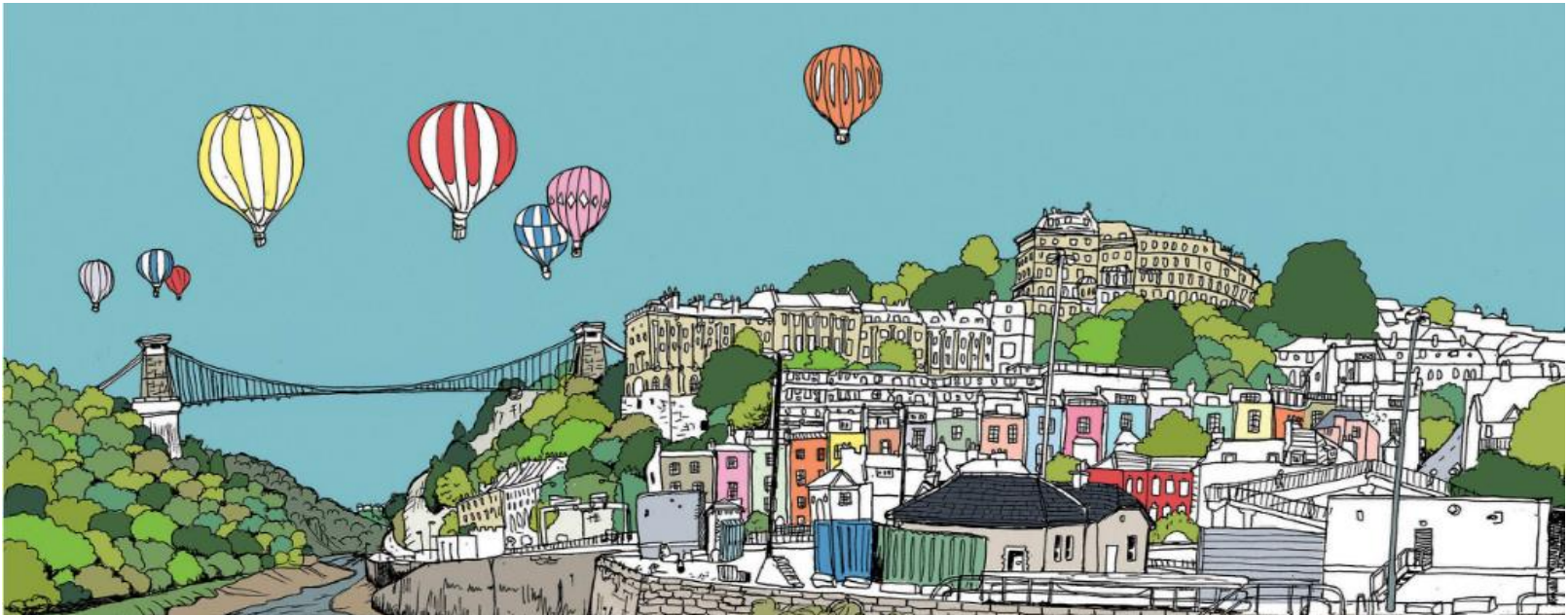


**Running a HMO  
Portfolio at  
100% Occupancy**

- Bristol Born and Bred
- 28 HMO's
- Both R2R and Purchased





# What we are going to cover

1. Saturation
2. Common Misconceptions
3. Tenant Demographics
4. The Dreaded Void
5. Successful Marketing

**Is the HMO  
Market  
Saturated?**

# The Stats

1. More babies than houses, 7 to 1 ratio
2. Young Professionals are waiting longer to settle
3. People are living longer – no inheritance yet!
4. People aren't staying in the same job forever



# Common Misconceptions

1. HMO's are hard work
2. Tenants Don't Respect the property
3. You need to be on call 24/7
4. All HMO's need a license and they are difficult to adhere to.



# Tenant Demographics

# Demographic Mistakes...

1. Try to appeal to everyone and end up appealing to no one
2. Not researching demand
3. Not creating an Avatar





# Creating our Perfect Customer

Gender

Length of Contract

Employers

Type of Work

Age

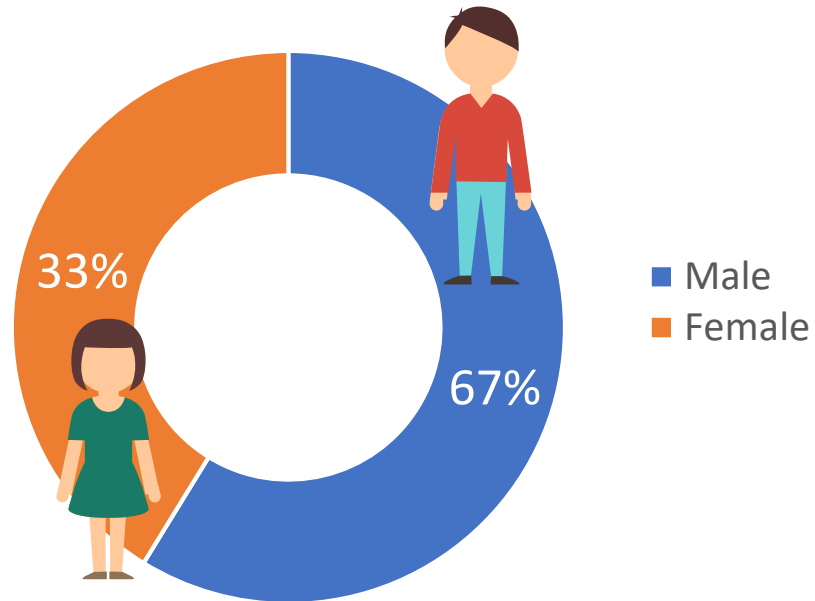
Income

Niche?

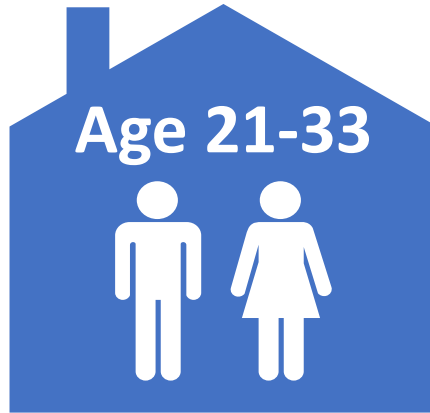


# Our Target Market

## GENDER



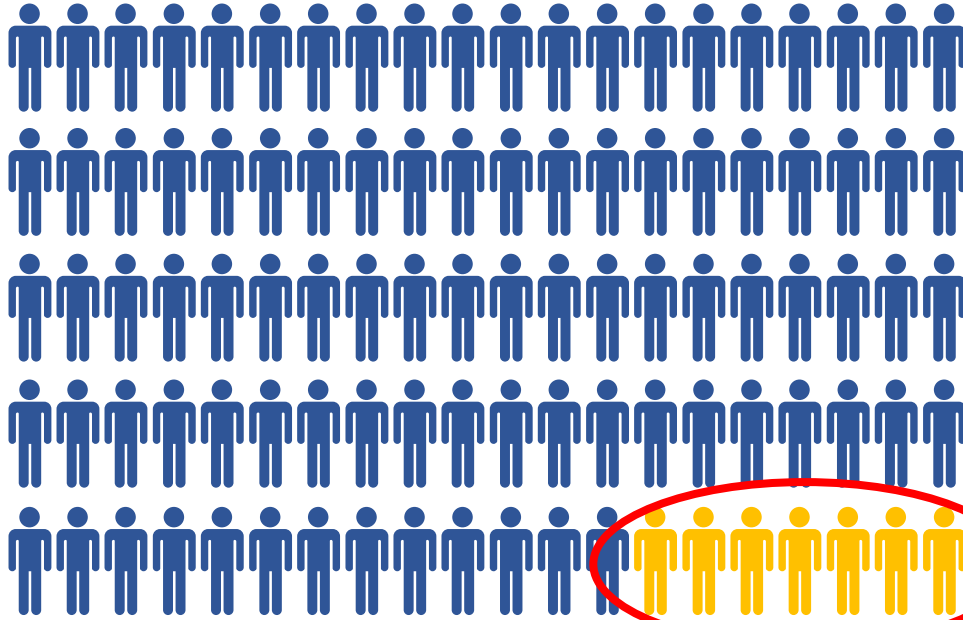
# Our Target Market





**VOIDS!**

# VOIDS!



93%  
Occupancy

**£63,000 PROFIT**

# The Lazy Investor/Agent

1. Is it getting more difficult?
2. Are you taking marketing seriously?
3. Fact; most Landlords are Lazy!





# Marketing Timeline For Lazy Landlords

1. Tenant gives notice on a Friday

30  
Days



# Marketing Timeline For Lazy Landlords

1. Tenant gives notice on a Friday
2. Landlord eventually puts the Advert on Spareroom on the Monday

26  
Days



# Marketing Timeline For Lazy Landlords

1. Tenant gives notice on a Friday
2. Landlord puts the Advert on Spareroom on the Monday
3. Waits for responses to come in for a few days...

22  
Days





# Marketing Timeline For Lazy Landlords

1. Tenant gives notice on a Friday
2. Landlord puts the Advert on Spareroom on the Monday
3. Waits for responses to come in for a few days...
4. Finally responds and organizes viewings!

20  
Days



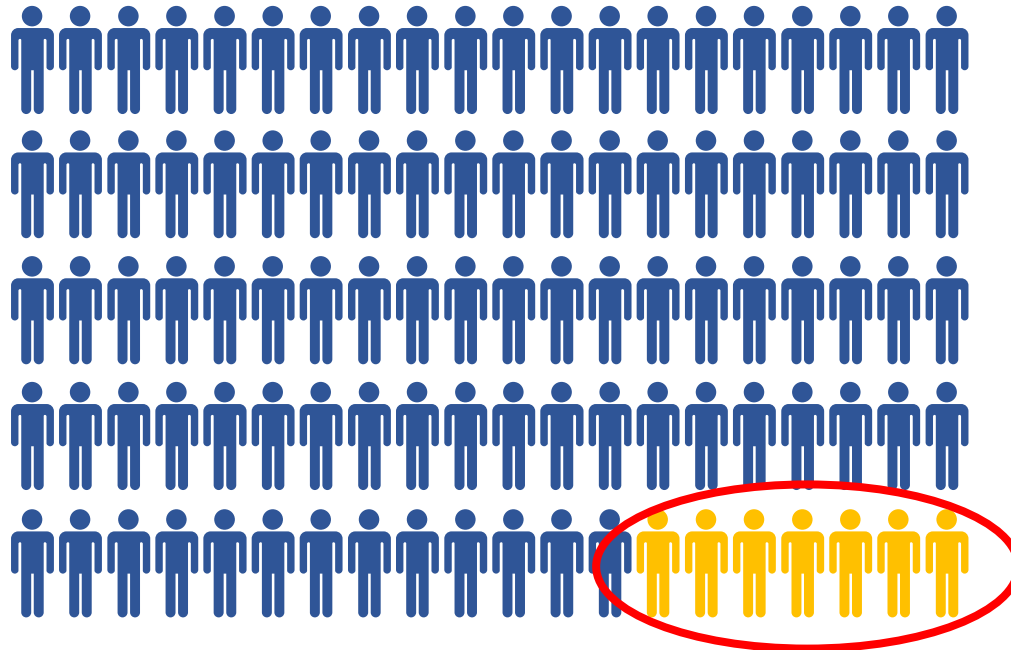
**You just wasted  
33% of your  
TIMELINE!**



# Marketing Platforms



# Marketing Platforms Used



# Our Marketing Platforms



**Gumtree**



Facebook Groups



Facebook Marketplace

facebook

twitter

the  
house  
shop

nestoria

nura

home  
.co.uk

trovit

Mitula

adzuna

HOMESGOFAST  
.COM

# Where are we now?

At 100% Occupancy for 5 years

Earned an extra £315,000 profit in that time

**IT CAN BE DONE!**

## Top Tips

1. Create for your perfect customer
2. Dress your rooms









## Top Tips

1. Create for your perfect customer
2. Dress your rooms
3. Think about your adverts
4. Take Marketing Seriously
5. Fast Response Rates

# The Three Excuses

1. Don't want to employ or too small to employ
2. Not enough time to do it properly
3. Focusing on other aspects of the business





There has to be a  
better way!



# SIMPLY | TENANT



**Step 1:** Pick a Package



**Step 2:** Upload details of the room you would like to advertise



**Step 3:** We do the hard work and advertise your room



**Step 4:** We respond to potential tenants and soft reference them



**Step 5:** We pass the potential tenants onto you



**Step 6:** You show them round

# Our Marketing Platform



**Gumtree**



Facebook Marketplace

**facebook**

**twitter**



Facebook Groups

 nestoria



**home**.co.uk

 **trovit**

**Mitula** 

 **adzuna**

**HOMESGOFAST**.COM

# SIMPLY | TENANT

MOST POPULAR PLAN

**PLUS**

£15<sub>/PCM</sub>

2 ROOMS

30 MINUTE RESPONSE TIME TO  
ALL TENANT ENQUIRIES

ALL POTENTIAL TENANTS  
VETTED

BUY NOW

**PRO**

£30<sub>/PCM</sub>

5 ROOMS

30 MINUTE RESPONSE TIME TO  
ALL TENANT ENQUIRIES

ALL POTENTIAL TENANTS  
VETTED

BUY NOW

**PREMIUM**

£49<sub>/PCM</sub>

10 ROOMS

30 MINUTE RESPONSE TIME TO  
ALL ENQUIRIES

ALL POTENTIAL TENANTS  
VETTED

BUY NOW



thank you 😊