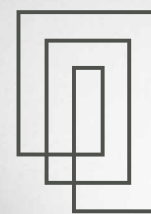


# EARN WITH apArts SHORT-TERM APARTMENTS RENTAL



apArts



[aparts.novira.ee](https://aparts.novira.ee)

**BOB W.**

# INTRODUCTION

## BOB W APARTMENTS

We offer a unique short-term rental management service that aims to help property owners and investors generate higher rental income. Today, in addition to Tallinn and Tartu, we also manage apartments in Helsinki, London, Madrid, Oslo, Amsterdam, and Berlin.

PROPERTY  
LOCATED IN AN  
ATTRACTIVE LOCATION  
EARNNS  
UP TO 2X MORE  
INCOME  
WITH SHORT-TERM  
RENTALS COMPARED  
TO  
LONG TERM RENTALS



Did you know:

- Tourism did not disappear during COVID-19 - Bob W did well even during the pandemic. Our occupancy was, on average, 25% better than the market average.
- In 2019, the number of tourists in Pärnu reached a new record with a total of 450,000 visitors who spent 925,000 nights here.
- During COVID-19, smaller regions - including Pärnu, benefitted the most from domestic tourism.
- In Pärnu, short-term rentals are mostly seasonal and there are few professional management service providers and operators on the market with a bigger portfolio.
- There are currently only 288 guest apartments on offer in Pärnu (330 in Tartu and 1332 in Tallinn).
- A few premium-quality guest apartments have appeared in Pärnu, but their share is still very small and the demand for them is very high.
- Pärnu's biggest challenge is seasonality, but the trends in recent years show an upturn in tourism in the off-season.

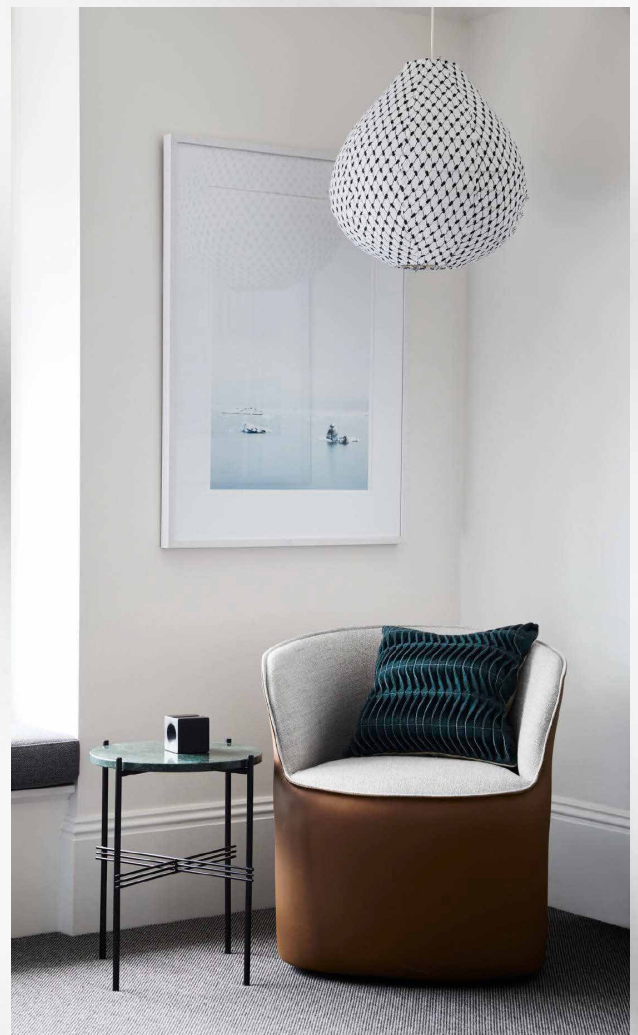
# COOPERATION AND POTENTIAL RETURN

BOB W

Our service allows real estate investors to earn 100% passive rental income with the best possible return. To ensure this, we have put together a management package designed to save the investor's time and maximize returns.

We take responsibility for the entire short-term rental process, which includes:

1. Advice on interior design and a shopping list of items needed for short-term rental (furniture, dishes, etc.)
2. Professional photos of the property
3. Brand concept and service design
4. Management of booking channels (Airbnb, Booking, Expedia, Bobw.co, City 24, KV.ee, and more)
5. Well-thought-out price strategy and turnover management, which allows an increase in revenue turnover by 5% to 30% per year through systematic activities. Similar to aviation, we change the prices about 4 times a day in order to always offer the apartment at the highest possible price.
6. Customer management and coordinating of orders
7. Customer reception and ongoing communication
8. Providing cleaning and household supplies (toiletries, coffee, tea, etc.)
9. Coordinating the housekeeping team (hiring cleaners, training, work schedules, quality control)
10. Monthly invoicing and reporting to the investor with a comprehensive overview of income and expenses
11. Sales, marketing, and communication strategy
12. Access to a mobile phone application that allows the investor to monitor the bookings of their apartment(s) in real-time
13. Sales to corporate clients



The BOB W management service fee is 18% of the guest apartment's monthly turnover.

Other costs associated with short-term rentals are utilities, internet, cleaning, laundry service, household and hygiene supplies, and booking channel fees.

# apArts in PÄRNU

BOB W

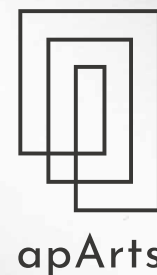
We have made some analysis on short-term rental of apArts guest apartment, and the average return is approx. 8% to 10%, depending on the specific apartment. If you have selected an apartment that suits you, we can send you more specific numbers for that particular apartment - estimated occupancy, the average price in summer and winter, and turnover with return calculations.

When forecasting the average nightly price and occupancy, in addition to our own experience, we also use VisitPärnu and AirDNA statistics. The ApArts guest apartments in Pärnu have a premium location in the city center and have a very positive effect on occupancy and average price. These apartments also have balconies and are furnished with quality and taste. Combined with BOB W's sales and marketing strategy, these guarantees higher than average occupancy and higher nightly rates.



TRANSPARENT REPORTING  
AT LEAST 2X HIGHER NET RETURN  
PASSIVE INCOME FOR THE INVESTOR

# BOB W TEAM



Our team consists of almost a hundred industry experts from twenty countries



Our team has long-term international experience in real estate, IT, accommodation, finance, turnover management, marketing, and sales. By combining all of these, we aim to take short-term accommodation in guest apartments to a new level in Estonia.

**MORE INFORMATION:**

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**INSTAGRAM: @BOBWCO**

**BOB W.**