



SWP ESTATES PROPOSAL By

Founders Justin,
Christopher & Samuel



Executive Summary

SWP ESTATES: Transforming Property Management in Barbados

SWP Estates is a dynamic property management company committed to revolutionizing the serviced accommodation industry in Barbados. Our innovative approach combines cutting-edge technology, industry expertise, and strategic partnerships to deliver unparalleled value to property owners and investors.

Key Highlights:

- **Investment Opportunity:** This prospectus presents an investment opportunity with SWP Estates, with a funding requirement of \$70,000 to fuel our start-up and growth initiatives.
- **ROI Potential:** Investors can anticipate an attractive return on investment (ROI) of 10% per annum over a maximum two-year period. Your investment will play a pivotal role in driving the company's ongoing success.

Why Choose SWP ESTATES?

- **Innovative Business Model:** SWP Estates employs a unique business model that simplifies property management for property owners while maximizing revenue potential.
- **Thriving Market:** Barbados is a flourishing tourist destination, and our in-depth knowledge of this market positions us for significant growth.
- **Operational Readiness:** With an established presence, we are poised to expand our operations and optimize returns.
- **Experienced Leadership:** Our leadership team boasts extensive industry experience and a proven track record in managing properties in Barbados.

Invest with Confidence:

SWP Estates invites you to join us in our mission to transform property management in Barbados. Your investment not only promises financial growth but also contributes to the success of an innovative and forward-thinking company. Together, we'll unlock the future of property management.

Invest with SWP Estates and secure a brighter future for your investment

Website: www.SWP-Estates.com



SWP ESTATES Business Overview

Welcome to SWP Estates, where we are shaping the future of serviced accommodation property management in the beautiful island of Barbados. We are excited to share with you our vision and the compelling opportunity we have in store for you.

At SWP Estates, we don't just acquire clients; we form genuine partnerships with property owners. This unique approach aligns our interests with property owners, allowing us to maximize the potential of property income together. Our focus on convenience creates a hands-off experience for property owners, a distinctive selling point in the market. Many foreign investors purchase properties in Barbados, and we're dedicated to making their investments hassle-free, especially when they're not in the country. By providing a high standard of service to guests, we not only encourage repeat bookings but also ensure a higher yield for our partners.

Our team brings a wealth of expertise in property management and serviced accommodations. Property owners can trust us with their cherished investments, as we provide them with monthly reports and bank transfers. Any costs beyond our agreement are mutually agreed upon and deducted from their share of the income.

Barbados' thriving tourism industry is our strategic playground, with a keen focus on attracting guests from the UK, US, and Canada. It's worth noting that all three of SWP Estate's directors are from the United Kingdom, a key source of almost 50% of Barbados' travellers. This deep understanding of the UK market, combined with our comprehensive marketing strategy, positions us to make a significant and lasting impact on the island. We harness cutting-edge software and technology to create a seamless experience for visitors, featuring automated check-ins and check-outs, guest inquiries, digital property guides, and insights into the local area.

Our commitment to excellence extends to the presentation of the properties, ensuring they resonate with our target markets. We have established partnerships with a reputable cleaning company, a security company, and a maintenance team. Additionally, our network on the ground has allowed us to initiate a sales effort that directly brings property owners to us. We've already begun discussions with property owners and secured commitments for when we launch, marking a promising start toward achieving our goals in the coming year.

Now, regarding property development, SWP Estates is actively securing funding for phase 2, which commences in our second year of operation. We have a list of investors and access to a £40 million credit facility. Over the next year, we'll be exploring partnerships and identifying profitable projects for SWP Estates to engage in. Our plan involves acquiring land and constructing properties, seamlessly tying into our serviced accommodation business, and creating our own ecosystem in Barbados. We've also received interest in a project in Trinidad, with potential property management involvement.

Investment Opportunity

This presents a unique opportunity for potential investors as we are planning only one round of funding for our start-up. You have the chance to get in on the ground floor of this venture. To kickstart our start-up, we require an initial investment of \$70,000 USD, with a commitment to repay the principal along with 20% interest over a 2-year term (10% per year).

At the end of this term, you, as an investor, will have two options:

Option 1: You can choose to exit your investment in SWP Estates and receive a total of \$84,000 USD.

Option 2: Alternatively, you can opt to receive your 20% interest and decide to convert your remaining funds, up to \$70,000 USD, into shares with SWP Estates. At this stage, an external valuation will determine the company's worth and your ownership percentage will be calculated based on the amount you wish to invest, capped at \$70,000 USD.



Management Team



Justin Samuel
Managing Director

Justin Samuel is the experienced Managing Director of SWP, equipped with extensive property management knowledge and a deep understanding of the Barbados market.

His strategic direction, operational oversight, and commitment to excellence empower landlords to maximize their returns and forge strong relationships, making him an invaluable asset to SWP.



Chris Walker
Head of Partnerships

Chris Walker, the dedicated Relationship Manager at SWP, leverages his expertise and customer-centric approach to foster strong connections with property owners. With his in-depth industry knowledge and personalized support, Chris ensures landlords' satisfaction, addresses their concerns, and facilitates effective communication, making him a valuable asset in their rental journey.

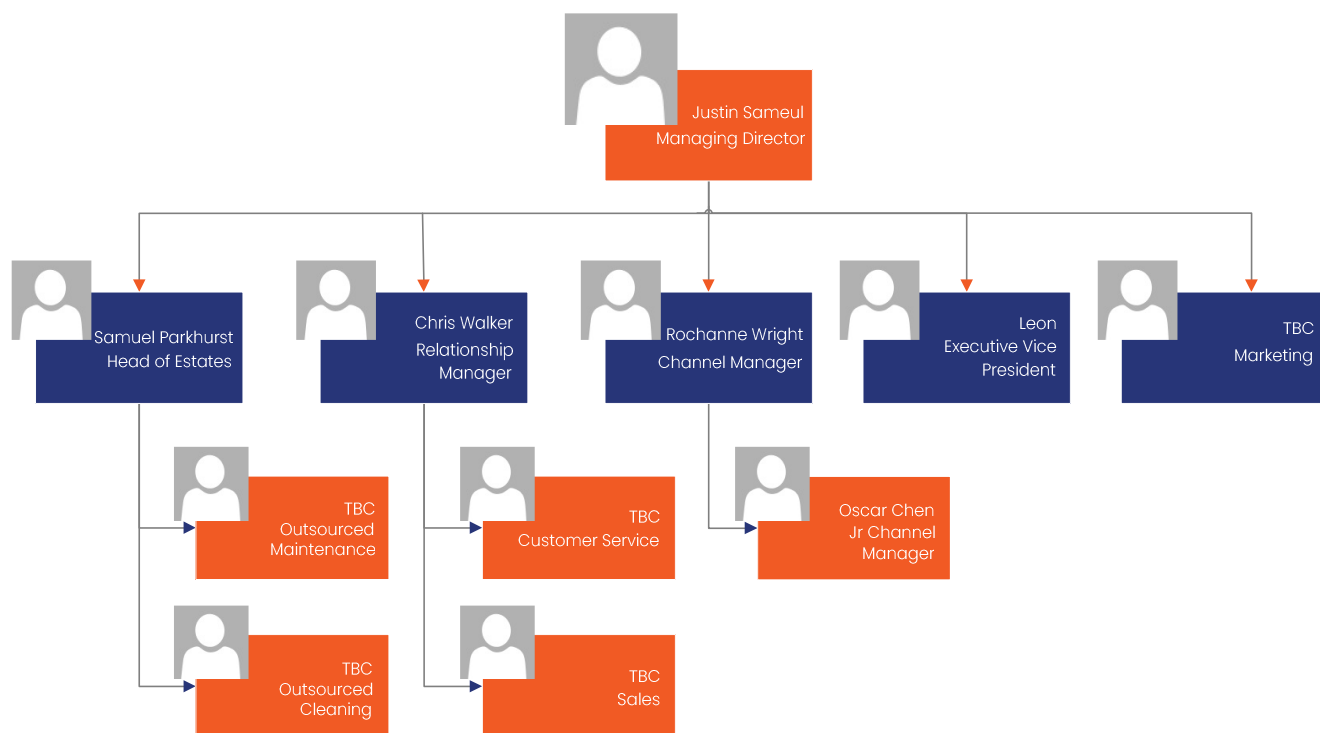


Samuel Parkhurst
Head of Estates

Samuel Parkhurst, the experienced Head of Estates at SWP, brings extensive property management expertise to his role.

With a meticulous attention to detail and strong organizational skills, Samuel efficiently oversees all property operations, ensuring the highest standards of service delivery and providing property owners with peace of mind knowing their properties are well-maintained and compliant with regulations.

Organisational Chart



- **JUSTIN SAMUEL:** Responsible for overseeing Operations, Channel Management, Finance and marketing.
- **CHRISTOPHER WALKER:** Responsible for managing operations, partnerships sales and Customer service.
- **SAMUEL PARKHURST:** Responsible for Estates, Maintenance and cleaning and property development.

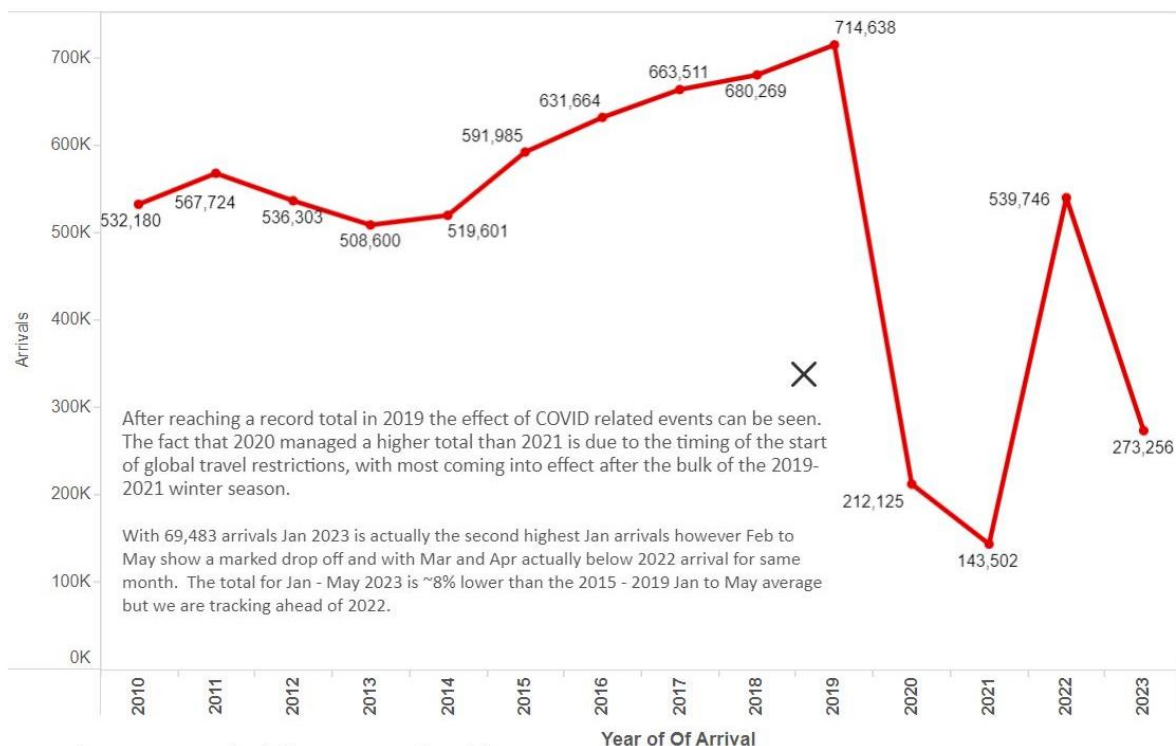


Market Analysis

Size of the market

How many people arrive in Barbados per year?

From an all-time high in 2019 Stay-Over arrivals in 2021 were down 90%. Revised 2022 figures show that arrivals ended down 24% on 2019. This is a good start for the recovery but still some way to go.



After reaching a record total in 2019 the effect of COVID related events can be seen. The fact that 2020 managed a higher total than 2021 is due to the timing of the start of global travel restrictions, with most coming into effect after the bulk of the 2019- 2021 winter season.

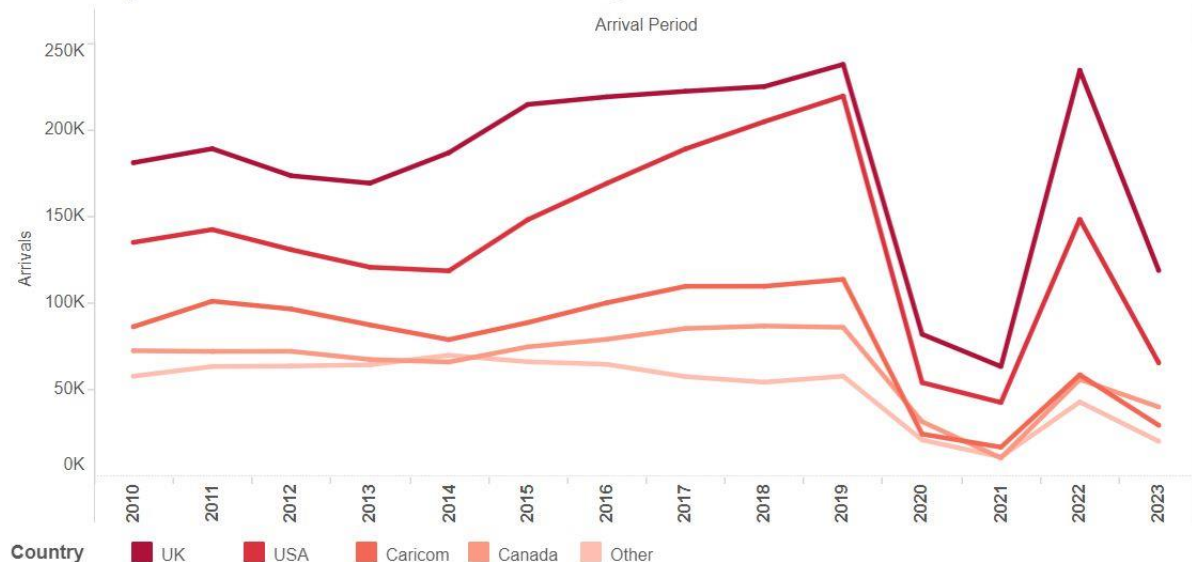
With 69,483 arrivals Jan 2023 is actually the second highest Jan arrivals however Feb to May show a marked drop off and with Mar and Apr actually below 2022 arrival for same month. The total for Jan - May 2023 is ~8% lower than the 2015-2019 Jan to May average but we are tracking ahead of 2022.

- Annual Stay Over by Country of residence

Pre-pandemic the arrivals from US were steadily closing the gap to the UK with economic uncertainty around BREXIT no doubt effecting demand from that market. Post-pandemic we have seen some evidence of the trend reversing but with the recovery still in early stages it's hard to determine if this will be sustained after initial pent up/delayed demand is satisfied.

Year of Arrival Period	UK	USA	Caricom	Canada	Other	Grand Total
2010	181,054	134,969	86,182	72,351	57,624	532,180
2011	189,150	142,414	100,974	71,953	63,233	567,724
2012	173,519	130,762	96,487	72,020	63,515	536,303
2013	169,217	120,626	87,270	67,276	64,211	508,600
2014	186,823	118,508	78,730	65,814	69,726	519,601
2015	214,743	148,072	88,627	74,586	65,957	591,985
2016	219,117	169,054	100,037	78,921	64,535	631,664
2017	222,346	189,022	109,586	85,207	57,350	663,511
2018	225,076	204,788	109,622	86,622	54,161	680,269
2019	237,926	219,603	113,610	85,868	57,631	714,638
2020	81,892	53,942	24,171	31,350	20,770	212,125
2021	63,207	42,421	16,581	10,381	10,912	143,502
2022	234,510	148,326	58,435	55,759	42,716	539,746
2023	118,786	65,386	29,249	39,810	20,025	273,256

In 2019 the difference in market share between the UK and the US had narrowed to under 3%, since the pandemic we have seen a faster recovery from the UK over 40% marketshare of arrivals



From its recent height of 31% of arrivals in 2019, the US dipped to 25% in 2020, recovering to 30% in 2021. In comparison during this time the % of arrivals from the UK increased to 39% in 2020 and 44% in 2021 from a pre-pandemic average of 34%. For 2022 so far, strong UK demand fueled in part by an English cricket tour sees the UK at over 50% of arrivals.

How many of them use Serviced accommodation?

Total number of vacation rental properties managed by property management companies

Recent metrics show that Barbados now has over 11,000 active listings on the online channels, representing approximately 6,000 properties and 13,000 bedrooms, in addition to hundreds more villas not currently listed on these channels and managed by professional management companies. It is definite that some properties are duplicated over multiple platforms making it difficult to draw a true picture of the stock.

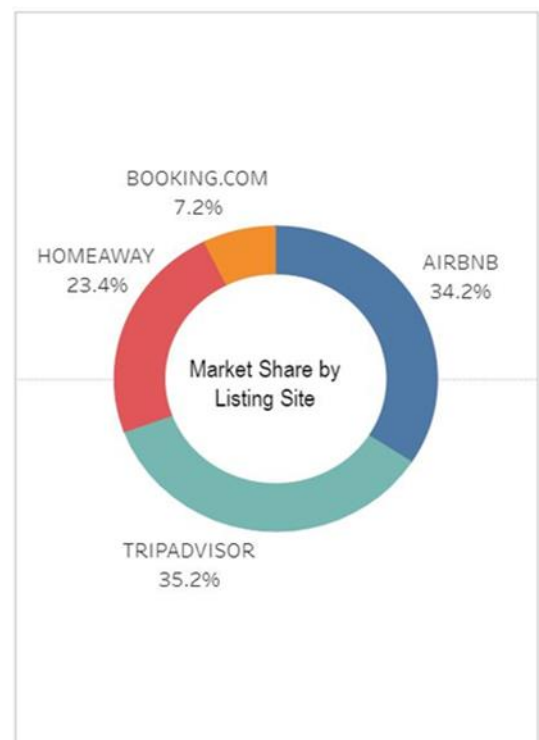
Based on feedback from Tour Operators worldwide, Barbados has some of the best villa products/eed available in not only the Caribbean, but worldwide. This, coupled with Barbados' excellent infrastructure, and abundance of attractions and experiences to explore, makes them well-placed to promote our product offering and remain one of the regional leaders in the segment.

Market share of vacation rental properties managed by property management companies

The four sites Transparent.com pulls data from are some of the most popular sites on the web for vacation rentals here are brief overviews of each.

Airbnb: Launched in 2008, Airbnb is one of the largest and most well-known vacation rental platforms in the world. It offers accommodation options in over 220 countries. One distinctive feature of Airbnb is that it provides an immersive experience for guests, often allowing them to stay in local homes and interact with hosts who can provide insider tips and recommendations.

TripAdvisor: Launched in 2000, TripAdvisor is one of the largest travel websites in the world. In addition to providing user-generated reviews of hotels, restaurants, and attractions, and it allows travellers to plan and book their entire trip on the site, including flights, hotels, and activities.



HomeAway: Launched in 2005, HomeAway is one of the world's largest vacation rental websites, offering a wide variety of rental properties. HomeAway was acquired by Expedia Group in 2015 which also owns VRBO (Vacation Rentals by Owner) which is one of the earliest vacation sites and Vacation Rentals.com

Booking.com: Launched in 1996, Booking.com is a Dutch-based company and one of the world's largest travel e-commerce companies. It offers a wide variety of accommodations, including vacation rentals, in the Caribbean and around the world.

Competitive Landscape

Company	Description	Pricing	Services	Strengths	Weaknesses
Guestable	Founded in 2015, Guestable is a newer property management company that is quickly gaining popularity. They focus on providing a seamless and stress-free experience for their guests.	Pay-per-stay pricing, with no hidden fees	Basic management services, including booking and cleaning	Modern and stylish properties, excellent customer service	Limited market experience
Skyvillas Realty	Established in 2005, Skyvillas Realty is a boutique property management company that specializes in luxury villas.	High-end pricing, with a focus on personalized service	Full-service management, including concierge services	Luxurious properties, impeccable service	Can be expensive
RED by Terra Caribbean	Founded in 2019, RED by Terra Caribbean is a newer property management company that focuses on eco-friendly and sustainable properties.	Competitive rates, with a focus on transparency	Full-service management, including green cleaning and maintenance	Sustainable properties, excellent customer service	Limited market experience
Seaside Realty Barbados	Established in 1995, Seaside Realty Barbados is a well-established property management company that specializes in beachfront properties.	Competitive rates, with a focus on value for money	Full-service management, including airport transfers and concierge services	Beachfront properties, excellent customer service	Can be expensive for short-term rentals

Regulatory Environment

- Registering as an external company in Barbados involves several legal requirements and annual filings to ensure compliance with local laws and regulations.
- Barbados' legal framework establishes clear rules for foreign and domestic investors regarding tax, labor, environmental, health, and safety concerns.

Target Audience



Total population of Barbados in 2021, by age and gender (in 1,000 inhabitants)

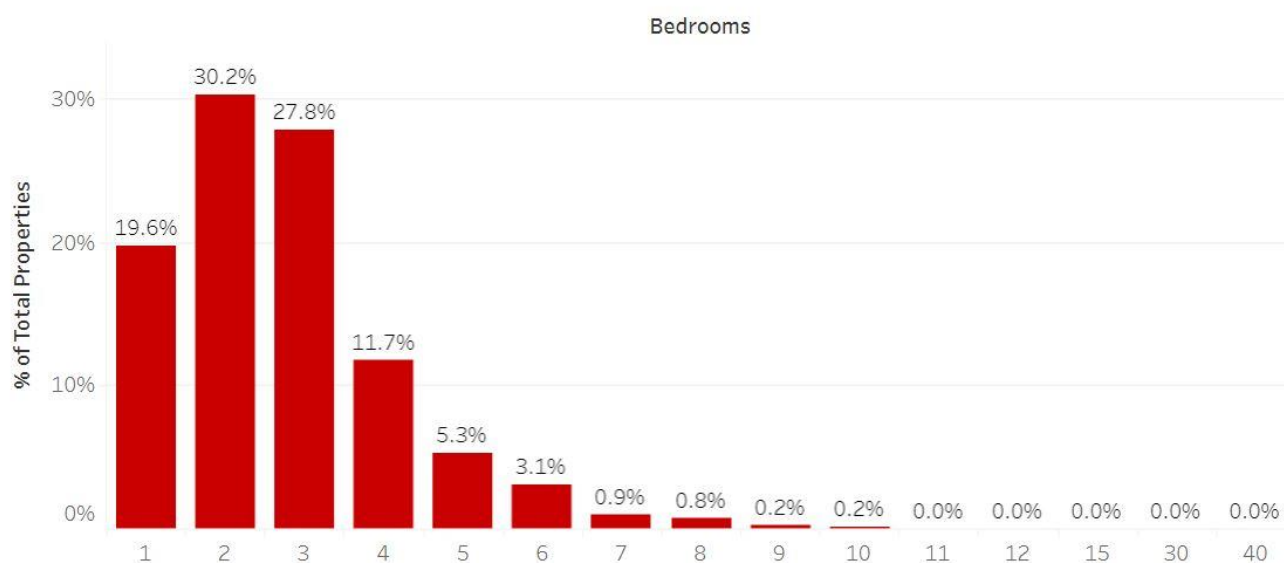
Property owners interested in property management services are middle-aged or older, with a high net worth and disposable income. They have experience in property ownership or management and gave interested in investing in real estate for long-term financial gain.

Property owners interested in property management services value luxury, comfort, and convenience. They are interested in owning a vacation home that they can use for personal enjoyment while also earning income through vacation rentals. They are also interested in working with property management companies that can provide comprehensive services and take care of all ownership duties, including marketing, booking, and maintenance.

Property Portfolio Analysis

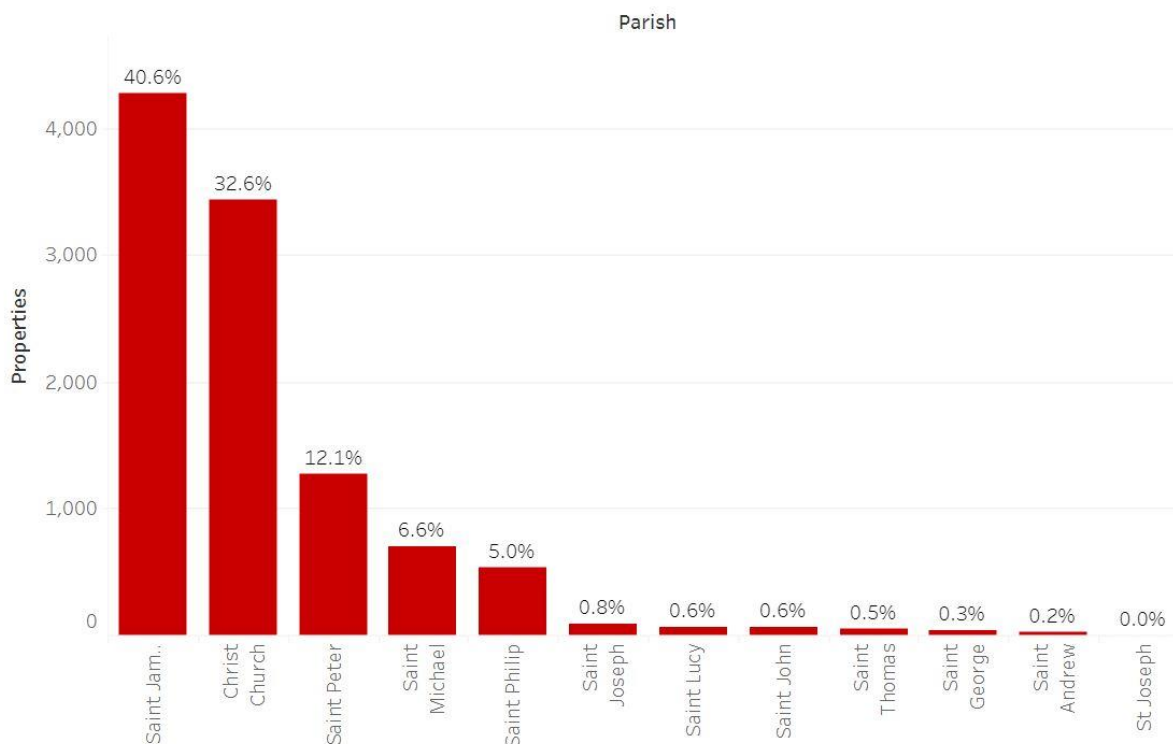
As we can see in the chart below two- and three-bedroom houses form the core of the vacation rental offering in Barbados. This is not just due to the fact that within the general housing stock on island these sizes are very common but a number of factors make them ideal vacation rentals. Some of those reasons are as follows.

Two and three bedroom houses make up over 50% of the houses listed on the popular vacation rental listing sites.



- **AFFORDABILITY:** Two- and three-bedroom houses offer a good balance between cost and space, making them an affordable option for families or groups travelling together.
- **COMFORT:** Having separate bedrooms and shared living spaces in a house can provide a more comfortable and spacious experience compared to hotel rooms.
- **GROUP SIZE:** A two- or three-bedroom house can accommodate a larger group or family comfortably, making it an ideal choice for vacation rentals.
- **POPULAR DEMAND:** Due to their affordability, comfort, and ability to accommodate larger groups, two- and three-bedroom houses are in high demand among vacationers, leading vacation rental providers to offer a large number of these properties.

As you would expect the dominant parish for listings is St James with significant dropoff to Christ Church then a similar fall to St Peter in third



Pricing And Revenue Data

Average nightly/vacation rental rates for different property types and locations in Barbados:

- The average accommodation in Barbados is priced from \$70 per night.
- If you are looking for an apartment rental, the nightly price is \$426 on average.
- Last year, vacation rentals in Barbados had an annual average price of around \$347 per night.
- Vacation HomeRents offers 1,928 available beachfront holiday vacation home properties in Barbados, with prices starting from \$9 per night.
- According to HomeToGo, the most expensive month to stay in a vacation rental in Barbados is December, with an average price of \$1,047 per night. The cheapest month is September, with an average price of \$49 per night.
- Spot Blue notes that the peak season for vacation rentals in Barbados is from December to April, with prices typically higher during this period.
- Travelocity mentions that the best time to visit Barbados is from mid-December to mid-April, which is also the peak season for vacation rentals.

Risks & Mitigation

We want to provide you with an overview of the potential risks that SWP Estates may encounter and the strategies we have in place to address them, ensuring a sound investment:

1. ECONOMIC DOWNTURNS:

- **Risk:** Economic recessions or external crises can reduce demand for rental properties.
- **Mitigation:** We employ a dynamic pricing strategy that adjusts rates to market conditions, maintaining competitive pricing during downturns. Additionally, we target niche markets less affected by economic fluctuations through focused marketing efforts.

2. SEASONAL VARIABILITY:

- **Risk:** Barbados experiences seasonal variations in tourist arrivals, impacting occupancy rates.
- **Mitigation:** Our property portfolio diversification includes properties with varying appeal, and we offer promotions during off-peak seasons to attract visitors.

3. COMPETITION:

- **Risk:** Intensified competition in Barbados may affect our ability to attract and retain property owners.
- **Mitigation:** We stand out by emphasizing our expertise in optimizing occupancy rates and delivering exceptional guest experiences. Strong relationships with property owners are maintained through transparent communication and excellent service delivery.

4. MARKETING AND GUEST ACQUISITION:

- **Risk:** Ineffective marketing strategies may lead to low guest bookings.
- **Mitigation:** We continuously refine our marketing approach, leveraging data-driven decisions, social media, online travel agencies, and strategic partnerships. Guest feedback and reviews are utilized to enhance satisfaction and reputation.

5. LEGAL AND REGULATORY COMPLIANCE:

- **Risk:** Changes in local regulations or tax laws can impact property management.
- **Mitigation:** We stay informed about evolving regulations and work closely with legal advisors to ensure compliance. We adapt our practices as needed to align with local laws.

6. PROPERTY MAINTENANCE AND QUALITY:

- **Risk:** Failing to maintain properties to high standards can lead to reduced guest satisfaction and occupancy rates.

- **Mitigation:** We implement rigorous property maintenance schedules and quality control checks, addressing maintenance issues proactively to keep properties appealing to guests.

7. GUEST SATISFACTION:

- **Risk:** Unsatisfied guests may leave negative reviews, impacting our reputation and future bookings.
- **Mitigation:** We prioritize excellent guest experiences through responsive communication, timely issue resolution, and quality service. Encouraging positive guest reviews and feedback is a key part of our strategy.

Your investment in SWP Estates will be safeguarded through these risk mitigation measures, ensuring the long-term success and growth of our property management venture.



Marketing and Sales

SWP UNIQUE SELLING POINTS

Guest and Customers

By offering an affiliation with local excursions and creating a hassle-free booking system for guests, we are enhancing the overall guest experience and providing added convenience. Here's a revised statement to highlight this USP:

"At SWP Estates, we go beyond just providing comfortable accommodations. Our unique selling proposition lies in our exclusive partnership with the most highly-rated local excursions and experiences on the island.

When you stay with us, you gain access to a hassle-free booking system, allowing you to customize and reserve your excursions and adventures by simply checking a box. We take care of all the arrangements, ensuring that your stay is not only relaxing but also filled with unforgettable experiences. Say goodbye to the stress of planning, and let us make your Barbados getaway truly remarkable."

Partners (Property Owners)

SWP Estates' unique selling proposition (USP) for property owners seeking partnerships revolves around providing comprehensive property management that covers everything from marketing to maintenance, ultimately streamlining the rental experience. Our focus is on maximizing rental income, achieving high occupancy rates, and ensuring guests are satisfied. With a flexible, risk-free partnership model featuring no upfront fees and compensation tied to property performance, property owners can trust that their investment is in expert hands. Compliance with local regulations is a top priority, and SWP Estates treats each property as if it were their own, making the partnership both financially rewarding and stress-free for property owners.



Sales Process for **SWP ESTATES**

Allow us to walk you through the meticulous sales process at SWP Estates, which will underpin our successful partnerships with property owners. This process is designed to establish trust, foster relationships, and streamline the onboarding of new properties into our portfolio:

1. POINT OF CONTACT:

- Property owners who wish to partner with SWP Estates express their interest through our user-friendly website. They have the option to schedule a meeting at their convenience and provide some initial property information. This step helps us prepare for the upcoming discussion.

2. POTENTIAL PARTNERS MEETING:

- In our initial meeting with potential partners, our primary focus was on building a strong rapport and establishing a productive relationship.
- We take this opportunity to learn about the potential partner's property, and its current performance, and understand their goals.
- SWP Estates outlines our suite of services, processes, and the substantial benefits of forming a partnership.
- If the potential partner expresses interest, we proceed to gather additional information about the property.

3. 2ND POTENTIAL PARTNER MEETING:

- This meeting marks a deeper dive into the partnership's potential.
- SWP Estates presents our findings, making suggestions on how to maximize the property's value. This might involve recommendations for further investments to unlock the property's full potential.
- If both parties are eager to move forward, we formalize our intentions by signing a Letter of Intent (LOI).
- We then move on to inventory the property at the earliest convenience, conducting safety reviews and potential maintenance assessments to ensure the property meets our high standards.
- A list of beneficial items for the property is shared, and we establish a confirmed handover date.

4. CONTRACT STAGE:

- Contracts are transmitted electronically through PandaSign, ensuring a seamless and efficient process
- The confirmed handover date is solidified, with all details clearly documented.

5. ONBOARDING SETUP:

- At this stage, SWP Estates commences the onboarding process.
- Any necessary property upgrades and maintenance are promptly organized to ensure the property is in optimal condition.
- Professional photographs of the property are taken for effective listing and marketing purposes.
- Our trusted cleaning company is coordinated to assess the property's cleaning requirements.
- A channel manager listing is created to effectively market the property, expanding its visibility and reach.

SWP ESTATES Marketing Plan Summary

Our marketing plan for SWP Estates is designed to bolster our brand visibility, attract property owners, and boost property bookings through savvy online marketing. We've allocated a monthly budget of \$1,000 to ensure a strategic approach:

MONTHLY BUDGET ALLOCATION:

- SEO: **\$500**
- Social Media Advertising: **\$250**
- Email Marketing: **\$100**
- Content Marketing: **\$100**
- Website Maintenance: **\$50**

KEY STRATEGIES BY MONTH:

- *Month 1 (SEO Optimization):* We kick off with in-depth keyword research, on-page and off-page SEO enhancements, rigorous tracking, and meticulous reporting.
- *Month 2 (Social Media Advertising):* We establish a strong social media presence, craft engaging content, launch targeted ad campaigns, and closely monitor performance.
- *Month 3 (Email Marketing):* We focus on growing our email list, creating compelling newsletters, initiating email campaigns, and diligently tracking performance.
- *Month 4 (Content Marketing):* Content becomes the star, with the creation of engaging blog posts, guest posts, and the promotion of this content.
- *Ongoing (Website Maintenance):* Continuous updates and regular technical SEO audits keep our digital presence sharp and effective.

ADDITIONAL STRATEGIES:

- Encouraging testimonials and reviews.
- Collaborate with local businesses.
- Leveraging user-generated content to enhance our credibility and reach.

For our first-year operations, we're excited to introduce a powerful social media campaign named "**Discover Barbados with SWP Estates.**" This campaign aims to:

OBJECTIVE:

Increase brand awareness, engage with potential property owners, and showcase the beauty of Barbados while highlighting SWP Estates' unique property management services.

CAMPAIGN ELEMENTS:

1. ***Stunning Visuals:*** High-quality images and short videos showcasing SWP-managed properties, local attractions, and the natural beauty of Barbados.
2. ***Educational Content:*** Informative posts about the benefits of partnering with SWP Estates, success stories, and property management tips.
3. ***User-Generated Content:*** Encouragement for guests and property owners to share their experiences using a campaign hashtag, such as #SWPBarbadosExperience.
4. ***Weekly Features:*** Dedicated days to showcase various aspects of SWP Estates and the local experience."
5. ***Engagement Campaigns:*** Interactive contests, polls, and engaging activities for our followers.
6. ***Live Tours:*** Real-time video tours of SWP-managed properties.
7. ***Collaborations:*** Partnerships with local influencers and businesses for wider reach.
8. ***Community Engagement:*** Active participation in relevant social media groups and forums.
9. ***Consistent Posting Schedule:*** Four posts per day, covering a range of captivating topics and maintaining a regular posting schedule.
10. ***Monthly Highlights:*** Sharing performance data, such as occupancy rates and property owner success stories.

We'll continuously track key metrics, like follower growth, engagement rates, and website traffic originating from social media, using analytics tools to fine-tune our strategy. This data-driven approach will ensure the campaign's effectiveness and ongoing improvement.

By embracing this comprehensive social media campaign, SWP Estates aims to establish a strong presence in the Barbados property management industry, engage property owners, and promote the island's attractions, ultimately driving meaningful interactions and conversions.

Operations/Channel Manager

Guesty Channel Manager is the ideal solution for SWP Estates, offering a competitive edge that sets us apart from competitors in the property management industry. With its comprehensive features, Guesty empowers us to streamline our operations and deliver exceptional services to both property owners and guests.



Firstly, Guesty's Channel Manager allows us to efficiently manage our property listings across multiple channels. This centralized hub simplifies the process of listing properties, updating availability, and managing reservations, ensuring that our portfolio is consistently optimized for maximum occupancy and revenue. This capability is crucial for staying ahead of competitors, as it enables us to reach a wider audience and attract more bookings.

Secondly, Guesty's automation tools are invaluable in saving time and minimizing the risk of human error. From automated inquiry responses to review processes, these tools enhance our efficiency, enabling us to focus on providing top-notch customer service. This level of automation sets us apart from competitors and contributes to our reputation as a reliable and responsive property management company.

Additionally, Guesty's integration with smart pricing strategies ensures that we can remain competitive in the market by setting rates that are both attractive to potential guests and optimized for maximum profitability. This real-time pricing adjustment capability allows us to adapt to market fluctuations swiftly, maintaining a competitive edge in pricing and occupancy.

In summary, Guesty Channel Manager aligns perfectly with SWP Estates' vision to be a leader in property management in Barbados. Its robust features, automation tools, and pricing strategies streamline our operations and position us as a top choice for property owners and guests. By embracing Guesty, we can confidently stay ahead of competitors in the ever-evolving hospitality industry.

Cashflow Forecast

Start Date: 12/1/2023

YEAR ONE	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	TOTAL
NEW ACCOUNTS	6	3	2	2	3	3	3	3	3	3	3	3	37
CUM. ACCOUNTS	6	9	11	13	16	19	22	25	28	31	34	37	
INCOME PRODUCING	0	0	0	0	6	9	11	13	16	19	22	25	
REVENUE	0	0	0	0	30,000	45,000	55,000	65,000	80,000	95,000	110,000	125,000	605,000
SWP Total revenue 20%	0	0	0	0	6,000	9,000	11,000	13,000	16,000	19,000	22,000	25,000	121,000
Partner Total revenue 80%	0	0	0	0	24,000	36,000	44,000	52,000	64,000	76,000	88,000	100,000	484,000

EXPENSES													
WEBSITE	0	0	0	0	0	0	0	0	0	0	0	0	\$.
WEB HOSTING	40	40	40	40	40	40	40	40	40	40	40	40	\$ 480
SEO ADVERTISING	500	500	500	500	500	500	500	500	500	500	500	500	\$ 6,000
AirDNA	1,200	0	0	0	0	0	0	0	0	0	0	0	\$ 1,200
CRM	40	40	40	40	40	40	40	40	40	40	40	40	\$ 480
Photographer	500	500	500	500	500	500	500	500	500	500	500	500	\$ 6,000
CHANNEL MANAGER	2,000	0	0	0	0	0	0	0	0	0	0	0	\$ 2,000
CHANNEL MANAGER ADD ONS	1,000	0	0	0	0	0	0	0	0	0	0	0	\$ 1,000
MOBILE PHONE CONTRACTS X3	70	70	70	70	70	70	70	70	70	70	70	70	\$ 840
SALARIES AND EXPENSES	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	2,500	2,500	2,500	2,500	\$ 22,000
LAWYER	417	417	417	417	417	417	417	417	417	417	417	417	5,004
ACCOUNTANT	125	125	125	125	125	125	125	125	125	125	125	125	\$ 1,500
FOREIGN CURRENCY LICENCE	500	0	0	0	0	0	0	0	0	0	0	0	\$ 500
MONTHLY RUNNING COST	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	\$ 12,000
Sales Team	0	0	0	0	0	0	0	0	1,500	1,500	1,500	1,500	\$ 6,000
SWP - TOTAL EXPENSES	8,892	4,192	4,192	4,192	4,192	4,192	4,192	4,192	6,692	6,692	6,692	6,692	\$ 65,004
SWP total accumulative Balance	-8,892	-13,084	-17,276	-21,468	-19,660	-14,852	-8,044	764	10,072	22,380	37,688	55,996	\$ 55,996
SWP Monthly Balance	61,108	56,916	52,724	48,532	50,340	55,148	61,956	70,764	80,072	92,380	107,688	125,996	\$ 125,996

PARTNER EXPENSES													
Channel manager subscription \$65	390	585	715	845	1040	1235	1430	1625	1820	2015	2210	2405	16315
Property maintance	300	450	550	650	800	950	1,100	1,250	1,400	1,550	1,700	1,850	12,550
Cleaning services	0	0	0	0	360	540	660	780	960	1,140	1,320	1,500	7,260
Partner total expense	690	1,035	1,265	1,495	2,200	2,725	3,190	3,655	4,180	4,705	5,230	5,755	36,125
Partners accumulative balance	-690	-1,725	-2,990	-4,485	17,315	50,590	91,400	139,745	199,565	270,860	353,630	447,875	447,875
Total Partner revenue after expenses	-690	-1,725	-2,990	-4,485	41,315	86,590	135,400	191,745	263,565	346,860	441,630	547,875	931,875



Start Date: 12/1/2024

YEAR TWO	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	TOTAL
NEW ACCOUNTS	3	10	5	5	5	5	5	5	5	5	5	5	63
CUM. ACCOUNTS	37	47	52	57	62	67	72	77	82	87	92	97	97
INCOME PRODUCING	28	31	34	37	37	47	52	57	62	67	72	77	
REVENUE	140,000	155,000	170,000	185,000	185,000	235,000	260,000	285,000	310,000	335,000	360,000	385,000	
SWP Total revenue 20%	28,000	31,000	34,000	37,000	37,000	47,000	52,000	57,000	62,000	67,000	72,000	77,000	601,000
Partner Total revenue 80%	112,000	124,000	136,000	148,000	148,000	188,000	208,000	228,000	248,000	268,000	288,000	308,000	2,404,000

EXPENSES													
WEBSITE	100	100	100	100	100	100	100	100	100	100	100	100	1,200
WEB HOSTING	40	40	40	40	40	40	40	40	40	40	40	40	480
SEO ADVERTISING	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	18,000
AirDNA	1,200	0	0	0	0	0	0	0	0	0	0	0	1,200
CRM	40	40	40	40	40	40	40	40	40	40	40	40	480
CHANNEL MANAGER	2,000	0	0	0	0	0	0	0	0	0	0	0	2,000
CHANNEL MANAGER ADD ONS	1,000	0	0	0	0	0	0	0	0	0	0	0	1,000
Photographer	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	18,000
MOBILE PHONE CONTRACTS X3	70	70	70	70	70	70	70	70	70	70	70	70	840
SALARIES AND EXPENSES	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	72,000
LAWYER	200	200	200	200	200	200	200	200	200	200	200	200	2,400
ACCOUNTANT	300	300	300	300	300	300	300	300	300	300	300	300	3,600
FOREIGN CURRENCY LICENCE	500	0	0	0	0	0	0	0	0	0	0	0	500
MONTHLY RUNNING COST	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	36,000
Loan	0	0	0	0	0	0	0	0	0	0	0	0	84,000
Sales Team	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	72,000
SWP - TOTAL EXPENSES	23,450	18,750	18,750	18,750	18,750	18,750	18,750	18,750	18,750	18,750	18,750	102,750	313,700
SWP total accumulative Balance	7,550	19,800	35,050	53,300	71,550	99,800	133,050	171,300	214,550	262,800	316,050	290,300	290,300
SWP Monthly Balance	88,550	100,800	116,050	134,300	152,550	180,800	214,050	252,300	295,550	343,800	397,050	371,300	371,300

PARTNER EXPENSES													
Channel manager subscription \$65	\$ 2,405	\$ 3,055	\$ 3,380	\$ 3,705	\$ 4,030	\$ 4,355	\$ 4,680	\$ 5,005	\$ 5,330	\$ 5,655	\$ 5,980	\$ 6,305	\$ 53,885
Property maintenance	\$ 1,850	\$ 2,350	\$ 2,600	\$ 2,850	\$ 3,100	\$ 3,350	\$ 3,600	\$ 3,850	\$ 4,100	\$ 4,350	\$ 4,600	\$ 4,850	\$ 41,450
Cleaning services	\$ 1,680	\$ 1,860	\$ 2,040	\$ 2,220	\$ 2,220	\$ 2,820	\$ 3,120	\$ 3,420	\$ 3,720	\$ 4,020	\$ 4,320	\$ 4,620	\$ 36,060
Partner total expense	\$ 5,935	\$ 7,265	\$ 8,020	\$ 8,775	\$ 9,350	\$ 10,525	\$ 11,400	\$ 12,275	\$ 13,150	\$ 14,025	\$ 14,900	\$ 15,775	\$ 131,395
Partners accumulative balance	\$ 553,940	\$ 670,675	\$ 798,655	\$ 937,880	\$ 1,076,530	\$ 1,254,005	\$ 1,450,605	\$ 1,666,330	\$ 1,901,180	\$ 2,155,155	\$ 2,428,255	\$ 2,720,480	\$ 2,720,480
Total Partner revenue after expenses	\$ 106,065	\$ 116,735	\$ 127,980	\$ 139,225	\$ 138,650	\$ 177,475	\$ 196,600	\$ 215,725	\$ 234,850	\$ 253,975	\$ 273,100	\$ 292,225	\$ 292,225



Start Date: 12/1/2025

YEAR THREE	Dec-25	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	TOTAL
NEW ACCOUNTS	5	10	6	6	6	6	6	6	6	6	6	6	75
CUM. ACCOUNTS	94	104	110	116	122	128	134	140	146	152	158	164	97
INCOME PRODUCING	82	87	92	97	94	104	110	116	122	128	134	140	
REVENUE	410,000	435,000	460,000	485,000	470,000	520,000	550,000	580,000	610,000	640,000	670,000	700,000	
SWP Total revenue 20%	82,000	87,000	92,000	97,000	94,000	104,000	110,000	116,000	122,000	128,000	134,000	140,000	\$ 1,306,000
Partner Total revenue 80%	328,000	348,000	368,000	388,000	376,000	416,000	440,000	464,000	488,000	512,000	536,000	560,000	\$ 5,224,000

EXPENSES	Dec-25	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	TOTAL
WEBSITE	100	100	100	100	100	100	100	100	100	100	100	100	1,200
WEB HOSTING	40	40	40	40	40	40	40	40	40	40	40	40	480
SEO ADVERTISING	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	18,000
AirDNA	1,200	0	0	0	0	0	0	0	0	0	0	0	1,200
CRM	40	40	40	40	40	40	40	40	40	40	40	40	480
Photographer	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	24,000
CHANNEL MANAGER	2,000	0	0	0	0	0	0	0	0	0	0	0	2,000
CHANNEL MANAGER ADD ONS	1,000	0	0	0	0	0	0	0	0	0	0	0	1,000
Computer equipment	16,000	0	0	0	0	0	0	0	0	0	0	0	16,000
MOBILE PHONE CONTRACTS	400	400	400	400	400	400	400	400	400	400	400	400	4,800
SALARIES AND EXPENSES	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	216,000
LAWYER	500	500	500	500	500	500	500	500	500	500	500	500	6,000
ACCOUNTANT	300	300	300	300	300	300	300	300	300	300	300	300	3,600
FOREIGN CURRENCY LICENCE	500	0	0	0	0	0	0	0	0	0	0	0	500
office/MONTHLY RUNNING COST	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	84,000
Sales Team	9,000	9,000	9,000	9,000	9,000	9,000	9,000	9,000	9,000	9,000	9,000	9,000	108,000
SWP - TOTAL EXPENSES	59,580	38,880	38,880	38,880	38,880	38,880	38,880	38,880	38,880	38,880	38,880	38,880	487,260
SWP total accumulative Balance	22,420	70,540	123,660	181,780	236,900	302,020	373,140	450,260	533,380	622,500	717,620	818,740	818,740
SWP Monthly income after expenses	393,720	441,840	494,960	553,080	608,200	673,320	744,440	821,560	904,680	993,800	1,088,920	1,190,040	\$ 1,190,040

PARTNER EXPENSES	Dec-25	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	TOTAL
Channel manager subscription \$65	6110	6760	7150	7540	7930	8320	8710	9100	9490	9880	10270	10660	101920
Property maintance	4,700	5,200	5,500	5,800	6,100	6,400	6,700	7,000	7,300	7,600	7,900	8,200	78,400
Cleaning services	4,920	5,220	5,520	5,820	6,120	6,420	6,720	7,020	7,320	7,620	7,920	8,220	78,360
Partner total expense	15,730	17,180	18,170	19,160	19,670	20,960	22,010	23,060	24,110	25,160	26,210	27,260	258,680
Partners accumulative balance	3,032,750	3,363,570	3,713,400	4,082,240	4,438,570	4,833,610	5,251,600	5,692,540	6,156,430	6,643,270	7,153,060	7,685,800	7,685,800
Total Partner revenue after expenses	312,270	330,820	349,830	368,840	386,330	403,360	420,930	439,440	457,950	476,460	494,970	513,480	\$ 4,965,320



Summary

At SWP Estates, we are the bedrock of serviced accommodation, and our unwavering commitment to excellence is clearly reflected in our robust cash-flow forecast. These forecasts not only indicate strong and attainable results but also leave room for exceeding expectations. Our groundwork is firmly laid with established connections to property owners, reliable cleaning teams, and maintenance partners. We're in the midst of an active recruitment campaign, building a team of skilled professionals crucial to our success.

Our strategic partnerships with well-connected individuals guarantee top-tier services for our valued guests. With this foundation in place, we have immense confidence in our ability to meet and exceed our objectives. Your investment is pivotal for sustaining our daily operations, implementing effective marketing strategies, and maintaining SWP Estates' financial stability during the initial two years.

At the conclusion of year two, your investment will be returned to you, along with a competitive 10% annual return. This not only outperforms local bank interest rates but also surpasses index fund returns, presenting a compelling investment opportunity.

As we establish our presence in Barbados, our vision extends beyond property management. We are eager to explore promising projects and continually reinvest profits into property development and strategic investments. We've already secured a credit line with a future partner for these exciting ventures, ensuring future growth and diversification.

The horizon for SWP Estates is filled with promise, and we invite you to engage in this exciting journey with us. We are here to answer any questions and engage in discussions to provide you with a comprehensive understanding of this investment opportunity..

Don't hesitate to reach out to us.

Contact us today to delve deeper into the potential of SWP Estates.