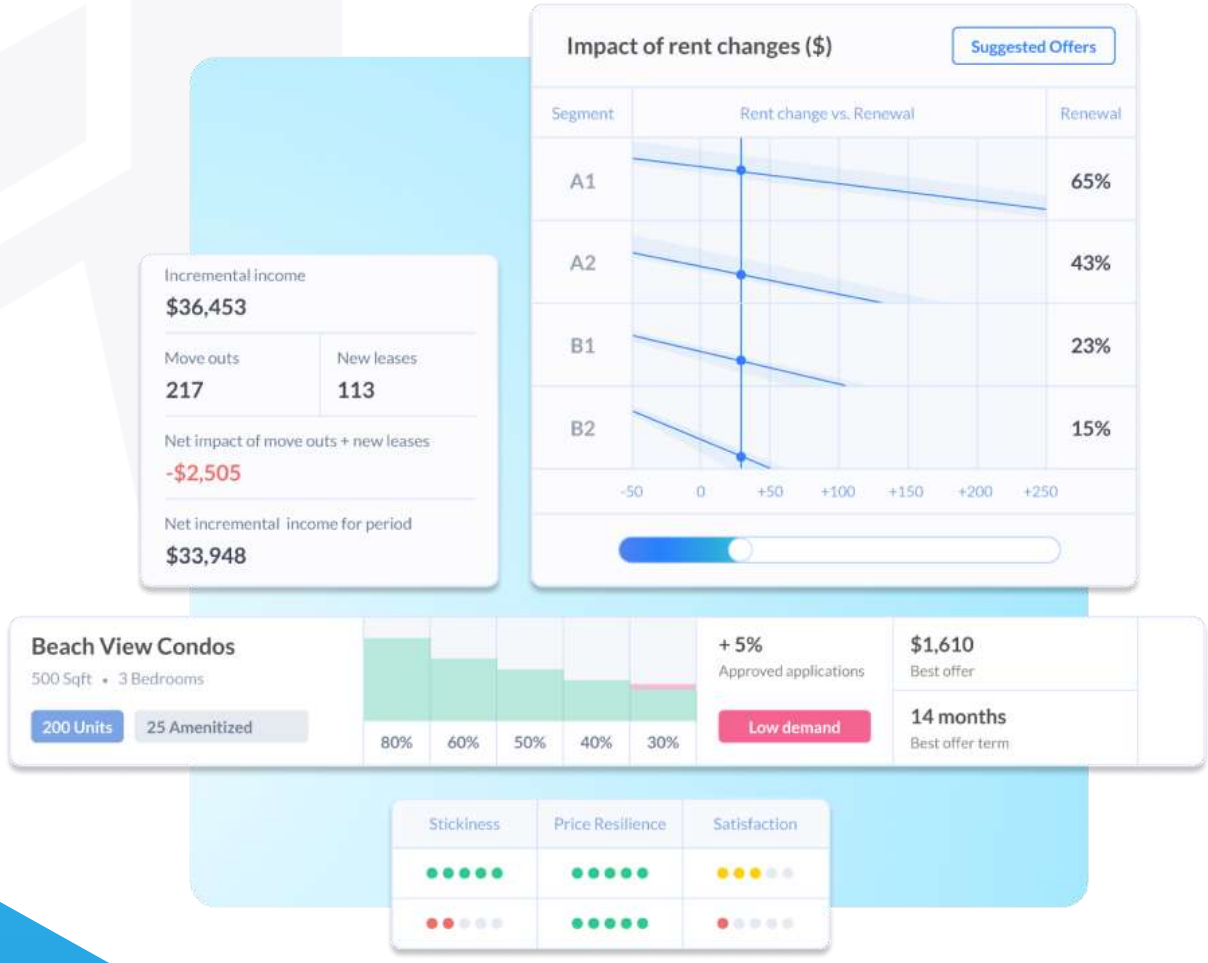
BEEKIN

Service Definition

Making Real Estate More Efficient



G-Cloud15

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LeaseMax:
Asset Optimisation Software

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Introduction

Who are we?

Beekin is a big data platform, making real estate and asset management more efficient, intuitive and proactive by replacing spreadsheets with advanced, user-friendly tools that leverage AI predictive capabilities.

Our values

At Beekin, our values guide everything we do. We believe in innovation, transparency, and a commitment to excellence.

Ambition
We set ambitious goals, and we aim for extraordinary outcomes.

Curiosity
We strive to separate signal from noise, not only when it comes to data.

Velocity
There are lots of problems to solve, so we move quickly.

Humility
We always remain humble and ego-free. Prima donnas exist in arts, not science.

Product Introduction

Beekin provide customers with a collection of AI-powered property estate optimisation tools and predictive data solutions that help customers make informed, proactive decisions around tenancy management, improving resident retention and maximising lease and rental income generation through smart market valuations. Our LeaseMax solution provides three separate modules offering a comprehensive selection of estate management modelling tools to help improve asset portfolio management and maximise tenancy sustainment, satisfaction, and financial planning.

- **WILSON:** Resident data analysis model to predict tenant behaviour, sentiment and loyalty
- **EBBY:** AI-driven asset valuation tool to provide precise, real-time rental or lease pricing based on market, demographic and local data
- **RiskPro:** Maintenance and repair prediction tool for efficient maintenance scheduling to maximise tenant satisfaction

Associated Services

We provide Account Manager support and a Support Helpdesk service to accompany our platform, with full implementation support in order to mobilise effectively and securely across your user groups.

WILSON

WILSON is an AI-driven early-warning system that identifies households at increased risk of rent arrears or non-payment before issues become visible through traditional arrears reporting.

The system enables housing providers to move from reactive arrears management to preventative, targeted engagement, supporting income protection while improving tenant outcomes.

Our AI model uses housing-provider-owned data combined with UK public and contextual datasets in order to make its predictions. No tenant data is shared across organisations.

Data Captured

Operational Data	UK External & Contextual Data
• Rent account history (payments, partial payments, missed cycles) • Tenancy length and tenure type • Rent level changes and frequency • Repairs and maintenance history • Complaint and contact frequency • Previous arrears resolutions or repayment plans • Void and re-let timelines (where applicable)	• ONS labour market and unemployment statistics (local authority / LSOA level) • ONS inflation and cost-of-living indicators • DWP benefit uprating schedules and payment timing • Index of Multiple Deprivation (IMD) • Local housing affordability metrics • Seasonal and calendar effects (e.g. benefit cycles, holidays)

Outputs

- **Rent Risk Score (0–100):** likelihood of arrears within a defined forward window (e.g. 30 / 60 / 90 days)
- **Risk Drivers:** explainable factors contributing to risk (e.g. payment volatility,

recent rent increase, high repair interaction)

- **Risk Bands:** low / medium / high risk for operational triage
- **Trend Indicators:** improving vs deteriorating household trajectory

All outputs are easily exported for reporting and audit purposes to inform subsequent actions including financial modelling for potential rent arrears, proactive intervention activity for specific households and business cases for policy updates to minimise trends in arrears.

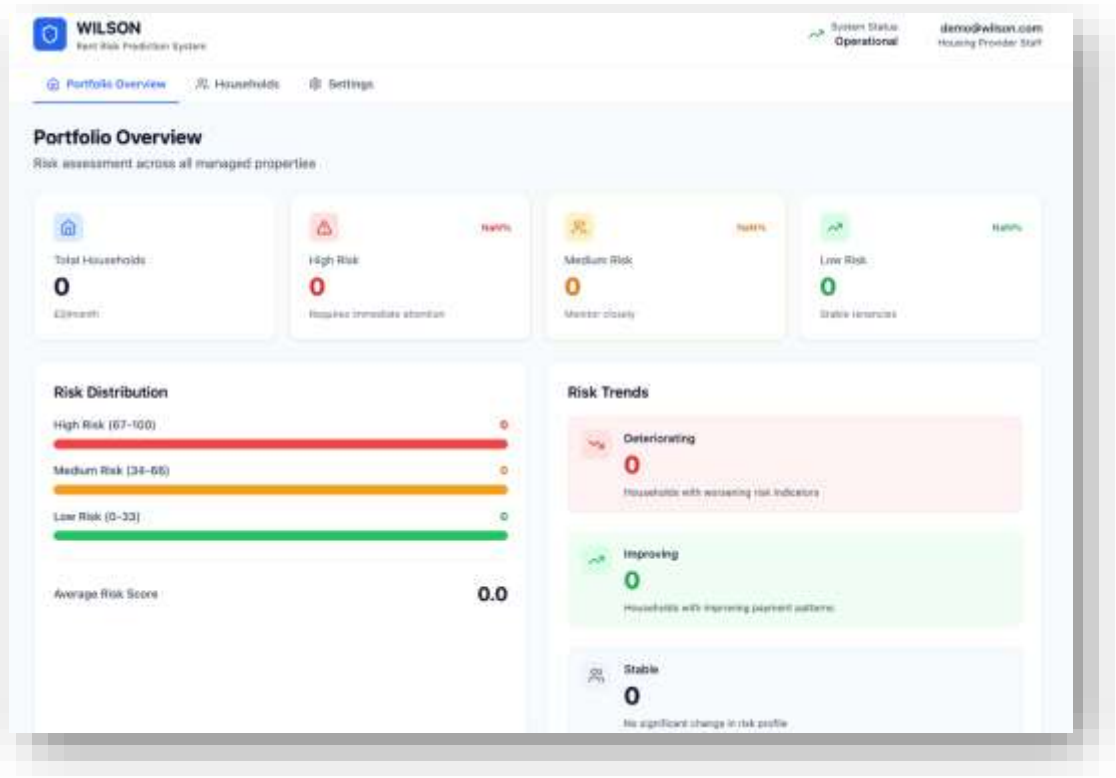

Fig.1 Portfolio Overview dashboard of the WILSON interface, displaying assets across risk categories, trends and drill-down options

Interface and Customisation

Our web-based dashboards are accessible via secure user logins, with property, scheme, patch and portfolio-level views available based on customisable user dashboards.

Household-level drill-downs are available for income teams with assigned access rights based on pre-defined, customer-led role-based access controls (RBAC).

Customer Super-Users are able to define:

- Prediction horizons (e.g. 30 / 60 / 90 days)
- Risk thresholds that align with customer organisational policy requirements and risk appetite
- RBAC to map onto organisation team structures, limiting outputs, access and functionality to specified roles, teams and individuals.
- Optional integration with housing management systems for improved workflow alignment

EBBY

EBBY provides AI-generated Expected Rental Value (ERV) estimates for individual rental units across various dwelling housing types, rental housing, self-storage, purpose build student housing, Build to Rent housing, parking spaces or commercial sites, supporting rent setting, re-lets, affordability assessments and compliance activities. It enables housing management teams to accurate predict fair and reasonable market rates for their assets to maximise income generation and evidence rent setting decisions for uplifts, judicial proceedings or future cost modelling.

It is designed to operate within UK regulatory and affordability frameworks, including social, affordable and private rented sectors.

Data Captured

Operational Data	UK Market & Public Data
• Property attributes (bedrooms, floor area, building type) • Location and scheme characteristics • Historic achieved rents • Void duration and re-let outcomes • Improvement and upgrade history	• ONS Private Rental Market Statistics (PRMS) • VOA rental valuation benchmarks • Land Registry price paid data (contextual) • Local authority rent distributions • Housing supply indicators (completions, planning) • Transport accessibility and local amenities data

Outputs

- **ERV** per unit with confidence band ranges
- **Market Positioning Score** (below / at / above local market)
- **Affordability Indicators** aligned to local income data
- **Sensitivity Analysis** (impact of rent changes on let speed)

All pricing recommendations are transparent and traceable, supporting audit and tenant challenge processes. Users can export ERV schedules for use within rent setting reports.

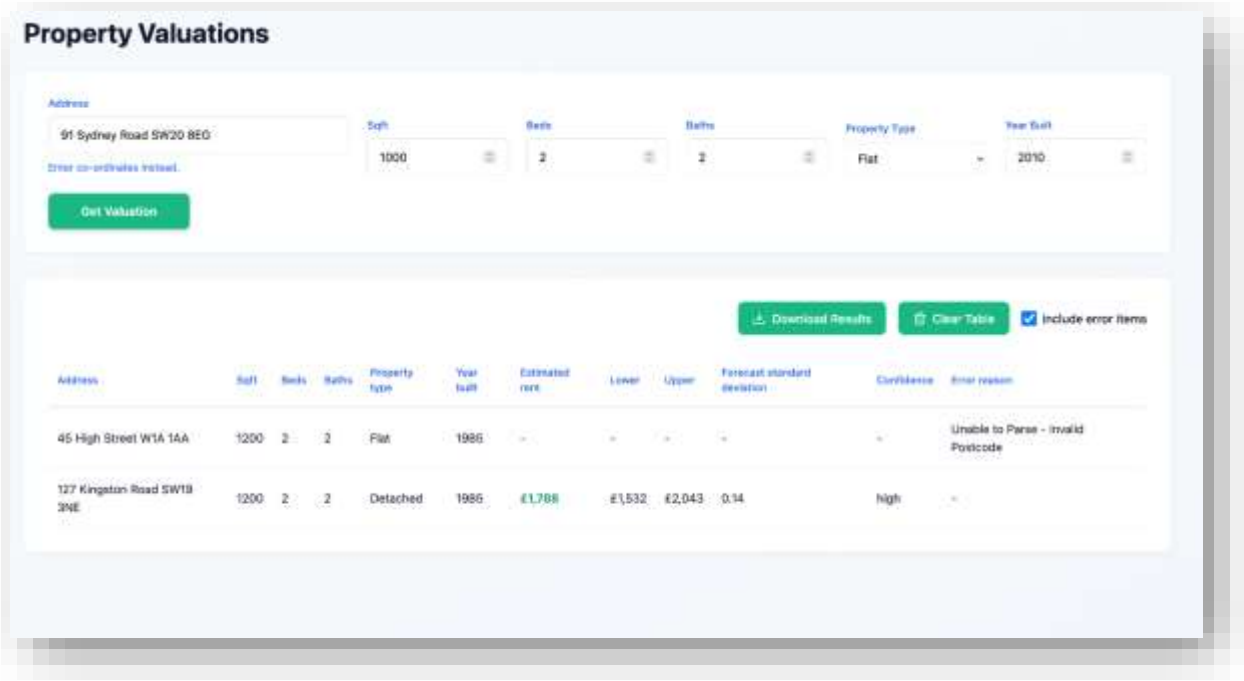

Fig.2 Property Valuation dashboard of the EBBY interface, displaying asset details across the property portfolio

Interface and Customisation

Users can customise their viewport to display both unit-level and scheme-level ERV dashboards, assigned to RBAC setup of user groups/teams.

Our mapping viewport enables market context views across user-defined geographical zones.

Re-let and void analysis tools provide users wilt filters to focus outputs across property data points including property size, number of units, room breakdown, property type etc.

Case Study: Camden Homes

Camden Homes are a large property development and leasing company, with a strong reputation for delivering high-quality homes, both for sale and lease.

We ran a 60-day pilot, generating real-time rental pricing recommendations by analysing local market trends, competitive rents, property characteristics via Camden Homes systems integrations, and publicly available data sets such as transportation networks, land cover, demographic trends, and pollution levels.

Our model provided revised and market-appropriate pricing recommendations to inform updates to their revenue management strategy, demonstrating an impressive median absolute percentage error (MdAPE) of just 5-8%.

It empowered Camden to implement dynamic rent updates directly within their operational systems, helping to automate market analytics, improving productivity and maximising income generation.

RiskPro

RiskPro predicts which repairs are most likely to escalate into tenant dissatisfaction or complaints, enabling preventative intervention and improved service delivery. Our model reflects customer-owned data as well as incorporating public-facing contextual data in order to generate accurate predictions tailored to each customer's property portfolio.

The model is particularly suited to larger UK housing providers managing high repair volumes under regulatory scrutiny, made acute within the Awaab Act and Decent Homes standards.

Data Captured

Operational Data	UK Contextual Data
• Repair type, urgency and trade • Time to first visit and completion • Repeat repair frequency • Contractor performance metrics • Missed appointments • Property and building characteristics • Previous complaint history • Contact frequency around repairs • Vulnerability or support flags (where held) • Seasonal and weather impacts	• Met Office weather data (cold snaps, storms, heat) • Building age and archetype risk factors • Local contractor availability patterns

Outputs

- **Repair Complaint Risk Score**
- **High-Risk Repair Flags** (before work starts)
- **Primary Risk Drivers** (e.g. delay sensitivity, repeat failure)
- **Portfolio Hotspots** (by contractor, trade or geography)

Outputs are forward-looking, allowing teams to intervene before escalation and prioritise maintenance workloads to help minimise tenant dissatisfaction and deliver immediate remediation for emergency or urgent works.

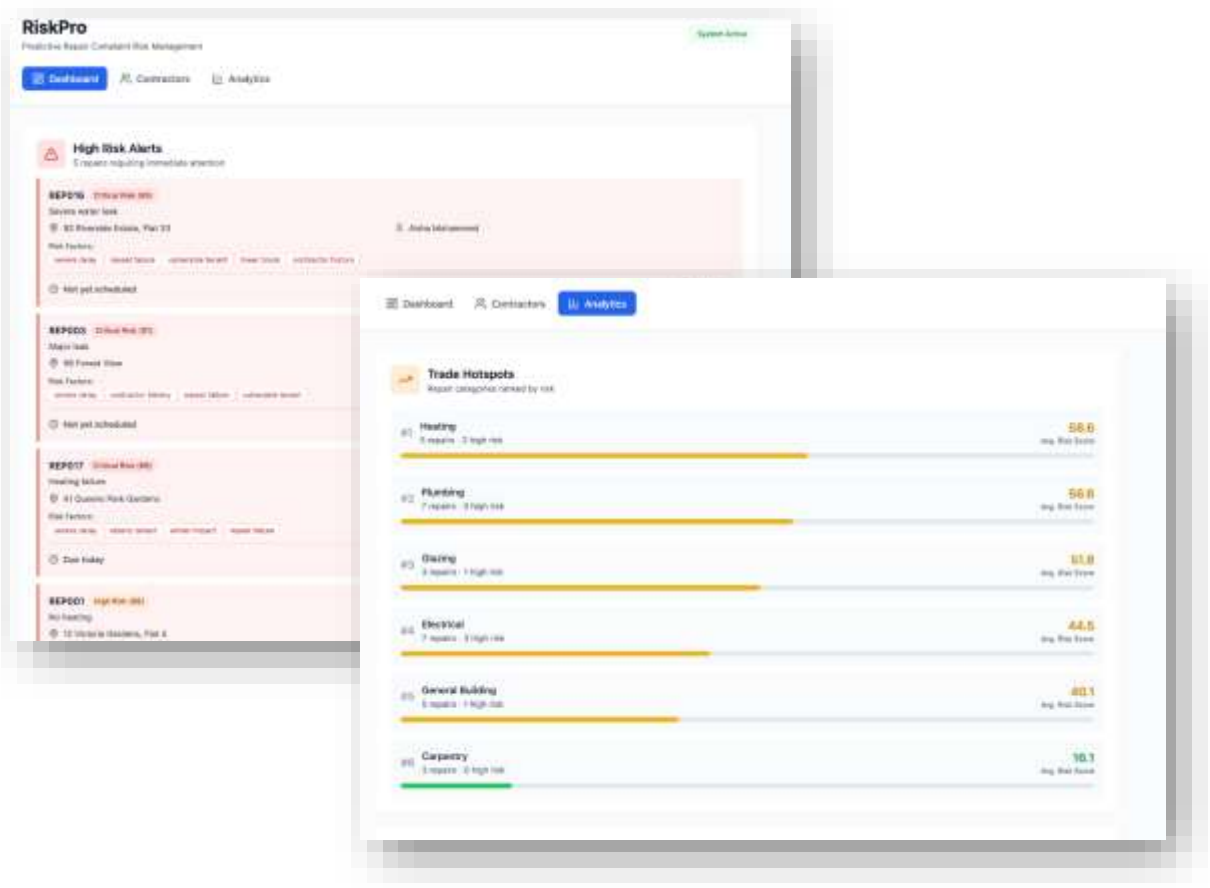

Fig.3 Risk Alert dashboard displaying RAG rated risk factors, prioritised based on severity or risk; and Trade Hotspot displaying repair categories across trades (heating, plumbing, electrical) ranked by risk scores

Users can drill down into each asset record, looking at historical maintenance activity, pending repairs and current risk factors; with a full user audit log of activity tracked for user accountability.

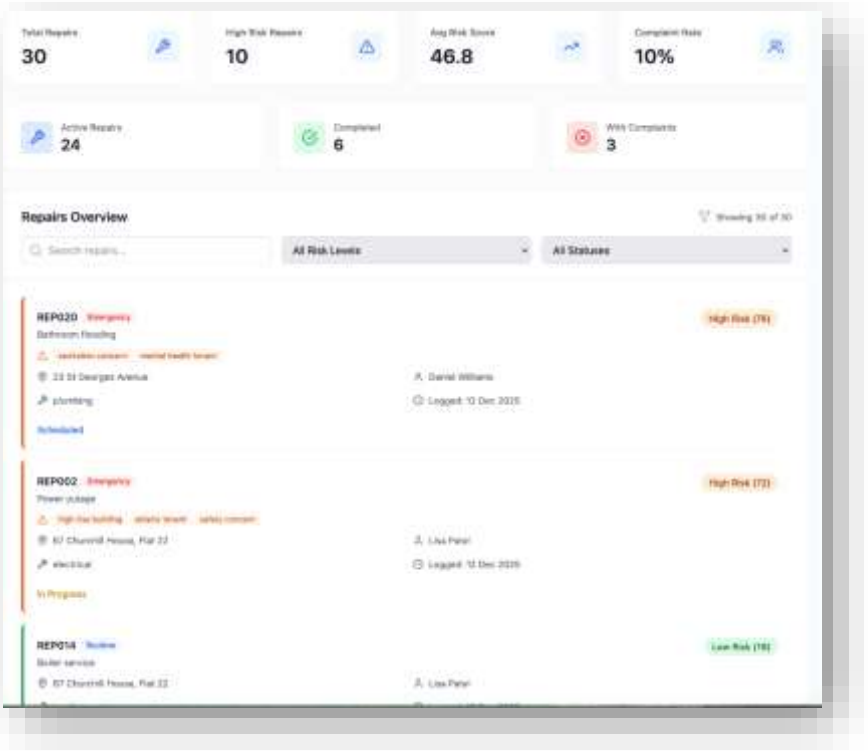

Fig.4 Repair Schedule dashboard view listing all activities, risk scores and staff assignees, with summary of overarching risk rating and RAG risk flags for outstanding issues needing resolution

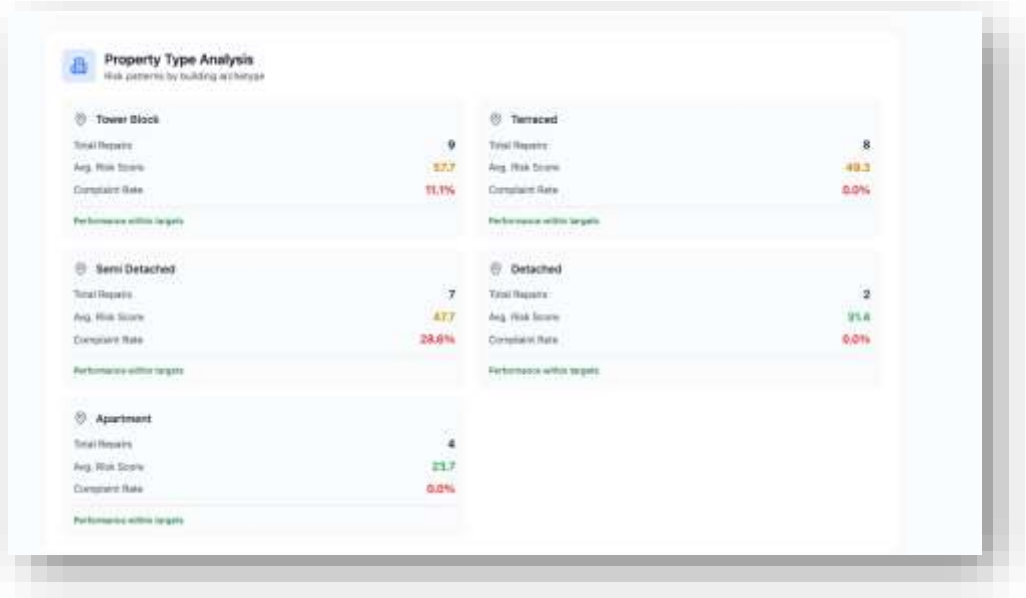

Fig.5 Property Type Analysis dashboard view, displaying heading data points (repairs outstanding, risk score, complaint risk score) across various asset types

Interface and Customisation

The Risk Alert dashboard can be customised for various operational teams including Housing Managers, Senior Management, Complaints Handling Teams or contractor trade-specific views, offering real-time prioritisation views based on the current schedule of activities or maintenance requests.

Risk thresholds can be determined by each customer to align with their respective complaints policies, lease and/or Rental Agreement terms, and Contractor terms for responsive/reactive maintenance delivery.

Priority levels can be weighted by tenant vulnerability or agreed service standards to provide increased accuracy in risk scoring and rapid reprioritisation.

Trade-specific or contractor-specific tuning is available, alongside integration with repairs scheduling systems.

Super users can customise automated alerts for high-risk jobs, identifying job role, team or individual recipients for rapid reactivity.

Case Study: Stonebridge

Following a corporate takeover, Stonebridge inherited an asset portfolio suffering from a history of poor management and low tenant satisfaction. Coupled with the economic context following Covid, Stonebridge struggled to retain tenants.

Beekin supported Stonebridge with tenancy risk metrics and predicted rental valuation data that enabled them to:

- Conduct weekly pricing reviews using AI recommendations
- Plan for future availability to optimise occupancy levels for prospective tenants looking 60-90 days ahead
- Update their resident renewal strategy, balancing retention with revenue optimisation and focussing attention on the highest risk tenants most likely to leave

The resulting outputs included a rebound in occupancy levels, maintaining 92-94% occupancy despite market challenges with consistent upwards trajectory

Integrations

Beekin is designed to integrate with common systems used by UK housing providers and property operators. Integrations are optional and are implemented only where required to deliver the contracted service.
Typical integration categories include:

- Housing management systems (for tenancy, rent and arrears data)
- Repairs and maintenance systems (for works orders, completion times and contractor data)
- Lettings and voids systems
- Asset and property databases
- Business intelligence and reporting tools

Integrations are achieved through secure APIs, scheduled data feeds or secure file transfers, depending on the buyer's technical environment and preferences. Where direct integration is not required, the service can operate using controlled data uploads.

All integrations and migrations are governed by documented data protection, security and access controls in line with UK GDPR and G-Cloud requirements. Data is never accessed or migrated without explicit buyer approval.

This approach ensures integrations and migrations are low-risk, auditable and aligned with public-sector best practice.

Data Protection

Data Sources

Our platform and AI models rely upon a combination of customer and public data in order to tailor outputs to customer portfolios, geography and tenant groups. We source data through secure, permissioned ingestion from the customer's own systems and from authoritative UK public datasets. Data is provided either via API integration, secure file transfer, or controlled user upload, depending on the customer's technical environment.

Typical **customer-provided data** includes:

- Housing management systems (e.g. rent accounts, tenancy records)
- Repairs and maintenance systems
- Lettings and voids data
- Asset and property attribute data

- Complaint and customer contact records

Any data supplied by a customer remains fully under customer control. Beekin acts as data processor, feeding the data into our models in order to generate appropriate and tailored customer outputs.

We have access to a range of **UK public and contextual data sources** including:

- Office for National Statistics (ONS), including labour market, inflation and rental statistics
- Valuation Office Agency (VOA) rental benchmarks
- Index of Multiple Deprivation (IMD)
- Land Registry price paid data (contextual use only)
- Department for Work and Pensions (DWP) published benefit schedules
- Met Office weather data
- Local authority and publicly available housing supply data

No data is sourced from third-party data brokers, social media, or consumer surveillance datasets.

Data Storage and Security

Beekin stores data only where necessary to deliver the contracted service. Data sharing protocols will be agreed with customers, typically via Data Privacy Impact Assessments (DPIA) and Data Processing Agreements.

- Customer data is stored securely in logically segregated cloud environments using a distributed, multi-availability-zone architecture
- Data is encrypted at rest using AES 256 encryption and in transit
- No customer data is shared or commingled across organisations
- Data is not used to train models for other customers

We align with the SOC2 compliance framework for security governance, embedding protocols within our internal policies and development processes to ensure the very highest levels of security are considered from the outset, following secure by design principles. We are AICPA audited to demonstrate compliance with SOC2 and certified against this widely recognised international security standard.

All login traffic is encrypted using TLS, with session timeouts and inactivity limits in place and configurable by customer administrators. Login attempts are monitored and logged for audit purposes. Automatic account lockout policies can be applied after repeated failed attempts.

Availability and Resilience

Using AWS Managed Services which provides resilience to our solution, guaranteeing

>99% uptime, excluding scheduled maintenance windows which are communicated in advance. We scale the infrastructure using load balancing. The application distributed across multiple availability zones to account for spikes in traffic. We use AWS Aurora for database management. Core components (application services, databases and data processing jobs) are deployed with redundancy to reduce single points of failure.

For back-up solution we utilise S3 providing exceptionally high >99.99% uptime availability. AWS WAF is available to bolster security and protect against DDoS attacks. Canary is used as our progressive deployment strategy to negate downtime during patches, upgrades and updates.

Access Control

Customers access Beekin services through a secure, web-based application using a standard internet browser. No local software installation is required.

During implementation, customers' organisational structure (income teams, repairs teams, asset management, administrators) will be mapped to generate a custom role-based access control (RBAC) hierarchy with customised user/group access rights, limiting data or output visibility to those relevant to their role. Users are issued individual accounts and password; with shared logins not permitted and password strength configurable in accordance with customer password policies. Administrative users can add, suspend or remove users at any time.

Multi-factor authentication (MFA) is supported and can be enforced by the customer. Optional Single Sign-On (SSO) integration is available using industry-standard protocols (e.g. SAML 2.0 or OAuth), subject to customer requirements.

Data Backup, Data Restoration and Disaster Recovery

We conduct regular, automated backups of customer data, storing these separately from live systems and encrypted for security. Our Recovery procedures are tested periodically to ensure data can be restored within agreed timeframes.

Using the service

On-Boarding and Import Planning

Beekin follows a structured, low-risk onboarding process designed for UK public-sector organisations and housing providers. The process ensures clarity of scope, data protection compliance and alignment with the customer's operational needs before any live use of the service.

Onboarding begins with a formal kick-off meeting involving the customer's operational,

data and governance stakeholders. During this session, Beekin confirms service objectives, success criteria and any regulatory or organisational constraints. Roles and responsibilities are agreed, and a named implementation lead is assigned on both sides.

Our discovery process then begins, resulting in a Needs Assessment and Briefing document, capturing;

- The customer's operating model (e.g. income collection, rent setting, repairs workflow)
- Policy constraints (rent policies, affordability rules, service standards)
- Reporting and oversight requirements
- Existing systems and data structures
- User roles and access requirements

Our team will work with the customer, and their nominated stakeholders, to identify the data required to deliver the service, along with file transfer constraint sand preferred ways of working. Data can be imported via secure file transfer, API integration or controlled upload.

Platform configuration is carried out to align the platform with the customer's needs, including:

- Risk thresholds and scoring horizons
- Rent and affordability rules
- Role-based access controls
- Reporting views and dashboards

Training

Despite the highly intuitive and user-friendly interface of our product, we provide structured user training to ensure customers can confidently and effectively use the platform and are familiar with all of its features to drive the most value from its numerous outputs. Training is designed to be practical, accessible and role-specific.

Training
Role-specific, live, remote training sessions for customer stakeholders are scheduled early, to focus on use-case specific workflows and covering portal navigation, interpreting AI scores and explanations, how these scores can integrate within decision-making processes and customer governance processes.

Intercom
Within the platform, we use contextual, in-app support and guidance via our "Intercom" system, covering:

- Step-by-step walkthroughs for key workflows
- Tooltips explaining scores, flags and metrics
- Embedded help articles and short guides
- Automated prompts for new or infrequently used features

Support
Intercom offers users a support and engagement channel to raise further queries directly within the platform to our support helpdesk, raise support requests or request updates from the team.

Self-Service
Customers have access to a maintained knowledge base containing written guidance and FAQs. Materials are kept up to date as the service evolves.

Migration and Go Live

Prior to ingestion, data formats, frequency, retention and security controls are agreed. Before go-live, outputs are reviewed with the customer to validate accuracy, explainability and operational fit. User briefings and training are provided to ensure confident adoption.

Service Management

Each **customer** is assigned a named account contact responsible for overall relationship management. The account management wrapper includes:

- A primary point of contact for service queries and coordination
- Periodic service review meetings to assess usage, outcomes and feedback
- Support with configuration changes and evolving requirements
- A structured route for raising enhancement or feature requests

Provision of the service

Customer Responsibilities

We expect Customers to provide access to the necessary data sets needed to inform our AI models and achieve high levels of utility and accuracy, subject to data sharing agreements and sufficient governance controls in place.

We also require customer stakeholders to work collaboratively with Beekin staff during implementation, in order to map organisational needs, provide contacts with key, named stakeholders and timely responses to requests for information.

After-sales Support

Beekin provides an ongoing support function designed to meet the operational needs of UK public-sector customers and to ensure continuity of service throughout the contract term. Support is delivered by a dedicated customer support and customer success team, comprising product specialists, data specialists and customer success managers who are familiar with housing operations and the Beekin platform. The team is responsible for incident management, user support, configuration queries and service optimisation.

Tickets can be raised via the in-app **Intercom** feature or email. All requests are logged, tracked and prioritised.

Customers can submit feature requests or enhancement suggestions through Intercom or during regular service review meetings. Requests are reviewed by Beekin's product team and assessed against:

- Regulatory and compliance impact
- Applicability across housing providers
- Technical feasibility and security considerations

Where appropriate, customers are informed of planned roadmap inclusion or alternative configuration options.

Service Levels

Priority 1 – Critical service outage (Service unavailable or severe data integrity issue)	Initial response: within 2 business hours Ongoing updates: regular updates until resolution
Priority 2 – High impact issue (Core functionality degraded; workaround limited)	Initial response: within 1 business day
Priority 3 – Medium impact issue (Non-critical functionality affected; workaround available)	Initial response: within 2 business days
Priority 4 – Low impact / general enquiry (How-to questions, configuration guidance)	Initial response: within 3 business days

Termination Process

Beekin supports a controlled and transparent service exit process, ensuring customers can leave the service without disruption and retain full access to their data.

Data retention periods are agreed contractually and aligned to the customer's policies. Upon notice of contract termination or at any time during the contract, customers may request an export of their data. Data can be provided in open, commonly used formats such as CSV or Excel to ensure portability and ease of reuse and delivered via secure file transfer or other agreed secure mechanisms. This includes the export of:

- Raw data originally supplied by the customer (where stored)
- Derived outputs and scores generated by the service
- Configuration settings relevant to the customer's use of the platform

The service does not use proprietary data formats that prevent reuse

We commit to providing reasonable assistance during the exit period. This includes clarification of data fields, documentation of outputs and guidance on interpretation.

At contract termination, following successful data export and confirmation from the customer, all customer is securely delete. Beekin does not retain customer data beyond the agreed retention period and does not create independent datasets outside the scope of the customer engagement.

Contact Details

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