

How To Make A Fortune From Airbnb & Booking.com



City Location. |



Make Up To £1,000. Profit Per Property, Monthly!

**Progressive
Property**

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Who Am I, How Did I Get Here & How I Can Help YOU?

Hi, it's Kevin Poneskis here.

Serviced Accommodation Expert Trainer
for Progressive Property.



Thank you for
downloading your
copy of this report!

What I'm going to share over the next few pages are my top tips on Serviced Accommodation (SA) and why it is the HOTTEST property investing strategy around with the Staycation BOOM and a huge increase in corporate bookings. It's now a much-preferred strategy compared to traditional methods such as Buy-to-Lets.



Lower Costs, Less Stress & Making £1,000 Per Month, Per Property!

I've been investing in property for many years, buying my first 'Buy-to-Let' (BTL) property in 1991.

Over the years I have built a large portfolio of Buy-to-Lets and Houses of Multiple Occupation (HMO) and have also bought many properties to refurbish and sell on.

In recent years, I have become increasingly dissatisfied with the BTL and HMO models due to tenant issues as well as recent Section 24 tax changes, which, in my opinion, unfairly penalise responsible landlords.

Section 24 causes landlords to be taxed on their turnover, not profit, and landlords will not be able to offset their mortgage interest against the rental income.

Due to this and other reasons that I will outline in this report I have now chosen to stop increasing my BTL and HMO portfolio and to focus only on SA.

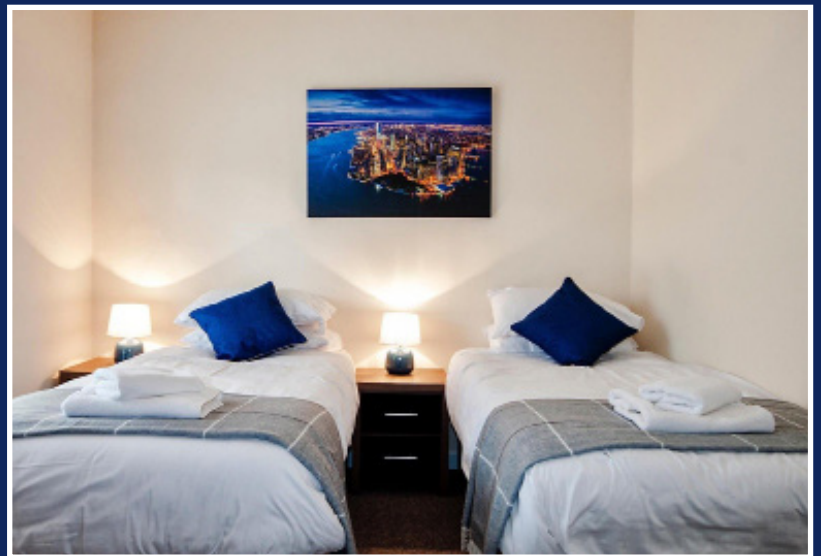


Most people have a perception that SA is fancy apartments, but it can also be done using normal houses, even inner city terraced property.

I had a 2 bed terraced house in Swansea which over the past 6 years had given me repeated tenant issues, ending with the need to go through the court process to evict tenants who had wrecked the property and not paid rent for a number of months.

The cashflow when I was getting paid rent was approximately £150 per month. If you take into account voids, maintenance, court costs and refurbishment costs, the property was running at a significant loss.

At the time of writing, it has been live as Serviced Accommodation for 7 months (including winter) and my average profit per month after all costs is £981!



Serviced Accommodation can provide very passive income if you follow our advice and systems.

I live hours away from all of my SA units and so I have created a system that allows me to manage the portfolio without the need for any 'hands on' work.

Why is Serviced Accommodation Right for You?

For those people who don't have much money to start with, SA is a perfect solution because you don't have to buy properties.

You can acquire them using our 'Rent to SA' model and you can even take forward bookings before you pay the first month's rent or deposit!

One of our SA course attendees, Gary Smith, who started with no property investing experience, is achieving great results with the Rent to SA model.



He has chosen to work with local letting agents and from one of his properties, despite paying £645 rent to the landlord, his average monthly profit after all costs is £870!

Ask yourself: How many of those would you need to change your current lifestyle?



Why is Serviced Accommodation a Booming Sector in Property Investing?

So, when you are going to a city for the first time, what do you do?

You Google it, right? You want to know where to stay, where to eat, what the sights are etc...

Google will show you sites like Booking.com, TripAdvisor and Airbnb.



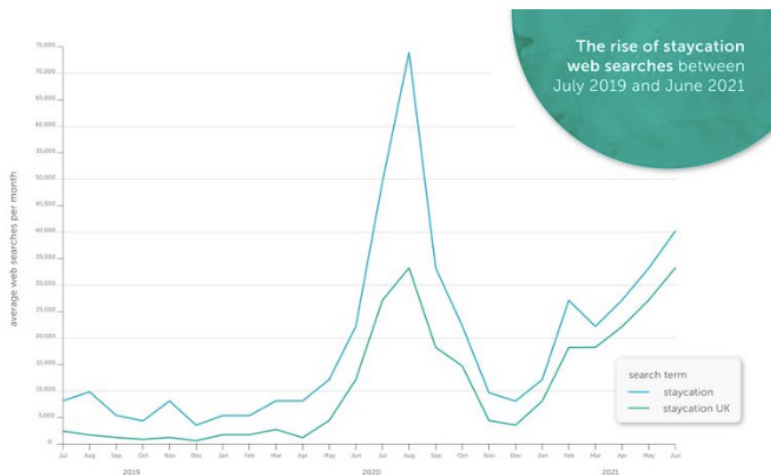
You can easily place your house on those websites and apps for free, to take advantage of their massive advertising spend, and so all the hard work of advertising your property or room is done for you!

In addition to this, these massive accommodation listing websites already have a payment processing system. So to fill your houses and flats you don't need a website, an advertising budget or a complex online payment processing system.

All you need is some pictures of your rooms, a short description of why someone would want to stay there and a couple of favourable reviews to get the ball rolling.

That's all you need to start making money with this system!

As You Can See, SA is BOOMING Right Now.



With the Staycation BOOMS of 2020, 2021 and 2022 long set to continue, now is the best time to get your Serviced Accommodation property in order.

According to new research carried out by Hoesasons, 83% of the people polled who holidayed in the UK in 2021 said they would book a domestic break again next year. And, Awaze, Hoesasons' parent company, reported that bookings are up by 82% compared to 2019 for next year already! Hosts for sites such as Airbnb are cashing in on the staycation boom. Last year UK hosts reportedly earned more than £225 million!

Staycations mean that demand for Serviced Accommodation is skyrocketing and business is booming. You can't afford to miss out on reaping the benefits. Hotels are no longer the default choice for temporary stays, and Serviced Accommodation properties are now seen as a stylish and comfortable alternative to traditional hospitality accommodation.

They are perfect for professionals travelling for work looking for a "home away from home" experience. Or, for couples, families and groups looking for a self-catering option that has more flexibility and uniqueness than your standard hotel room.

The world of Serviced Accommodation has never been more versatile than it is today and there are HUGE opportunities to make BIG money. You can earn up to 500% more profit from buy-to-let properties through Serviced Accommodation. It is a game changing property strategy making investors 10x the cashflow in half the time. With the staycation BOOM, demand is outweighing supply - so NOW is the time to get involved in this lucrative property strategy.

Property investors all over the UK are cashing in and profiting from Serviced Accommodation and the staycation boom - you can too! With Serviced Accommodation you can cash in and achieve your financial goals in months instead of years. Whether you're brand new to property or already an investor who wants to scale their portfolio, you need to learn how to invest correctly.

Why Now is a Great Time to Get Started!

(From a recent Booking.com report)

01

Corporate Bookings

Corporate bookings for Serviced Accommodation are soaring, with more bookings now than EVER before. But, why would those travelling for business prefer to stay in Serviced Accommodation?

Simple.

It offers more space than a hotel room. Providing travellers with different areas to work and relax in, instead of being cooped up in one room.

It's a home away from home. With most people working from home for nearly 2 years now, they want to continue with this level of comfort when travelling for work. They want the amenities and comfort of home living instead of sterile, impersonal hotel rooms.

Long term, it's cost effective. Serviced Accommodation with the same standards, high quality interiors and amenities as hotels are cheaper than staying in a hotel for long term bookings - perfect for those businesses with tighter budgets.

Due to COVID, Serviced Accommodation is often viewed as a cleaner, more sanitary and safer option where people have minimal to no contact with other people.

...and more!

It is important for anyone that is interested in getting into property to know how to attract these corporate bookings

02

Staycations

Even though travel restrictions have eased across the world and people are feeling more confident about going abroad, UK Serviced Accommodation owners are preparing for another busy year with bookings continuing to exceed pre-pandemic levels.

Sykes Holiday Cottages reported in February that there's been a 158% rise in bookings compared to this time in 2021. And, according to the firm's CEO, Graham Donoghue, a survey of 1,000 holidaymakers has said that 55% of them will continue with UK breaks this year.

He goes on to say, "Bookings for our holiday lets this year are through the roof, showing that the staycation boom is here to stay. While bookings for February half-term have been record-breaking, we expect Easter and summer to be no different, and bookings are already coming in for autumn and winter thick and fast."

With the trend for staycations going nowhere, the attractiveness of holiday letting as an investment opportunity continues to go from strength to strength. We've witnessed a strong pipeline of enquiries in recent months from those new to holiday letting or wanting to rent out a second home as many look to reap the financial rewards on offer."

Sykes' income data shows that holiday homeowners earned on average £28,000 annually per property last year, compared with almost £21,000 in 2019. It is predicted this figure will rise again this year as bookings and occupancy continue to skyrocket in 2022.

Sykes also revealed the top-earning locations for holiday homeowners in 2021, with Dorset, the Cotswolds, the Peak District, Devon and Somerset taking the top five spots.

It looks like there has been a significant change in mindset as more than half of Brits plan to holiday on home turf rather than abroad in 2022.

This continues to be amazing news for Serviced Accommodation owners across the UK. They have enjoyed the staycation BOOM thanks to the uncertainties of international travel over the last couple of years and it looks like it's continuing for the foreseeable future.

How To Get Started Quickly & Easily With Your Own Cashflowing Serviced Accommodation Property.

The good news is that all you need to do is follow this 3 simple step process:

01. Furnish your property to a high (but not luxury) standard
02. Organise a cleaner and laundry service
03. Get it listed on all the right websites

....and make profits!

Let's Review those Steps in Greater Detail to Ensure You Get it Right, from the Start!

01

Furnish Your Property To A High (But Not Luxury) Standard

Unlike with a buy to let property where you know it makes your life easier and usually more profitable if you rent your property unfurnished. With Serviced Accommodation you need to provide all of the home comforts for your guests as they are only staying for short time.

So what are the home comforts that you should include?

Everything that an individual or family would need to live away from home. So you'll need a fully equipped kitchen so that they can comfortably cook dinner.

You'll also need a living room for them to relax in, so comfortable sofas and a decent size TV are a must. Smart TV's are not too expensive these days and allow people to connect to their own accounts like Netflix at no cost to you.

In the always-connected world that we now live in decent wi-fi is going to be a big selling point for families and business travellers.

Now, what is meant by high, but not luxury, standards?

You want each of your rooms to look bright, modern and appealing.

Yes you can get away with IKEA furniture as long as it's not too cheap. Remember you want your guests to appreciate the furniture and you also want it to last.

You can also hire all of the furniture to lower your initial outlay and there are many UK companies that provide this service. The advantage of hiring is you can often have all of the furniture delivered and assembled for you with all of the packaging taken away.

Don't buy second hand furniture unless it's in really good condition. You want to make the rooms look good, fresh and for people to enjoy their stay.

You will need to provide good sofas and chairs and ensure there is enough seating for all of your guests to sit at once.



Similarly, some bright artwork can transform the feel of a room, but don't put originals in.

There are numerous places to buy large colourful canvases, at bargain prices. So, create a comfortable environment for your guests. Do this right, and they will be happy to leave a 5 star review.

And the beauty of this model is that you are leveraging the trust, buyer traffic and infrastructure of sites such as Airbnb and Booking.com to fill your house for you.

02

Organise a cleaner and laundry service

Fresh clean sheets are the starting point for a good night's sleep! This can set the tone for how your guests feel when they tell their friends, family and colleagues about their stay. The number one factor for most people when booking a stay away is **'Will I get a good night's sleep?'**

So, the important of this part of the process must never be overlooked. I understand that you're a property entrepreneur and the last thing that you want to do is change beds every other night. This is where a few hired hands become a crucial part of the process.

When you start out, the most important thing is to find someone that is hard working and a self-starter.

Getting them to do the job right is also simple - give them a system to follow so that they know how to do their job perfectly. Do this and you should only need to check up on them occasionally.

Don't skip or rush this step. Showing them what they need to do and writing a system for them to follow is the most important thing you can do once they have started.



03

Get it listed on all the right websites

This is the part of the model that I really love because you are leveraging the trust, traffic and infrastructure of huge businesses so that your houses are always full.

By putting your houses on websites like Airbnb and Booking.com you are piggy-backing on their HUGE marketing spend to fill them.

Just imagine if you had a site that would spend millions on marketing YOUR property for you?

To give you an idea of how committed Booking.com is to putting room listings like yours in front of customers, the brand recently launched its biggest campaign to date: "Booking. Yeah"

It's a "multi-million dollar effort" marking the first time Booking.com has launched a campaign in all its key markets at the same time, including the U.S, Canada, the UK, Australia and Germany.

For instance, Booking.com has signed a four-year contract with UEFA (Union of European Football Associations) as the Official Accommodation and Attractions Partner of all UEFA National Team Football Competitions from 2018 to 2022.

It's not just TV advertising that these accommodation listing services are looking to dominate either.

They're determined to become the first option room renters see when searching Google for a room to stay, as well as Facebook ads hitting the right people most likely to make a booking with you.

Why is that so important?

So, if you can easily place your house on a website that is spending that kind of money on their advertising, you're never going to be short of eyes on your property and you can take full advantage of their massive advertising spend without the need for doing this yourself. All of the hard work and money you could have of advertising your property is done for you.

In addition to this, these massive accommodation listing websites already have a payment processing system.

So to fill your houses and flats you don't need a website, an advertising budget or a complex online payment processing system. It's all set and ready to go for you!

All you need is some pictures of your rooms, a short description of why someone would want to stay there and a couple of favourable reviews to get the ball rolling.

That's all you need to start making money with this system!

My Top 10 Tips to Get Started FAST with this Booming Property Investment Strategy

Here are my 10 top tips of things to know about the Serviced Accommodation (SA) strategy, and why it could be perfect for you.

01

In most cases C3 use class

Residential flats and houses) is the correct one for SA so no need for planning permission.

02

There are multiple acquisition strategies – here are the main ones:

- Rent to SA direct to vendor
- Rent to SA from a Letting Agent
- SA Management, charging a % of turnover (similar to a letting agent charging a % of rent) of other people's property
- BTL Conversion to SA
- Purchase
- Commercial Conversion
- Purchase or lease of a Guest House/B&B and use as an Apartment Hotel instead by inserting kitchenettes into ensuite rooms. This will be C1 property and can continue as SA with no need for a change of use class

03

Income from SA is exempt from Section 24 tax.

In most cases it is Furnished Holiday Let (FHL) Income and that's what you declare on your tax return.

04

You can claim Capital Allowances (CAs) on SA properties, against which you can offset your SA income.

CAs are calculated based on a percentage of the purchase price and a percentage of the refurb costs. 30% of your total expenditure is a good place to start when estimating your CA before tasking a CA surveyor to get a more accurate figure. You can start using an existing property in your portfolio (BTL/HMO/Resi/Commercial) as SA, and once you meet the qualifying criteria, you can claim Capital Allowances. Using 30% as a 'rule of thumb,' if your total expenditure on a single property is 200K, you could easily be looking at a CA of 60K. This means you will be able to earn 60K from your SA business tax free.

05

If set up correctly when doing 'Rent to SA' and 'Management' the owner of the property can avoid Section 24 tax and the owner of the property can claim CA.

This is a massive incentive for Landlords/Vendors to rent or lease their property to you, or have you manage it as SA.

06

You can buy Commercial property (including Guest House and B&B) using a pension (SSIP or SSAS) and convert it into SA and keep it in the pension as long as the property remains in Commercial use.

In many cases the CAs have not previously been claimed and so you can cash in on the unclaimed CAs.

07

There are many 'tired' B&B and guest-house operators who may do a 'lease surrender' with an SA operator, and you could acquire the property at a fraction of the cost of buying the freehold.

You can often bring into use the owner's accommodation and the dining room to increase capacity. By getting some professional photographs and uploading them on to the many online portals such as Airbnb and Booking.com (there are over 30, which is free, you can dramatically increase the income.

08

You can avoid the booking fees charged by the online portals by having your own website and by approaching local businesses and contractors directly.

09

You can avoid double bookings by using a Channel Manager (CM) which is a relatively inexpensive software which integrates with all of the online portals and your own website.

The CM also integrates with your payment system to automatically take the money when your guests book. The CM automatically schedules the cleaners based on the check-out time and also sends out the series of emails and communication in sequence to your guest prior to them arriving such as terms and conditions and directions and code entry.

10

Airbnb predict massive growth and that their turnover will double by 2025.

Booking.com predict more than 10% growth year on year in the Serviced Accommodation sector in the UK. Can you see how this could be a great opportunity?

In Summary, SA is a High Cashflow Property Strategy that Does Not Require a Lot of Money to Get in to.

This is perfect if you are short on deposit pots and want a low risk entry point into your property journey.

This is due to the fact that people can either start using their existing property as SA or acquire other people's property to use as SA using the 'Rent to SA' or Management strategy.

There has never been a better time to get involved in Serviced Accommodation and there is an acquisition strategy to suit everyone, so why not get started right away?



Real People, Real Results!

People Who Have Put Our
Serviced Accommodation
System Into Action!



This shit really works!!

I changed one of my single BTL's into Serviced Accommodation and stuck it on Airbnb to test the water (having carried out meticulous and extensive research first, of course...

I am delighted to report a 99% occupancy rate for the first 3 months and a 5 star rating across all categories from 100% of my guests.

BUT, the real Brucey is that I have quadrupled my net monthly income from this humble, one bedroom flat and am now helping others to achieve the same. Happy days!

- Suzie Ager

“

I am delighted to report a 99% occupancy rate for the first 3 months and a 5 star rating across all categories from 100% of my guests.

”

- Suzie Ager

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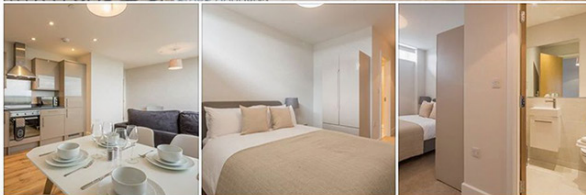
Ahmed Khan

15 April 2017

Double money back out deal

Forget no money down, we just did a 'double money back out deal'. We took a booking for our latest SA for £6600 on monday and then we signed this flat on wednesday. The flat came already furnished so we didnt have to put a lot of money in anyway, just the deposit and some referencing fees etc. Total cost was around £3000.

So we put in £3000 and got back out £6600.



👍❤️ Gary Smith, Julie Rossington and 116 others

40 Comments

👍 Like

💬 Comment

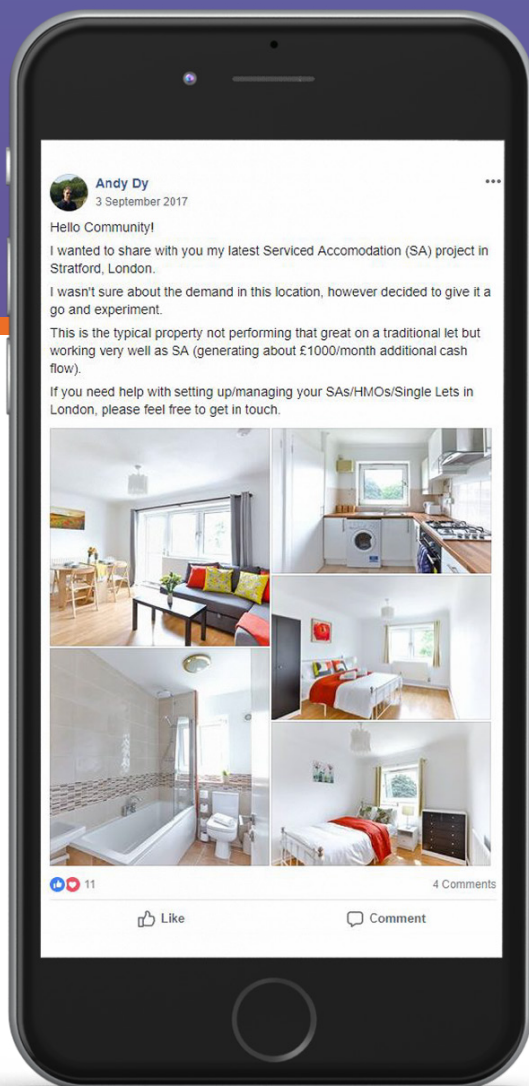
“

We just did a 'Double
Money Back Out Deal..'
So we put in £3000 and
got back £6,600!

- Ahmed Khan ”

Real People, Real Results!

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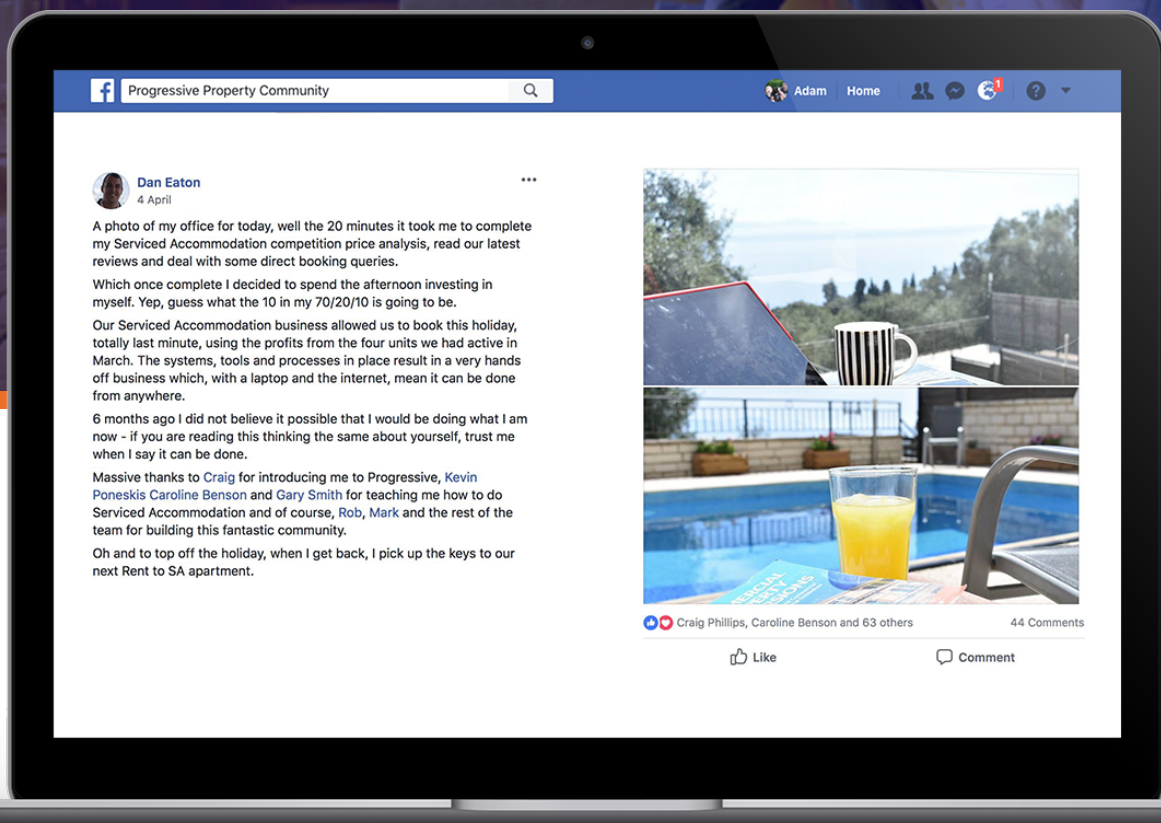
This is the traditional property not performing so well on traditional let but working very well as SA (generating about £1,000/month additional cash flow).

”

- Andy Dy

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“

Our Serviced Accommodation business allowed us to book this holiday, totally last minute, using the profits from the four units we had active in March.

- Dan Eaton

”

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Now is the Time to Cash in on the Opportunities that are Ready & Waiting for You with Serviced Accommodation.

Over the next few weeks I'll be running a handful of live events and free online training sessions during which I'll show you how to identify and acquire ideal new Serviced Accommodation properties, so you can take every step in the right direction.

Keep an eye out for email invitations from myself and the team at Progressive Property in the near future, as I'd love to be able to help you – just like I've helped other new and experienced investors who are now making great money (in less time) by following the Progressive Property Serviced Accommodation system.



Here's to your success
In Serviced Accommodation.

Kevin Poneskis

Serviced Accommodation Expert Trainer