

Grace Morgan

Director and Strategic Advisor

AREA

Grace Morgan is a Director and Strategic Advisor specialising in procurement-led value creation across the institutionally owned rental sector. With nearly a decade of experience spanning BTR, PBSA, co-living, senior living and single-family housing, she has built a reputation for driving measurable NOI improvement and subsequent NAV uplift, for some of Europe's leading institutional real estate investors.

As Director at Alternative Real Estate Advisors (AREA), Grace leads a service line delivering forensic analysis and insight to identify and unlock value across operational real estate portfolios; consolidating best-in-class supply chains, building accurate asset registers to ensure statutory compliance, and delivering cost savings through competitive and aggregated procurement strategies.

Grace's career spans senior procurement and operations roles at Greystar, CompassRock International, Global Apartment Advisors and iQ Student Accommodation, alongside nearly six years as a Principal Consultant at Fjeld Consulting, where she focused on process improvement and expense optimisation across expansive real estate portfolios.

A passionate advocate for raising standards across the rental living sector, Grace serves as Special Advisor to the Association for Rental Living (ARL), where she previously sat on the Operations Director Committee. In her partnership with the ARL, Grace curated the annual NextGen Pathways Conference in 2025, running alongside the original strategic conference. The conference, which is due to repeat this year, focuses on the professional development and operational excellence of emerging leaders across the sector.

Grace also sits on a strategic committee within The Property Institute (TPI) with a focus on promoting the professionalisation of members within the sector through targeted qualifications, prioritising raising and standardising skill and competency levels across the sector.

Grace is a member of the Chartered Institute of Procurement and Supply (CIPS) and holds an IOSH Managing Safely certification.