



# PLATINUM PROPERTY STAY



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## SHORT LETS INFORMATION PACK

FOR LANDLORDS, INVESTORS, AGENTS & HOME OWNERS

***Increase your rental income by transforming your rental property into a higher cash-flowing machine through short term lets***



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## Introduction to Short lets or known as Serviced Accommodation

### What exactly is Serviced Accommodation and how does it work?

Short letting or Serviced accommodation (sometimes known as SA) generally refers to **fully furnished properties which are available for both short or long term let**. This type of accommodation may also offer facilities similar to those offered by hotels if not better.

The property is let out to “**guests**” rather than **tenants**, because the property is being offered on a per-night basis, rather than a fixed, longer period of time.

### Why Serviced Apartments/Accommodation/Short letting is so much more popular than a hotel.

The concept of Serviced Apartments has proved extremely popular for a very wide range of accommodation needs from Business, to Family Stays, Luxury Stays & Leisure Stays.

A Serviced Apartment is the perfect combination between staying in a hotel and an apartment. Providing similar luxuries of a hotel such as broadband/WIFI, fresh towels and linen but you also have the way more freedom of staying in a spacious fully furnished luxury apartment or house.

With a Serviced Accommodation you can offer Double Bedrooms, Shower/Bathrooms and also full Kitchens/ Lounges/Dining areas, Balcony that a hotel can not offer.

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Many of our guests have commented on the convenience of being able to prepare their own food, rather than being forced to sit in a hotel restaurant at set times or the added cost of eating out or room service.



- **More space and freedom (70% more space)**
- **More Privacy**
- **A full kitchen and bathroom**
- **More bedrooms, combined**
- **A full HD. Smart TV with Netflix, Prime TV, YouTube etc**
- **Better locations then compared to some hotels**

## Why go from single-let to short letting?

Cashflow, income, return on investment... The type of fees, or “rent”, which you can charge for per night or per short stay, will be proportionately far greater than the amount you can charge for a 6-month or a year tenancy, due to it being a more specialist and time-intensive process.

So, for example a standard 2-bedroom single let in Manchester would earn on average £650 PCM. When converted and offered as serviced accommodation, you would be able to charge from £80 to £120 per night.

Now, you’re not going to necessarily have it occupied every night. But you only need a fairly decent occupancy rate for those £80 per night to be more than the £500 per month, that you get on Assured Shorthold Tenancy (AST).

## Why Short let? Why Airbnb?

**It’s all about the extra cashflow.**



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By going from a single-let to SA, you can increase your profit by a huge amount, even 80% more. As an example, lets take a property that we have in here in Birmingham City Centre: a 1-bedroom apartment...



Manchester City Centre  
1 Bedroom, 1 Bath Apartment

 x 1    x 1    x 1    x 1

## Single Let

Rental Income	£650
Void Periods (5%)	£32.5
House Costs	£40
Tenancy Costs (10%)	£65
Management Fees	£65

**Net Profit PCM**      **£447.50**  
(pre-mortgage)

**Est. Net Profit PA**      **£5,370**  
(pre-mortgage)

## Short Let

Nightly Rate	£80
Occupancy Rate	75%
Bills	£300
Management Fees	£300

**Net Profit PCM**      **£1,400**  
(pre-mortgage)

**Est. Net Profit PA**      **£16,800**  
(pre-mortgage)

↑      **212.8% more for the same house! Difference is £11,430**      ↑

Short letting isn't for everyone. Some landlords are happy to earn £200 - £300 a month on their single-lets. However if you are looking to sustainably maximise the income that your portfolio provides you with, SA could be the best route for you!

## Short letting is **NOT** for everyone.

The downsides of Short lets / Serviced Accommodation ↓



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So, it all sounds pretty good, but what are the downsides?

Serviced accommodation is more of a business strategy than a property strategy, in that the amount of work that you need to do, is much more intensive. There are more tasks to do, which means that there is more chance of things going wrong.

Short let's can also give landlords less certainty than they would receive if they had standard tenants on a legally-binding AST.



**The accommodation needs to be set up like a hotel.**

**Each accommodation needs to be fully furnished and decorated, to a welcoming functional modern standard.**





## Short letting is **NOT** for everyone.

The downsides of Short lets / Serviced Accommodation ↓

Similar to a hotel, Short let/SA providers need to clean the rooms and change the linens every time your guests leave.

Or, if they are for there for longer periods, you'll need to have a cleaner in, and change the linen on a regular basis while your long-term-short-term guests are there. So, you're going to need to think about:



How are the guests going to get in?



Who is going to do all of the work?



Who does all the laundry and cleaning?



How are you going to do checks on guests?

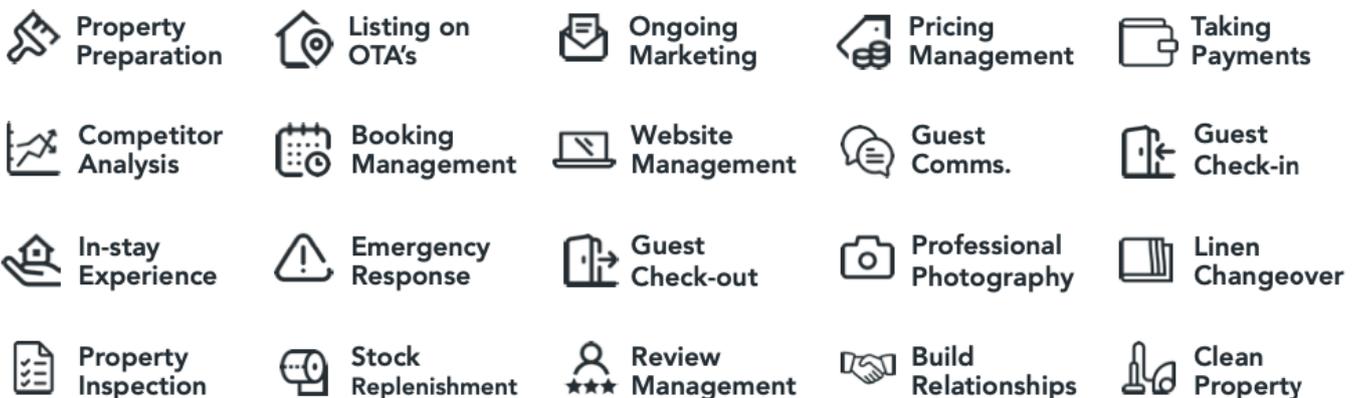
**BUT, DON'T WORRY!** By working with us we can provide the high returning opportunity that serviced accommodation offers, but with less work than you would be putting into managing a single let.



## Why use a Serviced Accommodation management company?

There is a lot of work involved.

How much work is "a lot of work"?



... and then repeat.

**This is why you need experts to manage your Short Let as it can be a challenge if you wish to take on yourself!**

**The right management company will have the systems, guest procedures, security checks and processes in place to ensure that your short let / serviced accommodation ticks all the boxes, increasing guest satisfaction and ultimately maximising revenue for the property.**



## We are your Short let specialists.

Let us help you to make the switch over to Short letting your property!



We provide short let management services to landlords in Manchester, Deansgate, Spinningfields, Preston, Liverpool and more other cities!  
Expanding more and more to cover the whole of the UK



### **We are customer & client focused**

You need a Serviced Accommodation Company that is on hand to welcome guests, arrange maintenance, deal with issues and drive up local demand for your property.



### **We are Transparent**

We send landlords a monthly report about income, reports, all the bookings and invoices in a organised Google Drive link for you. Thus making sure everything is clear and easy to understand.

Through hard work, attention to detail and a fresh approach to the short-term lets,  
we  
are committed to becoming an awesome short let management company.



## Our Management Options

We are flexible and are open to working with landlords, Investors & Agents in various different ways.

### **Hands-free Full Management** From 15-20% per booking

**Increase your earnings by up to 80%+ on a standard property.**

Best for landlords/Owners/Investors/Agents looking to boost their rental income, without the hassle.

We will get your property marketed across all of the important Online Travel Agents (OTA's) or in short, sites like Airbnb, [booking.com](https://www.booking.com), HomeAway etc.

We shall arrange the check-in and out, changeovers, booking management, cleaning, maintenance, pricing optimisation, in-stay experience etc. to ensure that you receive that boost to your rental income that you are looking for.

### **Guaranteed Rent**

**We will rent your property from you at a guaranteed monthly rate.**

Best for landlords looking to get market-rate rent, without having to lift a finger.

We can take care of absolutely everything, allowing you to truly "let and forget".

We will pay you a monthly fee (up to 100% of market rent), whilst also ensuring that you have no voids, no redecoration or cleaning costs and no hassle in general. Your house will be regularly, professionally cleaned and kept in show-room condition by our trusted team.



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# Thank You for reading this PDF!

We hope that you found this PDF informative and that you've got a better understanding of Short lets now!

When you're ready to make the move and get started, feel free to give us a call or an email & we'll be in touch.

Thank you again.  
Platinum Property Stay

**GET IN TOUCH WITH US BELOW**

**Call us: +447867806201**

**OR**

**Email: [info@platinumpropertystay.com](mailto:info@platinumpropertystay.com)**