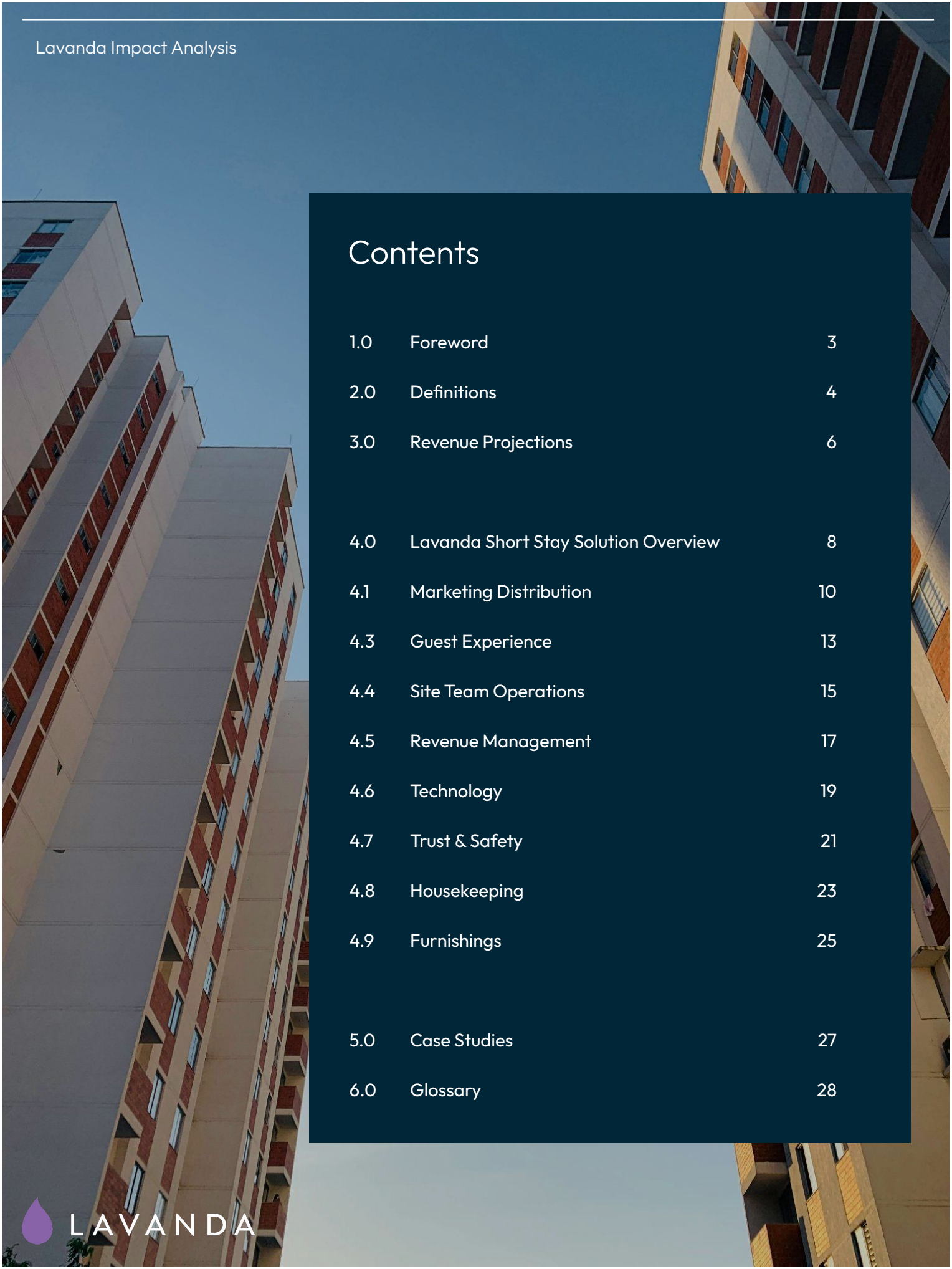
LAVANDA

Impact Analysis

A companion guide to charting the impact of short and medium-term renting on the core operating model of apartment buildings.



getlavanda.com



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1.0 Foreword

As rental demand and accommodation preferences continue to evolve rapidly, and with technology increasingly shaping the future of the built world, we're excited to provide **Short Stay Solutions**

In today's rapidly evolving real estate landscape, the concept of living has become more dynamic and versatile than ever before. Across the student and multifamily/BTR sectors, we're witnessing profound shifts in how people choose to live, driven by changing lifestyle preferences, economic pressures, and the growing demand for flexibility.

These changes represent not just challenges but opportunities for operators to rethink and reshape their offerings to meet the needs of a modern, mobile generation.

At Lavanda, we're at the forefront of this transformation. We see three key trends reshaping the flexible living space:

1. The Rise of Flexibility: Residents increasingly value choice and adaptability, whether it's in tenancy terms, living arrangements, or amenities. Traditional fixed tenancies often fall short of meeting the needs of students and multifamily residents seeking short-term stays, hybrid living, or remote work-friendly environments.

2. Technology-Driven Expectations: Today's residents are digital natives who expect seamless, tech-enabled experiences in every facet of their lives. From booking accommodation to managing day-to-day living, the demand for intuitive, user-friendly solutions has never been greater.

3. Community and Experience: Beyond a place to live, residents crave connection and a sense of belonging. Creating vibrant, community-driven environments that enrich the living experience has become a strategic priority for operators.

By offering solutions that optimise occupancy, drive revenue, and enhance resident satisfaction, we bridge the gap between operational efficiency and the elevated expectations of today's residents.

Whether it's enabling hybrid tenancy models, leveraging data-driven insights, or fostering community engagement, Lavanda is here to help you stay ahead.

I'm excited to see how Lavanda continues to shape the industry and support our partners in delivering exceptional living experiences.

Thank you for joining us on this journey.

We sincerely hope that you find this report valuable and illuminating.

If you have any questions please reach out to **fred@getlavanda.com**



Fred Lerche-Lerchenborg
CEO, Lavanda

2.0 Definitions

What is short, medium and long-term renting?

For the purpose of this report, the different types of tenure are defined as follows:

Short-term

A single definition across multifamily, co-living, serviced apartments and student accommodation:

Any stay of less than 30 days in fully-furnished accommodation where utilities, television and internet are included in the rent.

Medium-term

Definition for multifamily, co-living and serviced apartments:

Any stay of 30+ days up to a maximum of 12 months in fully or partially-furnished accommodation where utilities, television and internet are included in the rent.

Definition for student accommodation:

Any stay of 30+ days but less than 42 weeks in fully or partially furnished accommodation where utilities, television and internet are included in the rent.

Long-term

Definition for multifamily, co-living and serviced apartments:

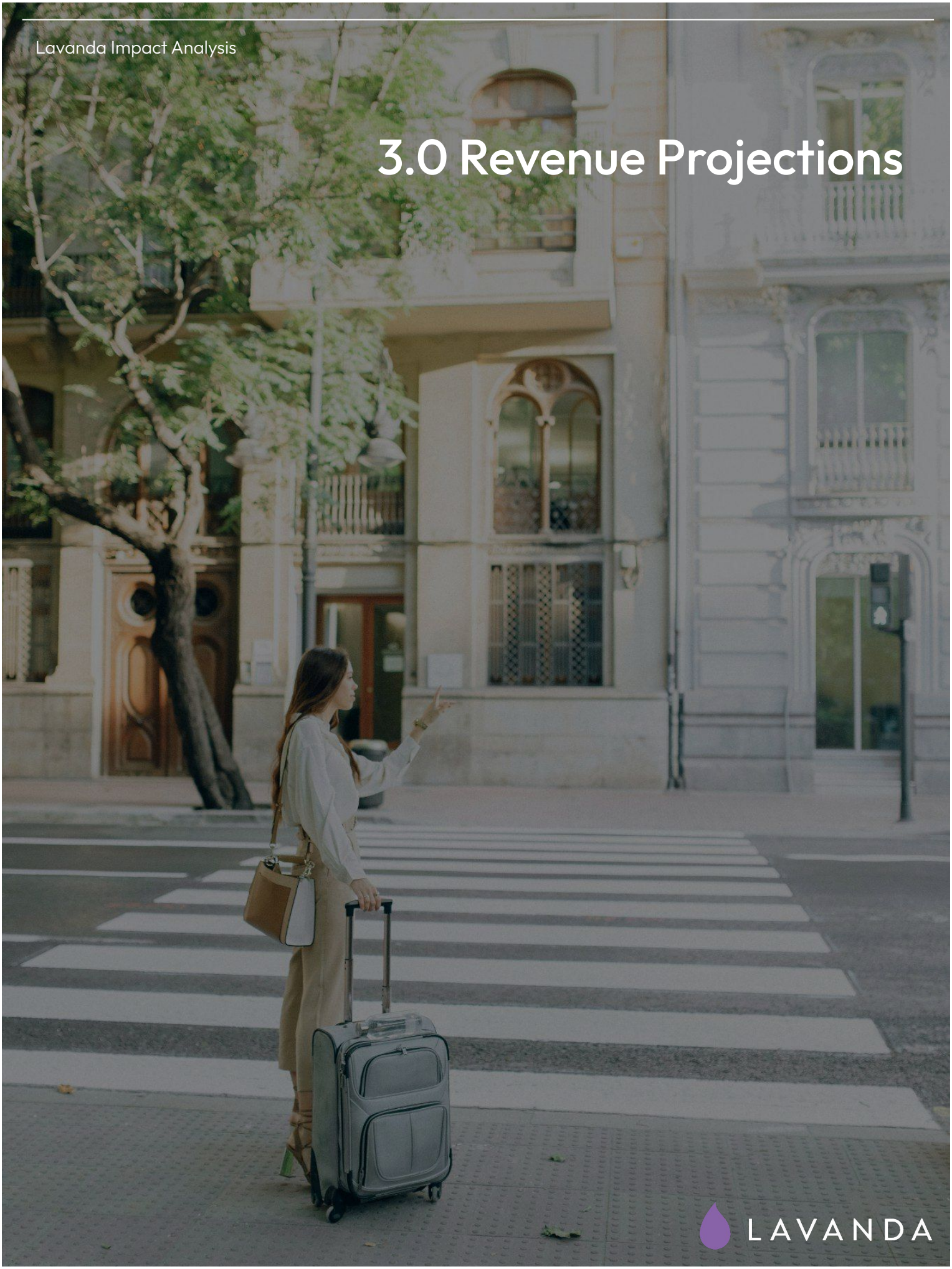
Any stay of 12+ months. Accommodation may be unfurnished, partially furnished or fully-furnished. It is also entirely at the discretion of the landlord whether utilities, television or internet are included in the rent.

Definition for student accommodation:

Any stay of 42+ weeks. Accommodation may be unfurnished, partially furnished or fully-furnished. It is also entirely at the discretion of the landlord whether utilities, television or internet are included in the rent.



3.0 Revenue Projections



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3.0 Revenue Projections

In the spreadsheet file provided by the Lavanda team: you'll find a comprehensive and verified dataset showcasing the revenue potential of your inventory within the short-stay market.

This file include separate tabs:

Summary

1. Gross Revenue
2. Net Revenue
3. Averaged Daily Rate
4. Occupancy

Market Data & Competitive Analysis

This section provides insights into the performance of professionally managed listings within the competitive set.

Best Available Rate (BAR):
The BAR represents the lowest published flexible rates available for each month.

Operating Cash Flow

Monthly movement projections of:

1. Gross Revenue
2. Net Revenue
3. Averaged Daily Rate
4. Occupancy (average)

Unit Type Breakdown

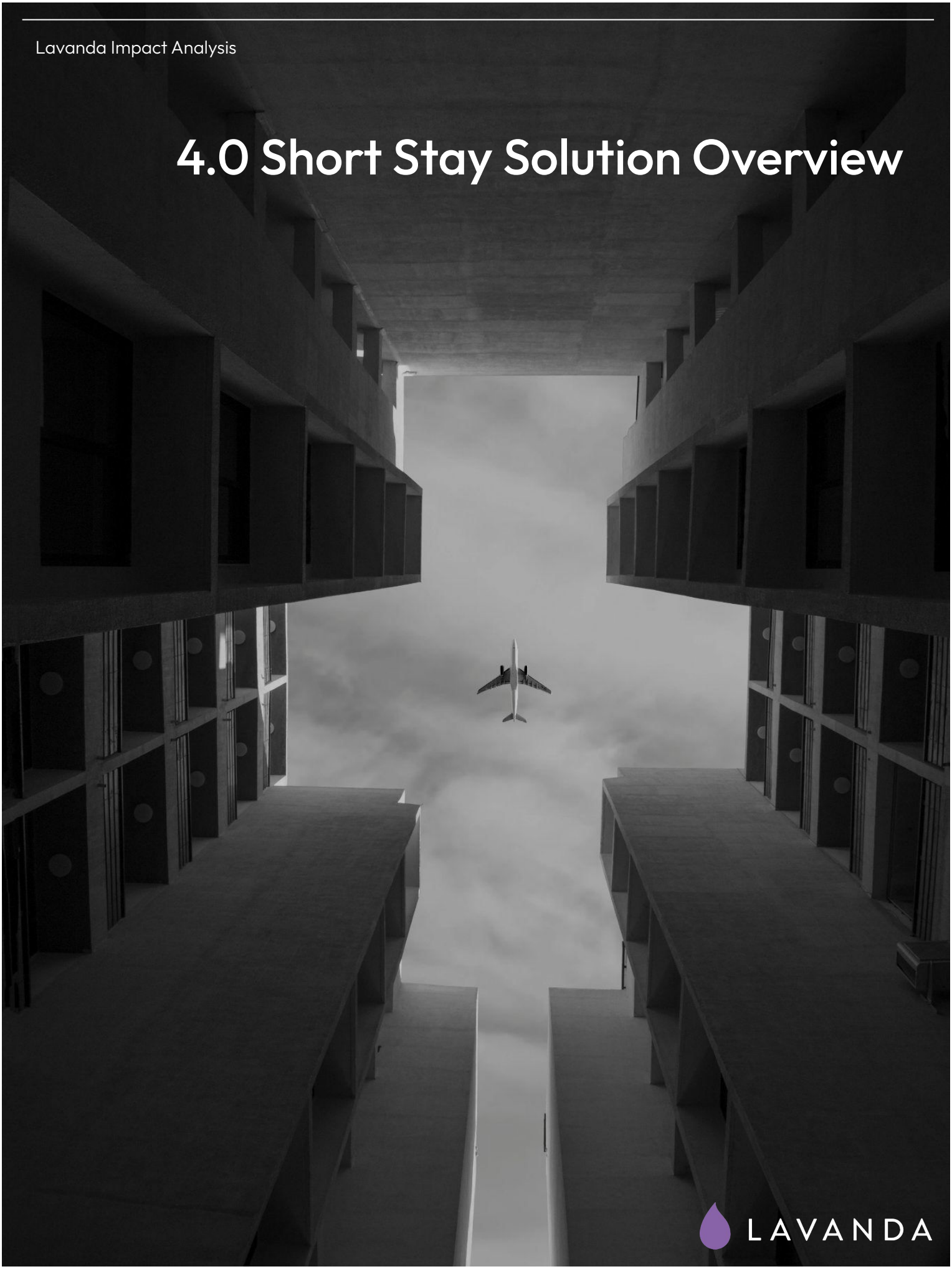
Listed Information provided by the client:

1. Unit Type
2. City and Address
3. Asset
4. Number of Units
5. Sleeping Arrangements
6. Availability From (Check In Date)
7. Availability To (Check Out Date)
8. Nights Available
9. Weeks Available
10. Product Quality Tier
11. Planning / Licensing
12. Booking Window (Open Date)

Listed Information provided by Lavanda:

1. Average Length of Stay
2. Cleaning Fee (average for unit type)
3. Lavanda Property Guarantee (per night)
4. OTA Fee (average)
5. Lavanda Management Fee
6. Minimum Length of Stay
7. Average Daily Rate
8. Occupancy (% of nights)
9. Accommodation Revenue
10. Gross Booking Revenue
11. Net Revenue
12. VAT (if applicable)

4.0 Short Stay Solution Overview



LAVANDA

4.0 Short Stay Solution Overview

What is included?

Lavanda supports real estate companies in creating their own short term stay business with a unique combination of services, software and expertise.

Our solution contains (8) core elements to ensure long term partner success:

1. Marketing Distribution
2. Direct Booking Website
3. Guest Experience Team
4. Resident Portal
5. Revenue Management
6. Lavanda Property Guarantee
7. Property Management Software
8. Operations Marketplace

Lavanda has (2) managed service models:

Operations Support

Ideal for clients with hospitality experience, this model ensures seamless coordination with designated housekeeping teams for room turn scheduling.

Key management remains the responsibility of the on-site team, with a clear, consistent protocol required for guest key pick-up and drop-off.

Lavanda's management fee for this service is 10% of booking revenue.

Fully Managed

Recommended for clients with minimal staff coverage, this model provides a comprehensive solution.

Lavanda will engage a top-tier local cleaning provider and manage all guest key handover procedures.

Lavanda's management fee for this service is 20% of booking revenue.



4.1 Marketing Distribution



LAVANDA

4.1 Marketing Distribution

What is included?

A dedicated marketing solution designed for multifamily and student accommodation property managers to efficiently manage and distribute their rental listings across multiple online booking platforms or “channels”.

Lavanda will centralise control of your listings, streamline operations, and maximise their visibility and revenue potential in the short-mid term rental market.

We synchronise messaging, availability, rates, and booking information in real time, reducing the risk of double bookings and ensuring consistent information across all platforms.

Online Travel Agencies (OTAs)

Advertise to the world's leading short to mid-term rental markets with Lavanda’s centralised platform, designed to optimise visibility, manage and enhance customer experiences and listings across each marketing channel.

Integration Partners:

- **Airbnb**
- **Booking.com**
- **Expedia**
- **Siteminder:**
  Large distributor to 450+ websites globally including GDS “Global Distribution Channels” for corporate stays.

The website accounts are exclusively owned by Lavanda clients, synchronised and managed centrally through the Lavanda PMS, with Lavanda’s Guest Experience Team available 24/7 for support.

Lavanda handles all the setup and configuration of the accounts.

Cost:

OTAs charge a commission on each reservation which is made through their platform. These fees are charged on the Gross Booking Value of the booking, or in other words the full amount which the guest pays for their reservation.

With the right pricing strategy, hosts earn and guests pay the same total, regardless of the fee type.

Airbnb 14-16% “Host Only Fee” Software Connected Partners

Booking.com 10-25% Fees Explained

SiteMinder operates primarily on a subscription-based pricing model

4.2 Direct Booking Website

What is included?

A Lavanda Direct Booking Website (DBW), is created specifically for short-stay searches and reservations, seamlessly integrated into a corporate or property website.

This website empowers property managers to accept bookings directly, eliminating the costs associated with Online Travel Agency (OTA) marketing fees.

It serves as a dedicated platform where guests seeking extensions, repeat visits, or those referred by the community can conveniently book their short stays directly.

Integrated and Customised

Hosted by Lavanda, this suite of web functionalities connects flawlessly between an existing property website and the Lavanda Property Management Software (PMS), ensuring a cohesive experience that aligns with marketing and branding standards.

By facilitating direct short-stay bookings via a property or corporate brand, property managers retain potential customer leads (both for long term and short term) instead of diverting them to hospitality partners. The client owns all the customer data and may remarket to and retarget as they wish.

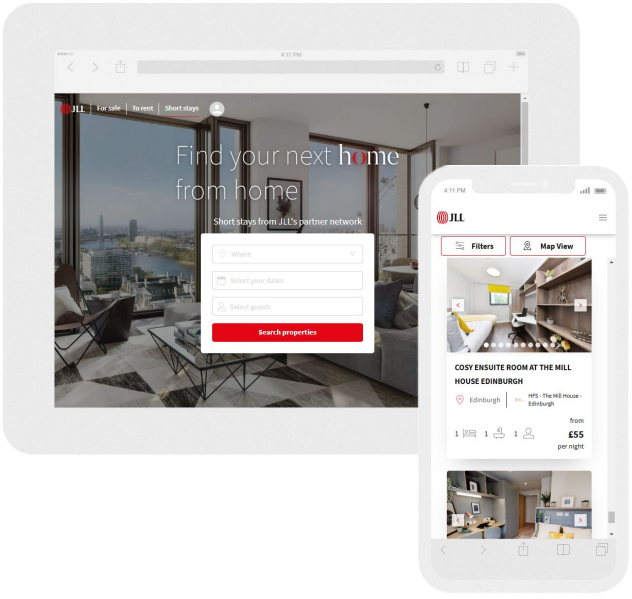
Lavanda is not, and never will be a consumer hospitality brand. Lavanda is considered a “White-labelled technology and operations support partner.”

Time to deliver:

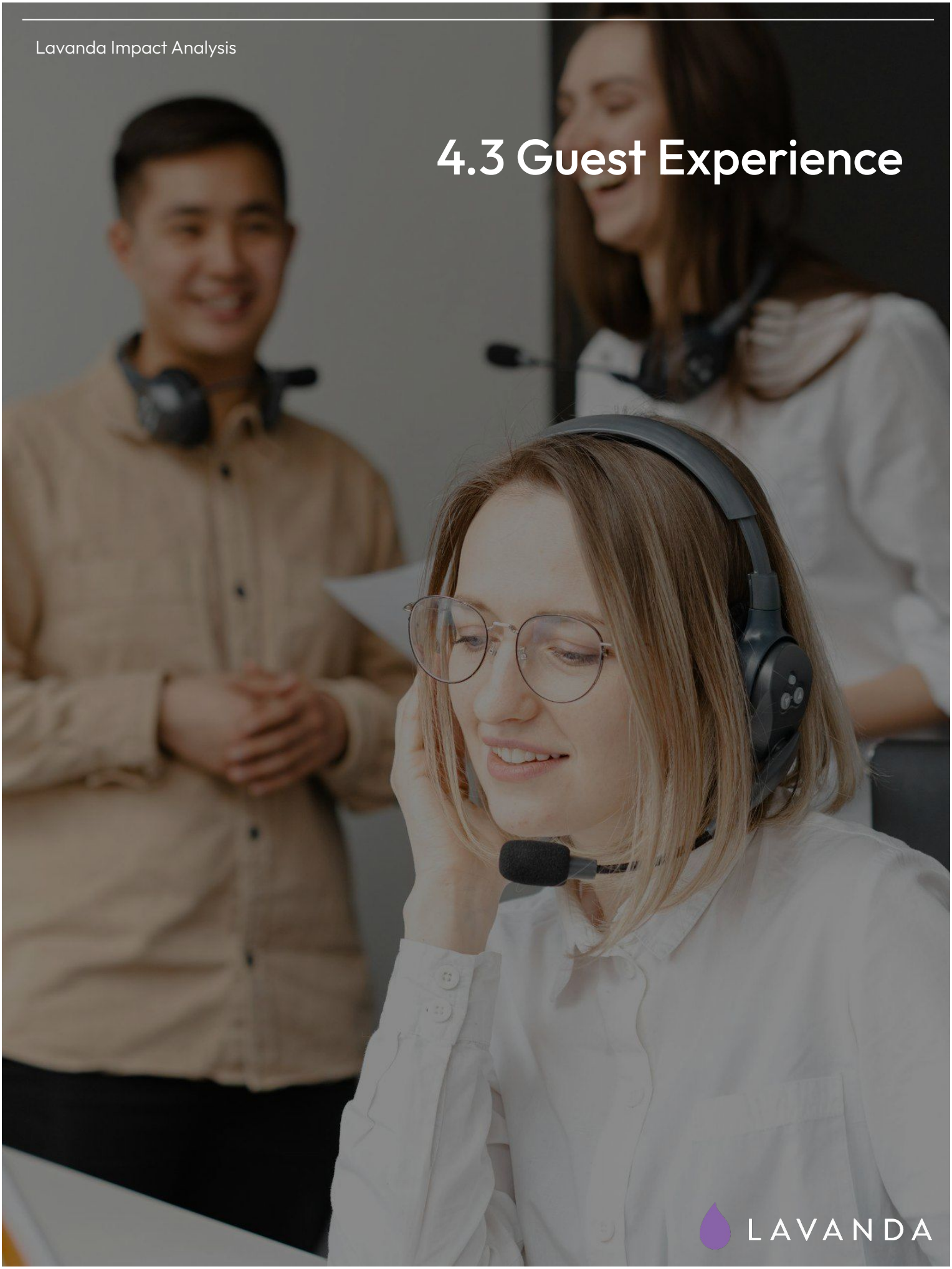
Depending on backlog and availability, approximately 30 - 90 days. Requires client web team of customer to integrate.

Cost:

No additional setup cost, included in the Lavanda management fee.



4.3 Guest Experience



LAVANDA

4.3 Guest Experience

What is included?

Lavanda's Guest Experience Support is a comprehensive service framework designed to enhance the satisfaction and comfort of short stay guests in the hospitality functions of residential accommodation.

24/7 Hospitality

This solution is anchored by a dedicated 24/7 hospitality and guest support team, ensuring that assistance is available around the clock to address any needs or concerns that guests may encounter during their stay.

This core component guarantees that guests have constant access to support, regardless of the time of day or night. The team is trained to handle a wide range of inquiries and issues, providing timely and effective solutions to enhance guest satisfaction.

Omnichannel Guest Communication:

The solution includes a robust system for managing communications across various channels, including app messaging, email, and phone calls. This ensures that guests can reach out for support through their preferred method of communication, enhancing the accessibility and responsiveness of the support team.

Liaison with On-Site Operations Team:

All guest related communications are handled by Lavanda. In the unlikely event that a guest needs attention from the on-site team, there are escalation protocols for emergency incidents.

Multilingual Support:

Recognising the diverse backgrounds of guests, the support solution offers multilingual assistance, enabling guests to communicate in their preferred language.

Cleanliness and Communication

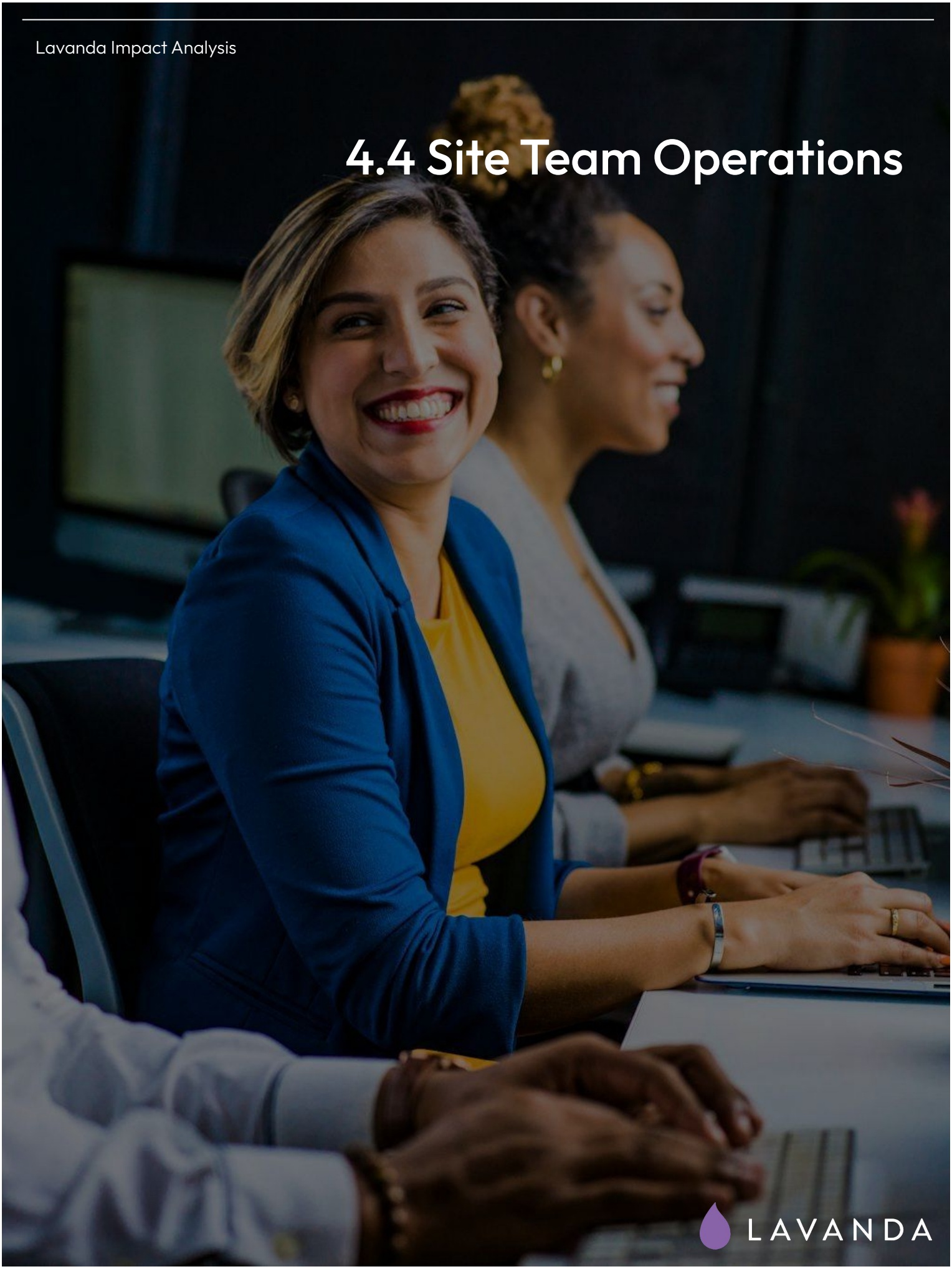
In the realm of hospitality, reviews can make or break a business, and they often hinge on two pivotal factors: cleanliness and communication. By ensuring these two pillars of guest experience are consistently met, Lavanda helps elevate the property's market standing and guest appeal.

By entrusting us with the pivotal aspects of guest communication and cleanliness oversight, property managers are not just investing in a service but in an enhanced reputation, improved guest reviews, and ultimately, a more successful and respected community in the hospitality industry.

Cost:

Included in the Lavanda management fee.

4.4 Site Team Operations



LAVANDA

4.4 Site Operations

What is included?

Lavanda provides comprehensive operational support for site teams, ensuring staff are well-trained to manage short-term stays efficiently alongside Lavanda.

Training & Operational Control

Training covers all aspects of short stay guest management, emergency protocols, and escalation procedures.

Our structured training program ensures that operational site teams are fully equipped to manage short stay guests effectively. The program includes:

Onboarding Sessions: Covering site specific check in and check out procedures, system navigation, booking management, and guest communication.

Emergency Protocols: Clear guidelines on responding to incidents, handling guest issues, and escalation procedures.

Lavanda's 24/7 Guest Experience Team (GET) coordinates with on-site operations teams for incident resolution, ensuring guest safety and property security.

Compliance & Best Practices: Training on health and safety, regulatory requirements, and guest experience optimisation.

Live Support Channels: Access to a dedicated help desk and real-time troubleshooting assistance.

Automated Alerts & Notifications: Ensuring prompt action on maintenance requests, guest issues, and operational tasks.

Performance Analytics & Insights: Data-driven feedback to help teams optimise operations and enhance guest satisfaction.

Role-Based Access: Tailored access control to ensure that staff members have the right level of visibility and control over site operations.

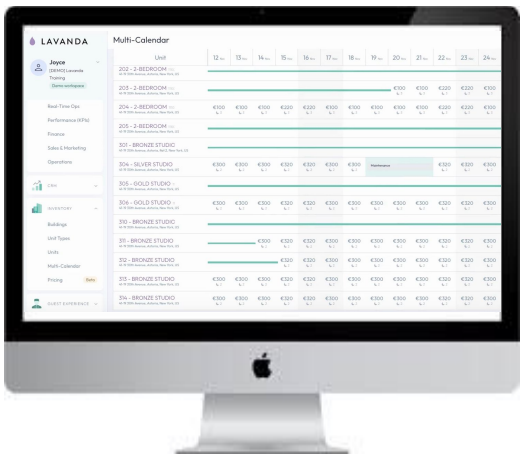
Unit Management & Full Visibility

Lavanda's Property Management Software (PMS) enables property managers to allocate units dynamically, optimising occupancy and revenue.

The integrated dashboard provides real-time insights into unit availability, guest communication, and operational status.

Cost:

Included in the Lavanda management fee.



4.5 Revenue Management



LAVANDA

4.5 Revenue Management

What is included?

Elevate a residential asset's profitability with Lavanda's cutting-edge Short Stay Revenue Management Tool, meticulously designed to cater to the unique dynamics of short-term rentals.

Lavanda's service is not just a tool; it's a comprehensive solution that combines the finesse of dedicated pricing strategies with the precision of revenue management, all tailored to boost a property's financial performance.

Dynamic Pricing & Market Analysis

Lavanda's pricing and revenue management tool is designed for the short-stay sector, offering bespoke pricing strategies to maximise revenue and occupancy.

With weekly competitive data reviews, property managers gain insights to stay ahead of market trends.

Sophisticated modelling techniques factor in occupancy, booking velocity, and competitive benchmarking to ensure dynamic and competitive pricing.

Clients receive regular performance updates through detailed reports and calls, ensuring transparency.

Leveraging deep hospitality expertise, Lavanda provides tailored solutions that integrate seamlessly with its property management system, enabling effortless pricing management in a centralised platform.

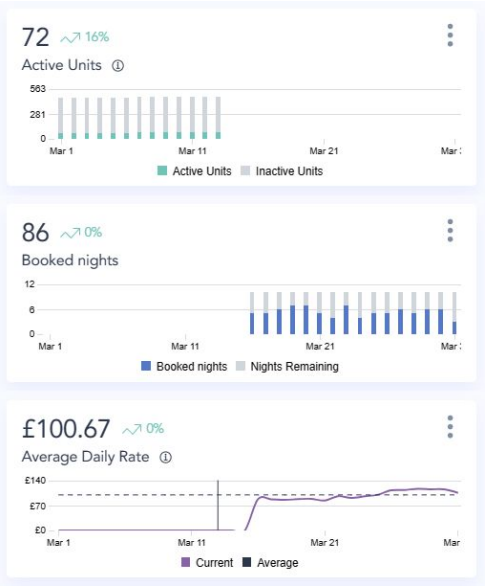
Performance Monitoring

By continuously tracking key metrics such as occupancy rates, booking trends, and market shifts, the system ensures that pricing strategies remain competitive and effective.

Seamlessly integrated with **Lavanda's Property Management System (PMS)**, the platform enables effortless rate management, allowing your revenue management consultant's to adjust pricing strategies in real time based on market conditions and business objectives.

Cost:

Included in the Lavanda management fee.



4.6 Technology



LAVANDA

4.6 Technology

What is included?

Lavanda's short stay solutions are technology-driven service that offers advanced tools for enhanced visibility, security, compliance, and seamless guest and staff experiences.

Lavanda Property Management System (PMS)

A dedicated cloud-based platform designed to manage short-term rentals efficiently. The system integrates marketing, revenue management, guest services, and operations, providing property managers with full control.

Lavanda Direct Booking Website (DBW)

Engineered to optimise direct booking capabilities, it eliminates reliance on OTAs, reducing associated marketing fees while providing a dedicated interface for guest extensions, repeat stays, and community-driven referrals. The DBW is hosted by Lavanda and natively integrated with the Lavanda Property Management Software (PMS), ensuring a frictionless user experience that aligns with existing branding and digital infrastructure.

Resident & Guest Portal

A mobile-optimised Progressive Web App (PWA) that provides seamless guest communication, direct booking options, and access to property amenities. The portal enhances guest engagement while streamlining property operations.

Information Security & Compliance

Lavanda employs industry-leading security protocols, including ISO 27001 certification, PCI compliance, and regular penetration testing, ensuring data protection and operational security.

Lavanda Information & Security Policy

Cost:

Included in the Lavanda management fee.



4.7 Trust & Safety



LAVANDA

4.7 Trust & Safety

What is included?

At Lavanda, we prioritise the safety and security of your property and aim to provide you with peace of mind when hosting guests. Our comprehensive screening process and robust policies work towards building trust with guests staying in your property.

Lavanda Property Guarantee (LPG)

The Lavanda Property Guarantee is a comprehensive protection solution for property owners, ensuring the safety and security of their properties and revenue.

This service includes advanced guest screening processes, fraud detection, and chargeback protection, along with extensive property insurance coverage.

Key Features:

- **Screening AI and ID Verification**: Analyses reservations and verifies guest identities to prevent fraud.
- **Guest Validation:** Validates contact information and social media footprints to confirm guest legitimacy.
- **Chargeback Protection:** Protects against financial loss from stolen payment methods.
- **Property Insurance**: Covers up to **£5,000,000 in liability, building, unit, and £150,000 contents insurance**, with no minimum claim level or deductible.

Benefits:

The Lavanda Property Guarantee is designed to elevate community safety and enhance the short stay rental experience.

Tailored specifically for short-term rentals, it offers superior protection beyond standard OTA coverage, providing up to 5x the benefits of AirCover for example.

Integrated with the PMS, it delivers full visibility into guest screening, fraud detection, and insurance coverage. Risk scores that don't meet our high standards require manual approval, ensuring a safe and secure environment while optimising guest satisfaction and property performance.

Cost:

£4.00 (+ VAT) per booked night.



4.8 Housekeeping



LAVANDA

4.8 Housekeeping

What is included?

Lavanda's Operations Marketplace provides property managers with a vetted network of trusted vendors for essential services, including furnishings, housekeeping, and access control solutions.

Sourced & Vetted Suppliers

We have meticulously hand-picked and vetted a network of trusted third-party suppliers who offer best-in-class services in furnishing, housekeeping and access control.

These suppliers have a proven track record of reliability and quality, ensuring that you can select with confidence the services that best suit your property's needs.

Cleaning & Turnover

Maintaining cleanliness and tidiness is crucial to ensure guest satisfaction. Our partners are local experienced, professional housekeeping services that specialise in short-term rental properties.

They are well-equipped to handle regular cleaning, linen and towel changes, and provide toiletries if wanted. They also conduct thorough property inspections, ensuring that your guests enjoy a spotless and well-maintained environment throughout their stay, and that you receive reliable feedback on the state of the property at the end of their stay.

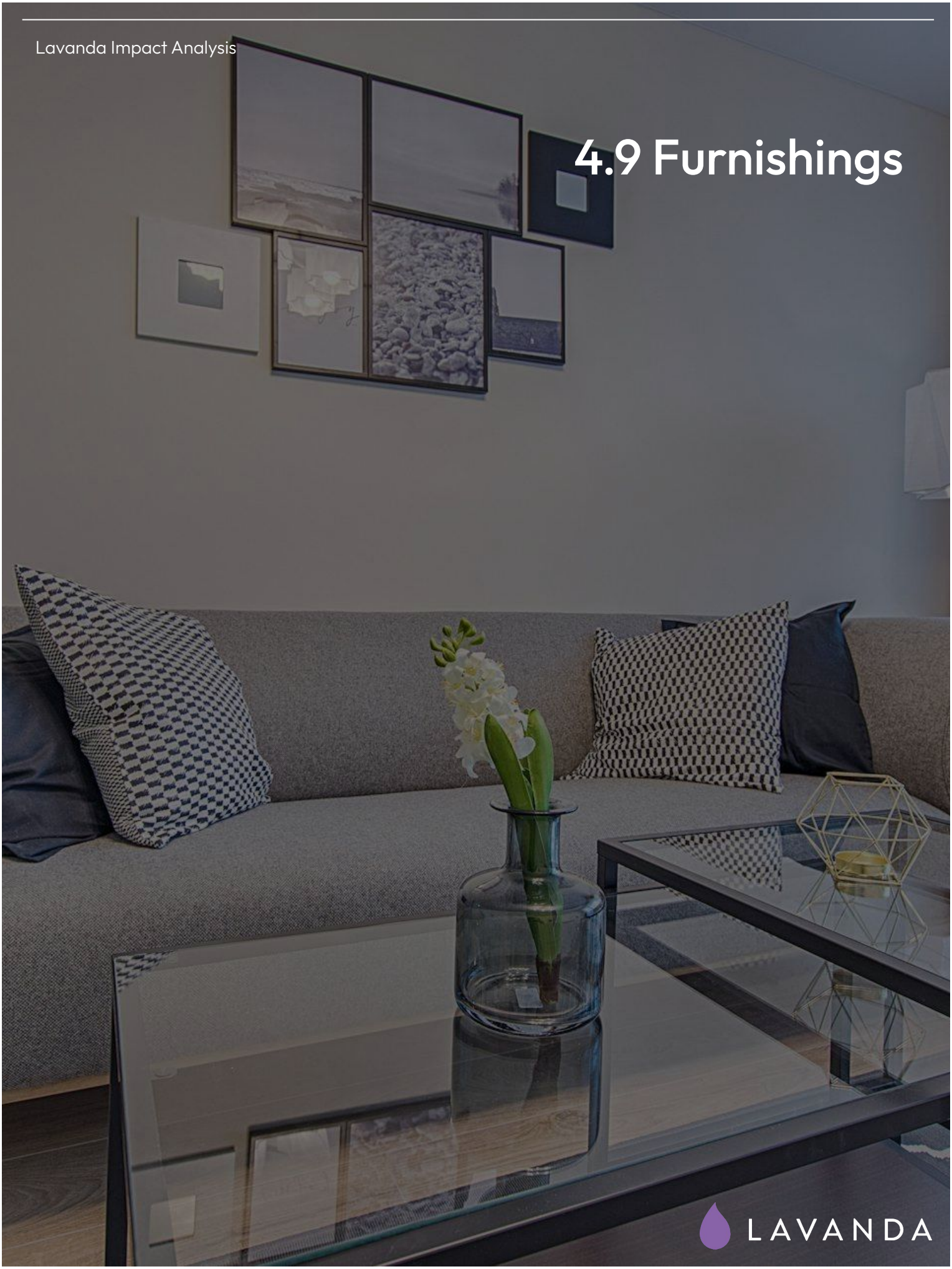
Experienced professionals providing

- **Regular changeovers**
- **Linens and towels**
- **Toiletries (if required)**
- **Property inspections**

Please note: The provision of housekeeping services only applies to the **Fully Managed** solution.

Customers on Lavanda's **Operations Support** model **must arrange their own cleaning provisions.**

4.9 Furnishings



LAVANDA

4.9 Furnishings

What is included?

Lavanda offers a wide range of furnishing solutions through our marketplace. Whether you're looking to furnish a new property or revamp an existing one, our suppliers provide high-quality furniture packages tailored to your specific style and budget.

Choose from our curated selection to transform your property into an inviting and comfortable space for your guests.

Tailored Interior Solutions

Lavanda partners with top furnishing providers like to offer curated furniture packages designed for short-stay and student accommodations. These solutions enhance the guest experience while maximising the aesthetic and functional value of rental units.

Customisable Packages: furnishing solutions include bedroom, kitchen, and bathroom essentials, tailored to align with property branding and budget constraints.

Turnkey Setup: A hassle-free service that includes delivery, installation, and staging, ensuring properties are move-in ready.

Luxury & Practicality: Packages feature high-quality duvets, pillows, induction-compatible kitchenware, and premium towels, all selected for durability and style.

Sustainability Options: Eco-friendly furnishing solutions align with green initiatives, promoting sustainable living environments.

Convenience & Efficiency: The all-in-one furnishing service is designed for rapid deployment, enabling property managers to enhance tenant experience with minimal effort.

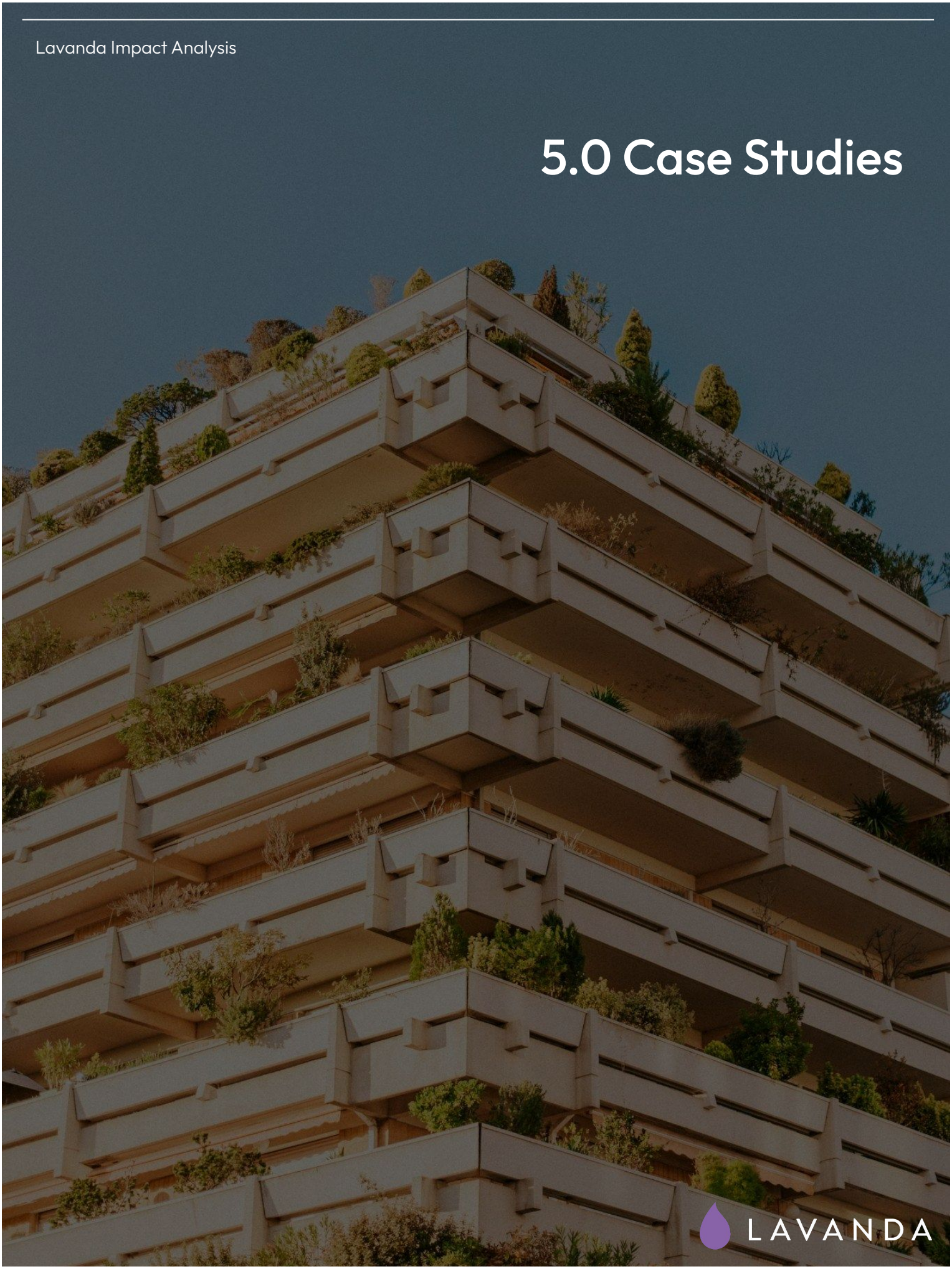
Cost:

Pricing varies based on the selected package and specific requirements.

Lavanda also provides flexible financing options for furniture packs and soft furnishings.



5.0 Case Studies



LAVANDA

5.0 Case Studies

Partnership highlights

Student

Business Impact:

- **£3 million** in revenue generated annually in short stays.
- Increased asset utilisation and maximised occupancy during summer periods and term time voids on 12 UK properties.
- Lavanda partner since 2018

Business Impact:

- **£1 million** in revenue generated annually over 8 weeks.
- Implemented short stay model to optimise summer revenue streams.
- Lavanda partner since 2020.



Flexible Living

Business Impact:

- Void-fill strategy where short-stay rentals minimised vacancy, accelerating lease stabilisation.
- **£350k** in incremental net income in first 12 months.
- Lavanda partner since 2019.

Business Impact:

- Lease up strategy for new property
- **£300k** incremental net income achieved in first 12 months.
- Ensured revenue continuity while stabilising occupancy rates.

Additional partner success and impact announcements available at:

www.getlavanda.com/news-resources

6.0 Glossary

The definition of terms related to Lavanda short stay solutions:

STR (Short-Term Rental)	Fully furnished accommodation available for stays typically under 30 days, often including utilities and amenities.
MTR (Medium-Term Rental)	Rentals between 30 days and 12 months, offering flexibility compared to traditional long-term leases.
RM (Revenue Management)	A strategic approach to pricing units based on demand, competition, and occupancy trends.
PMS (Property Management Software)	A platform centralising operations, booking management, and revenue tracking
DBW (Direct Booking Website)	A platform allowing guests to book directly through the property's website.
GET (Guest Experience Team)	A 24/7 hospitality support team managing guest inquiries and escalations.
Guest Vetting	The process of verifying guest identities, payment methods, and trustworthiness.
LPG (Lavanda Property Guarantee)	A host protection plan including guest screening and insurance coverage.
BAR (Best Available Rate)	The lowest publicly available rate for a room on a given day, typically adjusted dynamically based on market conditions.
OTA (Online Travel Agency)	A third-party platform, such as Booking.com or Airbnb, that facilitates online bookings for accommodations.
Guest Revenue	The total income generated from guest stays, including room rates, fees, and additional services.
GBV (Gross Booking Value)	The total value of all bookings before deductions like taxes, fees, and cancellations.

Lavanda's flexible living solutions enable you to build resilient portfolios that cater to a new generation of residents who value choice and flexibility.

Our comprehensive platform allows you to easily and efficiently manage your short, mid, and long-term leases all in one place, putting you in complete control over every aspect of your portfolio.

To find out more about how Lavanda can help your organisation, email us at:
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