PERFORMANCE REVIEW

February 2026 vs February 2025

01/02/2025 – 28/02/2025 vs 01/02/2026 – 28/02/2026

Total Sales Growth
+25.5%

Invoices Growth
+21.2%

Leads Growth
+24.6%

CRM Team Growth
+2,655%

Confidential — Internal Use Only

Revenue Overview

Core financial metrics — February 2025 vs February 2026

TOTAL SALES

FEB 25	FEB 26
£1,709,524	£2,144,953

▲ +25.5%

TOTAL ACC SALES

FEB 25	FEB 26
£1,640,871	£2,100,013

▲ +28.0%

SERVICE/FEE SALES

FEB 25	FEB 26
£71,103	£40,914

▼ 42.5%

COLLECTED AMOUNT

FEB 25	FEB 26
£2,224,195	£1,670,940

▼ 24.9%

OVERDUE AMOUNT

FEB 25	FEB 26
£43,641	£192,302

▲ +340.6%

AVG SALE VALUE

FEB 25	FEB 26
£3,671	£4,516

▲ +23.0%

AVG SALES WEEKLY

FEB 25	FEB 26
£417	£385

▼ 7.7%

GOOGLE ADS REVENUE

FEB 25	FEB 26
£251,324	£312,940

▲ +24.5%

GOOGLE ADS COST

FEB 25	FEB 26
£18,114	£24,372

▲ +34.5%

Operational KPIs

Students, leads, invoices & engagement — February 2025 vs February 2026

TOTAL INVOICES

FEB 25	FEB 26
335	406

▲ +21.2%

TOTAL STUDENTS

FEB 25	FEB 26
2,008	2,318

▲ +15.4%

TOTAL LEADS

FEB 25	FEB 26
2,601	3,240

▲ +24.6%

CHECK IN

FEB 25	FEB 26
273	273

▲ +0.0%

CHECK OUT

FEB 25	FEB 26
197	225

▲ +14.2%

DURATION (WEEKS)

FEB 25	FEB 26
3,939	5,455

▲ +38.5%

QUOTES

FEB 25	FEB 26
5,582	3,737

▼ 33.1%

QUOTE→INVOICE RATE

FEB 25	FEB 26
6.0%	10.86%

▲ +81.0%

GOOGLE ADS CLICKS

FEB 25	FEB 26
21,069	22,437

▲ +6.5%

GOOGLE ADS IMPRESSIONS

FEB 25	FEB 26
512,311	271,998

▼ 46.9%

GOOGLE ADS CONV.

FEB 25	FEB 26
1,410	1,311

▼ 7.0%

Rooms & Occupancy

Portfolio capacity and occupancy levels — February 2025 vs February 2026

OCCUPANCY RATIO

95.99%

FEB 2025

93.55%

FEB 2026

▼ -2.44 percentage points

Available Ratio: 4.01% → 6.45%

TOTAL ROOMS

FEB 25	FEB 26
1,825	1,622

▼ 11.1%

FULL ROOMS

FEB 25	FEB 26
1,750	1,413

▼ 19.3%

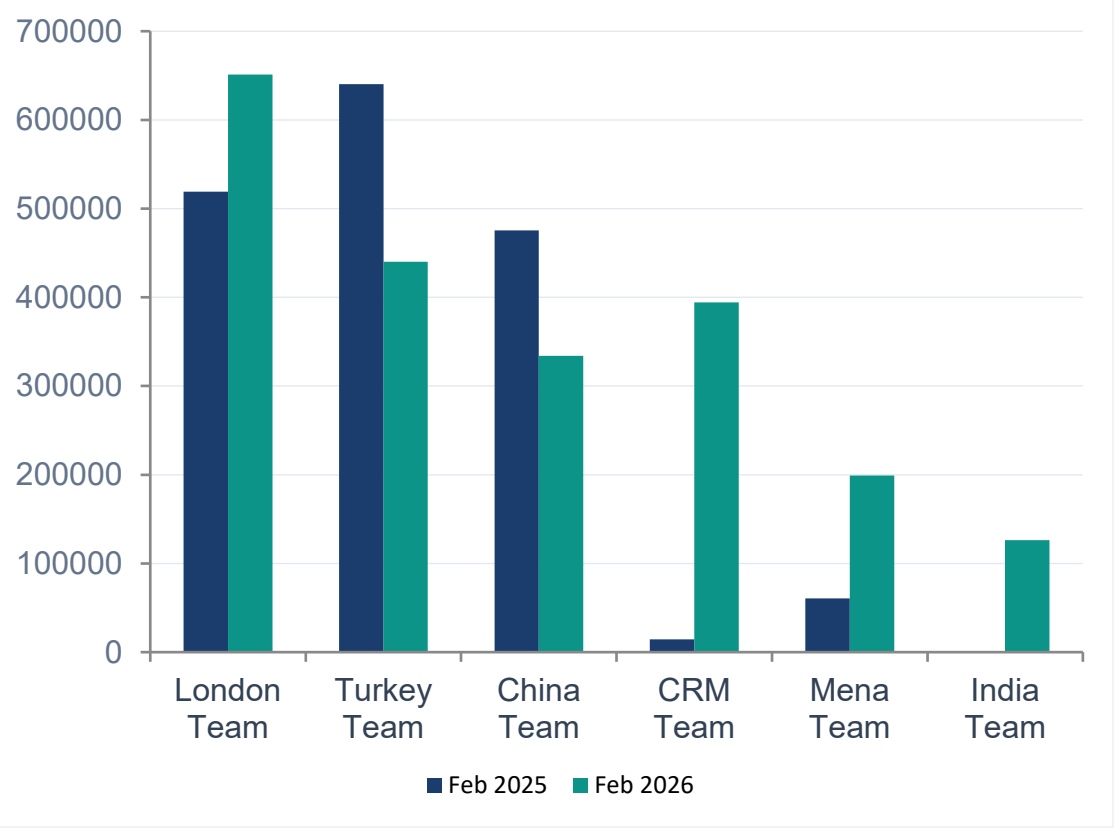
AVAILABLE ROOMS

FEB 25	FEB 26
73	97

▲ +32.9%

Sales by Team

Team performance comparison — February 2025 vs February 2026



TEAM	Δ%	FEB 25	FEB 26
London Team	+25%	£518,929	£651,196
Turkey Team	-31%	£640,313	£440,194
China Team	-30%	£475,366	£333,898
CRM Team	+2656 %	£14,308	£394,294
Mena Team	+228%	£60,609	£199,064
India Team	NEW	—	£126,308

Sales by Residence — February 2025

Top 10 properties by total sales

Property	Invoices	Duration (wks)	Total Sales
Paddington Citi View	36	1155	**£811,492**
Drapery Place	44	392	**£140,068**
Lewisham Exchange	23	298	**£77,743**
Seven Sisters	16	192	**£56,506**
Spitalfields Residence	11	122	**£56,331**
Dashwood Studios	17	165	**£52,546**
Islington Residence	20	173	**£51,982**
Highbury Residence	20	150	**£51,752**
South Bermondsey	14	165	**£50,592**
King's Cross Residence	13	101	**£49,590**

Sales by Residence — February 2026

Top 10 properties by total sales

Property	Invoices	Duration (wks)	Total Sales
Paddington Citi View	64	1148	**£609,410**
Portobello Residence NEW	23	927	**£252,540**
Drapery Place	73	599	**£200,799**
Lewisham Exchange	45	654	**£143,351**
White City Residence NEW	29	406	**£108,665**
London Bridge Residence NEW	4	153	**£96,381**
Spitalfields Residence	7	128	**£74,298**
King's Cross Residence	15	120	**£66,128**
Highbury Residence	12	155	**£49,884**
Station Court Residence NEW	12	187	**£47,819**

Sales Agent Leaderboard

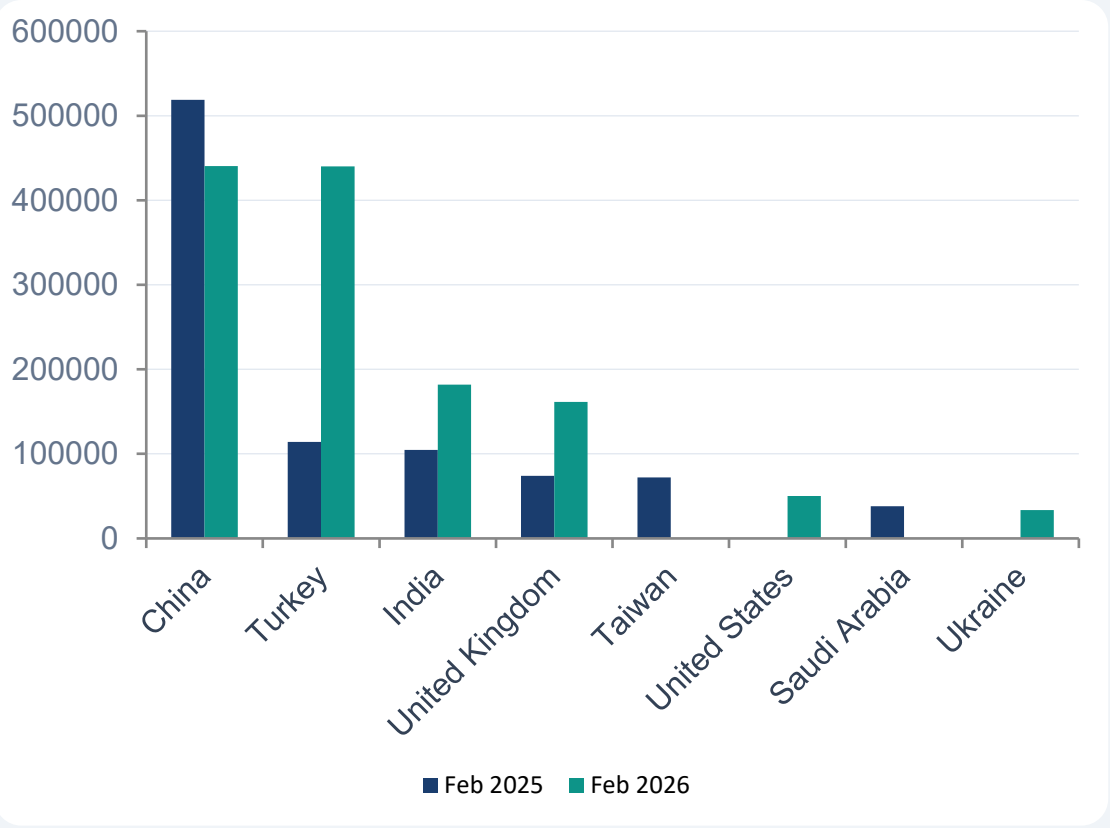
Top performers — February 2025 vs February 2026

🏆 FEBRUARY 2025		
1.	Marawan Ayman Abdelaal	£271,898
2.	Michael Zhang	£249,518
3.	Haylie Hsu	£207,868
4.	Ratep Bakeer	£164,176
5.	Merve Sirace	£136,492
6.	Li Duan	£131,827
7.	Taha Demirhan	£94,656
8.	Shabnam Hidayetova	£83,965
9.	Khaled Matar	£60,609

🏆 FEBRUARY 2026		
1.	Partners Agency	£386,594
2.	Taha Demirhan	£303,161
3.	Marawan Ayman Abdelaal	£296,399
4.	Khaled Matar	£199,064
5.	Haylie Hsu	£137,184
6.	Can Basmacı	£114,408
7.	Michael Zhang 2	£95,895
8.	Partners China	£84,264
9.	Vaishnavi Pawar	£77,239

Sales by Country

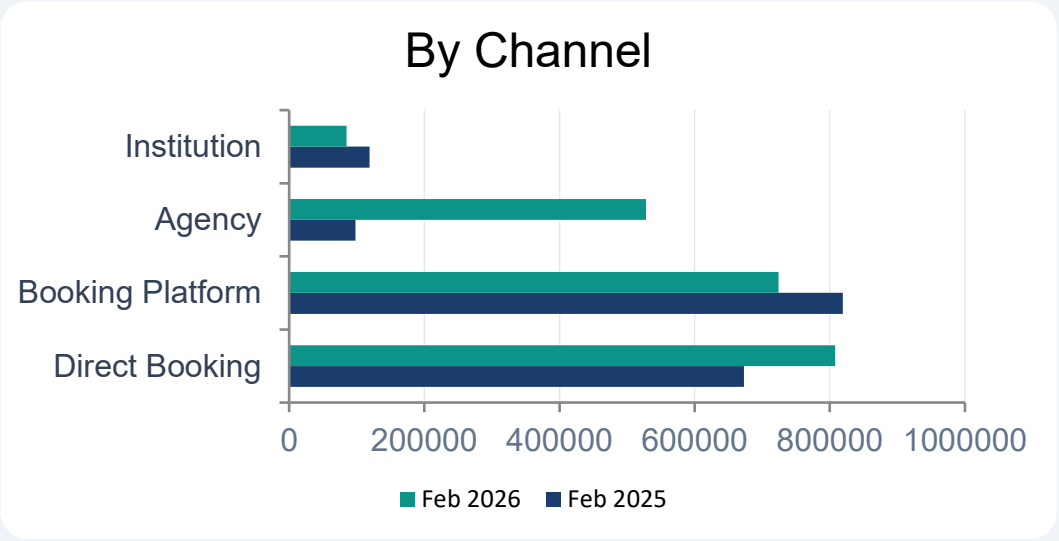
Geographic revenue breakdown — February 2025 vs February 2026



Country	Feb 25	Feb 26
China	£518,683	£440,393
Turkey	£114,190	£440,104
India	£104,637	£182,083
United Kingdom	£74,043	£161,668
Taiwan	£72,307	—
United States	—	£50,227 NEW
Saudi Arabia	£38,208	—
Ukraine	—	£33,541 NEW

Sales by Source & Channel

How bookings arrived — February 2025 vs February 2026



TOP SOURCES — FEB 2026

Booking Platforms	£797,322
Agency	£582,436
Google Ads	£231,162
Institutions	£147,337
Website	£123,776
Organic / Direct	£105,413
Reference	£85,292

TOP SOURCES — FEB 2025

Booking Platforms	Google Ads	Organic/Direct	Institutions	Agency	Reference	Others
£884,582	£286,668	£177,430	£124,202	£103,804	£23,713	£36,838

Top Partners

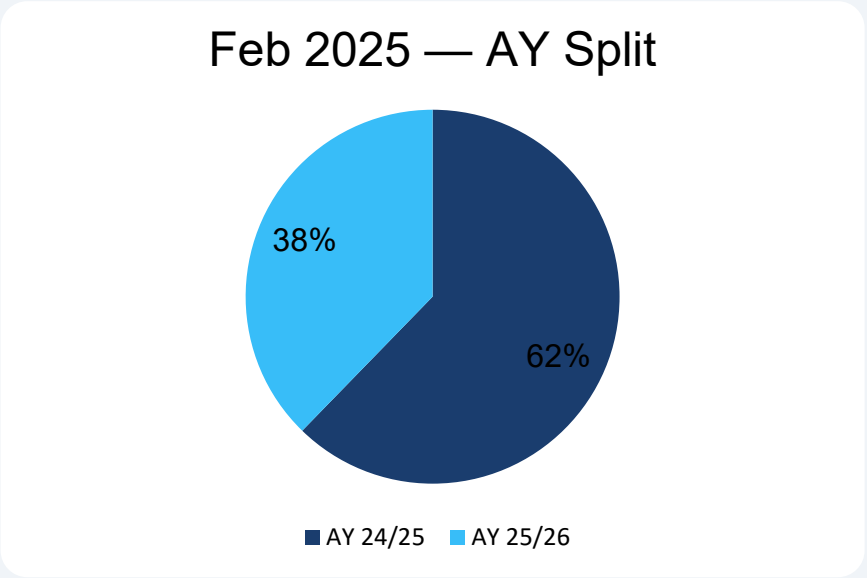
Named partner performance — February 2025 vs February 2026

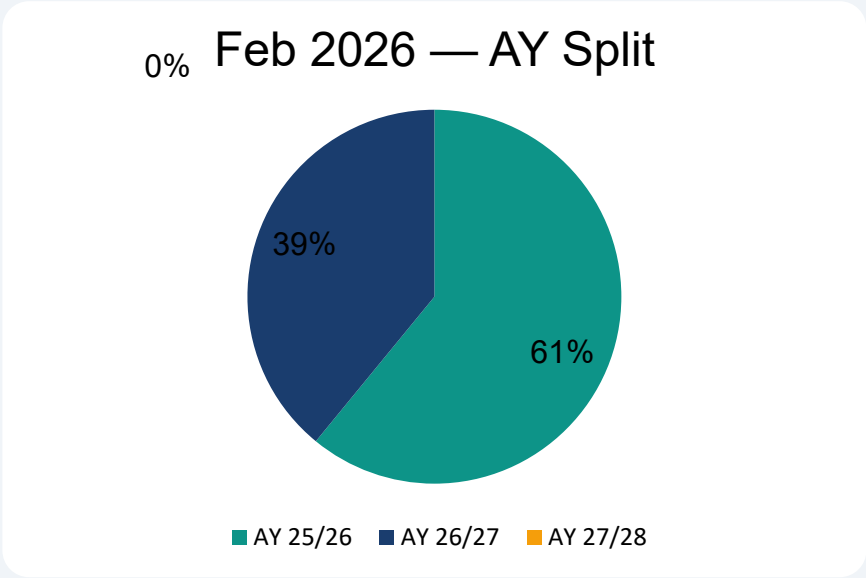
FEBRUARY 2025 — TOP 10 PARTNERS		
1. Uhouzz	*Booking Platform*	**£203,569**
2. Amber Healthcare Solutions	*Booking Platform*	**£159,573**
3. Fireflyhousing	*Booking Platform*	**£116,357**
4. Hino-Students	*Booking Platform*	**£87,320**
5. Awehome	*Booking Platform*	**£75,350**
6. University Living	*Booking Platform*	**£68,052**
7. HooliHome	*Booking Platform*	**£44,644**
8. Learn International	*Google Ads*	**£37,530**
9. Talent Tap Charity	*Institution*	**£28,910**
10. Bayswater College	*Institution*	**£19,208**

FEBRUARY 2026 — TOP 10 PARTNERS		
1. EdupartnerUK	*Agency*	**£207,400**
2. University Living	*Booking Platform*	**£155,242**
3. Amber Healthcare Solutions	*Booking Platform*	**£148,443**
4. EQUAL PARTNERS	*Agency*	**£82,399**
5. Fireflyhousing	*Booking Platform*	**£88,440**
6. Adres Edu Yurtdisi Egitim	*Agency*	**£47,827**
7. UNIFLX	*Booking Platform*	**£56,383**
8. HooliHome	*Booking Platform*	**£30,896**
9. Best Student Halls	*Booking Platform*	**£33,198**
10. Meducas	*Agency*	**£22,110**

Academic Year Distribution

Sales split by academic year — February 2025 vs February 2026





AY 24/25 (Feb 25)

62.3%

304 invoices • £360/wk

AY 25/26 (Feb 25)

37.7%

31 invoices • £535/wk

AY 25/26 (Feb 26)

60.9%

363 invoices • £325/wk

AY 26/27 (Feb 26)

39.1%

42 invoices • £535/wk

Cancellation Analysis

Cancellation types and values — February 2025 vs February 2026

FEBRUARY 2025 CANCELLATIONS

AY 24/25 Cancel After Check-In	13 invoices	£106,957	62.0%
AY 24/25 Cancel 24/25	14 invoices	£22,317	12.9%
AY 24/25 Cancel With Penalty	6 invoices	£15,470	9.0%
AY 25/26 Split Invoice	12 invoices	£16,800	9.7%
AY 24/25 Split Invoice	5 invoices	£10,793	6.3%
AY 23/24 Cancel Invoice	1 invoices	£114	0.1%

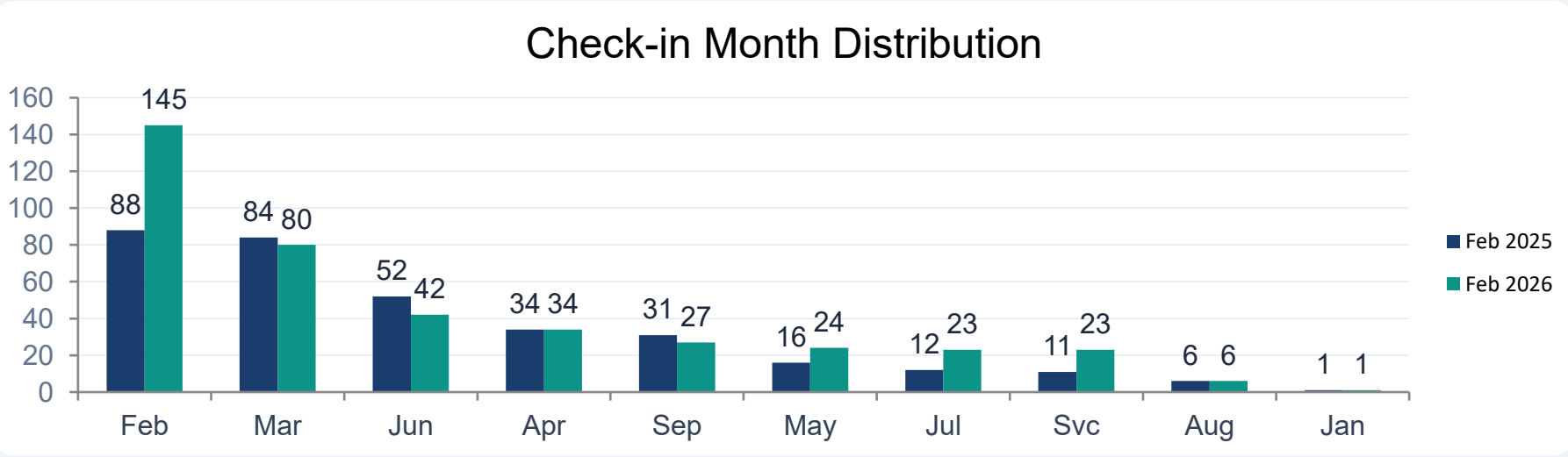
FEBRUARY 2026 CANCELLATIONS

AY 25/26 CANCEL 25/26	38 inv	£231,822	30.4%
AY 25/26 Relocate - Cancel	20 inv	£203,452	26.7%
AY 25/26 Cancel After Check-In	11 inv	£105,559	13.9%
AY 26/27 Split Invoice	4 inv	£56,971	7.5%
AY 25/26 CCI Cancel	6 inv	£51,683	6.8%
AY 24/25 CCI Cancel	7 inv	£44,589	5.9%
AY 25/26 With Penalty	7 inv	£21,911	2.9%
AY 25/26 Cancel Request	1 inv	£4,248	0.6%

Leads, Conversion & Pipeline

Quote-to-invoice rate and check-in month distribution

Quotes		Invoices		Conversion Rate	
5582	3737	335	406	6.0%	10.86%
25	26	25	26	25	26



Key Insights & Summary

February 2026 vs February 2025

📈 Total Sales +25.5%

£1.71M → £2.14M. Strong growth driven by CRM, Mena & India teams.

🏢 CRM Team +2,655%

£14.3K → £394.3K. Exceptional transformation — now 3rd largest team.

🌎 Turkey Invoices +76%

33 → 58 invoices. More students from Turkey even if revenue/invoice lower.

💡 Quote→Invoice Rate +81%

6.0% → 10.86%. Fewer quotes but far better conversion efficiency.

🤝 Agency Sales Surge +438%

£98.3K → £528.3K. Partner channel dramatically outperforming prior year.

🚨 Overdue Amount +340%

£43.6K → £192.3K. Significant rise requires immediate collections focus.

📉 Turkey & China Teams Down

Turkey -31.3%, China -29.7%. Key markets need strategic review.

🏠 4 New Residences Added

Portobello, White City, London Bridge & Station Court now live.

⚠️ Occupancy Fell -2.44pp

95.99% → 93.55%. More available rooms (73→97), smaller portfolio.

📊 Booking Platforms Steady

£819K → £724K. Slight dip but still #2 channel with strong volume.