

A transparent, performance-led approach for landlords  
By Ivory Suite Co

## A QUESTION MOST LANDLORDS HAVEN'T ASKED

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### How does your managing agent really make their money?

Many serviced accommodation agents earn more from **guest upsells** than from their management fee — yet this income is rarely shared or clearly reported to the landlord.

You own the property.

You carry the risk.

But you may not be seeing all the upside.

## WHY THIS MATTERS

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### Upsells exist because of **your property**

Common examples include:

- Early check-ins and late check-outs
- Mid-stay cleans and linen refreshes
- Welcome hampers and guest extras
- Parking, luggage storage, and convenience services

These can generate meaningful additional income — but in most cases, landlords never see it.

Management should be **aligned, transparent, and fair.**

If additional revenue is generated from your property:

- You should know about it

- You should see it reported
- And you should share in it

# Typical Pricing

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Product or Service	Notes	Typical Profit
<b>Damage Waiver</b>	Great for Booking.com heavy units	£45
<b>Early check-ins and late check-outs</b>	Per hour	£15
<b>Welcome hampers and guest extras</b>	Price may vary	£10
<b>Early Luggage Storage</b>	Subject to availability	£15
<b>Local partner services</b>	Kickback from local venues for advertising their services	5%
<b>Mid-stay cleans</b>		£5-£10
<b>Pet Fees</b>		£50

## THE IVORY SUITE CO. DIFFERENCE

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At Ivory Suite Co, we operate serviced accommodation with **aligned incentives**.

- ✓ Clear reporting on additional revenue
- ✓ Fair sharing of upsell profits
- ✓ No hidden margins or conflicts
- ✓ Focus on long-term performance and property care

We believe managing agents should work **with landlords** — not quietly against their returns.

## WHERE THIS MODEL WORKS PARTICULARLY WELL

This approach is especially effective for:

- Properties with regular guest turnover
- Properties with high percentage of booking.com stays
- City and contractor-led stays
- Units with frequent guest interactions

More touch points simply create more opportunity for transparent, shared upside — when handled properly.

Example:

### **High-turnover month with strong demand**

14 guest turnovers

100% uptake on 1-hour early check-in and damage waiver

£60 per booking × 14 turnovers = **£840 additional profit from a single unit**

*While this is not guaranteed, it clearly demonstrates the additional income that effective, well-executed upselling can deliver.*

## WHO THIS IS FOR

- ✓ Landlords already operating serviced accommodation
- ✓ Owners using a managing agent
- ✓ Those seeking clarity, not a “black box”
- ✓ Anyone who values fairness and alignment

## THE BOTTOM LINE

If your agent benefits from guest spending, **you should too.**

A managing agent’s success should be directly tied to **yours.**

 **WANT A TRANSPARENT REVIEW OF YOUR CURRENT SETUP?**

**Speak to Ivory Suite Co**

*Aligned. Transparent. Performance-Led.*

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