

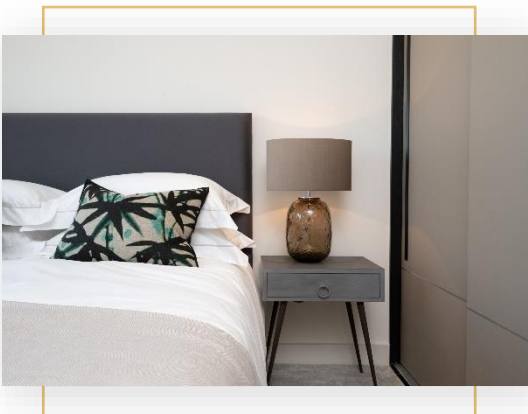


under the
doormat 

UnderTheDoormat & Real Estate Agents

UnderTheDoormat is London's award winning short-term rental provider, 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) our CEO chairs the organisation, meaning we are at the forefront of legislation ensuring responsible growth in the sector. With both Build to Rent schemes and professional short-term rentals increasing in popularity across London, we see our businesses complimenting each other incredibly well.

Providers of high-quality homes are telling us that a partnership with a leader in the short-term rental sector such as UnderTheDoormat, is helping them achieve incremental income and maximise occupancy levels. This has been delivered in a number of ways:



Manage absorption

When developments go live, we can assist with absorption for homes not let on delivery. This will deliver short-term income as well as help to hold out for strong long-term rents.

“Try before you buy”

Increase your ability to secure quality long-term Tenants by offering them the ability to stay in apartments for a few nights before committing to a Tenancy.

Cover void periods

When properties come vacant, we can step in and cover void periods while you continue to market the home for a new Tenant or await the right seasonality to start marketing them. Viewings can continue during guest stays and cleaning ahead of viewings can be arranged. This again will help you hold out for the best long-term rental price.

Tenant interaction and long-term income

Allow Tenants to engage in short-term rentals when they are away from their homes. The short lets are facilitated by UnderTheDoormat reducing the likelihood of them doing it themselves, and the risks associated. The income is

shared between you and the Tenant – a great option for corporate Tenants who are drawn to the flexibility our short-term model offers them. This allows you to generate an additional incremental source of income.

Increase foot-fall and sales for surrounding retail units

Where UnderTheDoormat guests are staying in a number of otherwise empty apartments, this adds to footfall for 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.

A partnership with UnderTheDoormat

UnderTheDoormat provides a full, hotel quality hospitality service to attract high quality guests. All our guests are thoroughly vetted and checked-in in person, and our housekeepers clean the home at the start and end of every stay. For security, photo inventories are 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 the property during guest stays.

All homes benefit from professional photography and marketing on an exclusive combination of more than 40 global platforms including Homes and Villas by Marriott (one of the first companies to launch on this luxury platform in London), Booking.com, Expedia (one of the first three globally), Tripadvisor, TrustedStays, HomeAway, Airbnb and UnderTheDoormat's own website.

A partnership with UnderTheDoormat gives you the assurance required to establish an approach and policy around short-lets with the company leading the way in setting UK standards in the sector. We are happy to work together to create a bespoke proposal for your development. With our professional support you will be able to generate new income streams in a safe and secure way.

How to get in touch

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

