

THE
PERFECT
HOST



Foreword by our CEO

Thank you very much for showing an interest in The Perfect Host. Undoubtedly, you may have many questions and reservations about renting your prime asset through the sharing economy; I know I did when I started my business several years ago.

What I can say, whole-heartedly, is that the quantitative and qualitative effects of this modern renting style is nothing short of extraordinary. From an earnings perspective, leveraging your property across multiple booking channels for both short and long term lets not only cuts out the middle man but allows for higher average daily rents. This significantly increases the yield of your property. From a qualitative perspective you are guaranteed excellent cleaners and house inspections on a weekly basis, ensuring that your property is kept in good condition and regularly checked.

In the future, I can only see the sharing economy getting stronger. It will possibly see regulatory amends, perhaps through licensing laws or an extension of the London 90-day rule across the UK, but this modern form of renting is here to stay...and so are we. Moving forward, The Perfect Host is well positioned to be your partner in securing viable long-term improvements in your portfolio of properties.

We look forward to working with you.
Guy Robinson

Welcome

Welcome to The Perfect Host, a premium short-term property management company based in London, Cambridge and Oxford.

We all know that letting a property takes time. But why should it take up any of yours? Here at The Perfect Host, we believe in doing the hard work for you, with a dedicated team who work 24/7 to manage the cleaning, occupancy and advertising of your rental, as well as its photography and listing support. Whether you're away from home on a short holiday, or time-rich waiting for your property to sell, our hands on staff use only the latest booking software, dynamic algorithms and vetting techniques to get your rental seen by the right people, at the right time. By having only a handful of selected properties under our care, we can give every one of our clients the time and attention they deserve, without them needing to do any of the work.



We provide the following for all our managed properties:

The perfect look

With an in-house professional photographer available to capture your property in the best light, ready for listing.

The perfect exposure

Through expert search and listing optimisation, which gets your property seen by the right people at the right time.

The perfect introduction

By utilising strong working relationships with third party professionals, which guarantee your property the online attention it deserves.

The perfect price

With software which considers seasonal and local events, giving you rental prices tailored to fit overall market trends. It is why we achieve 85-95% occupancy on short-term rentals, with correct or above average pricing for medium and long-term rentals. Our team work around your personal requirements, scheduling and pricing requests.

The perfect guests

By verifying each visitor through our online booking platform and collating all check-in information before their arrival. Our third-party vetting software profiles each guest, so that you can rest easy knowing that your home is in safe hands.

Our Services

We can provide the following in day-to-day upkeep for your property.

Housekeeping

Our vetted housekeepers work around the clock and are always on hand to ensure cleans in-between, during and after reservations.

Maintenance

Our fully licensed team of maintenance professionals respond quickly and efficiently to any issues that arise.

Hotel quality laundry and linen service

Perfectly pressed, clean, white linens are provided for every property and frequently refreshed by our in-house laundry service.

Personal check-in's for guests

Our team communicates with each guest in advance of their booking, and is always on site to ensure a smooth check-in and arrival.

24/7 guest and client support

We pride ourselves on remaining available to guests 24/7. Our team is always on hand to relay problems to operational staff.





Pricing Options

Option 1

Management

Here we take a commission of the total revenue generated by your listing. This is exclusive of cleaning and maintenance costs which are charged to the guests in the form of a ‘cleaning fee’. Your revenue stream, using this option, wil, be seasonal depending on the level of occupancy your property attracts.

Option 2

Rental arbitrage

Here we agree to become your tenants, and take on the property in our name. You will receive an agreed, fixed rent every month just like a normal tenant. This will come at a premium against the market rate. You will have a constant revenue stream, and will not have to pay any bills relating to council tax or utilities. This is perfect if you are after a steady income that is higher than a normal long let.

Insurance

Your property is one of your most valuable assets, and we appreciate any apprehension that you feel with regards to letting it. We advise all our clients to take out necessary insurance before deciding to enter the short-let market. Whilst AirBnB do offer 'host guarantee insurance', it is sometimes advisable to take out extra insurance. We work with a number of specialist short let insurers who we would be happy to recommend.





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Testimonials

“I was a bit sceptical at first - I had never let my home for short term lets. But on meeting Guy and the team, I decided to give it a go. The income difference between this and long-lets was outstanding and Guy was always available for any queries. I would highly recommend.”

Owner - Jonathan

“I am pleased to say that after two months using The Perfect Host my apartment was completely intact, with zero complaints or negative reviews. Everything has gone well, with no hassle.”

Owner - Dee

“The team were very clear that we had to change a few things in the property to get the ratings up, and having done so, we have been able to increase revenues. I am even thinking of purchasing a second investment property to add to the portfolio. Well done, The Perfect Host!”

Owner - David

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Next Steps

If you would like to engage our services, we can have your property up and running within a week.
Call or send us an email and we can:

- *Introduce ourselves*
- *Appraise your home and highlight areas of improvement*
- *Take professional photos and design bespoke listings for our platforms*
- *Create the advertisement (listing)*
- *Set your property’s pricing*
- *Introduce your home to our communications team*
- *Take your first booking!*





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