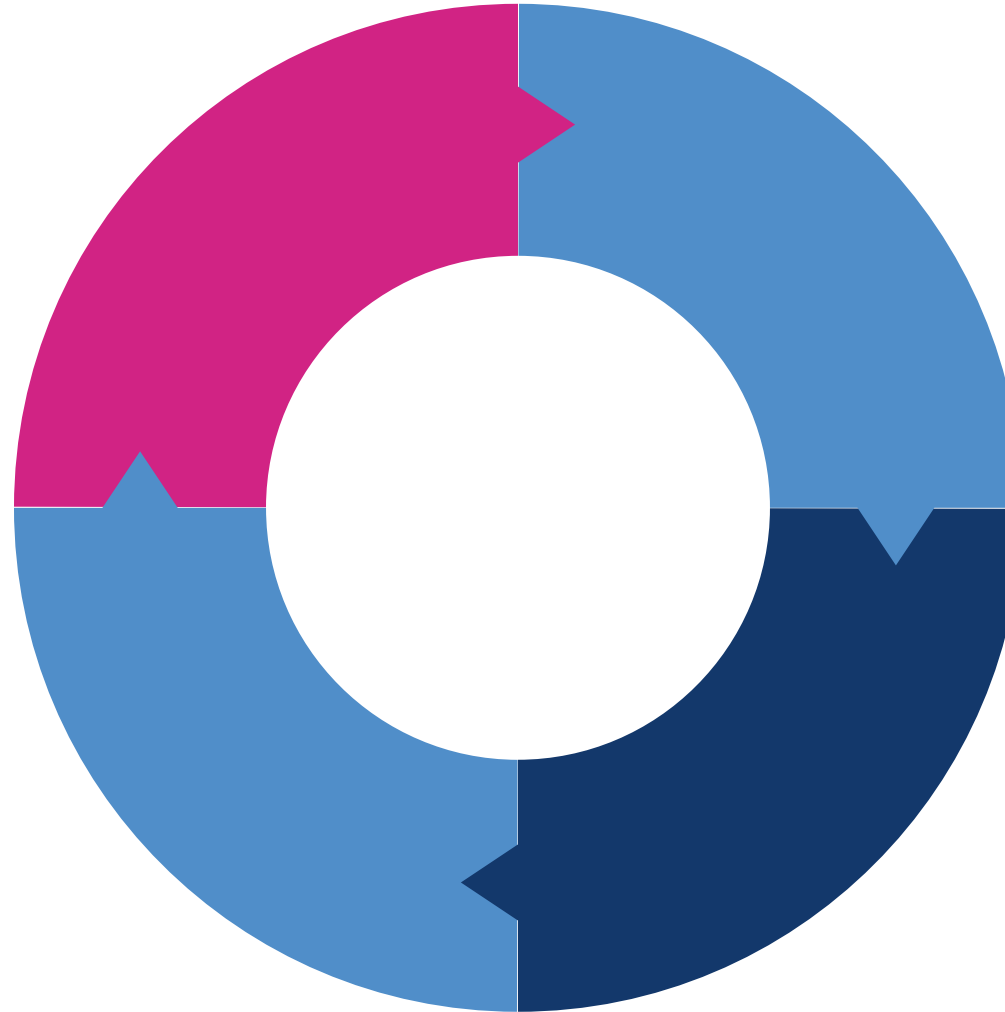


MANAGEMENT

Casita's management team has collectively over 80 years' experience in marketing both University programs and accommodation to international students in the US, UK and Australia.

B2B NETWORK

Casita has over 1200 partnerships with recruitment agents globally that totals over 10,000 University counsellors and counsellors that place over 300,000 students annually into Universities annually



Marketing

Casita is a global marketing and technology company solely focused on placement of large numbers of students into a PBSA's across the globe, ensuring your property is marketed correctly.

GLOBAL NETWORK

Casita's global network of experienced Partnership Managers, go direct to students looking to study overseas. Channels include agents, education fairs, high school and Universities, prep schools and study abroad students

The 4 Casita Pillars



TECHNOLOGY

1

- Mobile responsive site
- Connect with Entrata, Str Rez and Real Page
- Optimised student journey
- Live chat bot



CUSTOMER SERVICE

2

- On ground teams to promote your properties in Asia, MENA, Europe and Latin America
- 24/7 Global Customer Service
- Regional and multilingual support



SUPPLY

3

- 1 million PBSA rooms
- Require additional rooms to meet active demand for markets across the US
- 27 study destinations
- Showcase your property USP's



FUNNEL

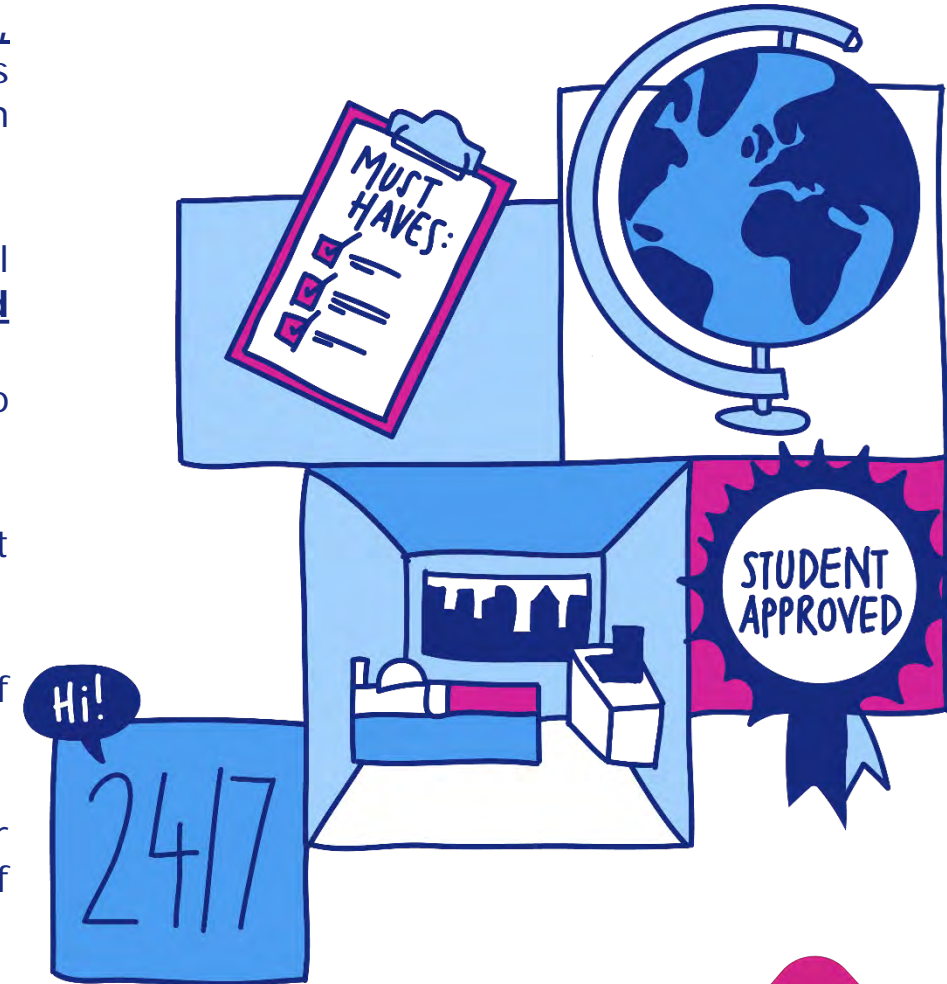
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- 1200 contracts with US recruiters
- Combined process 80,000 students into the US each year
- API integrations with leading global recruiters

Marketing student rooms



- Casita promotes your rooms directly to students at education fairs, from our own offices and in our partner recruiter offices in markets across East Asia, Indian Subcontinent, Middle East, Europe and Latin America - We do not charge for this service
- Showcase your company/building marketing materials and collateral at events, recruiter offices and at foreign high schools and Universities
- Casita receives a fee only once the student has moved in. We do not charge any listing or marketing fees to be on the Casita platform
- Casita attends key student recruitment events agent, government and commercial education exhibitions across the globe
- Casita has mapped our B2B recruiter network allows targeting of students by study destination, University, program and intake
- Targeted marketing campaigns via email, social media and our website to promote your available rooms, leveraging our database of education agents. **We do not charge for this service**
- Complement your existing marketing efforts and expand your presence globally without competing against your ad word/digital efforts



Casita Marketing Funnel



Casita has global reach to place students from key source markets

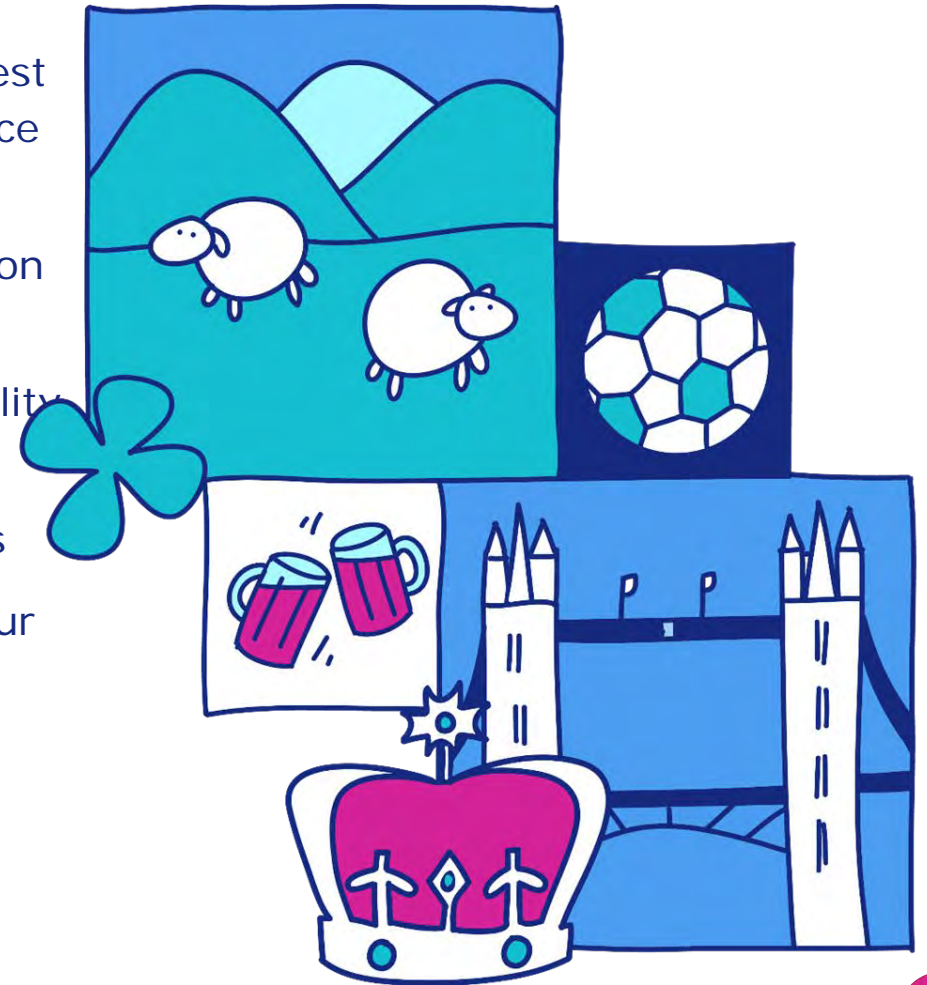
- Partnered with over **1200 education recruiter agent offices** globally
- Key source countries include South Korea, Japan, Taiwan, Saudi Arabia, Dubai, UK, and many European countries.
- **Chinese nationals are only around 5% of our total student booking volumes**
- Access to a network of education agents that **process over 300,000 International students annually, 80,000 of these students pursue studies in the USA each year.**
- **Database reach of over 30 million potential study abroad students**
- Casita attends the **top agent exhibitions and fairs** throughout **Asia and the Middle East**



Channel Partner for your Portfolio



- Our Accommodation Experts recommend your properties in the best possible light, understanding each building USP, student experience and pastoral support offerings
- Casita sends you hot student leads of students with high conversion rates.
- Institution, room and budget preferences from students drive quality room offers
- Dedicated onboarding and relationship manager for your buildings
- Keep promotions and offers on your listing pages by informing your relationship manager Casita manages your building listings
- Support students through the whole booking process
- We don't charge any booking fees and work on a referral based revenue model upon check in



Casita does not charge any up front marketing or listing fees

Casita Student Journey



- Students explore rooms, discover best fit and book
- Add to wish list and enquire
- Customer service provides detailed room information
- Casita contacts your building to ensure availability
- Casita brings hot leads directly to your booking team
- Casita assists to ensure room is paid for and tenancy agreement is signed by the student
- Pre-departure information provided
- 100% free service for students



Explore



Discover



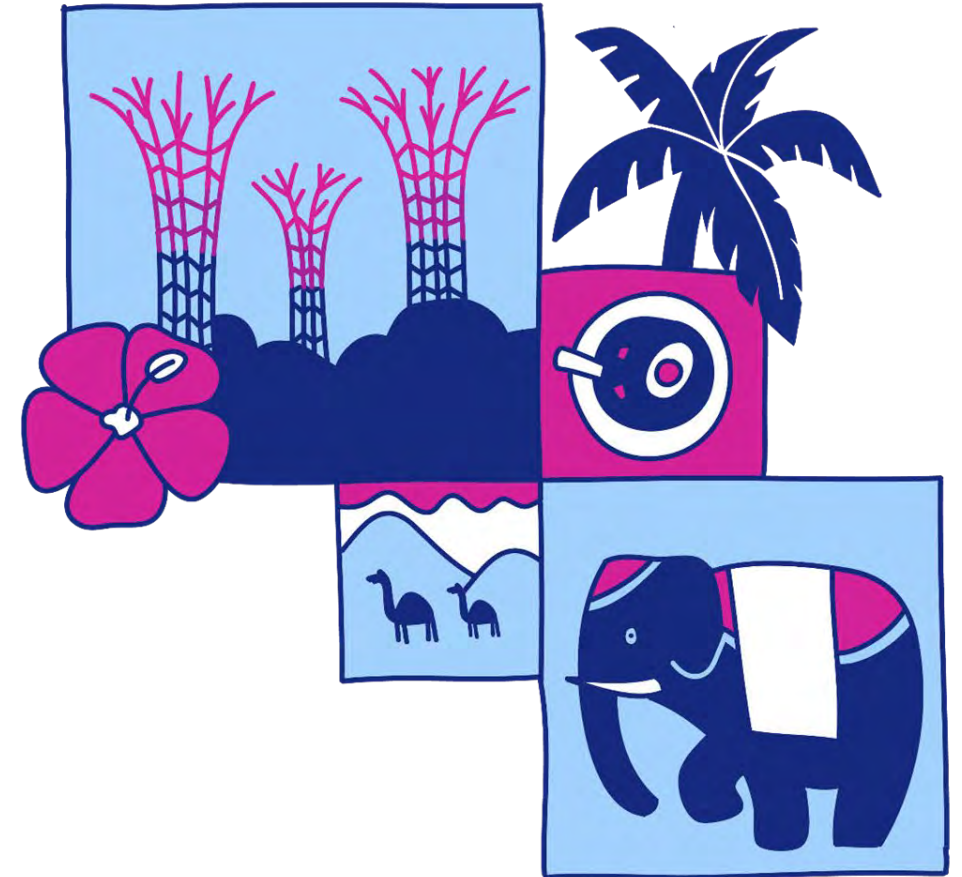
Secure



Student Booking Support

Casita enables booking accommodation for students easy, stress free and there is no charge, the process takes less than 30 minutes and there is full customer support throughout the entire process which is as follows:

- Global customer service team
- Live chat bot
- WhatsApp, We Chat, Facebook, Kakao Talk chat integration
- Explore Discover Secure booking process



Benefits for your Building Portfolio



- Prompt response times to your potential clients with constant communication and regular updates on booking progress/building availability status
- High conversion rates when enquiries are submitted
- A tech driven approach with the ability to integrate into Entrata, Salesforce, Star Rez, Real page and many other room management systems for live rates and availability
- A truly global regional office network
- Dedicated training sessions with our agent network for your portfolio
- Regular newsletter that showcases your property promotions and discounts
- Students are guided through the whole booking process ensuring reduced cancellation rates

We look forward to marketing your rooms to our students!





**Thank You For
Your Time**



Please contact us for more information

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