

Frankie Says...

STAY FLEXIBLE.
STAY FABULOUS.

AIRBNB HOSTING SERVICES

EXPERT PROPERTY AND HOSPITALITY
TEAM WHO BOOST YOUR RENTAL
INCOME AND BOSS EVERYTHING ELSE





FRANKIE SAYS: SHORT TO MID-STAY ACCOMMODATION AFICIONADOS

Hello! We're guessing you've landed here because:

1. You're an **experienced landlord** looking to boost rental income – not to mention unload a heap of hosting headaches.
2. You're considering **dipping your toe** in the short and mid-term rental market for the first time.
3. You've never considered the above but are **curious to know more.**
4. You're **looking to improve** on your existing host.

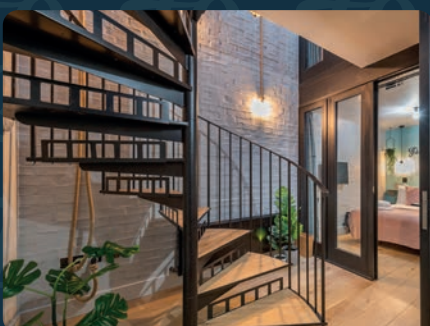
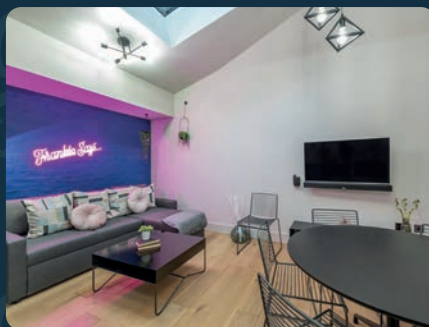
Whichever reason sounds like you, our property experts are here to help.

We're Frankie Says, a forward-thinking, independent company providing fabulous, flexible stays in central London. We've been helping busy landlords maximise the earning power of their properties and get their lives back for over a decade.

We do as much or as little of the heavy lifting as you need. From handling guest communications, to implementing a complete custom marketing and management strategy, so you can sit back and watch your profit rocket.

Frankie's Pads

ARE YOU READY TO JOIN FRANKIE'S REVOLUTION?



JOIN US ON THE SHORT SIDE

HERE'S THE JUICE:

HIGHER EARNING POWER

- Short-let rentals are more lucrative delivering an average return of 6% net compared to 4% long-term rentals.¹
- No yearly management fees.

LESS REGULATION

- Reduced regulatory environment compared to the Private Rented Sector (PRS).
- Flexibility to change strategy without the hassle of serving long notices or taking naughty tenants to court.

GLOBAL DEMAND

Short-term letting is the fastest growing sector in hospitality, due to offering tempting features such as increased privacy, competitive rates, and hotel-like perks.

- 9% of global companies have added non-hotel accommodation options to their travel programmes since Covid struck.²
- 15% of corporates reported using serviced apartments more for business travel and shorter stays (1-28 nights) since 2021.²
- 60% of Travel Management Companies (TMCs) and RMCs (Relocation Management Companies) say usage is growing for relocation and assignment work.²

ADDED VALUE

- Experience shows that with higher returns, buy-to-let investors will be happy to pay more for your property.



AN EXAMPLE OF HOW SHORT-LET RENTALS OUTPERFORM LONG-TERM ONES:

Long-Term Rentals:

Traditional long-term rental @£700 p/w (£36,400k p.a.) paying a full management fee of 15% + VAT (£6,552 p.a.)

TOTAL LONG LET INCOME: £29,848

Short-Term Rentals:

Short-let rental @£200 per night (£62,050 p.a. @£85% occupancy) paying a full management fee of 18% + VAT (£13,402 p.a.) – less utilities and other owner expenses totalling £10k p.a.

TOTAL SHORT-LET INCOME: £38,648

Complicated sums, but we've got a really big calculator, so let Frankie do the maths for your place.

Sources:

1. LDGLong Term Rental Data Report February 2023 www.ldg.co.uk
2. SilverDoor Apartments, GSAIR 2022 Shows Unprecedented Corporate Demand for Serviced Apartments, July 2022 <https://rb.gy/jhpebv>

(Everything We do)



WE DO IT FOR YOU.....

We take the hustle and hassle out of being a short or mid-term landlord.

'**THE FRANKIE**' management service is fine-tuned to maximise your property's earning power and make life easier.

THE FRANKIE – What you can expect:

More Guests, More Revenue:

Using a combination of cutting-edge dynamic pricing tools and our own clever-clogs market analysis, we advise the best rate to set your listing at, maximising occupancy and growing your revenue.

The Limelight

Exposure that's almost indecent. Along with free professional photography capturing your property's best side, we list your space on all the major booking sites, including Airbnb, Vrbo and Booking.com. Additionally, we are one of only a handful of operators accredited by corporate relocation agencies and have an extensive database of returning customers. More exposure = more bookings in the bagging area.

Enquiries and Bookings:

Our customer service experts handle everything you don't have time for; answering guests' queries, managing bookings, smooth check-ins, and check-outs. If you prefer guests to have an in-person 'how-do-you-do', we can even arrange that too.

Payment Processing:

Whether you own one apartment or several, we can collect and process all guest payments. Regular booking and income reports via your own portal also means you can keep a beady eye on how much you're making.

Maintenance and Repairs:

Our professional maintenance team handles everything from full kitchen re-fits to DIY repairs. We also provide 24/7 out-of-hours response, so you can sleep soundly again.

Professional Cleaning:

Frankie Says are sticklers for 5-star cleanliness and hygiene. Sweet-smelling fresh linen and towels, topped up toiletries, post check-out cleans and regular deep cleans, just leave it to us.

Hotel-like Perks:

Happy guests are repeat guests, which is why we offer a host of hotel-style perks. Our guest team is online around the clock. Highchair rental, hotel transfers, luggage lockers, a welcome basket of Wagon Wheels, we'll sort it.

Your Space:

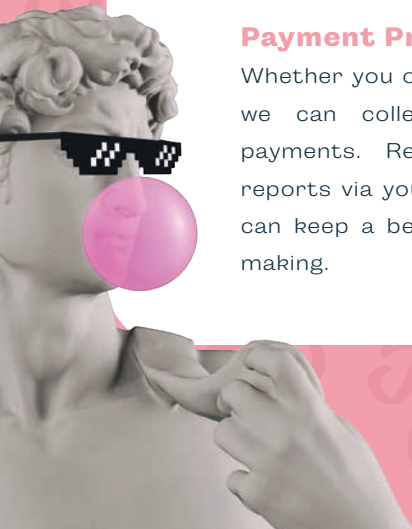
Want some time for you? We get it, after all, it's your pied-à-terre. Go ahead, you can still stay in your own space as often as you fancy.

Check us out!

FRANKIESAYS.UK

02045 136 755

HELLO@FRANKIESAYS.UK



FRANKIE WILL PUT MORE JAM IN YOUR DOUGHNUTS



85% occupancy rate across portfolio



£269 RevPAR
(Revenue Per Available Room) – over 200% higher than the market average



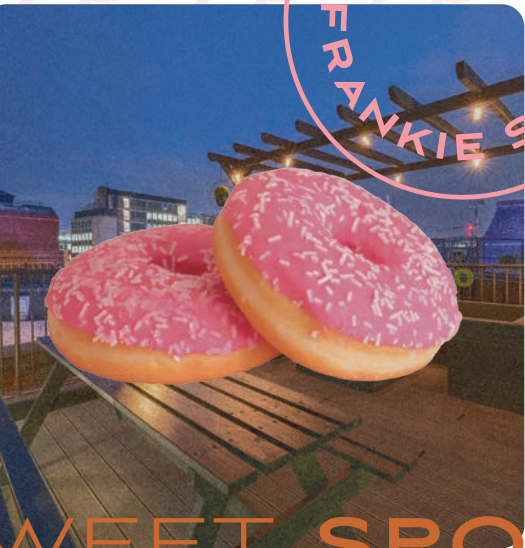
£350 ANR
(Average Nightly Rate) 186% higher than the market average



60-minute average response time from team



5 nights average booked per stay



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60 days average reservation time ahead



Over **£7m** of revenue generated



Bags of **5-star** Google ratings



Accredited by major global corporate relocation agencies

Psst!

Did you also know that Frankie has a big sister? She happens to be a large real estate company that lets Frankie's landlords benefit from other services. This not only allows you to be nimbler but get up-to-the-minute full coverage market advice too. Everyone needs a big sis like Frankie's.



Frankie Says'

GLOW-UP!



BEFORE



AFTER



Increase returns with a Frankie Says' Glow-Up!

Frankie says' team constantly pushes the originality envelope and currently operates a large portfolio of branded residences.

THE POWER OF THE GLOW

What to expect:

- Higher nightly rate and occupancy
- Increased returning guest rate
- Listing on Frankie's bespoke website and social media channels
- Branded virtual photo booth for guests to promote your property ***everywhere***
- Fully branded concept leveraging the power of group marketing

With our Glow-Up service landlords can achieve, on average, an additional 45% income.

To qualify for a Glow-Up, we inspect your property to check it meets Frankie's exacting standards. If Frankie gives the thumbs up, for a small fee, our pro designers will sprinkle their interior magic, recreating your property in Frankie's signature style. Think cool, contemporary rooms, and artwork that's just a little bit naughty.

Alongside an insta-worthy makeover (which guests love!), we can boss all the other stuff too, from marketing to day-to-day management.

Ready to harness the power of Frankie?

FRANKIESAYS.UK

02045 136 755

HELLO@FRANKIESAYS.UK

FRANKIES FRIENDS

WHAT OUR LANDLORDS AND GUESTS SAY

LANDLORD REVIEWS:



"Javier at Franke Says has been managing our property for the last few years. It has been a hassle-free journey and he's managed to increase our rental income well above the inflation rate. Frankie Says' process is very smooth. We get our rent in our account each month with a full breakdown statement via email. I'd recommend their services."

BINDU R



"Frankie Says were recommended to me as being honest and reliable, and they've certainly lived up to that recommendation. Of all the agents I've dealt with over the past 20 years, they are the best – friendly, reliable and provide outstanding services. I'd not hesitate to recommend them."

SYBILLE R

GUEST REVIEWS:



LUXURIOUS/SEXY APT IN THE HEART OF CENTRAL LONDON

"Great location and clean place to stay. Would definitely recommend and stay again!"

DAISY L



SAY HI TO THE BIGGY SMALLS, A LUXURIOUS 1 BR APT

"Great stay. The flat is up-to-date and modern. Looks just like the pictures. Great location! Tube Station 2 mins away. I would stay here again without a doubt. Look forward to returning."

ANDREW C

READY TO BOOST YOUR RENTAL INCOME? SAY HELLO TO FRANKIE SAYS TODAY:

FRANKIESAYS.UK

02045 136 755

HELLO@FRANKIESAYS.UK



@FRANKIE-SAYS



@FRANKIESAYSSTAY



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