Welcome to Clifton Partners Property

Your Short Term Property Management Specialists

CLIFTON PARTNERS.
PROPERTY

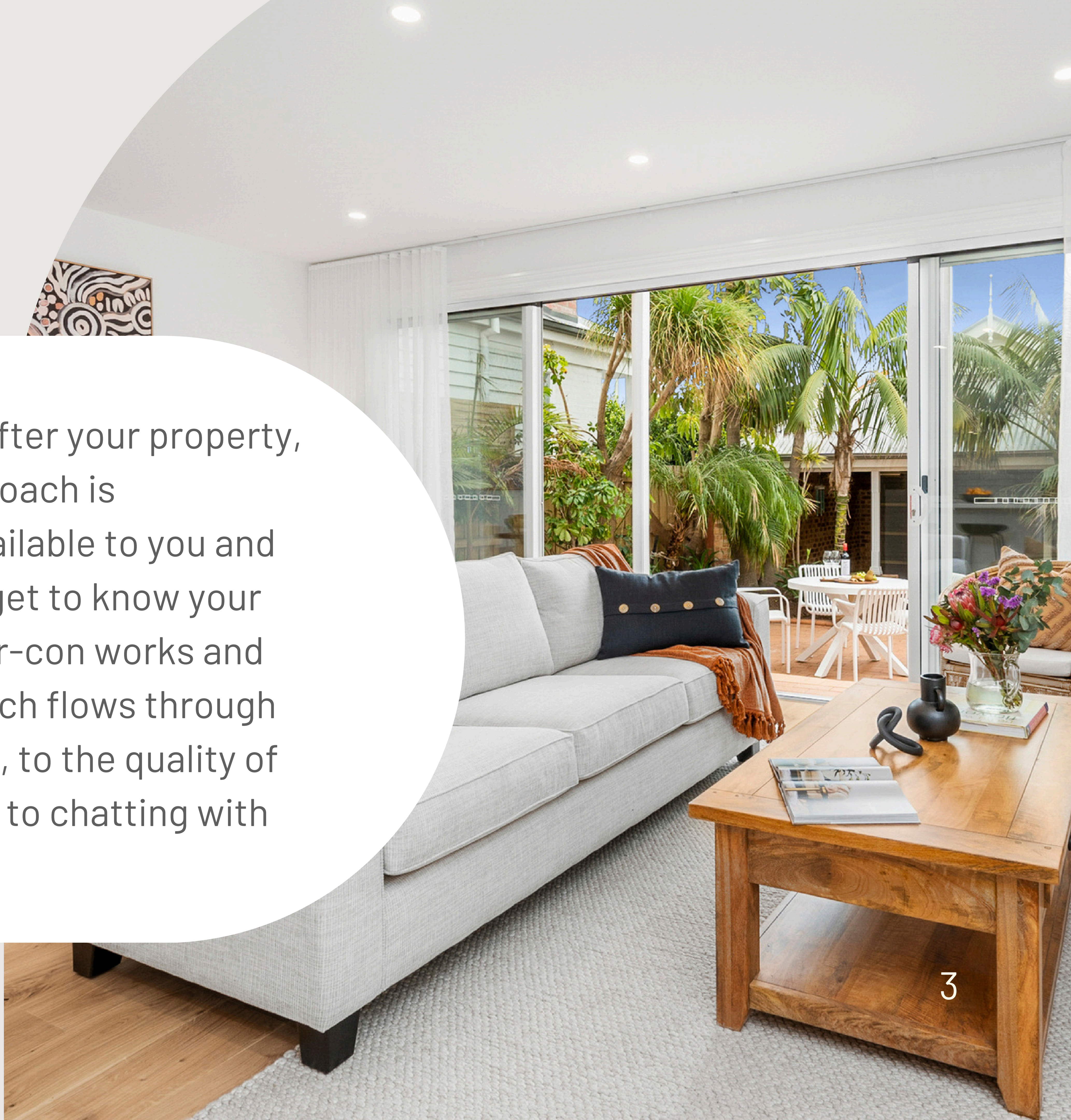
What's Inside This Guide

CLIFTON PARTNERS PROPERTY

Who We Are.

(Your new best friends)

At Clifton Partners Property, we won't just look after your property, we'll look after you and your guests too. Our approach is personalised and transparent, meaning we're available to you and your guests as much or as little as required. We get to know your property inside and out, right down to how the air-con works and where the bottle opener is. This personal approach flows through everything we do, from the open communication, to the quality of cleaning and prompt payments. We look forward to chatting with you.



What we do.

(i.e. Everything)

CLIFTON PARTNERS.
PROPERTY

We take care of everything:

- Marketing on all major platforms - Airbnb, Stayz, Booking.com, Google Vacation Rentals
- Direct bookings via our website
- Guest vetting
- Guest communication and complete guest co-ordination (check-in, check-out)
- Payments and financial reporting
- Cleaning and linen supply

Plus:

- Gardening
- Property maintenance
- Emergency support

What this means for you:

- Hassle free management - you can leave it all to us
- As many customers as possible finding your property
- Your property will be well looked after with proactive management and reporting
- Your property will be more likely to remain booked, even during off-peak periods (more on this on page 9)

How we're different.

And why that's a good thing.

CLIFTON PARTNERS.
PROPERTY

Dynamic pricing

We aim to get high occupancy during off-peak periods by monitoring bookings and adjusting your nightly price to suit demand. We do this using software, but also apply a human review element to make sure the numbers make sense. This means you can earn more during busy periods and get more bookings when it's quiet.

Lower cleaning fees

We attract more bookings by keeping our cleaning fees low. This is important as guests often compare fees when choosing accommodation. Our fees are kept low by partnering with local cleaners and cleaning companies.

Guest screening

We screen past reviews of potential guests, permitting only those with favourable reviews to make automatic bookings. For newcomers to Airbnb, we enquire about their trip purpose, to minimise any potential issues to your property.

Guest Amenities

We provide a large range of consumables so guests can walk in and feel right at home. This includes a well-stocked kitchen and bathroom. We freshen up the consumables between bookings, so all guests get that 5-star experience.

How we’re different.

And why that’s a good thing.

CLIFTON PARTNERS. PROPERTY

Open communication

We pride ourselves on being available to communicate with and we are happy to cater to your communication preferences. We will always keep you informed of any updates to your property and can answer any questions you may have. We find WhatsApp is a great tool to keep all parties informed, with end-of-month reports being sent via email.

Maximising slow periods

It’s easy to get bookings during holiday periods and weekends. What makes a really successful short-term rental is filling the off-peak periods such as the cooler months or mid-week. Through dynamic pricing, single night offerings and fostering relationships with return visitors, we’re able to maximise your bookings and returns.

Full service offering

We take care of your property like it’s our own. In addition to property and guest management, our service offering can include gardening, property maintenance and emergency support. Plus, we can offer styling advice and full set-up packages for new properties.

24/7 Online Access

We use software that gives you, as the owner of the property, full visibility into the calendar of reservations, nightly rates and financial statements.

Our Fees.

Net, not gross.

CLIFTON PARTNERS.
PROPERTY

A fairer way to charge fees.

Unlike most property management companies, **our fee is based on your net earnings, not gross.**

Gross revenue refers to your money earned before deductions like booking platform and cleaning fees, are taken out. **Net**, on the other hand, is the amount generated after platform and cleaning fees. We only take our percentage from that amount, because it's simply the right thing to do.

Our management fees are 20% (inc. GST) of your **net** rental income.

Our Fees.

See how we compare.

CLIFTON PARTNERS.
PROPERTY

Scenario: Guests book a series of trips equal to $10,000. Both pay the same in platform and cleaning fees (although often our cleaning fees are lower):

- Airbnb Fee: 16.5% of booking value = $1,650
- Cleaning Fee: $1,000
- Total costs before management fee: $2,650

This leaves $7,350 for the property owner, before management fees. We charge 20% of this amount, not the full $10,000, saving $530.

	Our Fees 20% Net	**Other Companies' Fees** 20% Gross
Management Fee	**$1,470** 20% of $7,350 (net)	**$2,000** 20% of $10,000 (gross)
Difference	**$530 better off**	**You lose $530**
Effective Gross Fee	14.7% (inc GST)	22% (incl GST)

This difference can really add up over a year. With Clifton Partners Property, you'll receive more cash back.

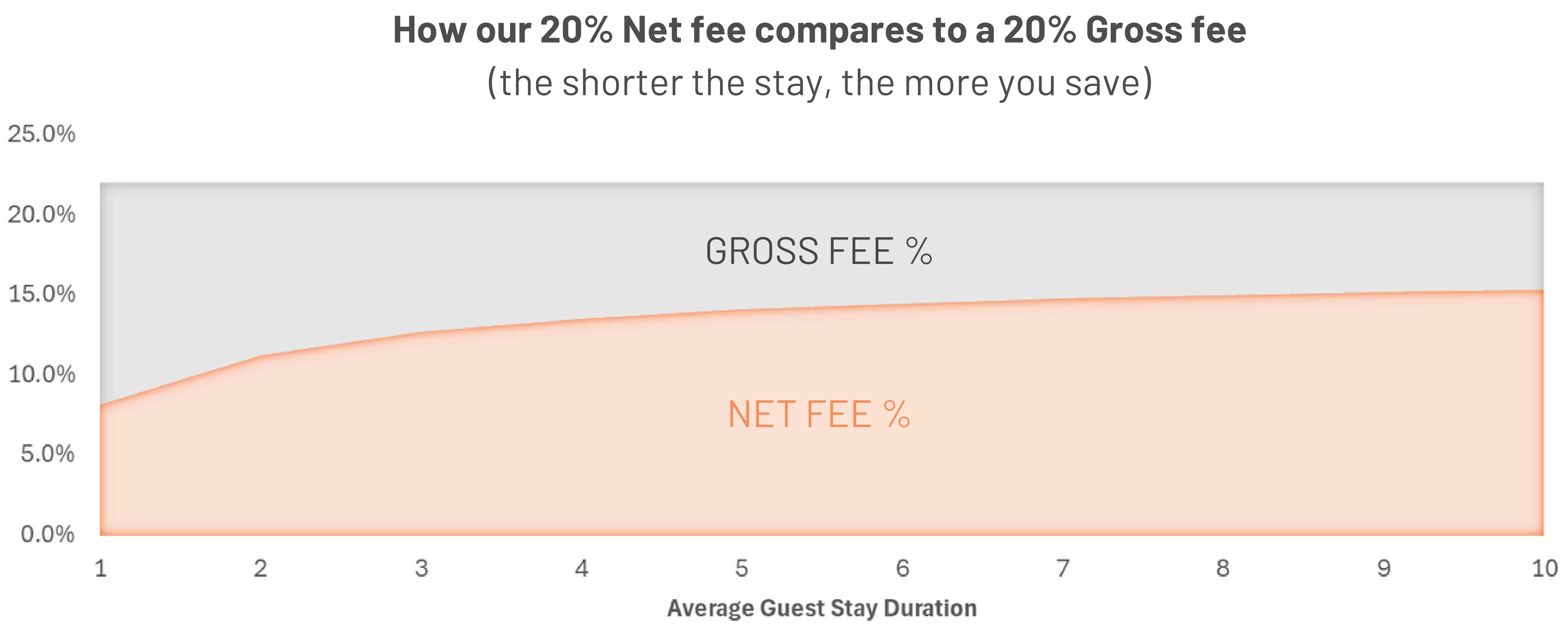
Be mindful of GST when selecting a management company. Our fee includes GST, whereas others charge GST on top of their management fee.

Our Fees.

Net vs Gross: The more short stays, the more we save you.

CLIFTON PARTNERS. PROPERTY

The benefits of paying our **net** fees are even stronger when you take into account the average length of stays. For short stays of 1-3 nights especially, cleaning fees make up a sizeable percentage of the total guest pay-out, so companies with a **gross** management fee take far more, usually costing you an extra $6,000-$8,000 a year.



Average Stay (Nights)	Effective Gross Management Fee from Net Management Fee Structure	Increase in Returns Compared to 20% Gross (plus GST) management fee
1	8.1%	74%
2	11.2%	31%
3	12.7%	22%
5	14.1%	16%
6	14.5%	15%
8	15.0%	13%
10	15.3%	12%

30 day period, 80% booking occupancy, $200/night, $150 cleaning cost, 20% (incl GST) net management fee, average stay as tabulated

What we provide.

Huge value to your guests in the form of consumables.

CLIFTON PARTNERS.
PROPERTY

Bathroom

- Shampoo
- Conditioner
- Body wash
- Hand wash
- Toilet paper
- Toilet cleaner

Living Room

- Tissues

Kitchen

- Tea (x 4 varieties)
- Coffee pods
- Coffee sachets
- Salt / Pepper
- Oil
- Sugar (raw/white)
- Paper towel
- Baking paper
- Aluminum foil
- Cling wrap
- Garbage bags
- Dishwashing detergent
- Kitchen wipes
- Sponge
- Dish brush
- Hand wash
- Spray and wipe
- Window cleaner

Laundry

- Washing machine detergent

Up to **$1.4k value** in consumables provided to guests over a 12-month period by Clifton Partners Property

365 day period, 80% booking occupancy,
Guest using available consumables

What we provide.

Systems and platforms that go beyond the human touch.

CLIFTON PARTNERS.
PROPERTY

Our full service offering does not stop at guest management, marketing and cleaning/linen supply.
We use a variety of systems and platforms to help us get the most out of your property and to protect your property should an issue arise.

Guesty

Our guest management platform.

Key Features:

- Owner portal - gives you visibility on upcoming stays, earnings and more
- Channel management (Airbnb, Booking.com, VBRO and Direct Bookings)
- Guest management
- Option for property damage protection

Turno
Formerly TurnoverBnB

Our cleaning management system.

Key Features:

- Clean scheduling
- Cleaning checklists (unique to each property)
- Cleaning photos (before and after)
- Property / contents damaged by guests reported and timestamped
- Real time notifications

PriceLabs

Our dynamic pricing software.

Key Features:

- Customisable, data-driven pricing that feeds daily into our marketing platforms
- Market and property data

xero

Our accounting platform.

Key Features:

- Property earnings and expenses reported and tracked

What we provide.

Camera and digital lock recommendations and integrations.

CLIFTON PARTNERS.
PROPERTY

As property managers, we are always on the hunt for the best solutions when it comes to guest management and protecting your property. We recommend installing cameras and digital locks (where appropriate). Please contact us as part of the onboarding process to find the right digital lock and camer solution for you.

McGrathLocks
MAKING ACCESS EASIER

We recommend McGrath smart locks for compatible properties.

Key Features:

- Integration with all marketing platforms. This means each guest receives a unique code that activates on check-in and de-activates on check-out
- Full visibility for owner and Clifton Partners Property of guests going in and out of the property via an App
- Ability to remotely lock and unlock doors

eufy

We recommend eufy camera solutions but can monitor all camera types.

Key Features:

- Monitor guest check-in and check-out
- Monitor the number of guests going in and out of the property
- Provides peace of mind for owners and gives additional evidence and protection should any issues arise

What you need.

At a minimum to get started.

CLIFTON PARTNERS. PROPERTY

Room	Requirements
Bedroom/s	Mattress protector, 4 x pillows, pillow protectors, queen size bed*, king doona, throws and additional blankets, bedside table, lamps, clothes hangers.
Living Room	Couches - enough seating for all guests, TV with working remote, coffee table, throws and cushions.
Dining Room	Table, chairs and placemats - enough for all guests.
Kitchen	Aldi Coffee Pod Machine, fridge, oven, kettle, toaster, pots/pans , plates, bowls , cups/mugs, glassware, cutlery, kitchen knives, baking dishes / trays, salad / mixing bowls, colander, grater, vegie peeler, tongs, masher, ladle, beater, bottle opener, strainer, serving spoons, scissors, chopping boards (wooden and plastic), bins (recycling and garbage), drying rack, sink cady.
Bathroom	Small waste bin, hair dryer, toilet paper roll holder, toilet brush
Laundry	Washing machine, dryer or clothes rack, vacuum, mop.

***Please chat to us if you have a different size bed**

What property owners are saying.

CLIFTON PARTNERS.
PROPERTY

“ There is no uncertainty on what I can expect to receive each month.“

- Steph (Geelong)

“We tried numerous property managers for our short-term accommodation but until we found Clifton Partners Property we didn’t really know what proper service was.“
- Leigh (Ballarat)

“Courtney and Simon have made my experience transitioning my rental property into an Airbnb seamless and stress free. Their attention to detail with regard to maintenance and repairs has been nothing short of impressive, providing a timely service and keeping me informed throughout the whole process. Simon and Courtney treat my property like their own .“
- Aidan (Ballarat)

“My studio has been outperforming the market.
In January last year I had 10 nights booked (under a previous manager) – this year I had 24 nights with Clifton Partners Property.”

- Matthew (Daylesford)

FAQs.

And their answers.

CLIFTON PARTNERS.
PROPERTY

Where do you manage properties?
We currently manage properties in Melbourne, Geelong and the Surf Coast, Daylesford, Ballarat and Bendigo. We are looking to expand, so don't hesitate to get in touch.

When can I expect to receive my payment?
All payments are made monthly and within 5-business days after month-end. At the end of the month, we'll send you a report with a breakdown of all guest payments, expenses and your payout.

What happens if there's damage or an incident at my property?
We manage this all for you but will keep you informed of any updates. We will seek reimbursement requests from guests and booking platforms and pass these on to you. We have software in place to help support any claims (before and after cleaning photos) so you can rest assured we are looking after your property.

How will you get the most out of my property?
We use dynamic pricing and regularly update listings to ensure you are always at the top of booking platforms. We are also a super host on Airbnb with over 2600 reviews and near 5-star rating. This means guests trust booking with us, and your property will be added to the mix. Further to this, we take direct bookings, which means more returns for you with less platform fees.

What happens with the cleaning fee?
Clifton Partners Property takes 100% of the cleaning fee. This covers the cleaners time, plus linen, consumables and cleaning products.

How long does it take to get set up?
We can move pretty quickly if the property is ready to go. Typically, we can go-live in about 2-weeks if the house is guest-ready.

Your Team.

Simon, Courtney and Tim

CLIFTON PARTNERS.
PROPERTY

We'll be your key points of contact and manage your property for you. We work with a trusted team of cleaners, photographers, gardeners and maintenance workers.

Simon Clifton Director

simonc@cliftonpartners.com.au
0432 596 339

Courtney Dufty Operations Director

courtneyd@cliftonpartners.com.au
0432 100 549

Tim Clifton Systems Director

timc@cliftonpartners.com.au
0447 839 510

Thank you.

cp-property.com.au

CLIFTON PARTNERS.
PROPERTY

Appendix.

Your Individual Property Assessment.

CLIFTON PARTNERS.
PROPERTY

Your property.

CLIFTON PARTNERS.
PROPERTY

[Insert Address]

{x] bedrooms

[x] bathroom/s

Sleeps [x]

We believe your house is well suited to be a short-term rental. It has all the characteristics that make it a great 'home away from home' including its proximity to attractions and amenities.

The following page outlines how much we anticipate you could earn through short-term rentals through Clifton Partners Property.

Clifton Partners Property does not offer financial, legal, or accounting advice. Our estimates are based on historical performance of nearby listings and, while we strive for accuracy, they are not guaranteed. Actual performance may differ.

Your Property Projections.

What **the software** estimates you'll earn.

CLIFTON PARTNERS. PROPERTY

Our Industry Calculator* has created these estimates by comparing data from similar listings in the area.

Average Daily Rate	Occupancy Rate	Annual Booking Revenue (Before Fees)	Annual Booking Revenue (After Fees)
$xxx The average accommodation fee charged to guests per night of stay.	**xx%** The average rate at which a property is booked throughout the year.	**$xx,xxx p.a.** **Range: $xx,xxx-$xx,xxx** The total revenue from bookings before expenses. This equates to: $x,xxx per month	**$xx,xxx p.a.** The total revenue from bookings after Clifton Partners Property Management Fees. This equates to: $x,xxx per month

*Data sourced from PriceLabs, based on 50th market percentile

Your Property Projections.

What the software estimates - top XX%

CLIFTON PARTNERS. PROPERTY

Looking at your property, we have adjusted the figures based on your individual property characteristics, the performance of existing properties in the area that we manage and where we think your house will sit in the current market - the top XX%. Adjusting your occupancy rate and Average Daily Rate, results in:

Average Daily Rate	**Occupancy Rate**	**Annual Booking Revenue (Before Fees)**	**Annual Booking Revenue (After Fees)**
$xxx The average accommodation fee charged to guests per night of stay.	**xx%** The average rate at which a property is booked throughout the year.	**$xx,xxx p.a.** The total revenue from bookings before expenses. This equates to: $x,xxx per month	**$xx,xxx p.a.** The total revenue from bookings after Clifton Partners Property Management Fees. This equates to: $x,xxx per month

Your Property Projections.

What **we** estimate you'll earn.

CLIFTON PARTNERS.
PROPERTY

Looking at your property, we have adjusted the figures based on your individual property characteristics and the performance of existing properties in the area that we manage. Adjusting your occupancy rate and Average Daily Rate, results in.

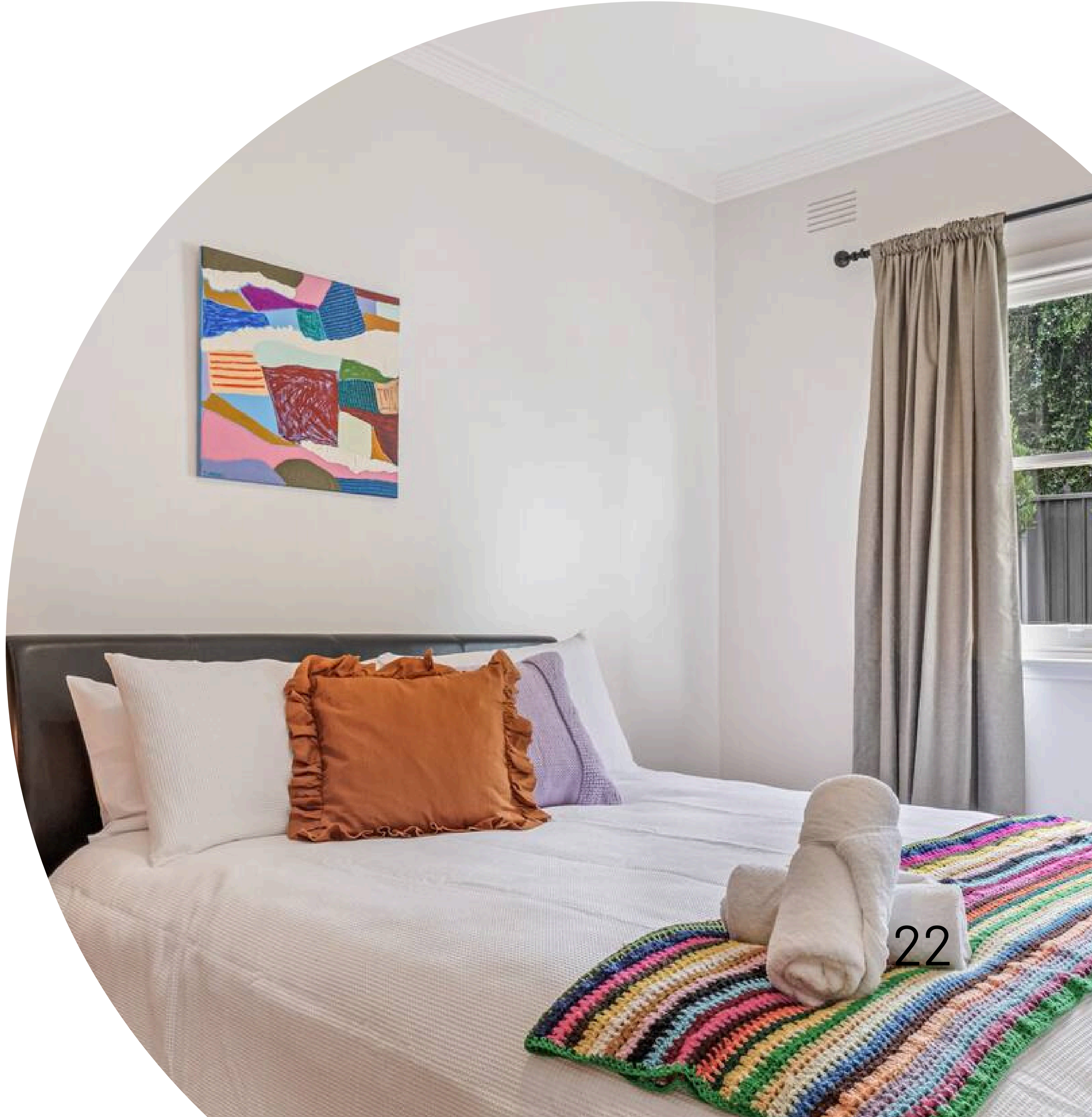
Average Daily Rate	Occupancy Rate	Annual Booking Revenue (Before Fees)	Annual Booking Revenue (After Fees)
$xxx (Peak) **$xxx (Off-Peak)** The average accommodation fee charged to guests per night of stay.	**xx% (Peak)** **xx% (Off-Peak)** The average rate at which a property is booked throughout the year.	**$xx,xxx p.a.** The total revenue from bookings before expenses.	**$xx,xxx p.a.** The total revenue from bookings after Clifton Partners Property Management Fees. This equates to: $x,xxx per month

Next steps.

For listing your house.

CLIFTON PARTNERS.
PROPERTY

1. **Call or meet in person**
   We'll hear all about you and your property
2. **Property assessment**
   We'll make any recommendations for your property to get the best bookings and ratings
3. **Complete the necessary paperwork**
   We'll send you our contract to review and sign in your own time
4. **Hand over the keys and go-live**
   We'll work quickly to get the listing live. This includes cleaning, linen set up, marketing, photography and more. Sit back, relax and enjoy the earnings!



Ready to go?

CLIFTON PARTNERS.
PROPERTY

Fill out our property owners questionnaire to help us understand your property and preferences. This helps us advertise your property and provide a seamless guest experience.

Scan me

Click the link below

Clifton Partners Property Owners Questionnaire