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November 2024

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Highlights →



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SALES & GROWTH

Overall Sales

- November 2023: £1,303,146.65
- November 2024: £1,609,178.09
- Growth: £306,031.44 (23.49% increase)

Team Performance

- **Turkey Team:**
  - November 2023: £367,786.13
  - November 2024: £558,280.91
  - Change: 51.82% increase
- **London Team:**
  - November 2023: £599,932.45
  - November 2024: £489,019.63
  - Change: 18.49% decrease
- **Mena Team:**
  - November 2023: £140,145.31
  - November 2024: £305,617.04
  - Change: 118.02% increase
- **China Team:**
  - November 2023: £187,967.76
  - November 2024: £242,125.51
  - Change: 28.77% increase

Top Sales Agents

- **November 2024:**
  - 1. Serhat Saylag (£203,601.88)
  - 2. Rateb Bakeer (£160,128.14)
  - 3. Marawan Ayman Abdelaal (£156,234.31)

Top Residences

- Drapery Place (2024): £234,558.24 -
- Paddington Citi View (2024): £152,653.43 -
- King's Cross Residence (2024): £100,039.89 -
- Lewisham Exchange (2024): £93,990.70 -

Recent Sales by Country

- November 2024:

  - China: 33.55%
  - India: 12.7%
  - Turkey: 9.77%

Occupancy Ratios

- November 2023: 94.45%
- November 2024: 98.02%
- Improvement: 3.57% increase

Quote Ratios

- November 2023: 3428 Quote Sent / 265 Invoice / %7.73 Quote-Invoice Rate (%)
- November 2024: 5244 Quote Sent / 350 Invoice / %6.67 Quote-Invoice Rate (%)
- Improvement: 1.06% decrease

Key Outcomes

• In comparing November 2023 to November 2024, there has been an overall growth in sales, rising from £1,303,146.65 to £1,609,178.09, representing a 23.49% increase (£306,031.44). The performance across teams reveals dynamic shifts, with the MENA team showing the most remarkable improvement at a 118.02% increase, followed by the Turkey team at 51.82%. However, the London team saw an 18.49% decrease, requiring further exploration into possible causes. Top residences have shifted as well, with Drapery Place becoming the highest contributor in 2024 (£234,558.24). Occupancy also improved notably, moving from 94.45% in 2023 to 98.02% in 2024, showcasing enhanced operational efficiency. Sales by country highlight a rising influence of the Chinese market, growing from 25% to 33.55%, while India and Turkey also maintained strong contributions. This growth is supported by improvements in inquiry-to-conversion rates and strategic focus on underperforming platforms.

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GROWTH

Market-Place Partnerships

- Amber Growth Accelerator
- Homelike, Unihomes, Unizhome , Universal Student Homes ,Scraye, Universtiy Rooms

Affiliates

- Tastecard,Hubby E-SIM,LanguageCERT,Musement,WHOOP,Golden Tours,Truely E-SIM,Uber Boat,Heathrow Exp,Ticketmaster exc..

Financial & Insurance

- Wise, Revolut, Guard.me , Klarna, PayPal,HSBC

IT & AI

- Verbaflo,Trulioo

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THANK YOU