

YOUR SPACE...

*concierge*  
BY  
JACKSONHEIM

... JACKSONHEIM HOSPITALITY.

FOR A PERCENTAGE OF YOUR EARNINGS, JACKSONHEIM'S EXPERIENCED  
HOSTING TEAM CAN INCREASE YOUR EARNINGS FROM YOUR SPACE.

## CONTENTS

- 4-7 Who is Jacksonheim
- 8 Why Short Term Rentals
- 9-12 Why choose Concierge by Jacksonheim
- 13 Meet the team



AS SEEN IN...

**METRO**

  
**THE TIMES**

Manchester  
**Evening News**

**M** **MANCUNIAN  
MATTERS**

# HELLO THERE, WE ARE *Jacksonheim*

## **Operators of Aparthotels, Buy to Rent & Rent to Rent.**

With £4.7m of aparthotel, B2R and R2R assets under management, at the heart of our business today lies a unique focus on outstanding service, boutique design, operational efficiency and revenue management.

Whether it's an aparthotel, B2R or R2R asset, this focus enables us to drive long term market leading value for our investor partners by creating spaces that people are drawn to be a part of. These spaces are efficient to manage and supported by revenue management technology that drives consistently strong top line revenues.

## **Pioneering spirit.**

Tired of extended stays in hotels as a National Account Manager; entrepreneur Corin Craig Jackson founded Jacksonheim in 2014. In 2019 he scaled the proposition, with the aim of offering extended stay travellers all the benefits of apartment living coupled with the service and flexibility of a hotel. Giving guests an authentic taste of culturally inspired design was, and still is, central to the brand proposition.

Today, Jacksonheim has become one of the fastest growing operators of luxury serviced accommodation in Manchester. With a current portfolio of 16 luxury city centre apartments and 8 pipeline buildings, the ambition is to continue to grow the B2R element of the business, under full Jacksonheim management.

## **Optimising investment returns.**

As owners ourselves, we fully understand how to balance the investment return requirements of the investor with the product and design quality needed to drive revenue and returns.

Whilst each of our buildings is unique, we use standardised design wherever possible, applying bespoke elements only where they are needed to bring alive the character and history of buildings and their locations. We're firm believers that the best designed product should not be the most expensive to deliver.

## **Unique perspective.**

We delight in breathing new life into the restoration and refurbishment of historic city centre buildings as well as helping to thoughtfully craft the diversification of the city. Our designs must therefore reflect the character and history of each of our buildings; their diverse city centre locations continue to be at the core of our Jacksonheim brand proposition.

## **Jacksonheim brand proposition.**

This approach enables us to provide our corporate and leisure guests with a boutique quality of accommodation experience. All of our guests therefore benefit from the consistency of an upscale branded management platform.

Where a design aligns to our core brand proposition, we partner with independent landlords through our R2R model, to work alongside our Aparthotel and B2R offering. Our R2R model adds additional availability to our portfolio whilst providing either higher rental yields or significant profit share agreements for landlords.

We also partner with specialist leisure, F&B operators to work alongside our offering. This provides guests with best-in-class dining and luxury facilities.

## **Early adopters.**

In 2014 Jacksonheim made its first move into the UK's emerging short term rental market, launching originally exclusively on Airbnb.

We now use our extensive experience and industry knowledge to target a specific demographic of property, applying smart design and refurbishment to tired, unloved homes. We increase capital value instantly through intelligent design & enhance long-term income potential. Net investor returns track 10% ahead of standard market rates. Our best in class accommodation products appeal to both corporate and tourist clients on platforms such as Airbnb or Booking.com.

**WWW.JACKSONHEIM.CO.UK**





NORTHERN  
ENTERPRISE  
AWARDS

WINNER

BEST LUXURY  
APARTMENT RENTAL  
BUSINESS 2021



4.8

OUT OF 5

*from* 530+ REVIEWS

# Booking.com

## Traveller Review Awards 2021

9.4

out of 10

The Jacksonheim Boutique

## WHY SHORT TERM RENTALS?

*Airbnb yeah?*

Did you know the short-term rental market is expected to grow by 7.9% annually? These types of lettings are increasingly appealing to tourists & corporates.

It is no secret that short term rentals have higher potential profits than traditional long-term tenancies, even when taking into consideration vacancy cost & occupancy rates. Short-term rentals have an expected average nightly rate of £250 with a 50-75% occupancy, yielding an expected 12-15% net yield vs an expected 4-5% net yield from a traditional long term tenancy.

Jacksonheim has proven to deliver 70-95% occupancy with a minimum of a 19% net yield.

In recent years, your average BTL and HMO opportunity has been restricted by new legislation which minimises investors profits. Short-term rentals like Airbnb have changed the game in property development.

Short term rentals may have been revolutionised by Airbnb, but the market is much bigger than that. At Jacksonheim, we list across sites like Airbnb, VRBO & HomeAway, Booking.com, Agoda, Expedia, and 60+ other partner platform sites.

As if this wasn't enough, we now have 8,000+ monthly visitors to our website, and take 24%+ of our bookings direct through our website. This is continuing to grow and what this means for our clients, is higher returns, as we don't have to pay the 15%+ booking fees to our travel partner sites like Airbnb and Booking.com.







## THE 'WHY'

AS A SHORT TERM LETTINGS HOST, IT CAN BECOME VERY OVERWHELMING DEALING WITH THE CONTINUOUS INCOMING AND OUTGOING GUESTS. FROM CHECKING GUESTS IN TO DEALING WITH ALL THE MAINTENANCE ISSUES, IT REQUIRES A HIGH LEVEL OF ENERGY AND THE DAY-TO-DAY RUNNINGS CAN TAKE UP A LOT OF YOUR TIME.

---



## THE 'SOLUTION'

WHATS THE SOLUTION? CONCIERGE BY JACKSONHEIM HOSTING SERVICES CAN TAKE ALL THE STRESSES AWAY, BY MANAGING YOUR PROPERTY AND ADDING VALUE TO YOUR SPACE WITH OUR MARKETING LEADING AND AWARD WINNING SERVICES. BOOST YOUR REVENUE TODAY WITH OUR HASSLE FREE SHORT TERM LETTINGS MANAGEMENT SERVICES.

---



## THE 'BENEFIT'

CONCIERGE BY JACKSONHEIM OFFERS TAILOR MADE MANAGEMENT SERVICES TO HELP WITH YOUR SHORT TERM LET AND MONTHLY STAYS. WE ARE THE BEST LUXURY SHORT TERM LETTINGS PROVIDER IN THE NORTH WEST AND AIM TO BE THE BEST IN THE UK. OUR CLIENTS WILL RECEIVE A MARKET LEADING SERVICE WITH TRADITIONAL VALUES OF HONESTY AND TRUST.

WELCOME TO CONCIERGE  
BY JACKSONHEIM.

# A HANDFUL OF REASONS TO CHOOSE US AS YOUR MANAGEMENT PARTNER.



## PEACE OF MIND

- HOME GUARANTEE INSURANCE THROUGH SELECTED INSURANCE PARTNER
- INTERNAL AND THIRD PARTY ROBUST GUEST VETTING PROCEDURE
  - EXPERIENCED HOSTING: 30,000+ GUESTS HOSTED
- EXPERIENCED HOSTING: OVER 9,900 NIGHTS HOSTED
  - 24/7 MAINTENANCE AND SECURITY SUPPORT
  - 100% DATA & LEGISLATION COMPLIANT



## 5 STAR HOSPITALITY

- HOTEL QUALITY HOUSEKEEPING AND LINENS
- UK BASED GUEST COMMUNICATION MANAGERS
  - AVERAGE 4.8 STAR GUEST REVIEW RATING
  - GUEST WELCOME PACKS PROVIDED



## DYNAMIC REVENUE OPTIMISATION

- DYNAMIC PRICING TECHNOLOGY USING MARKET LEADING TECHNOLOGY
- YIELD OPTIMISATION TECHNOLOGY AND KNOWHOW
  - MULTI-CHANNEL MARKETING
  - PROFESSIONAL STYLING & PHOTOGRAPHY



## DEDICATED SUPPORT

- PERSONAL ACCOUNT MANAGEMENT TEAM
- TRANSPARENCY THROUGH THE 'GUESTY' PORTAL
- FULL PROPERTY ASSESSMENT AND PREPARATION
- SHORT LET OPTIMISED PROPERTY FURNISHING

# HOW IT WORKS, SO YOU DONT HAVE TO!

SHORT LETTING YOUR SPACE DOESN'T HAVE TO BE COMPLICATED.  
LEAVE IT TO OUR EXPERTS AND WE WILL DO ALL THE WORK FOR YOU.

## SIGN-UP

TALK TO ONE OF OUR MANAGEMENT TEAM TO FIND OUT HOW MUCH YOU CAN EARN FROM YOUR PROPERTY. THEY ARE REALLY HELPFUL, SO DON'T BE SHY AND ENQUIRE ABOUT OUR TURNKEY MANAGEMENT SOLUTION TODAY.



## ONBOARDING

WE HELP YOU PREPARE YOUR PROPERTY SO IT'S READY FOR FLEXIBLE SHORT TERM LETS. THIS INCLUDES SHORT TERM LETTING ESSENTIAL FURNISHINGS, PROFESSIONAL PHOTOGRAPHY OF YOUR PROPERTY, LISTING DESCRIPTION PREPARATION, RENTAL TERMS SETTINGS AND HOUSE RULES.

## GO LIVE TO GUESTS

WE LIST YOUR PROPERTY ON 60+ BOOKING PLATFORMS SO YOU WILL START EARNING FROM POTENTIAL GUESTS IMMEDIATELY! WE VET THE GUESTS CAREFULLY AND WE PRIORITISE THE SAFETY OF YOUR PROPERTY. WE WILL TELL YOU MORE ABOUT THIS IN OUR 'HOW WE MANAGE' SECTION.



## 24/7 SUPPORT

WE PROVIDE 24/7 GUEST CHECK-IN AND SUPPORT, GIVING GUESTS THE FLEXIBILITY TO ARRIVE WHENEVER THEY PREFER. WE WILL ONLY BE IN TOUCH WITH YOU IF ITS URGENT BUT WE ARE AVAILABLE TO YOU 24/7 IF REQUIRED.

# HOW WE MANAGE.

The logo for Superhog, featuring the word "SUPERHOG" in a bold, black, sans-serif font. The letters are slightly irregular and hand-drawn in style. It is centered within a white circle that is part of a dark grey rounded rectangle.

**SUPERHOG**

## Superhog Verification

Superhog is an online verification system which ensures safety and protection for us as a short-term rental host and the guests as renters. It provides global ID verification and encourages guests to verify themselves with government approved ID's meaning that we know exactly who is staying in our property. Though the verification is not mandatory we do encourage guests to verify themselves to ensure complete safety, we reserve the rights to refuse the booking of guests who may refuse to identify themselves.

## Minut Sensor

Noise and occupancy sensor. These devices are placed out of reach from guests and manages the sound. A decibel allowance is set and if a guest breaches this for 10 minutes a warning is sent to their phone, a further 10 minutes with no change and a 2nd warning is sent. After a further 10 minutes security is alerted and it will be assessed if security is needed to remove the guests. This helps prevent parties and neighbour complaints. It also allows Jacksonheim to collect data on sound within our apartments meaning if there are noise complaints we have the data to prove if there was or wasn't disruptive noise.

The logo for Minut, featuring the word "MÎNUT" in a bold, dark blue, sans-serif font. The letter "Î" has a small accent mark. It is centered within a light blue circle that is part of a dark grey rounded rectangle.

**MÎNUT**

The logo for Blink, featuring the word "blink" in a white, lowercase, sans-serif font, with "an amazon company" in a smaller white font below it. The logo is centered within a blue circle that is part of a dark grey rounded rectangle.

**blink**  
an amazon company

## Amazon Blink Camera

Our blink camera's allow us to see who is entering our properties at all times. With there being no reception desk it is important we still keep tabs on who is staying in our apartments. All the cameras are placed at the entrance of our properties and they allow us to monitor if booked guests bring extra, unaccounted for guests. It also allows us to keep security tight even when the properties are vacant. Cameras on the entrance also allow us to monitor the guests whilst allowing for their privacy. Our cameras are monitored 24/7 by our security partner, Radius Security.

## Guesty

Guesty is the eyes and ears of all our reservations it helps us to manage all our bookings across all our platforms such as Airbnb and Booking.com. It gives us a single interface for all our bookings across a single platform and then updates availability of our properties across all platforms automatically, meaning less hassle for us and less chance for two guests to double book an apartment. It helps us to manage our bookings so we can see exactly when people will be checking in and out across all our properties.

The logo for Guesty, featuring a blue icon of a house with a stylized 'G' inside, and the word "Guesty" in a blue, sans-serif font below it. The logo is centered within a white circle that is part of a dark grey rounded rectangle.

**Guesty**

The logo for Remotelock, featuring the word "Remote" in a dark blue, sans-serif font, and "LOCK" in a bold, dark blue, sans-serif font with a yellow lock icon replacing the 'O'. The logo is centered within a white circle that is part of a dark grey rounded rectangle.

**Remote  
LOCK**

## Remotelock Smart Locks

All of our apartments are fitted with smart locks which allows for guests to check-in without having to come in contact with any of us. Each guest receive a unique code which is active from 3:00pm day of check-in until 12:00pm day of check-out. This means that there is no need for keys and means guests change overs are made simple.



# MEET THE TEAM.

*Small but mighty*



**Corin Craig Jackson**

Managing Director and Founder

(t) +447897 369 069

(e) corin.craig@jacksonheim.co.uk



**Megan Lovatt**

Head of Office

(t) +447897 393 319

(e) megan@jacksonheim.co.uk



**India Carden-White**

Social Media Marketing Exec

(t) +447897 369 069

(e) india@jacksonheim.co.uk



**Jadzia Smith**

Customer Service Manager

(t) +447475 511 181

(e) jadzia@jacksonheim.co.uk



**Nathan Kohn**

Director & Co-Founder

(t) +447538 251 454

(e) nathan@jacksonheim.co.uk



**Phoebe Desser**

Interior Design Exec

(t) +447714 783 612

(e) phoebe@jacksonheim.co.uk



**Jordan Masheder**

Content Creator

(t) +447359 038 895

(e) jordan@jacksonheim.co.uk



# we can't wait to meet you.

## Get in touch

Call us

---

+44 (0)161 726 5059

Email us

---

hello@jacksonheim.co.uk

[www.jacksonheim.co.uk](http://www.jacksonheim.co.uk)

Find us

---

Unit 303 Vulcan Mill  
2 Malta Street  
Manchester  
M4 7BL

*concierge*

BY

J A C K S O N H E I M