

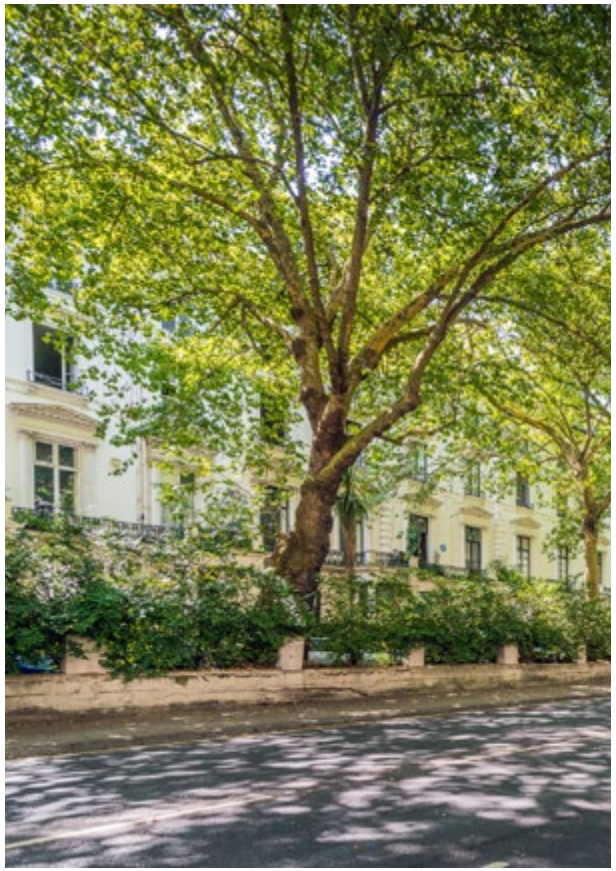

# Your Home, GuestReady.

Hosting has never been easier.

GuestReady




# What's Inside

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# We are Guestready

## Your ideal short-term rental partner.

Our team of hospitality experts, seasoned Airbnb hosts, and savvy business strategists all work towards the same goals: helping you make the most out of your property, providing exceptional guest experiences and keeping you hassle-free.

As frequent travellers and devoted hosts, we understand the challenges of managing a short-term rental. Today's guests expect hotel quality amenities, personal attention, and on-call services. When hosting numerous guests every week, this can all become very demanding to manage.

Since we launched in 2016, we have consistently delivered outstanding services and value to both hosts and guests in London, Paris, Dubai and 9 other cities around the world. With an extensive portfolio of premium rental management services, and combined experience of over 50 years in the fields of hospitality and finance, we have developed highly effective solutions to make your life a little simpler, and hopefully a little better.





*"To date, we have helped over 1000 owners manage their properties on the short-term rental market, and we have hosted over 50.000 guests in our homes around the world, receiving a satisfaction rating of 96% along the way."*

Steffan Maagefelt (Country Director UK)



# What we do

## Taking the hassle out of hosting

Are you already renting your home on Airbnb when you travel for work, over busy weekends or during holidays? Maybe you have a second property that you've been short-letting on your own? If you are reading this, you've most likely come to the conclusion that you could use a little help.

Whether it's managing your booking calendar, making sure your pricing is right, preparing your home for guests or cleaning after they've left; all these tasks become more complex and time consuming as the frequency of bookings increases.

This is where we come in. By partnering with us, you will save time and gain peace of mind. We eliminate all the inconvenience of short-letting and help you make the most substantial return possible.

Our management services cover the full range of short-term rental needs: from creating a captivating listing for your home and optimizing pricing, to cleaning up after your guests leave and everything in between.

Our aim is to help homeowners make the most out of their property at a fraction of the workload. That means more money in your pocket and more time on your hands.

**4.8**

Average rating (out of 5) left by guests staying in GuestReady managed properties.

**85%**

Average occupancy rate across properties managed by GuestReady.

**1,000**

Hosts who have already partnered up with GuestReady to manage their properties.

**50K**

Guests hosted in properties managed by GuestReady, across the world.



# Key numbers

Don’t just take our word for it.



# Our services

From listing creation to laundry - we've got you covered.

At GuestReady, we take care of everything so that you can sit back and focus on other things that bring value to your life. Hosting has never been simpler!

Read on to learn more about our portfolio of services.




## Professional Photography

Eye-catching photos are critically important for attracting the attention of potential guests.

Our professional interior photographer makes sure your home is captured in a way that is authentic and appealing.

## Listing Creation

Our copywriters create listings for your property across multiple short-term rental platforms such as Airbnb, Booking.com and HomeAway.

From the headline to the main copy, the listing is designed to attract attention and convince travellers that your property is the perfect choice for them.



## Guest Vetting

We care for your home, as if it were ours.

Before accepting any booking request, we make thorough checks to verify that all guests are reputable.



## Price Optimization

Through live data analysis of nightly prices for similar properties in your area, and considering seasonal fluctuations, we optimize the pricing of your property to maximize occupancy and revenues.

We ensure that your property is priced right throughout the year.





## Check-out

On the day of departure, we ensure that guests leave your property on time and in the same state in which they found it.

We also handle the return of the keys.




## Check-in

Every time guests arrive at your property, one of our greeters personally meets them to check them in and hand over the keys.

As part of that process, the greeter explains the various specificities of your home and informs guests about things to see and do in your neighbourhood.



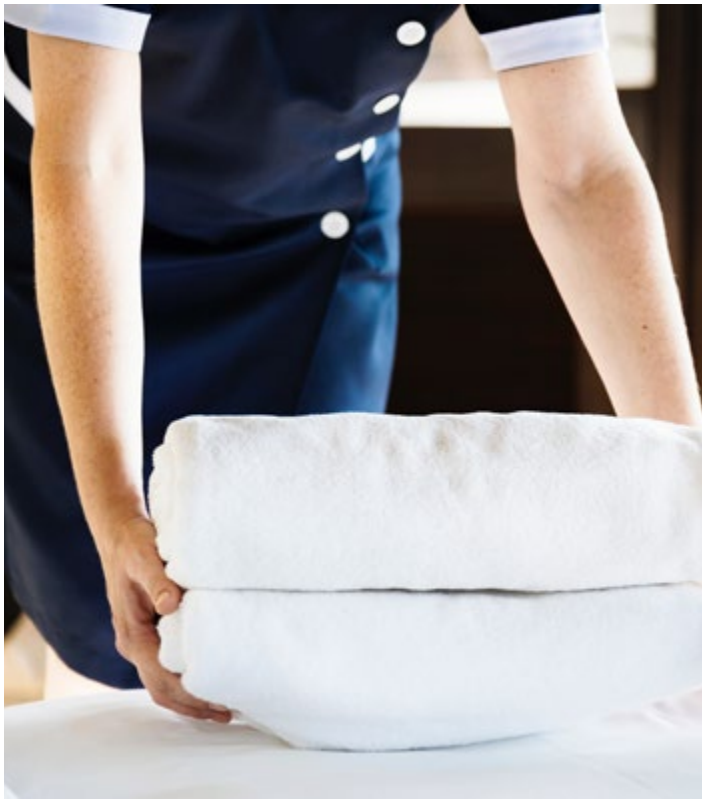

## Toiletries

To provide guests with hotel-like services and make them feel at home right away; we supply fresh toiletries (shower gel, shampoo, and conditioner) before each new guest arrival.

Happy guests are more likely to leave positive reviews after their stay.

## Premium Linen

Because we believe that a good night's sleep and fresh towels can make a world of difference, we provide hotel-grade linen for each and every guest.



## Maintenance

From changing light bulb to arranging a plumber for a leaky pipe, we take care of basic property maintenance and coordinate the fixing of any other issues with providers of your choice.

Throughout your guests' stay, we are on call - ready to assist so that you don't have to worry about a thing.



## Housekeeping

After each stay, our housekeeping team cleans your home and does the laundry.

They ensure that your property is spotless - ready to host new guests or to welcome you back home.



# Getting started

The hassle-free journey to your first guests.



**Once you decide to partner with us, what happens next?**
**This is an overview of the journey right from saying "yes" until after your first guests have left.**

## Meet your account manager.

Your dedicated manager will come to your home to meet you and get to know your property.

## Professional photography.

We will send a professional interior photographer to capture your home from its best angles.

## Listing creation.

Our copywriters will create a compelling listing for your property on Airbnb and other rental platforms.

## Vetting your guests.

We will thoroughly check all booking requests, ensuring that only reputable guests stay at your home.

## A personal welcome.

For every booking, one of our friendly greeters will personally welcome and check-in your guests.

## Always available.

During your guests' stay, we will be available day and night for any questions or assistance they may need.

## Check-out.

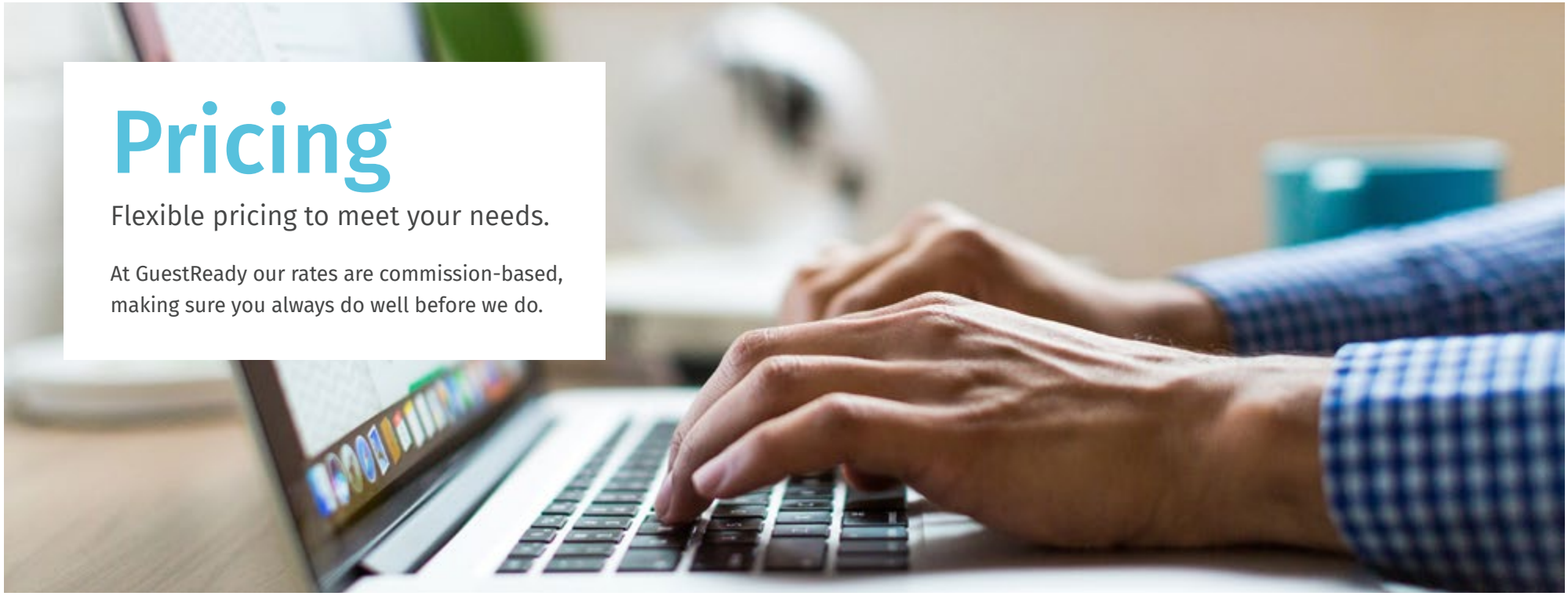
We'll assist guests with checking-out on time, and ensure that they leave your home the way they found it.

## Cleaning and laundry.

After each stay, our cleaning team will ensure that your property is spotless and ready for your next guests.

# Products

| | Full Property Management | Host Self-Onboarding (HSO) | Online Management |
|---|---|---|---|
| YOUR PROPERTY IS: | In London (Zones 1 & 2) and available for more than 2 months | In London (Zones 1 & 2) but only available for 3 to 8 weeks | Outside of London |
| **Qualifying Criteria** | | | |
| Location | London Zone 1 & 2 | | Anywhere |
| Furniture | Fully Furnished | | |
| Space to Let | Full Property (no single room management) | | |
| Availability | More than 2 months | 3 to 8 weeks | 3 weeks onwards |
| **Services Provided** | | | |
| | Listing Creation, Pricing Optimization, Dedicated Account Manager, Guests Screening | | |
| | Guest Communication, Check-in, Housekeeping, Linen & Toiletries, Maintenance | | |
| | Professional Photography (HSO: additional cost) | | |
| | Guestready Premium Insurance | | |



# Pricing

Flexible pricing to meet your needs.

At GuestReady our rates are commission-based, making sure you always do well before we do.

| Product | Full Property Management | Host Self-Onboarding (HSO) | Online Management |
|---|---|---|---|
| Commission Rate | 12% - 20%* | from 20% | 10% |

**For* **Full Property Management** *the commission rate varies according to several factors, namely: property size, standard, location, availability, accessibility to public transport, and whether insurance is required or not.*

***All rates exclude applicable VAT.***

# Case Study 1

## A Summer Abroad

Matt and Linda are two of our hosts in London. When they decided to book tickets for a 5-week trip to New Zealand over the summer, they looked at their options to let their London home. Airbnb prices looked the most appealing, but they knew they couldn't handle the logistics of hosting multiple guests during their time away. After some research, they got in touch with us.

As they were leaving for 5 weeks only, they signed-up for our Host Self-Onboarding (HSO) plan. As part of HSO, they used our onboarding guide to supply without hassle the necessary information - such as photos of their property - to get their listing live. In no-time, their home was listed on Airbnb and bookings started to flow in.

At GuestReady, we fully managed their property during their time abroad: making sure that the nightly rates were optimized, handling all guests communications, greeting guests at check-in, and managing the cleaning and linen providers.

In 5 weeks, their trip on the other side of the globe paid for itself, and all of it hassle-free.

### Nicky

Hosted by GuestReady at Matt and Linda's apartment:

*"My stay was really great! I loved all the little design elements in the apartment, couldn't stop sharing it on my Instagram! The place was clean, well located and I slept like a baby in those soft sheets. And cheaper than a hotel! Would definitely stay here again when I'm back in London"*







# Case Study 2

## Business Travels

Gregory, one of our hosts in London, is a busy guy. Working as a financial consultant, he spends most of his time travelling between Asia and the Middle-East, leaving his apartment in London's Shoreditch area empty for the better part of the month. As long-term letting was not an option and short-term was too difficult from an operational point of view, he turned to us. Since then, we've been helping Gregory make the most of his apartment when he is out of town.

Being in and out is no problem: by keeping his travel schedule updated on the GuestReady host dashboard, Gregory lets us know which dates his apartment will be vacant. Right after he leaves, our cleaning team make sure the apartment is ready to welcome guests. Then, before he arrives back in London, we clean up again so he can return to a spotless home.

### Janet

Hosted by GuestReady at Gregory's apartment:

*"This apartment was lovely and in a perfect location for exploring London! The neighbourhood had tons of great restaurants and markets for easy shopping. The apartment was clean, check-in went smoothly, and the place had all of the amenities you'll need for a great stay."*

# Get in touch

## We’d love to hear from you.

Hopefully we were able to answer some of your questions in this brochure, but we realise that property and short-term letting is not a ‘one-size-fits-all’ so if you have any further questions, or need guidance in any way, please do not hesitate to contact us.

We look forward to working with you.

**The GuestReady Team**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GuestReady