

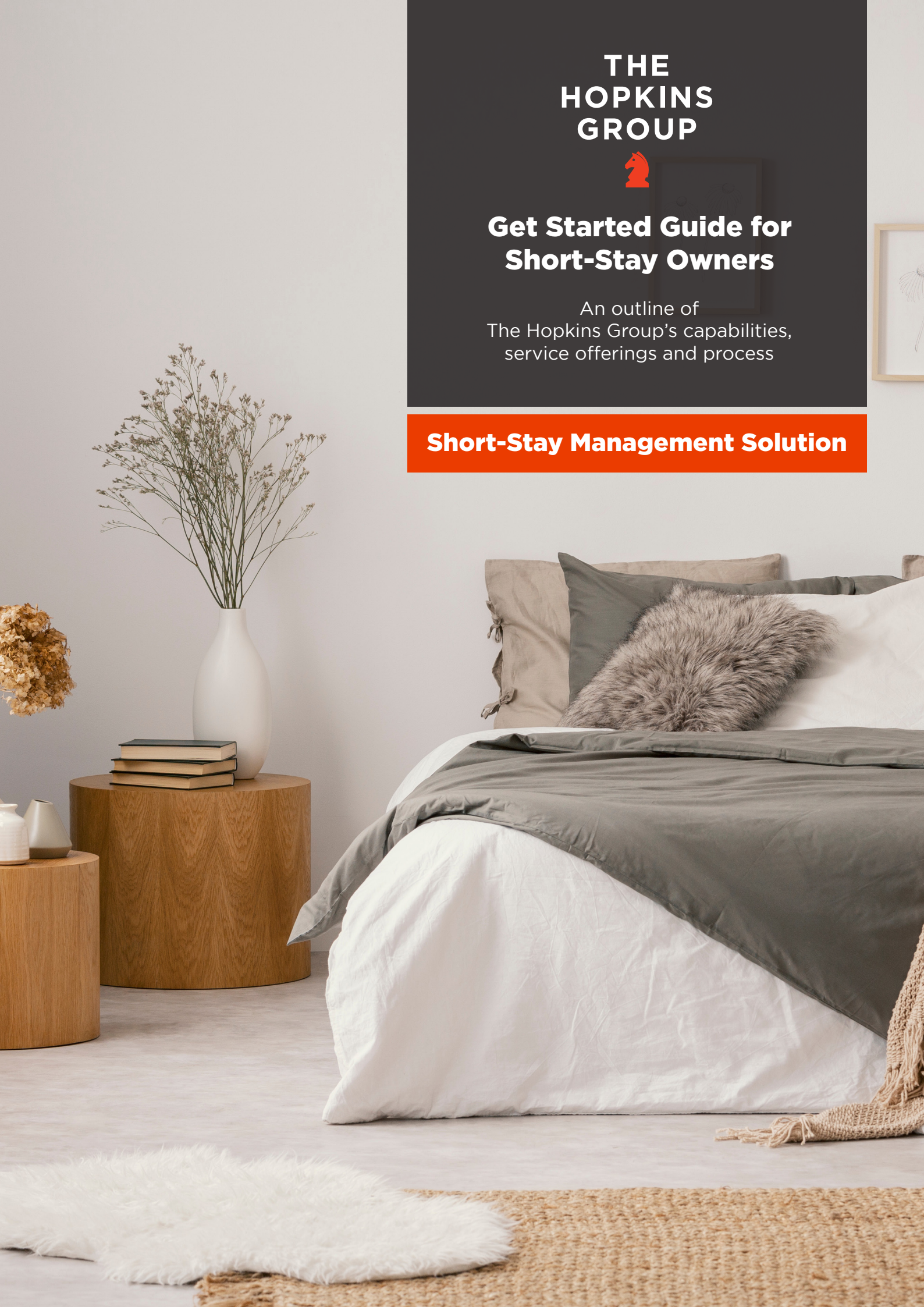
THE HOPKINS GROUP



Get Started Guide for Short-Stay Owners

An outline of
The Hopkins Group's capabilities,
service offerings and process

Short-Stay Management Solution



Why The Hopkins Group



With over 42 years of Australian property experience and over 1,000 properties under our management, The Hopkins Group (THG) is a trusted rental service provider with the following key advantages:

End-to-End Short-Stay Management

- » We provide end-to-end management short-stay including furnishing, marketing, ongoing listing, 24/7 guest enquiry, key management, bills management, property maintenance and post-stay housekeeping.

Part of The Hopkins Group

- » Belonging to one of Melbourne's most esteemed financial advisory firm, our property strategies are informed by our board of senior financial advisors designed to generate maximum return both immediately and in the long term.

Data-Driven Decisioning

- » We rely on data when making decisions and we base our decisioning process on real-world, localised big data such as the property's features & locationality, suburb past performance and demand trends.

Dynamic Listing & Marketing Automation

- » We provide real-time listing adjustment and automated marketing promotions in response to market changes, property availability, seasonality and customer behaviours across all major short-stay platforms to ensure the perfect balance between price per night and occupancy.

Our Hassle Free, End-to-End Short-Stay Solution

Our short-stay team takes care of the end-to-end management of your property from marketing and housekeeping to guest services, 24/7 guest support, and property maintenance management.

Our goal is to help you achieve a higher income without you doing any of the heavy lifting. With the help of our short-stay specialists and a team of experienced property managers, we will guide you through the process of transforming your property into a short-stay rental every step of the way.



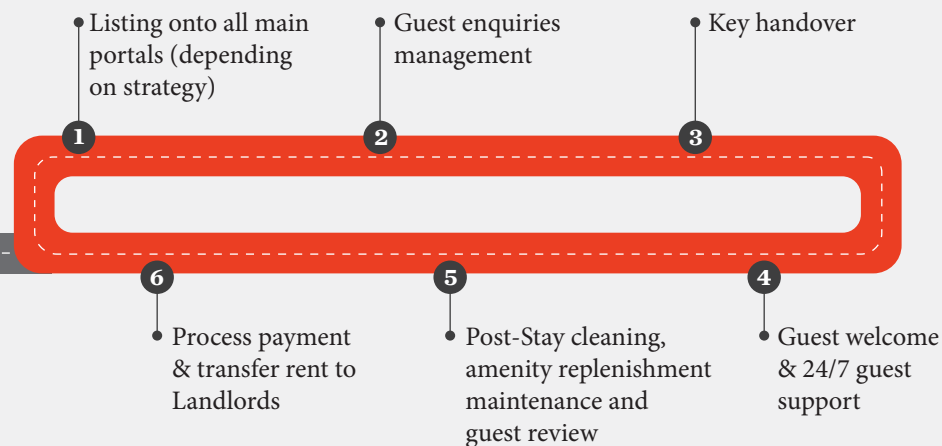
Our Partnering Listing Platforms



THG Short Stay Property Onboarding Road Map



THG End to End Short-Stay Managed Process



Key benefits of Short-Stay

Increased Return

- » Significantly increased average annual yield compared to a traditional, long-stay rental leasing

Well Maintained

- » Your property is regularly cleaned and checked by professional cleaners after every guest visits

Flexible Lease Terms

- » Allowing you to stay in your property whenever you and/or your family and friends want, and rent out other time and generate a healthy income.

Flexibility to Sell

- » Generate income while waiting for market shifts to pass without being locked into a tenanted rental contract



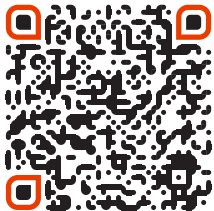
Included Services

- » 24/7 Guest Support
- » Guest esquires & vetting
- » Guest Check-In & Check-Out Management
- » Ongoing Cleaning & Property Management
- » Property management & maintenance
- » Amenity Replenishment & Maintenance (e.g., Coffee, Soap)
- » Bedding, Linen & Towel Replenishment
- » Marketing Advertisement & Listing Management
- » Professional Photography
- » Monthly Reporting & Statements

**All included as part of ongoing management fee*

What should I do next?

To see if my property is short-stay ready, download a free copy of our Checklist:



or

[Click here](#)

To book in a consultation with Sarah, please email sholdsworth@thehopkinsgroup.com.au



or

[Click here](#)

For more information



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