



PROPERTY INTEL

EXTERNAL — CLIENT  
FACING

# SA Operations — Client Brochure

Professional SA Operations for London Properties. Seamless day-to-day management that delivers a consistent guest experience, protects your property, and scales with your portfolio.

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PI-SA-012

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1.0

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External — Client Facing

OWNER

SA Operations Manager

REVIEW CYCLE

Quarterly

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## Executive Summary

The guest experience in Service Accommodation is defined by operational execution. It is not the listing that earns a 5-star review — it is the spotless clean, the smooth check-in, the quick response to a question, and the properly stocked property. Operations is where reputation is built or eroded, one guest at a time.

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Property Intel's SA Operations service handles every logistical and physical aspect of running your SA property: cleaning and linen coordination, consumables management, keyless entry, guest communications, maintenance response, noise monitoring, property inspections, and emergency response.

Our operations are designed to scale. Whether you have one property or twenty, every unit receives the same systems, standards, and response times. We do not compromise on quality as we grow — our operational framework is built for scale from Day 1.

#### SA OPERATIONS AT A GLANCE

Cleaning	Professional teams, photo-verified, quality-scored
Linen	Managed supply chain, par levels maintained
Guest Communications	Full lifecycle, 15-minute response target
Maintenance	Tiered response: 2 hours, 24 hours, 72 hours
Noise Monitoring	Technology-enabled, automated first response
Inspections	Monthly detailed, quarterly comprehensive
Emergency Response	24/7, defined protocols, pre-approved contractors

3.0

## Who This Is For

SA is operationally intensive. A single property with 80+ bookings per year requires:

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## CLIENT PROFILE

## OPERATIONAL NEED

**SA Operators**

You are managing SA yourself and struggling with the operational burden — cleaning coordination, guest messages, maintenance calls. You need a professional operations partner.

**Landlords Exploring SA**

You are concerned about the operational complexity of SA compared to standard letting. You want to understand how operations are handled professionally before committing.

**Portfolio Investors**

You have multiple SA properties and need consistent operational standards across all of them, with centralised coordination and reporting.

**Overseas Investors**

You need complete operational management with no personal involvement required. You want assurance that your property is maintained, your guests are looked after, and issues are resolved without your input.

**THE OPERATIONAL REALITY OF SA**

SA is operationally intensive. A single property with 80+ bookings per year requires:

ACTIVITY	ANNUAL VOLUME (PER PROPERTY)
Turnover cleans	70-85 per year
Linen changes	70-85 per year
Guest messages (across lifecycle)	400-600 per year
Maintenance issues	15-30 per year
Property inspections	12 monthly + 4 quarterly
Consumables restocks	70-85 per year

That is over 1,000 individual operational tasks per property per year. Self-managing this alongside a full-time job or at a distance is unsustainable at any meaningful scale.

## SECTION 04

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# What We Handle

Every guest turnover is managed through our cleaning coordination platform.

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## 4.1 CLEANING AND LINEN

Every guest turnover is managed through our cleaning coordination platform.

ELEMENT	STANDARD
Cleaning Team	Vetted, trained, and onboarded to Property Intel standards. Trial clean required before first assignment.
Cleaning Checklist	Property-specific checklist covering every room, surface, and appliance.
Photo Verification	Minimum 8 photos per turnover. Reviewed by our Cleaning Coordinator before property is marked as ready.
Linen	Fresh bed linen and towels for every guest. Par levels maintained (3 sets per bed). Supply chain managed by Property Intel.
Quality Scoring	Every clean is scored. Teams with consistent quality issues are replaced.
Backup Coverage	Backup cleaning team on retainer for every property group. No single-team dependency.

## 4.2 CONSUMABLES

Every property has a defined consumables list — restocked to the same standard for every guest.

CATEGORY	ITEMS INCLUDED
Bathroom	Hand soap, shower gel, shampoo, conditioner, toilet rolls, tissues
Kitchen	Washing-up liquid, dishwasher tablets, sponge, bin liners, kitchen roll, tea, coffee, sugar, UHT milk
General	Welcome card, local area guide, Wi-Fi details

Inventory is tracked and audited fortnightly. We never run out.

### 4.3 KEYLESS ENTRY

FEATURE	DETAIL
Smart Lock	Installed on every property during onboarding
Unique Codes	Each guest receives a unique, time-limited access code — active only during their stay
Auto-Generation	Codes generated automatically from our booking system — no manual intervention
Master Access	Cleaning and maintenance teams have a rotating master code, changed quarterly
Backup Key	Physical backup key held at a secure nearby location for emergency access
Battery Monitoring	Smart lock batteries monitored weekly. Proactive replacement before depletion.

### 4.4 GUEST COMMUNICATIONS

We manage every guest interaction across the full stay lifecycle.

STAGE	MESSAGE	TIMING
Pre-Booking	Enquiry response	Within 15 minutes
Booking	Confirmation + property guide	Within 1 hour
Pre-Arrival	Check-in details and access code	48 hours before
Day of Arrival	Welcome message and emergency contact	Morning of check-in

During Stay	"How is everything?" check-in	Day 1 evening
Pre-Checkout	Checkout instructions	24 hours before
Post-Stay	Thank you and review request	2 hours after checkout

All messages are sent through our property management system, ensuring consistency and traceability. Complaints and urgent requests are handled personally by our Guest Experience Manager.

#### 4.5 MAINTENANCE

PRIORITY	DESCRIPTION	RESPONSE TIME
Emergency (P1)	No heating, water leak, security issue, safety risk	2 hours
Urgent (P2)	Appliance failure, hot water loss, guest-impacting issue	24 hours
Routine (P3)	Cosmetic damage, minor repairs, non-urgent improvements	72 hours

All maintenance is coordinated through our approved contractor network. Pre-approved emergency spending limits ensure no delay in critical situations. Owners are notified of all significant repairs with cost estimates before work begins (for non-emergency items exceeding the pre-approved threshold).

#### 4.6 NOISE MONITORING

FEATURE	DETAIL
Technology	Decibel-level monitoring (no audio recording — GDPR compliant)

Thresholds	Daytime: 75dB. Nighttime (22:00-08:00): 65dB.
First Alert	Automated message to guest on first breach
Second Alert	Personal contact from our team within 15 minutes
Escalation	Continued disturbance: SA Operations Manager involved, early booking termination considered
Neighbour Protocol	Direct contact method provided to neighbours for concerns

#### 4.7 PROPERTY INSPECTIONS

TYPE	FREQUENCY	COVERAGE
Turnover	Every guest change	Cleaning quality, damage check, consumables, general condition
Monthly	Monthly	All rooms, appliances, safety equipment, keyless entry, noise monitor, furnishings
Quarterly	Quarterly	Comprehensive inspection including structure, fittings, seasonal readiness

#### 4.8 EMERGENCY RESPONSE

We operate a 24/7 emergency response capability covering:

- Water leaks and plumbing emergencies
- Heating failures
- Guest lockouts
- Power outages

- Gas emergencies
- Security incidents
- Guest injury

Defined protocols ensure a fast, consistent response regardless of the time or day. Pre-approved contractors and emergency spending limits prevent delays.

## The Property Intel Process

When a property joins the Property Intel portfolio, operational setup runs in parallel with compliance verification and listing creation.

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## OPERATIONAL ONBOARDING

When a property joins the Property Intel portfolio, operational setup runs in parallel with compliance verification and listing creation.

PHASE	WHAT HAPPENS
Cleaning Team Assigned	Primary and backup cleaning teams identified and briefed on the property
Linen and Consumables	Initial stock procured and delivered. Par levels established.
Keyless Entry Installed	Smart lock installed, configured, and tested
Noise Monitor Installed	Device installed, calibrated, and connected to our monitoring dashboard
Property Guide Created	Guest-facing property guide with appliance instructions, Wi-Fi, local info, emergency contacts
Systems Configured	Property set up in PMS, cleaning platform, maintenance tracker, inventory system
Test Run	Full operational test: simulated checkout, cleaning dispatch, turnover, photo review, property marked ready

## ONGOING OPERATIONAL CYCLE

Once live, every property follows a continuous operational cycle:

1. **Booking received** — access code auto-generated, guest lifecycle messaging begins.
2. **Guest stay** — communications managed, noise monitored, requests handled.
3. **Checkout** — cleaning auto-dispatched, turnover completed, photos verified, property marked ready.

4. **Between guests** — monthly inspection, linen audit, consumables check, seasonal maintenance.
5. **Repeat** — the cycle runs continuously, managed entirely by Property Intel.

SECTION 06

6.0

# Risk Protection

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## RISK

## HOW WE PROTECT YOU

**Cleaning Failure**

Backup team on retainer. 4-hour minimum turnover buffer. Photo verification before property marked as ready.

**Guest Damage**

Pre- and post-stay photo documentation. Platform damage claims filed within 48 hours. Insurance claims for significant damage.

**Noise / ASB**

Technology-enabled monitoring. Automated and manual escalation. Neighbour communication protocol. Incident logging.

**Maintenance Emergency**

24/7 response. Pre-approved contractors. Emergency spend authorisation. Alternative accommodation arranged if needed.

**Key Failure**

Backup physical key at secure location. Remote code generation. Emergency locksmith.

**Supply Chain Disruption**

Par-level stocking. Secondary suppliers identified. Fortnightly inventory audits.

# Compliance Assurance

SA Operations supports and executes compliance requirements on the ground:

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## COMPLIANCE AREA

## OPERATIONAL EXECUTION

## Fire Safety

Smoke alarms tested monthly during inspections. CO alarms verified. Fire blanket inspected. Guest fire safety information provided every booking.

## Gas Safety

Any gas concern triggers emergency protocol immediately (National Gas Emergency Service: 0800 111 999). No untrained person interferes with gas systems.

## Electrical Safety

Electrical faults reported immediately and dispatched to qualified electricians.

## GDPR

Guest belongings handled per lost property protocol. Guest communications data managed per privacy policy. Guest data deleted within 12 months of stay.

## Health and Safety

Cleaning teams trained on safe working practices. Appropriate PPE used. COSHH compliance for cleaning chemicals.

SECTION 08

8.0

# Why Property Intel

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## DIFFERENTIATOR

## DETAIL

**Systems-Driven**

Every operational process runs through integrated systems — PMS, cleaning platform, keyless entry, noise monitoring, maintenance tracker. Nothing relies on memory or manual coordination.

**Scalable from Day 1**

Our operational framework supports 1 property or 50 with the same standards. We do not build processes for a small portfolio and then scramble to redesign them at scale.

**Quality-Obsessed**

Photo verification, quality scoring, monthly inspections, and performance KPIs ensure standards are maintained — not assumed.

**24/7 Coverage**

Emergencies do not wait for office hours. Our response protocols operate around the clock.

**London Specialists**

We operate exclusively in London, with deep knowledge of local contractor networks, building management practices, and borough-specific requirements.

**Transparent**

Operational performance data is included in your monthly report. You see cleaning quality scores, maintenance response times, guest review sub-scores, and any incident reports.

## Pricing Positioning

SA Operations is included as a core component of Property Intel's full SA Management service. All operational functions described in this brochure are covered within our standard management fee.

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For property owners who self-manage listings and revenue but need operational support, we offer a standalone SA Operations service covering:

INCLUDED	DETAIL
Cleaning coordination and quality control	Professional teams, photo-verified turnovers
Linen and consumables management	Full supply chain including par-level maintenance
Guest communications	Full lifecycle messaging and complaint handling
Maintenance coordination	Tiered response with approved contractor network
Keyless entry management	Code generation, battery monitoring, backup key
Noise monitoring	Device management, alert response, incident logging
Monthly property inspections	Detailed inspection with report
Emergency response	24/7 coverage for operational emergencies

Pricing is structured per property per month, reflecting the operational intensity of SA management. The cost of professional operations is a fraction of the revenue at risk from poor guest experiences, negative reviews, and unmanaged maintenance.

A single 1-star review caused by an operational failure can reduce a property's bookings by 20-30% for the following quarter. Professional operations are not a cost — they are revenue protection.

SECTION 10

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## Call to Action

To discuss how Property Intel can manage the day-to-day operations of your SA property, or to arrange a property assessment:

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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. **Operations Consultation** — We discuss your property, your current operational setup, and where professional operations management can add value.
2. **Property Assessment** — We visit the property, assess operational requirements, and provide a tailored operations plan.
3. **Onboarding** — If you proceed, we set up cleaning teams, technology, linen supply, and all operational systems. Your first turnover is managed to Property Intel standards.

Whether you have one property that needs professional operational support or a growing portfolio that is outpacing your capacity, we welcome the conversation.

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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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