

CASE STUDY

Client: Tom Barker

Property: 1 bedroom flat

Location: Hampstead Heath

"Nakul and the team are a real pleasure to work with. They have provided fantastic service for many of our sellers and landlords with a very speedy turnaround. Highly recommend to both casual and professional landlords."

Century 21 - Islington



Challenge

Tom is looking to sell his home and with a slow market and lengthy times to processing sales means that each day the flat is empty loses potential income that could be made through short lets. Tom is also far too busy to manage the logistics, maintenance and management that is required for short lets.

Solution

Air Blue Lets full management service offers Tom the opportunity to utilise the full potential of his home during a sale. Air Blue Lets takes care of entire management process from photography, listing, communications, check-ins to the cleaning, all whilst working with the local agent (Century 21 Islington) to schedule time and availability to allow for viewings.

Result

After being online for only a few days Air Blue Lets secured 2 bookings for the 1st month, totaling 28 days and a combined value of over £1,700, resulting in a net of over £1,400 for Tom, where previously it was unoccupied and generating zero income. Air Blue Lets management service has given Tom opportunity to monetize vacant periods, whilst still being on sale.

Air Blue Lets facts

Wider Audience

Listing on 20+ sites, including Airbnb, Booking.com, Tripadvisor

£150 Average nightly rate

Full Management:

- ✓ Communication
- ✓ In person check-in
- ✓ Cleaning
- ✓ Maintenance

70% occupancy rate

In partnership with



CENTURY 21
Islington

