



PROPERTY INTEL

EXTERNAL — CLIENT  
FACING

# SA Management — Client Brochure

Full-Service SA Management for London Property Owners. Professional short-term letting management that delivers consistent revenue, regulatory compliance, and complete peace of mind.

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PI-SA-009

VERSION

1.0

CLASSIFICATION

External — Client Facing

OWNER

SA Operations Manager

REVIEW CYCLE

Quarterly

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# Executive Summary

Property Intel provides end-to-end Service Accommodation management for residential properties across London, with deep operational expertise in Tower Hamlets and the wider East London market.

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We manage every element of the SA lifecycle — from property setup and listing creation through to guest management, cleaning coordination, maintenance, and monthly owner reporting. Our clients receive a hands-off income stream backed by professional operations, dynamic pricing intelligence, and full regulatory compliance.

Our approach is data-led and operationally disciplined. Every property in our portfolio benefits from the same systems, standards, and processes that we apply across the entire portfolio — which means individual property owners receive institutional-grade management without institutional-grade costs.

#### AT A GLANCE

Properties Managed	London-wide, with concentration in Tower Hamlets
Services	Full-service SA management
Platforms	Airbnb, <a href="#">Booking.com</a> , VRBO, direct bookings
Compliance	90-day rule tracked and enforced automatically
Reporting	Monthly performance reports with full financial transparency
Owner Involvement	As much or as little as you choose — most owners choose none

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## Who This Is For

Property Intel's SA Management service is designed for property owners who want to maximise income from their London property without the operational burden of managing short-term lets themselves.

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## CLIENT PROFILE

## TYPICAL SITUATION

**SA Operators Seeking a Management Partner**

You are already running SA but want professional support to improve performance, ensure compliance, and free up your time.

**Landlords Exploring SA**

You currently let on an AST and want to understand whether SA could deliver higher returns — either as a full switch or a blended strategy.

**Portfolio Investors**

You own multiple properties and want a single management partner to handle SA across your portfolio with consistent standards and consolidated reporting.

**Overseas Investors**

You own London property but are based abroad. You need a fully managed, hands-off SA solution with transparent reporting and reliable revenue disbursement.

**NOT RIGHT FOR**

This service is not designed for properties that require significant renovation before they can be used for SA, or for properties in areas outside Greater London (at this time). It is also not suitable for commercial or HMO properties without a prior assessment.

## What We Handle

Property Intel manages every operational element of your SA property. Below is a comprehensive breakdown of what is included in our management service.

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## 4.1 PROPERTY SETUP AND ONBOARDING

SERVICE	DETAIL
Property Audit	Full inspection and condition report
Compliance Verification	Gas safety, EICR, EPC, insurance, fire safety — all checked and documented
Furnishing and Staging	Professional furnishing plan tailored to the property and target guest profile (furnishing cost borne by owner, with Property Intel guidance and procurement)
Professional Photography	20-30 professional photographs per property
Listing Creation	Optimised listings on Airbnb, <a href="#">Booking.com</a> , VRBO, and our direct booking channel
Technology Installation	Keyless entry system, noise monitoring device (where applicable)

## 4.2 ONGOING MANAGEMENT

SERVICE	DETAIL
Dynamic Pricing	Automated rate management responding to demand, seasonality, events, and competitor pricing
Guest Communications	Full lifecycle: enquiry response, booking confirmation, pre-arrival, check-in, mid-stay, checkout, post-stay
Check-In / Check-Out	Keyless self-check-in as standard. Meet-and-greet available on request.
Cleaning and Linen	Professional turnover cleaning after every guest. Fresh linen and towels. Consumables restocked.

Maintenance	Reactive maintenance with tiered response times (emergency: 2 hours, urgent: 24 hours, routine: 72 hours). Preventive maintenance scheduled quarterly.
Review Management	All guest reviews responded to within 48 hours. Negative review strategy managed by our team.
90-Day Compliance	Automated night tracking with alerts at 70 and 85 nights. Calendar hard-blocked at 90 nights.
Monthly Reporting	Detailed performance report including occupancy, revenue, ADR, expenses, and market commentary. Delivered by the 5th of each month.
Revenue Disbursement	Net revenue transferred to your nominated account by the 10th of each month.

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## The Property Intel Process

Our onboarding process takes a property from instruction to live listing in 21 days or fewer.

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PHASE	TIMELINE	WHAT HAPPENS
<b>Phase 1: Instruction</b>	Day 0	Management agreement signed. Property Intel assumes operational responsibility.
<b>Phase 2: Audit and Compliance</b>	Day 1-5	Property inspected. All compliance documentation verified or arranged. Furnishing plan agreed.
<b>Phase 3: Preparation</b>	Day 5-14	Furnishings delivered and installed. Technology set up (keyless entry, noise monitoring). Property staged.
<b>Phase 4: Photography and Listings</b>	Day 14-18	Professional photography. Listings created and optimised across all platforms. Pricing strategy configured.
<b>Phase 5: Quality Check and Launch</b>	Day 18-21	Final quality inspection. SA Operations Manager sign-off. Listings activated. First bookings received.
<b>Phase 6: Ongoing Management</b>	Day 21+	Full operational management commences. First owner report issued at month end.

After launch, your property enters our standard operational cycle: bookings are managed, guests are hosted, the property is maintained, and you receive a monthly report and payment.

## Risk Protection

SA carries operational and regulatory risks that must be actively managed. Property Intel builds risk protection into every layer of our operations.

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## RISK

## HOW WE PROTECT YOU

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<b>90-Day Rule Breach</b>	Automated night counter in our property management system. Alerts at 70 and 85 nights. Automatic calendar blocking at 90 nights. Zero breaches across our portfolio.
<b>Guest Damage</b>	Security deposit or damage waiver on every booking. Pre- and post-stay photographic documentation. Rapid damage assessment and platform claim filing.
<b>Negative Reviews</b>	Proactive mid-stay check-ins to identify and resolve issues before checkout. Professional review response strategy. Root cause analysis for any sub-4-star review.
<b>Maintenance Emergencies</b>	24/7 emergency response protocol. Approved contractors on call. Pre-authorized emergency spend limit to avoid delays.
<b>Booking Platform Issues</b>	Multi-platform distribution ensures no single-platform dependency. Direct booking channel provides resilience.
<b>Regulatory Changes</b>	We monitor legislative and regulatory developments affecting SA in London. Policy changes are communicated to owners with recommended actions.

## Compliance Assurance

Regulatory compliance is non-negotiable. Property Intel ensures every managed property meets or exceeds all legal requirements for SA operation in London.

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COMPLIANCE AREA	WHAT WE DO
<b>90-Day Rule</b>	Tracked automatically. Calendar blocked at limit. Owner advised on planning permission options if they wish to exceed 90 nights.
<b>Gas Safety</b>	Valid CP12 certificate verified before listing goes live. Annual renewal tracked with 60-day advance reminders.
<b>Electrical Safety (EICR)</b>	Valid report verified before listing. Five-year renewal tracked.
<b>Energy Performance (EPC)</b>	Valid certificate on file. Minimum E rating (we recommend C or above).
<b>Fire Safety</b>	Smoke alarms, CO alarms, and fire blankets verified during onboarding. Monthly checks during property inspections.
<b>Insurance</b>	SA-specific insurance verified before listing. Standard landlord insurance exclusions explained to owners.
<b>Furniture Fire Safety</b>	All Property Intel-procured furnishings comply with the Furniture and Furnishings (Fire) (Safety) Regulations 1988.
<b>GDPR</b>	Guest data handled in full compliance with UK GDPR. Privacy notices, data minimisation, and defined retention periods.
<b>Anti-Social Behaviour</b>	Noise monitoring, house rules, and neighbour communication protocols in place for every property.

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# Why Property Intel

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## DIFFERENTIATOR

## DETAIL

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<b>London Specialists</b>	We focus exclusively on the London SA market, with particular depth in Tower Hamlets and East London. We understand the local demand drivers, regulatory landscape, and competitive dynamics.
<b>Data-Led Operations</b>	Every decision — from pricing to cleaning scheduling to owner reporting — is informed by data. We use institutional-grade property management and dynamic pricing systems.
<b>Full-Service, Not Partial</b>	We do not offer “listing only” or “guest communication only” services. We manage the entire operation because that is the only way to deliver consistent results.
<b>Compliance Built In</b>	Regulatory compliance is not an add-on. It is embedded in our systems and processes. Every property we manage is compliant from Day 1.
<b>Transparent Reporting</b>	You receive a detailed monthly report with full financial transparency. No hidden fees, no unexplained deductions.
<b>Scalable</b>	Whether you have one property or twenty, you receive the same systems, standards, and service quality. Our operations are designed to scale without compromising performance.
<b>Owner-Aligned</b>	Our management fee is a percentage of revenue. When your property earns more, we earn more. Our interests are structurally aligned with yours.

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## Pricing Positioning

Property Intel's management fee is structured as a percentage of gross booking revenue, inclusive of all standard management services outlined in this brochure.

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WHAT IS INCLUDED	WHAT IS ADDITIONAL
All listing management and optimisation	Initial furnishing and staging costs (one-time, borne by owner with PI guidance)
Dynamic pricing	Major maintenance or refurbishment
Guest communications and hosting	SA-specific insurance premium (owner's policy)
Cleaning and linen (charged at cost, no markup)	Planning permission applications (if pursuing beyond 90 nights)
Maintenance coordination	
Monthly reporting and revenue disbursement	
Compliance monitoring	
Technology (keyless entry, noise monitoring)	

Our fee structure ensures that the owner's net revenue is clearly understood before onboarding. We provide a detailed financial projection during the instruction phase, including estimated gross revenue, management fee, operational costs, and projected net income.

There are no setup fees, no hidden charges, and no long-term lock-in. Our standard management agreement operates on a rolling basis with a 90-day notice period.

## Call to Action

To discuss how Property Intel can manage your London property for SA, or to receive a no-obligation revenue projection for your property:

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CONTACT METHOD	DETAIL
Email	<a href="mailto:contact@property-intel.co.uk">contact@property-intel.co.uk</a>
Telephone	07586479847
Website	<a href="http://property-intel.co.uk">property-intel.co.uk</a>
Office	30 Churchill Place, London E14 5RE

**Next Steps:**

1. **Initial Consultation** — We discuss your property, objectives, and whether SA is the right strategy.
2. **Property Assessment** — We visit the property, assess its SA potential, and provide a revenue projection.
3. **Instruction** — If you proceed, we sign a management agreement and begin the 21-day onboarding process.

We welcome conversations at any stage — whether you are ready to proceed immediately or simply exploring SA as an option for the first time.

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NEXT ACTION

## Discuss this service

For scope, fees, onboarding timelines, or portfolio-fit questions, route the next conversation through SA Operations Manager or the relevant Property Intel service lead.

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DOCUMENT OWNER

SA Operations  
Manager

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