

Read Me!

Prepared for
**Anyone who wants to
make Money**

Presented to
Investors

Presented by
Agoro Major

Agenda

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Help People Succeed by Providing Them with New Ways to make Money



Thank you for considering Subleasing Kenya to help transform your property into a profitable venture. With the rise of short-term rentals in Kenya, particularly through platforms like Airbnb, Booking and Vrbo, we believe your apartment holds immense potential to generate significant returns. Subleasing Kenya is here to offer you a streamlined, data-driven solution to maximize the profits from your apartment while minimizing the stress of daily management.



Who We Are?

2020

Your firm
is
founded

15

Employees

2

Office around
the country

250

Happy clients

SUBLEASING Kenya is a premier property consultancy and management firm dedicated to helping property owners and investors unlock the full potential of their real estate. Specializing in Airbnb setups and short-term rental conversions, we provide end-to-end solutions—from market analysis and property optimization to daily management. Our expert team combines deep local knowledge with a passion for maximizing returns, ensuring that every property we manage performs at its best in Kenya's growing short-term rental market.



Our Mission

We Want to Make a Positive Impact on The World of Business.

Our mission at Subleasing Kenya is to empower property owners and investors by providing innovative, data-driven solutions that maximize the profitability of their real estate through seamless Airbnb setups, expert management, and strategic market positioning. We aim to create value for our clients while delivering exceptional experiences for their guests.



Problem

25%

Monthly
revenue
loss

15%

Customers lost

35%

Repairs and damages



Many property owners face challenges when trying to maximize returns on their apartments. Long-term rentals often yield lower profits, and managing properties can become time-consuming. This is especially true when landlords consider converting their properties to short-term rentals, which require continuous attention, guest interaction, and maintenance. Owners may not have the time, expertise, or resources to navigate this transition and ensure profitability.

Solution

Transform your Property to Profits



Subleasing Kenya provides end-to-end property management and Airbnb consultancy services to help owners like you transition from traditional rentals to highly profitable short-term stays. We handle everything—from setting up and optimizing your Airbnb listing to guest communication, property maintenance, and managing bookings.

Solution - Steps

We optimize your apartment for short-term rentals, ensuring it attracts the highest number of bookings.



01

Market Analysis

We identify the most profitable strategies based on local demand and competition.

02

Management

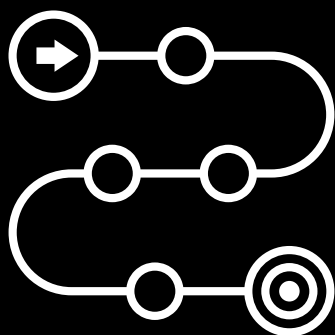
Our team handles guest interactions, housekeeping, maintenance, and dynamic pricing to maximize returns.

03

Revenue Maximization

We'll ensure your property is priced competitively based on seasonal demand and market trends.

Timeline



Our process is designed to be efficient and seamless, ensuring that your property is quickly set up and generating returns. Below is a breakdown of the key phases:



01

Initial Consultation & Market Analysis

Conduct a comprehensive market analysis to identify the potential revenue and target audience for your property

02

Property Setup & Listing Creation

Create an attractive listing on Airbnb and short-term rental platforms.

03

Marketing plus Launch

Promote the listing through digital marketing and premium platforms, receive bookings and handling guest inquiries.

04

Management & Optimization

Manage all daily operations, including guest check-ins, cleaning, and maintenance. Provides monthly performance reports.



About us

Staying up
to the latest
trends in the
hosting
market

Subleasing Kenya is a leading property consultancy and management company, specializing in converting traditional rentals into lucrative short-term stays through tailored, data-driven solutions.



About Us

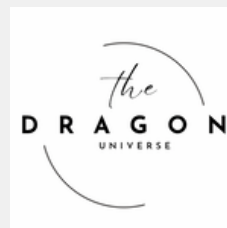
We aim to be the leading property consultancy and management company in Kenya, transforming the real estate landscape by helping property owners and investors achieve exceptional profitability through innovative short-term rental solutions and unparalleled service.



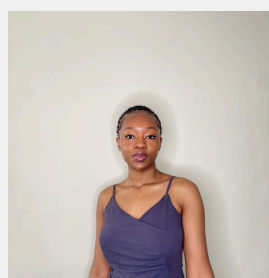
Lennox Otieno
FOUNDER / CEO



Sheikh
Abdirahman
Sales Director



The Dragon
Universe
Head of Marketing



Kate
Winslet
Human Resource

Achievements

Subleasing Kenya has a proven track record of delivering exceptional results for property owners and investors across Kenya. By transforming traditional rental properties into high-performing short-term stays, we've consistently increased revenue, optimized occupancy rates, and enhanced property value. Our expertise in market analysis, pricing strategies, and seamless property management has resulted in significant profit growth for our clients, including achieving up to 300% increases in monthly income and maintaining high occupancy rates across various property types. We're proud to provide a full-service solution that consistently meets and exceeds client expectations.

40%

Revenue growth for coastal apartments

75%

Occupancy rate for Nairobi executive apartments

3X

Profits increase for villa in Dian Beach



Project - Nairobi

Subleasing Kenya conducted a market analysis and repositioned the apartment as a short-term rental on Airbnb. Our team handled the entire setup, including photography, furnishing enhancements, listing optimization, and dynamic pricing. We also took over guest communication and property maintenance.



Case Studies

The property owner was renting out their apartment on a long-term lease and generating moderate, steady income. However, they felt the property had untapped potential, especially given the increase in tourists and business travelers in the area.

85%

Occupancy rate
increase

65%

Reduction in
property damage

40%

Revenue of property
increase

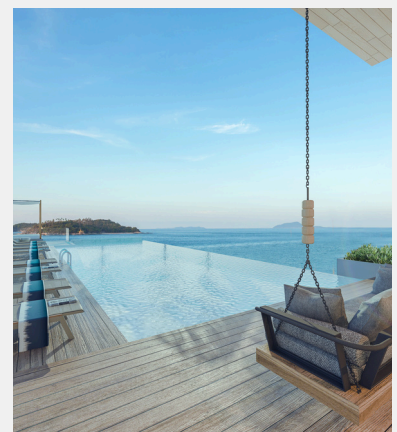


Project - Diani



February 2024

The villa owner had been leasing the property to long-term tenants but felt that the returns were not meeting its potential, particularly given its premium location on Diani Beach—a top tourist destination. The villa's prime features, including its private pool, beachfront view, and spacious design, were underutilized, and the owner believed the property could generate higher revenue through short-term stays, but they lacked the time and expertise to make the transition.





Approach

Luxury Positioning: We emphasized the villa's exclusivity and luxury by enhancing its interior design, highlighting the beachfront location, and including premium amenities such as private chef services and guided excursions. **Luxury Positioning:** We emphasized the villa's exclusivity and luxury by enhancing its interior design, highlighting the beachfront location, and including premium amenities such as private chef services and guided excursions.

Professional Listing Setup: High-quality photography and drone footage were used to showcase the villa's unique features. A professional listing was created on Airbnb and other premium short-term rental platforms, targeting the luxury traveler segment.

Dynamic Pricing Strategy: A dynamic pricing model was implemented, adjusting rates according to high-demand seasons and local events, ensuring the villa remained competitive and maximized revenue.

Comprehensive Management: Our team managed all aspects of guest interactions, including 24/7 concierge services, daily cleaning, and property maintenance, providing a seamless experience for both the guests and the owner.

Studio Furnishing

Initial Setup Fee: This covers property staging, professional photography, listing creation, and initial marketing.	Kes. 600,000/=
Monthly Management Fee: This is based on a percentage of the monthly revenue generated from Airbnb bookings, ensuring that we're motivated to maximize your returns.	20% of gross profit
Property Maintenance: Utility costs like electricity, cleaning and General fumigation.	10% of the gross income
Total setup cost for Subleasing a studio apartment	Kes. 600,000/=



Our goal is to create a win-win situation, where both you and Subleasing Kenya benefit from the success of your property. This is a case example for a sublease Studio Bedroom apartment.

One bedroom Furnishing

Initial Setup Fee: This covers property staging, professional photography, listing creation, and initial marketing.	Kes. 800,000/=
Monthly Management Fee: This is based on a percentage of the monthly revenue generated from Airbnb bookings, ensuring that we're motivated to maximize your returns.	20% of gross profit
Property Maintenance: Utility costs like electricity, cleaning and General fumigation.	10% of the gross income
Total setup cost for Subleasing a studio apartment	Kes. 800,000/=



Our goal is to create a win-win situation, where both you and Subleasing Kenya benefit from the success of your property. This is a case example for a sublease Studio Bedroom apartment.



Two bedroom Furnishing

Initial Setup Fee: This covers property staging, professional photography, listing creation, and initial marketing.	Kes. 1,000,000/=
Monthly Management Fee: This is based on a percentage of the monthly revenue generated from Airbnb bookings, ensuring that we're motivated to maximize your returns.	20% of gross profit
Property Maintenance: Utility costs like electricity, cleaning and General fumigation.	10% of the gross income
Total setup cost for Subleasing a studio apartment	Kes. 1,000,000/=



Our goal is to create a win-win situation, where both you and Subleasing Kenya benefit from the success of your property. This is a case example for a sublease Studio Bedroom apartment.



Three bedroom Furnishing

Initial Setup Fee: This covers property staging, professional photography, listing creation, and initial marketing.	Kes. 1,200,000/=
Monthly Management Fee: This is based on a percentage of the monthly revenue generated from Airbnb bookings, ensuring that we're motivated to maximize your returns.	20% of gross profit
Property Maintenance: Utility costs like electricity, cleaning and General fumigation.	10% of the gross income
Total setup cost for Subleasing a studio apartment	Kes. 1,200,000/=



Our goal is to create a win-win situation, where both you and Subleasing Kenya benefit from the success of your property. This is a case example for a sublease Studio Bedroom apartment.

Ready to Get Started?

Agoro Major



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Thanks

