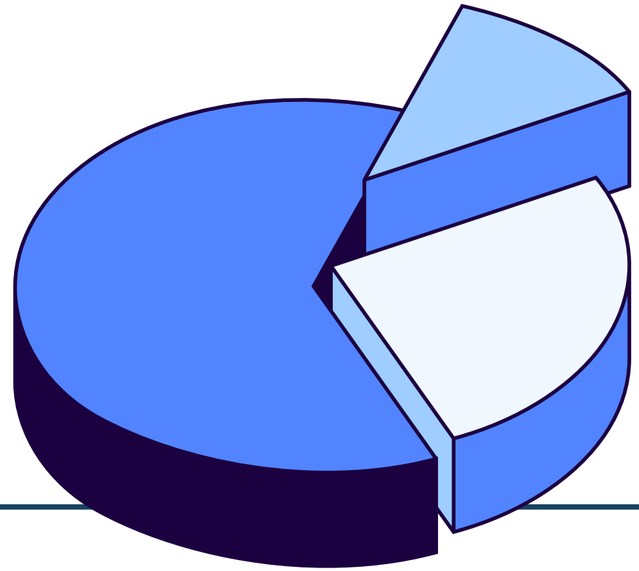
1st October 2025

Management Portal Report

September 2024 vs September 2025

Review & Comparison



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Key Metric Comparison

Metric	Sep 2024	Sep 2025	% Change
Total Sales	£5,292,366.51	£3,698,910.44	-30.11%
Total ACC Sales	£5,132,620.85	£3,585,698.25	-30.14%
Service/Fee Sales	£158,952.04	£104,764.50	-34.09%
Sales 2025/2026	£20,770,365.95	£20,770,365.95	0.00%
Sales 2026/2027	£1,341.43	£1,341.43	0.00%
Collected Amount	£6,414,587.34	£5,737,090.66	-10.56%
Overdue Amount	£131,052.42	£287,743.60	119.56%
Avg Sales	£7,872.12	£5,593.91	-28.94%
Avg Sales Weekly	£419.88	£473.51	12.77%
Duration	12,223.93	7,572.57	-38.05%
Total Invoices	637	678	6.44%
Total Students	3,951	3,245	-17.87%
Total Leads	5,167	5,365	3.83%
Check-In	1,789	2,298	28.45%
Check-Out	704	1,552	120.45%
Total Rooms	2,320	1,809	-22.03%
Full Rooms	1,581	1,474	-6.77%
Available Rooms	590	130	-77.97%
Available Ratio	27.17%	8.12%	-70.11%
Occupancy Ratio	72.83%	91.88%	26.16%

Based on data before 12PM

Key Insights: September 2024 vs September 2025

The business saw a significant revenue decline, with total sales dropping by 30% and service/fee sales by 34%. Despite this, weekly sales rose by 13%, indicating shorter but possibly more frequent transactions. Collected amounts fell by 11%, while overdue payments more than doubled (+120%), posing a major cash flow risk.

Operationally, room inventory decreased by 22% and available rooms by 78%, yet occupancy increased to 92% (+26%), showing better space utilisation. However, student numbers dropped by 18%, even as check-ins rose 28% and check-outs surged 120%, suggesting shorter stays and higher turnover.

In summary, the business is running at high occupancy but lower revenue efficiency, facing rising churn, shorter tenancy durations, and overdue collections — key areas for immediate action.

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Recommendations

1. Address Overdue Payments

- Implement stricter credit controls and payment terms.
- Introduce early payment incentives or penalties for late payments.
- Review collections process and allocate more resources to recover outstanding dues.

2. Improve Student Retention

- Analyse why check-outs increased 120%; consider exit surveys or feedback loops.
- Introduce loyalty programs, flexible tenancy options, or mid-stay engagement to reduce churn.
- Offer personalised support services to improve satisfaction and retention.

3. Enhance Revenue Per Occupant

- Although occupancy is high (92%), average sales are down — explore:
- Upselling premium services or room upgrades.
- Packaging offers (e.g. bundled services or meal plans).
- Re-evaluating pricing strategy during peak occupancy.

4. Rebuild Inventory Strategically

- Consider reopening or expanding room inventory, especially if demand remains high.
- Evaluate underutilised assets or convert common areas into rentable space if appropriate.

5. Boost Conversion from Leads

- With leads up but students down, focus on:
- Improving lead nurturing and follow-ups.
- Shortening the enquiry-to-booking cycle.
- Aligning marketing messaging with what leads are actually looking for.

6. Review Duration Strategy

- With stay durations down by 38%, assess:
- Is the business model shifting toward short-term stays?
- Can longer-term packages be incentivised?

Team Performance

Team	Invoices 2024	Invoices 2025	% Change	Duration 2024	Duration 2025	% Change	Sales 2024	Sales 2025	% Change
London	151	287	90.07%	2952.57	3277	10.99%	£1,227,577.50	£1,593,199.35	29.78%
China	187	162	−13.37%	3616.14	2067.71	−42.82%	£1,565,045.05	£984,079.01	−37.12%
Turkey	168	125	−25.60%	3167.57	1833	−42.13%	£1,350,159.01	£906,607.62	−32.85%
Mena	106	29	−72.64%	2567.14	407.57	−84.12%	£1,118,294.15	£196,738.06	−82.41%
CRM	25	75	200.00%	72	20	−72.22%	£31,290.80	£18,286.40	−41.56%

Based on data before 12PM

Summary

The London Team is now driving company growth, while other core teams—particularly China, Turkey, and Mena—have suffered substantial performance setbacks in both volume and value. The CRM team's volume-focused growth did not translate into revenue, highlighting a need for quality control and stronger lead conversion strategies.

Next Steps: Reassess underperforming teams, prioritize training or resource reallocation, and investigate CRM team efficiency to improve ROI on increased activity.

Major Declines

China Team:
Sales dropped by −37.12% (from £1.56M to £984K).
Duration and invoices fell by −43% and −13%, respectively.

Turkey Team:
Sales declined −32.85% (down to £906K).
Invoice volume and duration dropped by −26% and −42%.

Mena Team:
Experienced the steepest drop: −82.41% in sales, −84% in duration, and −73% in invoices.

Top Performer: London Team
Sales increased by +29.78%, now the highest-grossing team at £1.59M.
Invoices rose by +90% (from 151 to 287).
Duration grew by +11%, indicating improved engagement quality.

CRM Team: Volume Up, Value Down
Invoices tripled (+200%), yet sales fell −41.56%.
Duration collapsed from 72 to just 20 hours (−72%), suggesting low-quality leads or shorter engagements.

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Top 10 Residence Sales Comparison

Residence	Invoices 2024	Invoices 2025	% Change	Duration 2024	Duration 2025	% Change	Sales 2024	Sales 2025	% Change
Paddington Citi View	16	150	837.50%	378.14	2309.57	510.77%	£188,208.38	£1,247,808.55	562.99%
Drapery Place	153	153	0.00%	3730	1616.14	-56.67%	£1,362,956.55	£690,890.30	-49.31%
Seven Sisters	37	47	27.03%	919.86	427.57	-53.52%	£315,027.83	£154,976.18	-50.81%
Spitalfields Residence	32	21	-34.38%	742.14	255	-65.64%	£394,573.44	£145,975.97	-63.00%

Note: *Only residences that appear in both September 2024 and September 2025 were included in this comparison. Several other residences were excluded from the table because they were not visible in the 2025 data, and therefore could not be directly compared year-on-year.*

1. Paddington Citi View Shifted From Underperformer to Top Contributor
In 2024, it had one of the lowest sales volumes (£188k), yet in 2025 it skyrocketed to over £1.24 million.
Such a dramatic rise (sales ↑ 563%) suggests a strategic shift, likely involving:
Increased capacity or available rooms
Higher marketing or promotional efforts
Better lead conversion or operational efficiency
Insight: Paddington may have untapped long-term potential if recent growth is sustainable.

2. High Invoice Counts Don't Guarantee Revenue
Seven Sisters increased invoices by 27%, yet sales dropped by 51%.
Interpretation: More bookings were made, but they were:
Shorter (duration ↓ 54%)
Lower value
Insight: Focus should shift to quality over quantity of bookings. Consider adjusting minimum stay policies or pricing tiers.

3. Stable Activity, Shrinking Revenue: Drapery Place
Invoice count stayed flat (153 → 153), but both duration (↓ 57%) and sales (↓ 49%) dropped.
Possible reasons:
Shift toward shorter bookings or pricing discounts
Reduction in high-value or long-stay students
Insight: Could be a change in customer mix — consider re-engaging high-value segments.

4. Spitalfields Residence Is Losing Market Position
All three KPIs are in decline (invoices –34%, duration –66%, sales –63%).
This kind of pattern often signals a loss in relevance to the target audience or operational disruption.
Insight: Spitalfields needs a diagnostic deep-dive — is the issue location-based, service-related, or competitive?

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Sales Agent Performance Comparison

Agent	2024 Sales	Rank 2024	2025 Sales	Rank 2025	% Change
Taha Demirhan	£216,574.18	9	£562,739.76	1	**159.84%**
Michael Zhang	£804,056.83	1	£528,536.80	2	**-34.27%**
Ratep Bakeer	£608,668.25	3	£350,240.31	3	**-42.46%**
Shabnam Hidayetova	£214,169.95	10	£290,812.89	4	**35.79%**
Haylie Hsu	£262,990.80	6	£229,422.79	5	**-12.76%**
Derin Eryilmaz	£0.00	—	£209,078.22	6	**100.00%**
Khaled Matar	£509,625.90	4	£196,738.06	7	**-61.40%**
Marawan Ayman Abdelaal	£623,153.97	2	£171,592.57	8	**-72.46%**
Li Duan	£433,071.04	5	£159,554.00	9	**-63.16%**
Shenshen Liu	£111,320.37	15	£147,936.47	10	**32.89%**
Umang Gandecha	£230,618.18	7	£0.00	—	**-100.00%**
Aayush Trivedi	£222,693.42	8	**£2,747.86**	22	**-98.77%**

Based on data before 12PM

Top Gains & Rising Talent

- Taha Demirhan made the most significant leap, rising from Rank 9 to Rank 1 with a sales increase of +£346K (+159.84%). This sharp rise signals either stronger conversion performance, high-value deals, or effective lead handling. His trajectory marks him as a top agent to recognize and learn from.
- Shabnam Hidayetova climbed from Rank 10 to Rank 4, increasing sales by +£76K (+35.79%). Though still mid-tier, her steady improvement suggests consistent growth potential.

Newcomers:

- Derin Eryilmaz entered the rankings with £209K in 2025, placing 6th overall with no recorded sales in 2024.
- Shenshen Liu advanced from Rank 15 to Rank 10, doubling sales from £111K to nearly £148K, a +100% increase.

Declining Performers

- Michael Zhang, previously the top performer in 2024, saw a –£275K decline (–34%) in 2025. While still strong at Rank 2, this drop may indicate lower deal values, fewer bookings, or shift in lead quality.
- Ratep Bakeer experienced a –42% decrease, yet managed to retain 3rd position. This could mean others underperformed more, or his 2024 base was exceptionally strong.
- Khaled Matar, Marawan Ayman Abdelaal, and Li Duan all dropped in both ranking and performance:
- Marawan went from 2nd to 8th, with a –72% drop, losing over £450K in sales.
- Li Duan dropped –63%, indicating weakening deal size or conversion rates.
- Khaled fell –61%, a notable slip from high 2024 performance.

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Academic Year Sales Comparison

Academic Year	Sales 2024	% of 2024 Sales	Invoices 2024	Sales 2025	% of 2025 Sales	Invoices 2025	% Change in Sales
AY 23/24	£437.86	0.00%	1	£0.00	0.00%	0	-100.00%
AY 24/25	£6,100,848.71	99.40%	625	£6,326,127.46	99.90%	611	3.69%
AY 25/26	£31,334.28	0.60%	1	£2,238.22	0.10%	3	-92.85%
AY 26/27	£0.00	0.00%	0	£1,143.43	0.00%	3	100.00%

Based on data before 12PM

Academic Year Distribution (Sep 2024 vs Sep 2025)

- AY 24/25 remains dominant, accounting for the vast majority of sales in both years:
- 99.4% in 2024
- 99.9% in 2025
- Sales grew by +3.69% year-on-year, despite a slight drop in invoice volume (625 → 611).
- AY 25/26 saw a significant decline of –92.85%, dropping from £31.3K to just £2.2K, even though invoice count increased (1 → 3). This suggests much smaller or short-term bookings.
- AY 26/27 introduced new invoices (3), generating £1,143.43, marking an early start to future-year sales.
- AY 23/24, which had minimal trailing revenue in 2024, contributed £0 in 2025, completing its phase-out.

Recommendations

- Promote early bookings for AY 25/26 and AY 26/27 through early-bird offers and long-term stay incentives.
- Investigate the sharp drop in AY 25/26 sales; assess stock visibility, pricing, and lead quality.
- Reduce over-reliance on AY 24/25 by gradually shifting sales team focus toward future academic years.
- Train agents to pitch future-year stays proactively and reward them with incentives for long-term bookings.
- Set and track performance targets by academic year to strengthen the future booking pipeline.

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Country Sales Performance Comparison

Country	Sales 2024	Sales 2025	% Change
Turkey	£134,606.61	£566,850.52	321.12%
France	£115,819.75	£151,853.10	31.11%
India	£545,977.73	£373,401.93	-31.61%
China	£1,492,645.71	£938,608.19	-37.12%
United States	£145,651.81	£80,272.43	-44.89%
United Kingdom	£483,130.39	£106,054.65	-78.05%

Based on data before 12PM

Strategic Recommendations

- **Double Down on Turkey & France**
- Invest more in top-converting agents and lead generation in these two countries. Consider dedicated marketing support and country-specific campaigns.
- **Rebuild in China**
- As the top sales driver, China's drop is alarming. Evaluate agent performance, pipeline quality, and market-specific challenges (e.g. currency exchange, travel restrictions), and consider re-engaging key feeder schools or agents.
- **Review UK Strategy**
- The UK drop may suggest over-saturation or misalignment of offering for local students. Reposition domestic marketing, and explore if price or location adjustments are needed.
- Reignite US and India
- Provide re-training for agents in these markets or assign higher-performing reps to them. Consider re-activating leads with incentives like partial discounts or flexible deposit options.
- **Establish Regional Sales Goals**
- Set quarterly sales targets per country or region to maintain accountability and better anticipate fluctuations.
- **Localised Marketing**
- Use multilingual, culturally tailored campaigns, especially in countries showing volatility or decline (e.g., US, China, India) to improve resonance and conversions.

Insight

Growth Markets

- Turkey showed explosive growth, with sales increasing by +321%, making it the most improved country YoY. This likely reflects stronger agent performance, targeted marketing, or new partnerships in the region. It suggests Turkey is an emerging high-value market with untapped potential.
- France posted a healthy +31% growth, moving from £115K to over £151K. While not high-volume, its consistent year-on-year improvement indicates a stable pipeline, possibly due to returning customers or clearer product-market fit.

Declining Markets

- United Kingdom saw a dramatic drop of –78%, the steepest decline in the dataset. This could reflect fewer domestic bookings, increased competition, or pricing-related barriers for local customers.
- United States dropped by –45%, nearly halving in performance. As a historically steady market, this change might relate to seasonal variation, weakened agent presence, or insufficient marketing follow-up.
- China, although still the top contributor in raw value (£938K in 2025), declined by –37%, losing over £550K in YoY sales. This may reflect external factors (visa issues, economic shifts), or reduced sales force activity.
- India also declined by –32%, suggesting either lower lead volume, affordability issues, or decreased agent productivity.

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Cancellation Overview – SEP 24 vs SEP 25

Cancellation Type	2024 Value (£)	2025 Value (£)	2024%	2025%	% Change (£)
CANCEL 24/25	£290,626.30	£0.00	65.00%	0.00%	-100.00%
CANCEL 25/26	£0.00	£340,250.83	0.00%	31.10%	100.00%
CANCELWITHPENALTY 24/25	£85,652.79	£0.00	19.20%	0.00%	-100.00%
CANCELWITHPENALTY 25/26	£0.00	£321,269.89	0.00%	29.30%	100.00%
CANCELAFTERCHECKIN 24/25	£45,244.05	£0.00	10.10%	0.00%	-100.00%
CANCELAFTERCHECKIN 25/26	£0.00	£110,034.27	0.00%	10.10%	100.00%
CANCEL Invoice 24/25	£6,639.10	£0.00	0.80%	0.00%	-100.00%
CANCEL Invoice 25/26	£0.00	£196,167.76	0.00%	17.90%	100.00%
SPLIT INVOICE 24/25	£6,240.42	£53,887.18	1.40%	0.50%	763.52%
SPLIT INVOICE 25/26	£0.00	£65,372.96	0.00%	5.80%	100.00%
SPLITCOMMISSION 24/25	£15,015.70	£0.00	3.40%	0.00%	-100.00%
CANCELWITHPENALTY AY In One Invoice	£0.00	£17,565.00	0.00%	1.60%	100.00%

Based on data before 12PM

Executive Summary: Cancellation Trends

Shift in Academic Year Cancellations:

- AY 24/25 cancellations dominated 2024 (65%), but disappeared completely in 2025. In contrast, AY 25/26 cancellations surged, accounting for over 31.1% of total cancellations — indicating a shift in booking volume or retention issues for the new academic year.

Penalty Cancellations Increased in Value & Scope:

- Cancellation with penalties for AY 25/26 alone totaled £321K, making up 29.3% of all cancellations in 2025, replacing similar activity from AY 24/25. This suggests consistent enforcement of cancellation policies but also signals dissatisfaction or timing issues.

Complete Drop in Legacy Cancellation Types:

- Types like CANCELAFTERCHECKIN and SPLITCOMMISSION, present in 2024, completely disappeared in 2025, potentially due to policy changes or better alignment at check-in.

Notable Rise in SPLIT INVOICES:

- SPLIT INVOICE cancellations saw a +763% jump, growing from just £6.2K to over £53K in 2025 — suggesting a rising trend in partial bookings being cancelled.

Recommendations

- Review AY 25/26 Booking Pipeline: The spike in cancellations (with and without penalty) for AY 25/26 indicates possible overbooking, misalignment in product offering, or weaker student intent. Consider post-booking follow-ups or reconfirmation processes.
- Evaluate Cancellation Reasons: Especially for penalty-triggered cases — are these related to visa delays, financial issues, or miscommunication?
- Introduce Flexible Options for AY 25/26: Including deferral or change-of-duration policies to reduce cancellations while maintaining revenue.
- Flag Split Invoice Cases: Investigate why these are increasingly cancelled — is it due to financial strain, shorter stays, or over-commitment?
- Track Cancellation Ratios by Agent/Team: Some patterns could be tied to how bookings are handled at the source.

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Sales by Sources/Agencies Comparison

Platform	2024 Sales (£)	2025 Sales (£)	% Change
Google Ads	£631,034.92	£695,255.34	10.18%
Amber Healthcare Solutions Pvt Ltd	£807,821.75	£335,154.07	-58.51%
Uhuzz	£316,908.88	£217,338.64	-31.42%
University Living	£398,270.00	£128,779.24	-67.67%
Fireflyhousing	£313,738.13	£109,138.96	-65.21%
HooliHome	£317,860.40	£85,975.00	-72.95%
Reference	£146,192.21	£125,227.35	-14.34%

Based on data before 12PM

Recommendations:

- Reinvest in Google Ads: With proven growth and positive YoY trend, further budget allocation, campaign testing, and segmentation could yield even stronger returns.
- Audit & Engage Underperforming Platforms:
- Set up strategic meetings with platforms like Amber, University Living, and Fireflyhousing to understand the drop — focus on visibility, conversion rates, and student feedback.
- Explore tailored partnership incentives (commission tweaks, exclusive listings).
- Diversify Booking Sources: Heavy reliance on a few platforms is risky. Invest in emerging platforms or your owned channels (website, organic, email) to reduce third-party dependency.
- Re-activate Referrals: Relaunch referral programs or alumni incentives to regain the traction lost in that channel.
- Expand CRM & Retargeting: Use CRM data to retarget users who dropped out of the funnel on weaker-performing platforms.

Key Findings:

- **Top Performer:** Google Ads was the only platform to increase in sales (+10.18%), growing from £631K to £695K. This suggests effective digital advertising ROI and scalability.
- **Major Declines Across Booking Platforms:**
- Amber Healthcare Solutions dropped by –58.51%, from £807K to £335K — the largest fall in absolute revenue.
- University Living and Fireflyhousing decreased significantly by –67.67% and –65.21% respectively, raising concerns about platform engagement, visibility, or pricing competitiveness.
- Uhuzz saw a –31.42% decrease, still retaining some volume but underperforming YoY.
- HooliHome had the steepest percentage drop, at –72.95%, suggesting the need for a performance review or re-negotiation.
- Reference Channel also declined –14.34%, indicating weaker word-of-mouth or follow-up from existing clients.

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Sales By Agencies/Booking Platforms/Institutions

Platform	2024 Sales (£)	2025 Sales (£)	% Change
Direct Booking	£1,789,040.33	£1,617,564.89	-9.58%
Amber Healthcare Solutions Pvt Ltd	£855,556.75	£335,154.07	-60.83%
Uhuzz	£347,024.77	£217,338.64	-37.37%
University Living	£490,414.10	£128,779.24	-73.74%
Fireflyhousing	£313,738.13	£110,208.96	-64.87%
HooliHome	£317,860.40	£87,305.00	-72.53%
Funliving	£89,710.46	£196,184.00	118.69%
XiaohongShu	£153,412.14	£60,723.54	-60.42%

Based on data before 12PM

Insight:

- Overall Downtrend: Most key platforms experienced a significant decline in total sales between September 2024 and September 2025, suggesting either a shift in customer preferences, performance issues, or operational changes.
- Direct Booking remained the top-performing source but still saw a 9.58% decrease in sales (£1.79M to £1.62M), indicating a possible dip in organic or direct traffic efficiency.
- Amber Healthcare Solutions saw a sharp 60.83% drop in sales, falling from £855K to £335K — a notable decrease given its past strength.
- Uhuzz, University Living, Fireflyhousing, and HooliHome also recorded steep declines ranging from –37% to –74%, hinting at potential underperformance in partner engagement or booking platform traction.
- Funliving was the only standout performer, achieving a +118.69% growth (from £89.7K to £196.2K), suggesting strong improvements in visibility, demand, or partnership outcomes.
- XiaohongShu dropped –60.42%, indicating reduced impact or engagement from this previously strong channel.

Key Insights & Recommendations

- Reassess Underperforming Partnerships: Revisit SLAs, commissions, and marketing agreements with Amber Healthcare, Fireflyhousing, HooliHome, and University Living to identify reasons behind the sharp declines.
- Boost Direct Booking Strategy: Despite a minor decline, Direct Booking still leads. Enhance website UX, SEO, and retargeting campaigns to regain and grow this channel.
- Double Down on Performing Channels: Leverage strategies used by Funliving across other partners — analyze what drove its success (pricing, user experience, localized marketing).
- Evaluate Market Shifts: If drops are tied to external factors (e.g. student visa changes, macroeconomics, competitor pricing), adjust your outreach and platform mix accordingly.
- Diversify Risk: Reduce reliance on a few booking platforms and expand into newer or emerging platforms with growing traction or niche appeal.

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Lead Source/Daily Collectables/Overdue Analysis

Lead Source Comparison

Lead Source	Sep 2024	Sep 2025	% Change
Google Ads	2,800	2,100	-25.0%
Booking Platforms	650	450	-30.77%

Daily Collectable Comparison

Metric	Sep 2024	Sep 2025	% Change
Total Collectable	£79,425.29	£738,655.82	830.00%

Daily Invoice Comparison

Metric	Sep 2024	Sep 2025	% Change
Quotes	8,007	7,215	-9.88%
Invoices	637	678	6.44%
Quote-to-Invoice Rate (%)	7.96%	9.40%	18.09%

Total Overdue - SEP 25

Academic Year	Total Overdue (£)	% Change vs Previous Year
AY 24/25	£20,019,354.76	–
AY 25/26	£14,430,843.98	-27.92%

Executive Summary – September 2025 vs September 2024

Lead Sources

- Leads from Google Ads dropped by 25%, and Booking Platforms saw a steeper decline of 30.77%.
- This indicates reduced top-of-funnel activity, likely impacting initial enquiry volumes.
- Despite this, downstream metrics suggest better lead quality or sales handling.

Daily Invoice & Conversion

- Quotes decreased by 9.88% (from 8,007 to 7,215), but Invoices increased by 6.44% (from 637 to 678).
- The Quote-to-Invoice Conversion Rate improved by +18.09%, rising from 7.96% to 9.4%.
- This suggests stronger efficiency and effectiveness in converting leads into bookings.
- Daily Collectable Revenue
- Daily collectable revenue saw a dramatic increase of +830%, jumping from £79,425.29 to £738,655.82.
- This surge likely reflects higher-value bookings, better invoice enforcement, or earlier payment behaviour.

Total Overdue Balances

- Combined overdue balances across AY 24/25 and AY 25/26 decreased significantly by –27.92%, from £20.02M in 2024 to £14.43M in 2025.
- This reflects meaningful improvement in collections and credit control, despite high invoice volume.

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Recent Sales Comparison

Metric	Sep 2024	Sep 2025	Change	% Change
No. of Signed	572	467	-105	-18.36%
No. of Unsigned	65	211	146	224.62%
No. of Paid Deposit	486	408	-78	-16.05%
No. of Unpaid Deposit	40	48	8	20.00%
No. of No Deposit	111	222	111	100.00%

Based on data before 12PM

Executive Summary – Signed & Deposit Trends (Sep 2024 vs Sep 2025)

- Overall Decline in Signed Contracts: Signed bookings dropped by 18.36%, decreasing from 572 in 2024 to 467 in 2025. This suggests lower conversion or retention effectiveness.
- Sharp Increase in Unsigned Contracts: There was a significant 224.62% rise in unsigned bookings (from 65 to 211), indicating more prospects stalling at the contract stage—potentially due to unclear terms, pricing hesitation, or communication gaps.
- Reduction in Paid Deposits: Paid deposits fell by 16.05%, aligning with the drop in signed contracts. This could also suggest increased price sensitivity or delays in payment processing.
- Unpaid Deposits Rose: A modest 20% increase in unpaid deposits (from 40 to 48) highlights a need to reinforce follow-ups and possibly introduce tighter payment deadlines.
- No Deposit Cases Doubled: Bookings with no deposit doubled, rising by 100% (from 111 to 222), which may point to weaker financial commitment or more tentative interest.

September 2025 Overdue

Performance Highlights

- Total Sales: Strong performance from top residences like Paddington Citi View (£1.24M) and Drapery Place (£1.36M) helped maintain overall revenue flow.
- Top Sales Agents: Taha Demirhan led with £562,739.76, marking a 160%+ increase from 2024, while Michael Zhang remained a key performer despite a drop.
- Best-Performing Countries: China (£938k) and Turkey (£566k) led in country-based sales, although China saw a 37% YoY drop.
- Lead Sources: Google Ads was the most dominant lead source (2,000+ leads), yet its conversion effectiveness needs attention due to the gap between quotes and invoices.
- Top Platforms: Direct Bookings and Amber Healthcare Solutions Pvt Ltd were key sales contributors, although most booking platforms saw a decline in total sales YoY.

Operational Insights

- Daily Collectables: Peaked significantly vs. 2024 — up from £79k to £738k, showing stronger short-term collection efforts.
- Invoice Volume: Increased slightly (678 vs. 637 in 2024), but quote volume dropped (7,215 vs. 8,007), suggesting fewer inquiries but better focus on processing.
- Lead Funnel Health: Although Google Ads generated the most leads, the poor conversion rate suggests high cost with declining ROI.
- Booking Platform Sales Fell: Down from £2.89M in 2024 to £1.34M in 2025, a major shift in reliance on direct bookings and agencies.
- Unsigned Agreements & No Deposits: Rose significantly – indicating hesitancy, financial friction, or trust/clarity gaps during closing stages.

Challenges & Drops

- Signed Agreements Dropped: Down 18.4% YoY, with 467 signed vs 572 last year.
- Quote-to-Invoice Ratio: Very low at 9.4%, despite 7,215 quotes raised – indicating poor conversion from inquiry to sales.
- Overdue Balances: September closed with £923,232.69 (25/26 AY) and £812,051.56 (24/25 AY) overdue. This reflects a worrying upward trend in debt, especially in mid-to-late September.
- Cancellations: Cancellation rates rose in complexity and volume, especially for AY 25/26 CANCELWITHPENALTY (£321,968.89) and CANCEL 25/26 (£340,250.83), showing increased volatility in commitments.

Key Recommendations

- Strengthen Quote Conversion: Reassess lead handling, pricing flexibility, and timing of follow-ups to convert more inquiries.
- Reduce Overdues: Automate reminders, improve upfront qualification, and incentivise early/full payments.
- Improve Platform Mix: Prioritise high-performing platforms (e.g., Amber Healthcare) and evaluate the ROI of underperformers like UNIFLX.
- Re-engage Drop-offs: Target unsigned and no-deposit cases with retargeting, additional incentives, or trust-building content.
- Optimize Google Ads: High leads but low conversions suggest creative/targeting review is needed to improve ROI.

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Thank You!



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