



Packages Guide

# TruStay Apartments



# About Us

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Our team mainly focuses on combining excellent property management with attentive customer service.

Here, we foster the ideal environment for a healthy host-guest relationship to thrive, providing modern convenience and comfort that feels closer to HOME.

We always try to find and unlock the hidden potential of every property, leaving each of our clients with the perfect blend of privacy, luxury, and flexibility found in ideal living spaces.



# About Us



With a wealth of experience in the tourism and hospitality management industry, Flavio Rampa and TruStay team wanted to make finding the perfect place to stay away from home an easy and fluid experience.

TruStay built a booking platform where guests can easily navigate to find suitable and desirable properties to fit their requirements. Hosts are also able to upgrade their properties on our channels.

# Our Mission & Vision



Our **MISSION** is to manage, protect and maximise the potential of your property.



Our **VISION** is to unlock the potential of every home whilst enhancing our customer's experience.

# Meet the Team

Each member of our staff has an extensive background in hospitality and property management.

This is where TruStay Apartments was born.



Flavio Rampa  
CEO & Founder



Jelena Kondrakova  
Operations Director



Massimo Pascale  
Digital Marketing  
Specialist

# Unlock the potential

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Managing your property could be time demanding and stressful.

We have developed a range of services that will enable you to get the highest investment return from your property asset.

We have revolutionised the management process, ensuring that you get up to 90% of any profit we make while doing 0% of the work!

*Welcome to  
TruStay Apartments*



# 4 Steps to unlock the potential



## Phone Call/Viewing

Determine whether a property meets our criteria by conducting an assessment.



## Agreement

Approving the chosen package for a minimum agreed period.



## Set-Up

Ensuring the property is well presented and ready for occupation.



## Occupancy

Liaising with existing clients and marketing online and offline to source new occupants.

# Our Services



Marketing



Management



Lettings



# Marketing

## Bronze Package

We help you advertising your property through **multiple channels**, including the Trustay website, social media, existing client database, and online travel agents.

We take care of customer **management and communication** for the reservations coming from Trustay's side.

**Calendars are updated** and closed when required per owner's needs.

There are **no fees to pay** for this service. Instead, we agree on the accommodation rate you require and we add our commission on top of it.

# Self Marketing **VS** TruStay



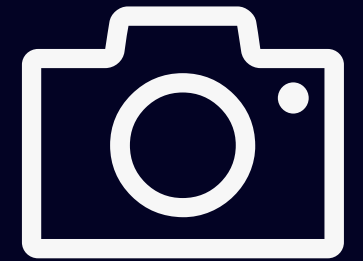
Desired nightly rate guaranteed



Marketing on multiple channels



Compliance & Vetting



Professional Photography



24/7 Customer Service



**NO EXTRA COMMISSIONS\***

(Applied on top of desired nightly rate agreed)

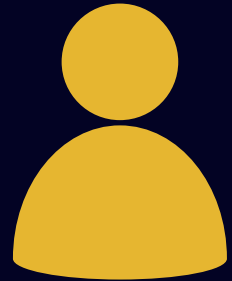


Clients Management

\*10% of NET booking income when booked through our online advertisement on OTAs  
15% of NET booking income through our online advertisement on Trustay website

# Marketing Real Case Scenario

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## *ABOUT THE CLIENT*

A landlord decides to self-manage 2 out of 8 of his properties within the same building block and uses these for a mix of short and long-term lets. He's desperately looking for clients to fill his two apartments.



## *CHALLENGES*

The landlord had no tenants for six months, just a few nights for partying, drugs, and prostitution - especially in Shoreditch. Once, the police had to intervene to evacuate the building because there was an illegal party of 30 people.



## *SOLUTION OFFERED*

After the first contact, we arranged a meeting and immediately started setting up marketing. (Professional photography, deep cleaning, online presence and marketing).



## *BUSINESS IMPACT*

The first reservation was already confirmed from the relocation we had to complete. From then on, we started to fill the two properties with long-term bookings, constantly and continuously.

# Marketing Real Case Scenario

## Without Trustay

June '20 - June '21

TOTAL INCOME GENERATED  
IN 1 YEAR

£ 48,657.25

TOTAL COSTS

£ 14,400.00

NET EARNINGS LANDLORD

£ 34,257.25

## With Trustay

June '21 - June '22

TOTAL INCOME GENERATED  
IN 1 YEAR

£ 117,617.29

TOTAL COSTS

£ 14,400.00

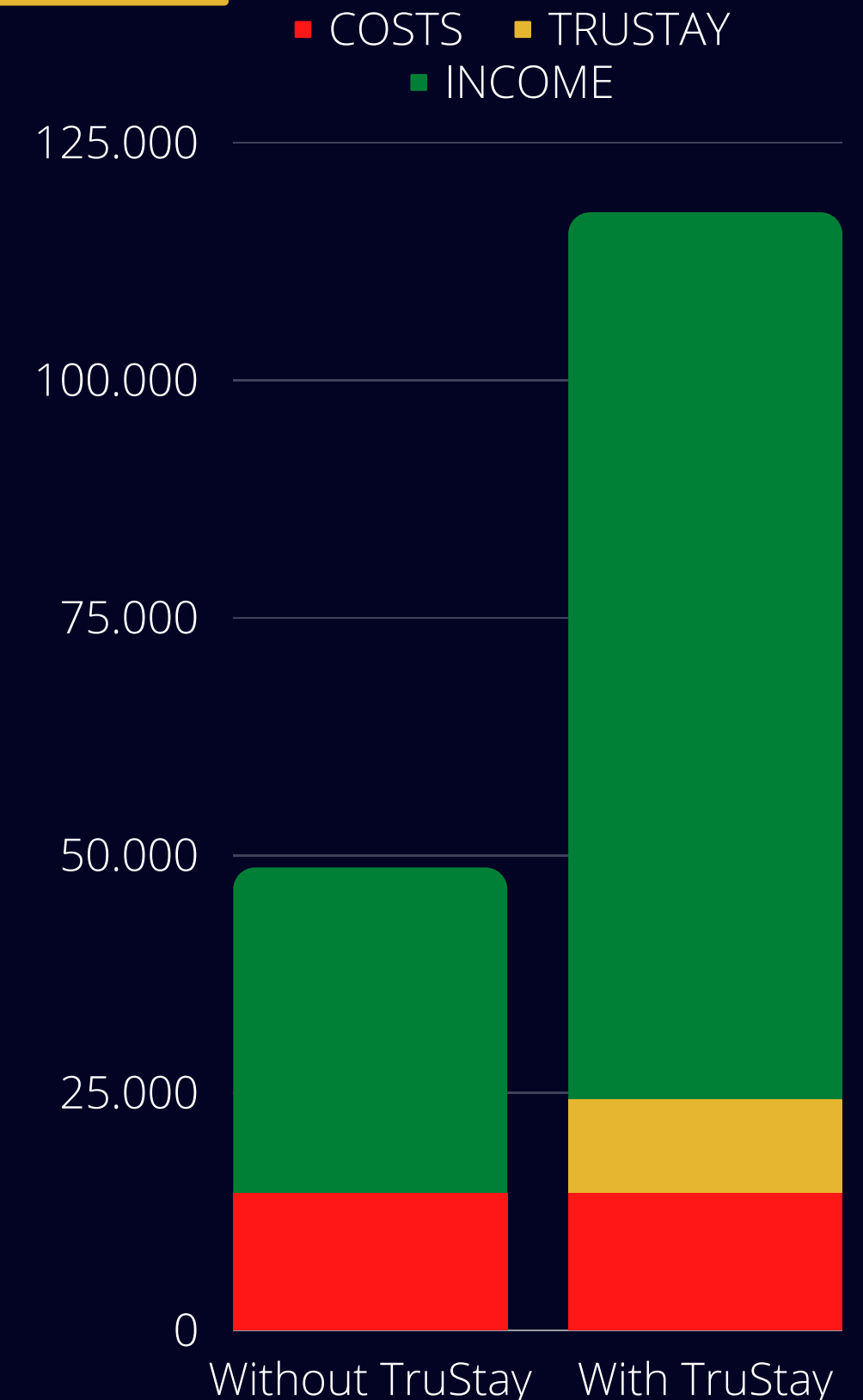
TRUSTAY FEE

£ 9,888.00

NET EARNINGS LANDLORD

£ 93,329.29

The landlord already decided to give us full management of these four apartments starting from 2023 and using the whole building as a serviced accommodation - a boutique hotel!



# Management

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## Silver Package

We help you promote your property through multiple channels, including the Trustay website, social media, existing client databases, agencies, and online travel agents.

We **fully manage** your property and your clients, plus 24/7 customer service

Housekeeping and maintenance are included.

There are **no fees to pay** for this service. Instead, we agree on the accommodation rate you require and we add our commission on top of it.

# Self Management **VS** TruStay

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Cost Effective



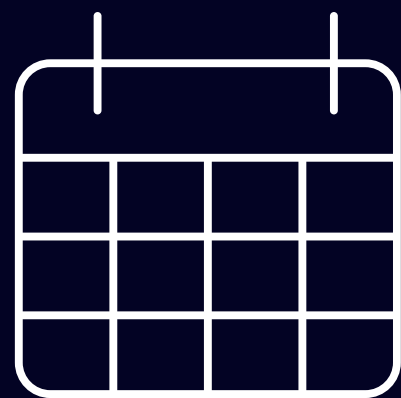
Marketing &  
Viewings



Compliance &  
Vetting



Full property management  
(24/7 customer service)



Limited void  
periods



More value than  
competitors can offer



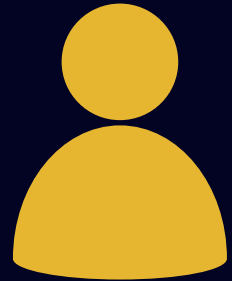
Clients  
Management



Housekeeping &  
Maintenance

# Management Real Case Scenario

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## *ABOUT THE CLIENT*

An investor agrees with a landlord on a company let agreement for a one-bedroom apartment in London Chelsea. The investor has no experience with short-term lettings or property management. For this reason, he wants to get his investment out of his hands and hand it over to a property management company.



## *CHALLENGES*

The company has managed the property for six months without making any or little profits. During some months, the investors had to pay the rent to the landlord from his pocket.



## *SOLUTION OFFERED*

The investor was introduced to our director by mutual business partners, and we suggested that we would manage the property on his behalf as soon as notice was given to the current company. We immediately started the set-up process.



## *BUSINESS IMPACT*

The first reservation was confirmed within 48 hours after we launched it on the market. From that moment on, 95% occupancy on average over the last 12 months.

# Management Real Case Scenario

## Without Trustay

January '21 - June '21

TOTAL INCOME GENERATED  
IN 6 MONTHS

£ 8,800.00

TOTAL COSTS

£ 12,300.00

NET LOSS LANDLORD

£ -3,500.00

## With Trustay

June '21 - June '22

TOTAL INCOME GENERATED  
IN 12 MONTHS

£ 35,000.00

TOTAL COSTS

£ 24,600.00

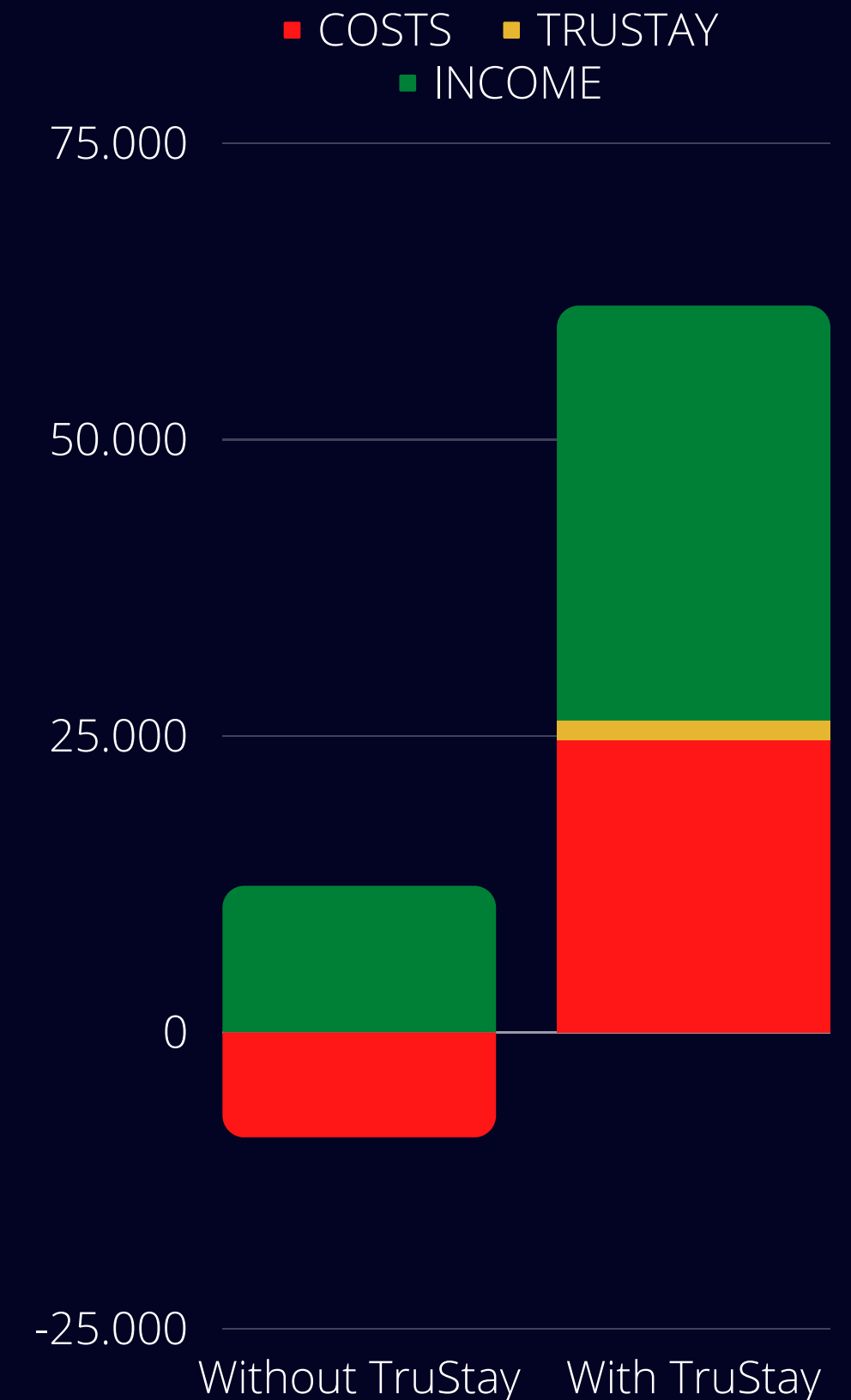
TRUSTAY FEE

£ 1,650.00

NET EARNINGS LANDLORD

£ 8,750.00

This means that the investor could not only cover his expenses each month without taking anything out of his pocket but also made profits for an average of 730£ per month **WITHOUT EVEN MOVING A FINGER.**





# Lettings

## Gold Package

We guarantee the rental payments.  
No void periods.  
No management fee.

We fully manage your property and tenants, plus 24/7 customer service

Upfront payment, furnishing and professional photography.

We help you promote your property through multiple channels, including the Trustay website, social media, existing client databases, agencies, and online travel agents.

# AST **VS** TruStay

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Assured Shorthold Tenancy Agreement



Cost Effective



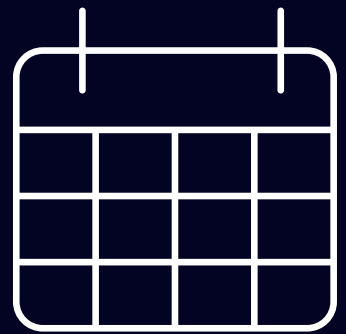
Marketing &  
Viewings



Compliance &  
Vetting



Full property management  
(24/7 customer service)



No void periods



No management fees



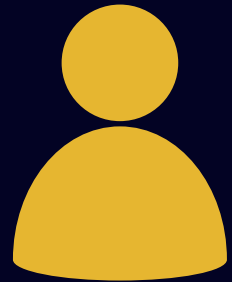
Tenants  
Management



Housekeeping &  
Maintenance

# Lettings Real Case Scenario

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## *ABOUT THE CLIENT*

A landlord decides to self-manage his property and use it for short-term rentals in January 2021, even though he has no experience in the industry. He quickly understood that it is not easy to self-manage the property on his own and manage clients without any previous background in customer service.



## *CHALLENGES*

The landlord was struggling because not only was he not achieving the income he needed to cover the mortgage, but he also had to constantly deal with complaints from guests, as is often the case with customers.



## *SOLUTION OFFERED*

The landlord of the marketing real case scenario introduced TruStay to the landlord. We met, and he explained his worries and how badly business had been going over the last few months. He was desperate to find **INCOME STABILITY AND PEACE OF MIND**.



## *BUSINESS IMPACT*

We started our company let setting up the process. We paid three months' rent in advance, we guaranteed the rent for the next five years, and we provided the landlord with new furniture and professional photo service for free, so he can now pay his mortgage.

# Lettings Real Case Scenario

## Without Trustay

January '21 - June '21

TOTAL INCOME GENERATED IN 6 MONTHS	£ 8,100.00
TOTAL COSTS (MORTGAGE + BILLS)	£ 10,200.00
NET LOSS LANDLORD	£ - 2,100.00

## With Trustay

June '21 - June '22

TOTAL INCOME GENERATED IN 12 MONTHS (GUARANTEED RENT)	£ 25,800.00
TOTAL COSTS (MORTGAGE + BILLS)	£ 20,400.00
TRUSTAY FEE	£ 0.00
NET EARNINGS LANDLORD	£ 5,400.00

The landlord was not only able to cover the mortgage without taking anything out of his pocket, but he was also making profits for an average of 450 £450 a month **WITHOUT EVEN MOVING A FINGER.**



PACKAGE RECAP	Marketing	Management	Company Let
COST	10%	20%	RENT GUARANTEED
Marketing	✓	✓	✓
Finding Clients	✓	✓	✓
Website & OTA Listings	✓	✓	✓
Social Media Presence	✓	✓	✓
Hands-off Bookings	✓	✓	✓
SEO Descriptions	✓	✓	✓
Channel Manager Setup	✓	✓	✓
SilverDoor Access	✓	✓	✓
Situ Access	✓	✓	✓
Sako Access	✓	✓	✓
Landlord Hands Off. 100%		✓	✓
Staging		✓	✓
Photography		✓	✓
Cleaning		✓	✓
Maintenance		✓	✓
Meet & Greet		✓	✓
Guaranteed Rent			✓
Refurbish Property			✓

# Compliance

## *Property Redress Scheme (PRS)*

We are a member of the Property Redress Scheme, ensuring that we are compliant with legislation in being a member of a government-authorized redress scheme. We will also comply with any decision the Property Ombudsman takes if a complaint is raised against the business.

## *Information Commissioners Office (ICO)*

We are a member of the Information Commissioners Office, ensuring that we comply with legislation on handling your personal data.

## *Insurances: Public Liability & Professional Indemnity*

Public Liability covers damage if our business is held responsible for injury or damage to property. Professional Indemnity covering accidental incidents should any arise to the value of £1,000,000.

# Thank You

## Get in Touch

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[www.trustayapartments.com](http://www.trustayapartments.com)

