



# Introduction

The HappyHome company began its operations in early 2016. A humble beginning of just 1 apartment started our journey. Through hard-work, aggressive marketing and putting our clients first, we have grown our company to over 150 units spanned over 5 buildings.

We are not a normal management company, we operate within a hotel model and have achieved a 80%+ occupancy all year round which is a testament to our success, and the reason for our rapid growth!



## Our mission

The Happy Home's core goal is affordable and comfortable accommodation combined with elegant style and maximum value for money.

All of our apartments are beautifully furnished within almost any budget. With our hands on approach in communicating with our guests, we ensure guest satisfaction from arrival to checkout.

## Model Options

HappyHome operates a flexible management style, offering 3 management options to owners of apartments.

Our **shared risk model** is a great option for homeowners that want a steady base income as the HappyHome company guarantees a target rental that's up to 30% higher than the traditional market price for a long-term tenant. Our target rental varies according to your location, size of apartment, and respective amenities. If we do not achieve your target rental, we compensate 50% of the shortfall. For example, if the target rental is R12,000 a month, and the net income generated is R11,000, R500 of the R1,000 shortfall will be paid to the owner.

Regardless of the model employed, HappyHome is incentivised to maximize property owners yield as our returns are already directly correlated to owners. The profits over and above the target rental will be split 50/50 with the owner. In other words, we become business partners on your home. We charge a 20% management fee on total gross bookings.

The **sliding scale model** is an option for home owners who want to maximise their income yield. HappyHome creates different incentivized rental targets, divided into low, medium, and high monthly targets. These targets will have a slightly different commission structure, designed to minimize downside returns while incentivising the manager to outperform expectations.

For example:

0-12,500 = 12% Commission,

12,500-18,000 = 18% Commission

18,000 and above = 20% Commission and a profit share of 50% of gross rental over and above the R18,000.

Note\* These goals will differ according to the apartment and its respective amenities.

The third option is a **straight management fee** - consisting of a basic 20% fee on gross earnings.



**Guest Portal** - Join the team! Once we have your apartment professionally photographed and ready for bookings you will get an invite to see everything from rates per night along with the names of the guests checking into your unit. At the end of each month, tenants receive an invoice providing details of revenues generated and fees incurred, ensuring transparency between owner and manager.



**Maintenance** - General maintenance and associated costs will be covered by our team. Larger maintenance projects and structural issues will have to be outsourced. Our maintenance team is on call 7 days a week for any issues that may arise.



**Great support** - Direct lines with one of our guest managers to answer any queries or concerns you or our guests might have. They will be at your disposal 24/7 to respond to your needs.



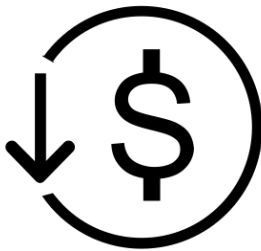
**Breakfast** - We offer a fantastic direct to door continental breakfast. Our breakfast service is provided to guests at a highly competitive rate which has shown to improve monthly turnover by up to 25%. This service comes at no additional cost to the owner.



**Turnkey process** -from the initial consultation to the arrival of your first guests, we will make sure your apartment meets the high standard required for optimal short-term rentals, aiming to maximise revenues.



**Marketing** - We have a very successful Airbnb, Booking.com, and Expedia profile on which we have received bookings from more than 15,000 guests. Through the use of multiple successful platforms, our model has resulted in generating an occupancy level greater than 80% across our managed portfolio, which helped the HappyHome become second most booked hotel group in the Western Cape, as told by booking.com.



**Fee structure** - No hidden fees! Our management fee is an all-in cost which includes everything from cleaning, guest management, basic general maintenance and linen costs. Our commission is taken from the gross turnover of the apartment. Costs such as electricity and WIFI are not covered within the management structure and will be billed separately but maintained by us if preferred.



**Furnishing and interior design if required** - One of our team members will assist with various mood board options to fit your personal preference for your apartment when partial or full furnishing is required. We pride ourselves on furnishing our managed spaces to optimal rental standards at a reasonable cost to the owner.



**Security and access** - Our guest manager will reside in the building for the purpose of a meet and greet with guest. Check-in instructions will be sent automatically through our channel manager, with our guest manager on stand-by for all concierge related issues. Late check-ins will be facilitated by making use of a secure passcode protected lock-box for key handover.



**Housekeepers** - The housekeeper's we employ are trained exceptionally in terms of social skills and maintaining a clean home. They will be more than able to assist guests with any queries/issues that may occur. They will make sure your unit is in perfect condition for the arrival of your guests.



**Contact details** - You can find us at [www.thehappyhomect.com](http://www.thehappyhomect.com).  
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## Look and Feel

