



SA MANAGEMENT SERVICES

Are you into provision of Serviced Apartments, do you operate a Serviced Apartment business and now desire total hands off the management of your Serviced Apartments or are you put off from starting a Serviced Apartment business because you lack the time, know-how/experience to manage the operations?

Worry no more, Dynasty Homes Ltd offers management services of Serviced Apartments to owners of serviced apartments who want to remain owners and not get involved with the running and management of these apartments.

We manage the day to day running and operations of your apartments from Setting Up (Decorating & Fully Systemizing/Automating) to going live on the OTAs (Online Travel Agencies) to managing all the support services required to keeping your Serviced Apartment fully functional and rentable to optimise bookings.

We can take on the management of your apartment(s) either as an apartment which is already live on the OTAs and all the necessary facilities/amenities are functional and running smoothly, in this case all you need do is to finance the systemization and automation with the basic



systemization/automation facilities if not already systemized or from scratch as an empty apartment which is refurbished if need be and all facilities/amenities (heating, gas, lighting, smoke detectors/fire alarms, fire extinguishers, water, taps and showers, oven, cookers, fridge, freezer, washing machine etc are working adequately), all safety checks (gas, electrical and fire) are passed. Once all these are in place, you finance the decoration, basic systemization/automation facilities which will be listed below under Cost & Charges and other basic house-hold appliances and wears. We will work within your budget to do the decoration or offer guidance on how to get your apartment decorated and furnished at a reduced cost.

HOW OUTSOURCING THE MANAGEMENT OF YOUR SERVICED APARTMENT TO DYNASTY HOMES LTD WORKS

- **VIEWING & CHECKS:** On consultation, we schedule a viewing of the apartment with the client, at this visit we assess if the apartment is fit for us to take on as managers. We look out for the following as listed below:
 1. Refurbished if necessary. Floors, walls all well done and nicely painted.
 2. All systems if available, facilities/amenities (heating, gas, lighting, smoke detectors/fire alarms, fire extinguishers, water, taps and showers, oven, cookers, fridge, freezer, washing machine etc) working adequately.
 3. Up to date and valid gas, electricity and fire certificates.
 4. Is the property under mortgage? If yes, was consent granted by the lender for the property to be used as a serviced apartment? If yes, we will require proof.
- **DECLARATION & APPROVAL:** If all the checks mentioned above are passed, your apartment is declared fit for us to take on as managers. We then proceed to do the set-up of the apartment. This is

to do with apartments which have only just been converted to SA use and are mostly empty. Apartments which are already live and operational on the OTAs and declared fit may only require the systemization/automation phase of the set-up if not already systemized and automated.

- **COST & CHARGES:** At this phase, we have a meeting with our client either in person, via a phone call or virtually to discuss the cost of setting-up (decorating and systemization/automation) of the property and our charges as managers.

1. **Fixed Cost:** These are one off cost which will include:

Cost of furnishing and other essentials like kitchen wears: The cost of essentials and furnishing varies as these depends on budget and the size of the apartment and we will be happy to work within your budget as stated earlier.

Cost of decoration: We charge a fee of £500 per room for decoration.

Cost of basic Systemization and Automation: This is the cost of purchasing and installing the facilities listed below to fully enhance the operation of your serviced apartments and these facilities are offered in various prices depending on make and the quantity required.

- **Remote Lock System:** To grant remote access of the apartment to guests and to facilitate on-line check-in.
- **Stick Up camera at entrance of apartment:** To keep track of number of guests using the apartment at any given stay to ensure this tally with the number of guests declared at booking.
- **Remote Controlled Heating & Hot Water:** These helps to check and minimise the unnecessary use and abuse of heating and running of hot water.
- **Noise Level Detection facility:** To ensure guests are not having a party at the apartment, disturbing the neighbours.

- **Smart Tablets (Optional):** To improve guests experience, serve as a digital guide/tour of the apartment to guests, drive sales and revenue.

2. Running Cost: These are operational cost payable monthly and takes up between 30% to 40% of the gross income, these are cost such as:

Utility Bills: (Wi-Fi/Internet, Gas, Electricity, Water, Council Tax, subscription charges for movie/Tv shows streaming services like Netflix) etc.

Support Services: This includes cleaning, laundry and maintenance cost which varies with different providers and the cost of cleaning depends also on the size of the apartment.

OTA Charges: These charges are those incurred from listing your property on various OTAs, this charge varies as different OTAs charge differently. Some don't charge the hosts at all but will charge the guest.

Management Charges: This is what we charge monthly for the management services we provide in running your serviced apartment, we charge a 30% fee of the monthly Net Income i.e after deducting all other running or Monthly Operational Expenses.

- **SET-UP & ROLL OUT:** This entails a few sub phases as stated below:
 - 1. Furnishing and decoration of the apartment:** As earlier mentioned, we will work with you within your budget to achieve this. This phase is specially handled by our in-house interior design and décor arm (Space Transformation Services) which will see to it that your apartment is decorated in the best possible way and manner to attract guests and provide comfort to guests during their stay in every space within the apartment.

2. **Systemization and automation of the apartment:** Here, we roll up your apartment into our key systems which enables and ensures seamless and efficient operation and management of your property. The systemization and automation of properties under our management help to streamline bookings, co-ordinate with our support services, communicate and manage guests stays adequately, provide seamless experience for guests, manage properties and other integrated systems.
3. **Go live on the OTAs:** Here, we go ahead to list your property live on several OTAs (Online Travel Agencies) such as Booking.com, Airbnb, Expedia, TripAdvisor, Lastminute.com, HomeAway, Vrbo, LateRoom.com etc and start accepting bookings.

Note: After all monthly operating expenses has been deducted from the Gross Income which is typically between 30% to 40% or less of the Gross Income and now leaves a Net Income, we Dynasty Homes Ltd take a 30% of the Net Income as our management fee each month as stated earlier. Hence, leaving you with 70% of the Net Income.

ILLUSTRATION

Assuming a Gross Income of £8,000 was achieved at the end of the month

Assuming worst case scenario and Monthly Operating Expenses is placed at 40%. Hence, 40% of £8,000..... $8,000 \times 40 = 320,000/100 = £3,200$

Hence Monthly Operating Expenses = £3,200

Therefore, Net Income = $£(8,000 - 3,200) = £4,800$

Management Charges is 30% of Net Income

Hence, $4,800 \times 30 = 144,000/100 = £1,440$

Therefore, Management Charges = £1,440

Owner's Income is 70% of Net Income

Hence, $4,800 \times 70 = 336,000/100 = £3,360$



NOTE: Dynasty Homes Ltd does not guarantee in any way or form that your listed properties will achieve a certain level or percentage of booking.

**BENEFITS OF OUTSOURCING THE MANAGEMENT OF YOUR
SERVICED APARTMENT TO DYNASTY HOMES LTD**

- Total hands off the operations of your apartments meaning more free time and freedom for you.
- With our expertise, you do not need the know-how to start a serviced accommodation business. All you need is the right kind of property in the right location and a little start-up cash.
- Under the management services of Dynasty Homes Ltd, your apartments are professionally managed and maintained at a high standard which translates to increased bookings.
- We manage and operate your serviced apartments in a transparent way, providing monthly financial reports, updates and performance of your apartment.

