

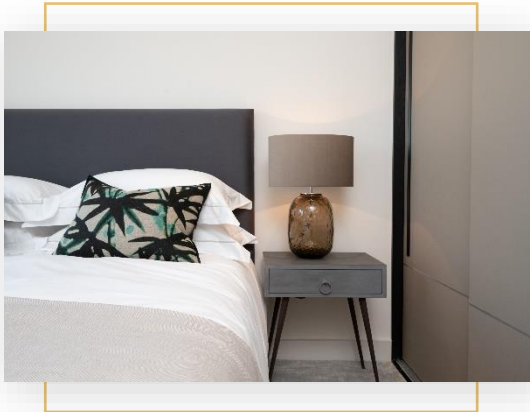


under the
doormat 

UnderTheDoormat & Property Developers

UnderTheDoormat is an award winning premium short-term rentals company, professionalising the short-term accommodation industry with our fully managed and fully insured service. We are the first company to be accredited by the UK industry body, the Short-Term Accommodation Association (STAA) and our CEO chairs the organisation, meaning we are at the forefront of legislation ensuring responsible growth in the sector.

Developers are telling us that current market conditions have led to longer marketing campaigns, resulting in units remaining unsold or unoccupied on delivery. With this slower market there is an increased risk of developments appearing empty and requiring price discounting. UnderTheDoormat can provide you with an incremental income stream on your portfolio of assets where margins are under pressure.



Absorption

As developments go live, we will step in to short-let apartments un-sold on the date of delivery. This creates a new revenue stream while you continue to market for sale and wait for the correct premium price.

“Try before you buy”

Attract more potential buyers by inviting them to stay in the development before they choose to purchase. The apartment would be fully managed with the premium UnderTheDoormat service.

Commercial footfall and energy

Where UnderTheDoormat guests are staying in a number of otherwise vacant apartments, this adds to footfall for any commercial units in the development, adding a commercial uplift to these business tenants. The presence of these guests will also create a more lived-in environment and thriving atmosphere for potential buyers.

Long term income

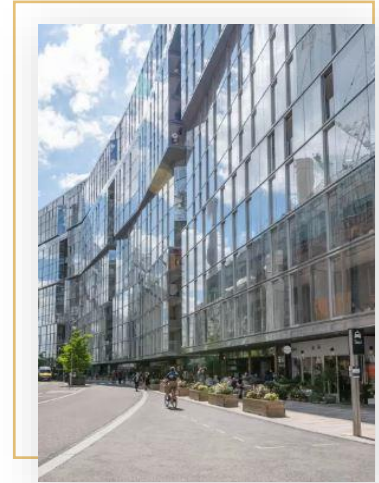
You also have the opportunity to insert a clause in new leasehold and Tenancy Agreements, to allow short-lets when the owner is away. This allows you to generate an incremental source of income after the initial sale. The short-lets are facilitated by UnderTheDoormat reducing the risk of them doing it themselves in the new

development. The income is shared between you and the leaseholder or tenant – a great option for overseas investors who are drawn to the flexibility our short-term model offers them.

A partnership with UnderTheDoormat

UnderTheDoormat provides a full, hotel quality hospitality service for the home to attract high quality guests. All of whom are thoroughly vetted and checked-in in person. Our housekeepers clean the home at the start and end of every stay. For security, photo inventories are also taken, and all homes are covered by our comprehensive contents (up to £100k) and buildings insurance (up to £1m) as well as public liability (up to £10m) to cover guests.

Property owners benefit from access to an exclusive combination of more than 40 booking platforms, including Homes and Villas by Marriott International (one of the first companies to launch on this luxury platform in London), Expedia (one of the first three globally) and its partner network Booking.com, Vrbo, HomeAway and TrustedStays ensuring occupancy levels are always optimized.



To facilitate short letting in your development, we can help arrange flexible furniture packages to make them guest ready. We also provide a 'touch-up' maintenance service to ensure the apartments are returned to you in an immaculate condition. Viewings can still be arranged with 24 hours' notice and our housekeepers can carry out an interim clean.

A partnership with UnderTheDoormat gives you the assurance required to establish an approach and policy around short-lets with the standard-setting leader in the in the sector. We are happy to work together to create a bespoke business case for your particular development or portfolio.

How to get in touch

Call us on 020 7952 1650 or email us myhome@underthedoormat.com to find out more.