



Your Property Portfolio: Maximised, Protected, Thriving.

London's Premier Property Management for Property Portfolio Owners.

ABOUT US

Welcome to City Relay

Your London Property Portfolio: Optimised Returns, Minimised Risk.
Expert Management You Can Trust.

- At City Relay, we partner with multi-property owners to provide top-tier end-to-end management, leveraging over 13 years of experience to maximize yields and protect your investments.
- Our expert team understands local regulations and rental trends, ensuring compliance, market competitiveness, and attracting quality London tenants who value your properties.
- Trusted by over 100 property partners, we manage a diverse portfolio of more than 10,000 properties in London, from residential blocks to hotels, earning their trust through exceptional service and results.



BEST PROPERTY MANAGEMENT
2022 Winner



TOP 50 PROPERTY MANAGERS IN THE WORLD
2022



BEST SUSTAINABILITY AND CSR INITIATIVES
2020 Winner



SERVICE EXCELLENCE - PROPERTY
2019 Winner





UNDERSTANDING YOUR UNIQUE CHALLENGES

Navigating the Complexities of London's Property Market

At City Relay, we recognise that owning multiple properties in London comes with its own unique set of challenges:

- **Inconsistent occupancy:** The rental market can be unpredictable, leading to gaps in your income.
- **Operational complexities:** Juggling maintenance, repairs, tenant communication, and finances across multiple properties can be overwhelming.
- **Navigating risks:** Staying compliant with complex regulations and protecting your investments requires expertise.

City Relay's Solutions: Maximising Returns, Minimising Hassles

We've designed our services to address these challenges head-on:

- **Maximising Occupancy:** Our flexible lettings strategy – blending short, mid, and long lets – caters to tenant preferences for flexibility, ensuring high occupancy rates and minimising vacancies throughout the year.
- **Streamlining Operations:** Our comprehensive property management services, supported by a user-friendly online platform, handle everything from rent collection to maintenance and repairs, allowing you to focus on growing your portfolio.
- **Protecting Your Investments:** We stay up-to-date on all legal requirements and proactively manage risks to ensure your properties are protected and compliant.

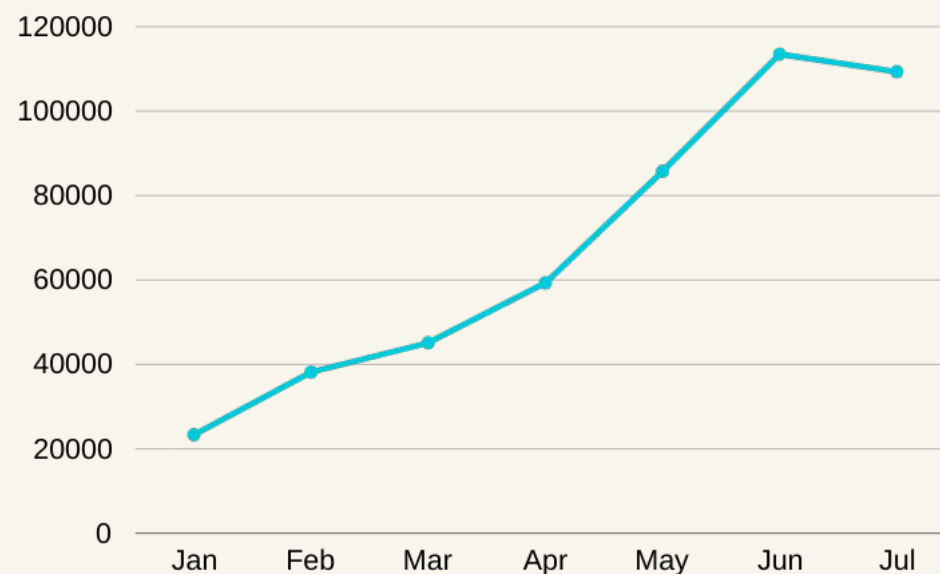
PORTFOLIO REVENUE PERFORMANCE

Portfolio Revenue: Growth in Action

In just one year, we went from managing 4 of our client's properties in August 2023 to 17 by July 2024. These flats are let using our proven Flexible Lettings Strategy, a bespoke approach that maximises occupancy and rental income, alongside our comprehensive property management services to ensure your investments are well-maintained and profitable.

PORTFOLIO REVENUE GROWTH

- Significant Growth in May: Experienced a **32.37%** increase in gross revenue during May, reaching a total of **£113,471.32**.
- Record-Breaking ADR: Achieved the highest gross average daily rate (ADR) for a single booking at **£654.53**.



All figures are reported in GBP (£).

Data Insights:

This data reflects the letting performance of 16 flats managed by City Relay from January to July 2024. It's important to note that not all flats were available for the entire period, and some were added to the portfolio later on.



Comprehensive Property Management Services

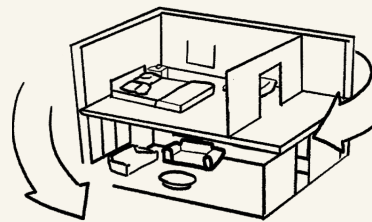
We understand that every client has unique needs and goals. That's why we offer flexible, tailored services to meet your specific requirements. Whether you're seeking design consultancy for a specific development project or looking for guidance on portfolio growth, our experienced team can create a bespoke solution to help you achieve success.

We offer a comprehensive suite of services tailored to the needs of your property portfolio.



Property Management:

Our dedicated team handles everything from tenant screening and rent collection to maintenance and legal compliance.



Listing:

We expertly showcase your properties on top platforms, ensuring maximum visibility and attracting high-quality tenants.



Cleaning:

Our meticulous cleaning services keep your properties immaculate, enhancing tenant satisfaction and protecting your investment.



Integrated Service:

Our seamless approach ensures a cohesive experience for both you and your tenants, maximising efficiency and minimising stress.



Design Consultancy:

Our experts elevate your properties' appeal through thoughtful design and staging, increasing their rental value and desirability.

CLIENT SUCCESS STORIES

Client Success: KCR Residential REIT plc

Challenge: Maximising Returns on a Studio Apartment Portfolio

KCR Residential REIT plc, a leading AIM-listed real estate investment trust, held a portfolio of studio apartments that were underperforming in the post-pandemic rental market. The properties needed a strategic approach to attract tenants, optimise rental yields, and adapt to changing renter preferences.

Solution: City Relay's Comprehensive Transformation

City Relay partnered with KCR to revitalise their studio apartment portfolio through a multi-faceted approach:

- **Redesigning for Modern Living:** We reimagined the studio layouts, optimising space and functionality to meet the needs of modern urban dwellers.
- **Flexible Lettings Strategy:** Our unique model, blending short, mid, and long lets, catered to the diverse preferences of potential tenants, maximising occupancy.





Results: A Remarkable Turnaround

- **Increased Interest** The redesigned studios quickly attracted a surge of interest from prospective tenants.
- **Rapid Move-In:** Tenants moved in within 5 days of building completion, minimising void periods and accelerating revenue generation.
- **40% Rental Yield Increase:** The strategic improvements and flexible letting model resulted in a substantial increase in rental yield across the portfolio.

KCR Residential REIT plc experienced firsthand the value of partnering with City Relay in optimising their studio apartment portfolio. Our expertise in design, marketing, and flexible lettings transformed their underperforming assets into thriving investments, delivering impressive returns.

“Working with the City Relay team was really easy and effective. They handled everything seamlessly and were good to partner with. We are very happy with the end outcome which we think will suit a wide range of tenants and fit with our flexible rental model.”

Russell Naylor, Executive Director | KCR Residential REIT plc



Managing Your Portfolio Performance: Visibility & Insights

We believe that informed decision-making is the key to maximising your property investments. That's why we offer unparalleled transparency and insights into your portfolio's performance.

Your Personalised Reporting Structure

We understand that every portfolio is unique. That's why we pair you with a seasoned account manager who will work closely with you. Through regular meetings, you'll collaborate on everything from financial reviews to growth strategies, ensuring your reporting structure delivers the data and insights most relevant to your investment goals – be it occupancy rates, rental yields, or maintenance costs.

Key Benefits of the Opago Platform heading to: Full Visibility of Your Portfolio with Our Opago Platform

- **Performance Tracking:** Monitor real-time data on occupancy rates, rental income, expenses, and key performance indicators.
- **Maintenance Oversight:** Track the progress of maintenance requests and housekeeping, ensuring your properties are always in top condition.
- **Guest Feedback:** Access valuable feedback from guests to identify areas for improvement and enhance the overall experience.
- **Actionable Insights** Gain insights into your portfolio's strengths and weaknesses, enabling you to make data-driven decisions that optimise performance.

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Compliance & Risk Management: Safeguarding Your Investments

Your Comprehensive Compliance Solution

We take the burden off your shoulders with our end-to-end compliance service:



Inspections & Testing:

We meticulously schedule and conduct all necessary inspections and tests, from electrical safety checks to gas safety certificates, ensuring your properties meet the highest safety standards.



Legal Documentation:

Our experts meticulously maintain all required legal documentation, keeping your properties compliant with the latest regulations and protecting you from potential liabilities.



Technology-Driven Efficiency:

Our cutting-edge Opago platform streamlines compliance management. Automated reminders and task alerts ensure nothing falls through the cracks, and all documentation is securely stored and easily accessible within the platform.

By entrusting your compliance and risk management to City Relay, you're not just ticking boxes—you're making a strategic investment in the long-term success and profitability of your portfolio.



Ready to explore how City Relay can maximise your portfolio yield and protect your investments?

Request your FREE Portfolio Rental Market Appraisal today.

Our expert team will analyse your properties and provide a detailed assessment of their rental potential in the current market.



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Let's discuss how we can help you achieve your property investment goals.