



The valour aparthotel. by Totalstay™

Your asset, our business.



As a turn-key serviced apartment and hotel management solution, we take care of every aspect of your investment. From marketing and guest reservations, all the way through to day-to-day logistics and maintenance. Our combination of hospitality excellence and world class service has resulted in outstanding annual occupancies and excellent returns in a competitive market.

Creating a better way to stay.

We pride ourselves on delivering excellence to both our guests and partners. Our growing portfolio of aparthotels & serviced apartments offers travellers better value, as they enjoy the perks and service of a hotel, with the flexibility and freedom of a home. This innovative approach to short-term accommodation is becoming increasingly popular for both leisure and business travellers.



The totalstay™ experience.

All of our products feature the following amenities for an effortless stay.



24 Hour
front desk



Free
Wi-Fi



Free
parking



Complimentary
welcome packs



Daily
housekeeping



Hotel grade
amenities



Luxury linen and
towels



Fully equipped
kitchen



Satellite &
streaming



24 Hour
security

Management services.



As your trusted hospitality partner, we handle the entire management process, giving owners complete peace of mind. Marketing, guest hospitality and housekeeping services, we take care of it all. With us, you get the benefit of five-star returns whilst knowing your guests are receiving world-class service.

Locally established, globally recognized.

Every property that we manage gets the full benefit of our marketing efforts. We use an extensive range of online portals as well as tour operators, private travel agencies and partners. We also have an extensive database of both locals and international guests that have stayed within our portfolio and return year on year. This means you get the best possible occupancy rates, resulting in maximum returns.

Clean & maintained.

Our operations team will ensure that your property remains looking and working fabulously. Regular inspections and preventative repairs will be made to avoid any unwanted surprises for your guests, but should something go wrong, our team are available around the clock.

Trust the experts.

With our experience at the forefront of the vacation rental & aparthotel sectors in South Africa since 2014, we're able to offer an unrivaled management service to owners in our portfolio - spanning across 3 cities, with over 200+ keys, backed by 100+ full time employees.

Some of our brands.

latitude°
Aparthotels

CIRCA
APARTHOTEL & RESIDENCES

casa.
by Totalstay

Pricing models.



Body corporate.

- Front Desk Concierge: Monday - Sunday / 24hrs
- Property Manager & Assistant: Weekdays / 8:00am - 17:00pm
- Housekeeping: Weekdays / 8:00am - 15:00pm

Levied*

Hotel management.

- Sales & Marketing
- Central Reservations
- Revenue Management
- Intelligent Pricing
- Guest Relations & Concierge
- Property Management
- Systems & Software Management
- Maintenance Management
- Housekeeping
- Linen & Stock Control
- HR/IR
- Financial Reporting
- Access to Neuro (BI dashboard)

12% excl. VAT



The fine print.

Body Corporate costs are levied to all owners in the scheme, for the benefit of the building and to replace standard security guards and external property managers, with higher level, hospitality trained staff. This figure may fluctuate based on overtime and Sunday pay or any material change required and agreed with the BC and is subject to an annual increase of min. CPI+1%.

By partnering with Totalstay™, the BC will be able to offer its members a turn-key rental solution, wherein revenue and rates are controlled and protected, a competitive brand is created and marketed and operations are streamlined. Furthermore, it makes only one operator accountable in all aspects of short-term rentals, minimizing any risks or exposure. Owners not wishing to join the Aparthotel, will manage their units accordingly, however they will still contribute and benefit from common area operations ie. front desk and housekeeping.

5yr forecast standard micro apartment.



		Y1		Y2		Y3		Y4		Y5
Gross operating revenue.	R	323,214.63	R	372,320.08	R	410,445.65	R	428,644.81	R	437,217.71
ADR	R	1,204	R	1,245	R	1,295	R	1,339	R	1,366
Occupancy		73%		82%		87%		88%		88%
Rooms department costs.	R	48,482.19	R	52,124.81	R	53,357.93	R	51,437.38	R	43,721.77
OTA/Agent	R	48,482.19	R	52,124.81	R	53,357.93	R	51,437.38	R	43,721.77
Gross profit.	R	274,732.43	R	320,195.27	R	357,087.72	R	377,207.43	R	393,495.94
Gross Operating Expenses.	R	78,081.45	R	85,191.49	R	93,003.79	R	101,593.04	R	111,042.38
Bank Fees	R	5,009.83	R	5,310.42	R	5,629.04	R	5,966.78	R	6,324.79
Consumables	R	3,315.63	R	3,746.66	R	4,233.72	R	4,784.11	R	5,406.04
Laundry	R	4,350.00	R	4,915.50	R	5,554.52	R	6,276.60	R	7,092.56
DSTV	R	4,740.00	R	5,024.40	R	5,325.86	R	5,645.42	R	5,984.14
Internet	R	7,188.00	R	7,619.28	R	8,076.44	R	8,561.02	R	9,074.68
Hotel Staff	R	34,578.00	R	37,344.24	R	40,331.78	R	43,558.32	R	47,042.99
Electricity & Water	R	8,700.00	R	9,831.00	R	11,109.03	R	12,553.20	R	14,185.12
Software & Licenses	R	4,200.00	R	4,620.00	R	5,082.00	R	5,590.20	R	6,149.22
Replacement Reserve Fund	R	6,000.00	R	6,780.00	R	7,661.40	R	8,657.38	R	9,782.84
Gross operating profit.	R	196,650.98	R	235,003.77	R	264,083.93	R	275,614.40	R	282,453.55
Management fees.	R	38,785.76	R	44,678.41	R	49,253.48	R	51,437.38	R	52,466.12
Base Fee	R	38,785.76	R	44,678.41	R	49,253.48	R	51,437.38	R	52,466.12
AGOP	R	157,865.22	R	190,325.36	R	214,830.45	R	224,177.02	R	229,987.43
Avg. Net Revenue pm		R13,155.44		R15,860.45		R17,902.54		R18,681.42		R19,165.62

*All figures are excl. VAT.

**Estimates are based on 20 units participating in the hotel pool and is subject to change.

5yr forecast standard studio apartment.



		Y1		Y2		Y3		Y4		Y5
Gross operating revenue.	R	355,937.50	R	409,552.08	R	451,490.22	R	471,509.29	R	480,939.48
ADR	R	1,325	R	1,370	R	1,424	R	1,473	R	1,502
Occupancy		73%		82%		87%		88%		88%
Rooms department costs.	R	53,390.63	R	57,337.29	R	58,693.73	R	56,581.12	R	48,093.95
OTA/Agent	R	53,390.63	R	57,337.29	R	58,693.73	R	56,581.12	R	48,093.95
Gross profit.	R	302,546.88	R	352,214.79	R	392,796.49	R	414,928.18	R	432,845.53
Gross Operating Expenses.	R	78,588.66	R	85,729.13	R	93,573.68	R	102,197.13	R	111,682.72
Bank Fees	R	5,517.03	R	5,848.05	R	6,198.94	R	6,570.87	R	6,965.12
Consumables	R	3,315.63	R	3,746.66	R	4,233.72	R	4,784.11	R	5,406.04
Laundry	R	4,350.00	R	4,915.50	R	5,554.52	R	6,276.60	R	7,092.56
DSTV	R	4,740.00	R	5,024.40	R	5,325.86	R	5,645.42	R	5,984.14
Internet	R	7,188.00	R	7,619.28	R	8,076.44	R	8,561.02	R	9,074.68
Hotel Staff	R	34,578.00	R	37,344.24	R	40,331.78	R	43,558.32	R	47,042.99
Electricity & Water	R	8,700.00	R	9,831.00	R	11,109.03	R	12,553.20	R	14,185.12
Software & Licenses	R	4,200.00	R	4,620.00	R	5,082.00	R	5,590.20	R	6,149.22
Replacement Reserve Fund	R	6,000.00	R	6,780.00	R	7,661.40	R	8,657.38	R	9,782.84
Gross operating profit.	R	223,958.22	R	266,485.66	R	299,222.81	R	312,731.05	R	321,162.81
Management fees.	R	42,712.50	R	49,146.25	R	54,178.83	R	56,581.12	R	57,712.74
Base Fee	R	42,712.50	R	49,146.25	R	54,178.83	R	56,581.12	R	57,712.74
AGOP	R	181,245.72	R	217,339.41	R	245,043.98	R	256,149.94	R	263,450.07
Avg. Net Revenue pm		R15,103.81		R18,111.62		R20,420.33		R21,345.83		R21,954.17

*All figures are excl. VAT.

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5yr forecast standard 1BR apartment.



		Y1		Y2		Y3		Y4		Y5
Gross operating revenue.	R	439,824.00	R	506,584.38	R	558,458.63	R	583,220.68	R	594,885.09
ADR	R	1,707	R	1,765	R	1,836	R	1,898	R	1,936
Occupancy		70%		79%		83%		84%		84%
Rooms department costs.	R	65,973.60	R	70,921.81	R	72,599.62	R	69,986.48	R	59,488.51
OTA/Agent	R	65,973.60	R	70,921.81	R	72,599.62	R	69,986.48	R	59,488.51
Gross profit.	R	373,850.40	R	435,662.57	R	485,859.00	R	513,234.20	R	535,396.58
Gross Operating Expenses.	R	79,230.15	R	86,363.00	R	94,193.48	R	102,795.23	R	112,250.17
Bank Fees	R	6,817.27	R	7,226.31	R	7,659.89	R	8,119.48	R	8,606.65
Consumables	R	3,181.88	R	3,595.52	R	4,062.94	R	4,591.12	R	5,187.96
Laundry	R	4,175.00	R	4,717.75	R	5,331.06	R	6,024.09	R	6,807.23
DSTV	R	4,740.00	R	5,024.40	R	5,325.86	R	5,645.42	R	5,984.14
Internet	R	7,188.00	R	7,619.28	R	8,076.44	R	8,561.02	R	9,074.68
Hotel Staff	R	34,578.00	R	37,344.24	R	40,331.78	R	43,558.32	R	47,042.99
Electricity & Water	R	8,350.00	R	9,435.50	R	10,662.12	R	12,048.19	R	13,614.45
Software & Licenses	R	4,200.00	R	4,620.00	R	5,082.00	R	5,590.20	R	6,149.22
Replacement Reserve Fund	R	6,000.00	R	6,780.00	R	7,661.40	R	8,657.38	R	9,782.84
Gross operating profit.	R	294,620.25	R	349,299.57	R	391,665.53	R	410,438.97	R	423,146.42
Management fees.	R	52,778.88	R	60,790.13	R	67,015.04	R	69,986.48	R	71,386.21
Base Fee	R	52,778.88	R	60,790.13	R	67,015.04	R	69,986.48	R	71,386.21
AGOP	R	241,841.37	R	288,509.45	R	324,650.49	R	340,452.49	R	351,760.21
Avg. Net Revenue pm		R20,153.45		R24,042.45		R27,054.21		R28,371.04		R29,313.35

*All figures are excl. VAT.

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Disclaimer.



No estimated or projected revenues & expenditures can be appropriately presented without the possibility that they may be misleading or misinterpreted. The figures presented must be seen in this light.

Full details of the project and the nature and extent of the facilities that the accommodation establishment is to provide, have yet to be confirmed and these may be varied.

Foreign arrivals to South Africa and domestic travel are affected by a host of factors which will vary depending on a number of external factors.

In the light hereof the assumptions on which the forecast has been prepared may turn out to be mistaken. Accordingly the author cannot accept responsibility for the consequences of any decision that may be based on this forecast.

Contact us.

Call us. +27 21 286 0672

Email us. hello@totalstay.co.za

Web. www.totalstay.co.za



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