

# SERVICED ACCOMMODATION INVESTMENT 2 BED AND 2 BATH IN HAMMERSMITH W6



Progress Property

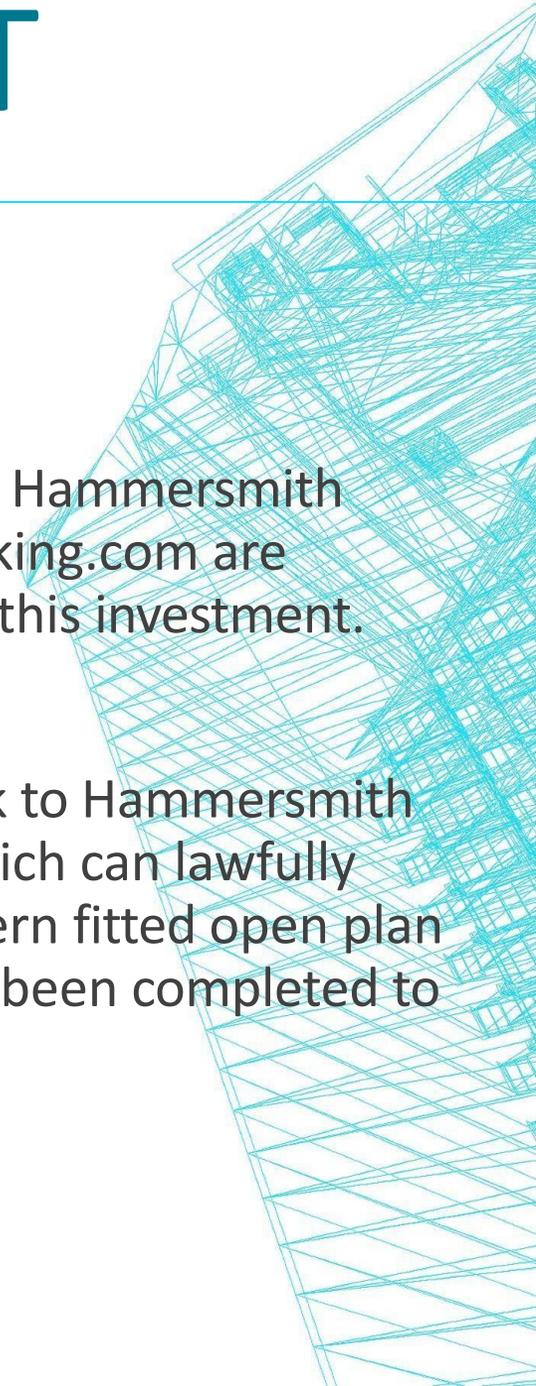
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# TO TAKE INTO ACCOUNT

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- All calculations have been made on a realistic case scenario
  - Profit values have been calculated using nightly rates for short stay apartments in Hammersmith set by owners of serviced accommodations in the area. Airbnb, AirDNA and Booking.com are three of many such platforms that has been used to gauge the profit margins for this investment.
  - This property is located on Hammersmith. The apartment is only a 6 minute walk to Hammersmith Shopping Mall. The property is a 2 Bedroom located in a block of apartments which can lawfully operate as a short-stay let. The Property has 2 Bedroom, 2 bathroom and a modern fitted open plan kitchen. The property comes Fully furnished and the interior of the property has been completed to good standard.
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# THE PROPERTY

## RENT TO SERVICED ACCOMODATION D2V PROPERTY:

- Negotiated rent: £4,300 PCM
- Current rent pm according to Zoopla: £4,800.... according to Spare room: average £4,450
- Good quality renovation, Fully furnished
- 2 large double bedroom, 2 bathroom and open plan kitchen diner + lounge
- 6 month break clause
- 3 year agreement with the option to extend if the rent is paid on time, no complaints from neighbours etc.
- Hammersmith W6



# WHY INVEST IN HAMMERSMITH?

Hammersmith is known to be one of the safest residential areas of London. Away from the petty crime that impacts the tourist-centric regions of the capital, it's a quiet and peaceful area that attracts a stable and affluent community, minimising the risk of more serious criminal activity.

Demand in Hammersmith is underpinned by its outstanding connections to central London and Heathrow, great schools and picturesque riverside setting. Hammersmith also suffers from a shortage of high-quality new build homes; particularly on its waterfront.

Hammersmith is a district of West London, England, 4.3 miles (6.9 km) southwest of Charing Cross. It is the administrative centre of the London Borough of Hammersmith and Fulham, and identified in the London Plan as one of 35 major centres in Greater London.

It is bordered by Shepherd's Bush to the north, Kensington to the east, Chiswick to the west, and Fulham to the south, with which it forms part of the north bank of the River Thames. The area is one of west London's main commercial and employment centres, and has for some decades been a major centre of London's Polish community. It is a major transport hub for west London, with two London Underground stations and a bus station at Hammersmith Broadway.

# THE PROPERTY IN MORE DETAIL

## GENERAL INFO

- 3 year agreement with the option to extend if both the serviced accommodation operator (investor) and landlord are satisfied
- 6 months break clause
- £4,538 deposit
- 2 large double bedrooms
- Benefits from an open plan living room, kitchen and a bathroom
- Legally permitted sub-let (serviced accommodation)
- Fully furnished

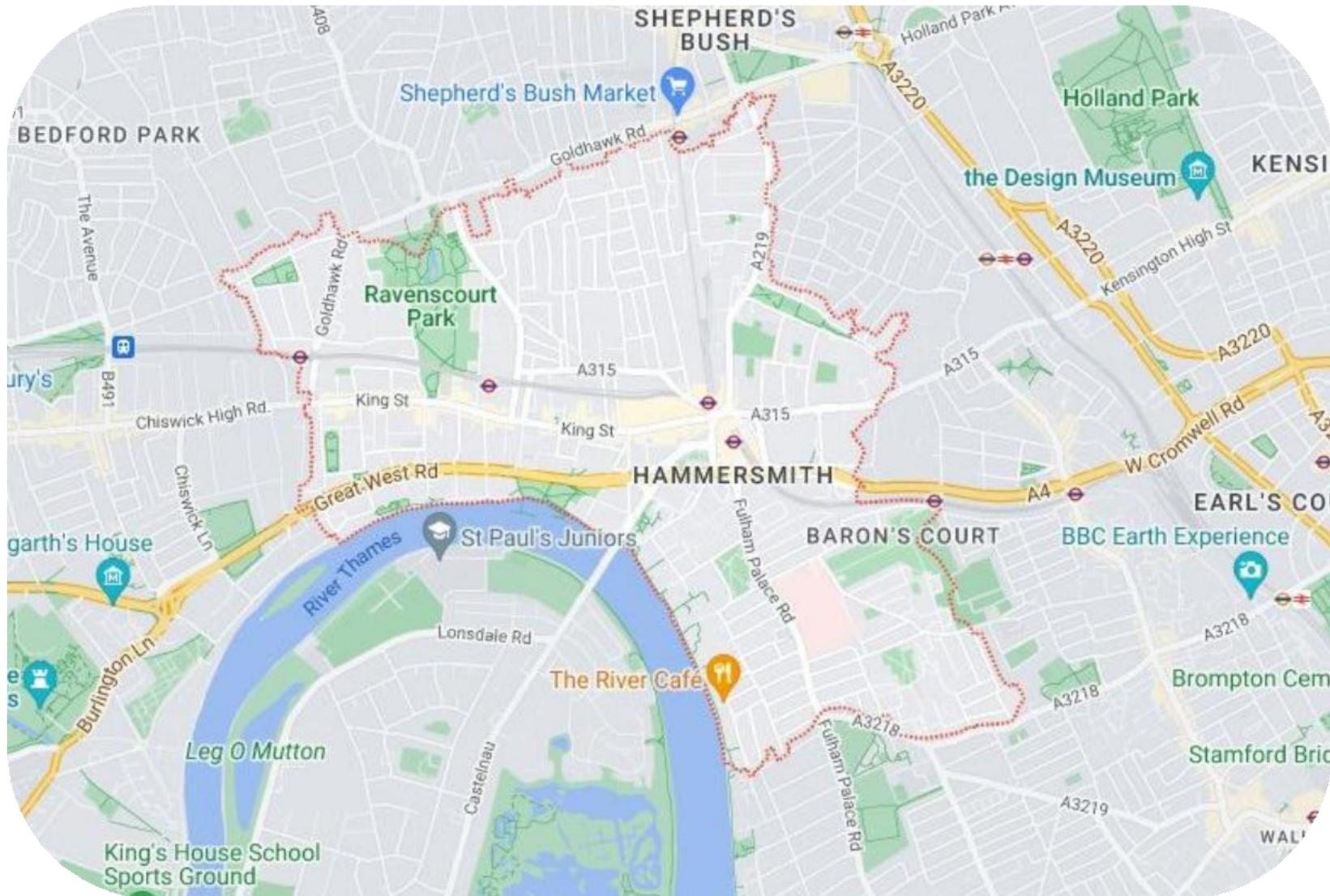
## LOCATION

- Bill's Hammersmith Restaurant is 344 Ft/ 2 Min Drive
- Broadway Shopping Centre is 0.1 Mile/ 3 Min Drive
- IntoUniversity Hammersmith is 1.3 Mile/ 7 Min Drive
- Sky Shopping City is 0.4 Mile/ 3 Min Drive
- Frank Banfield Park is 0.7 Mile/ 5 Min Drive
- Walking distance from the nearest gym
- Walking distance from Science Museum

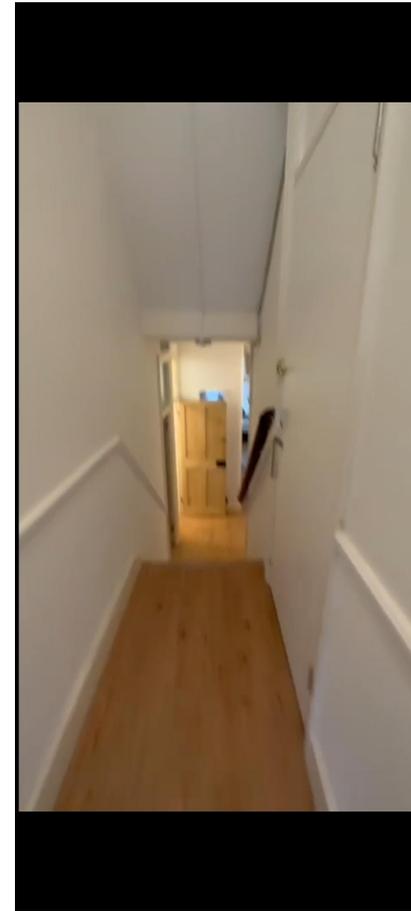
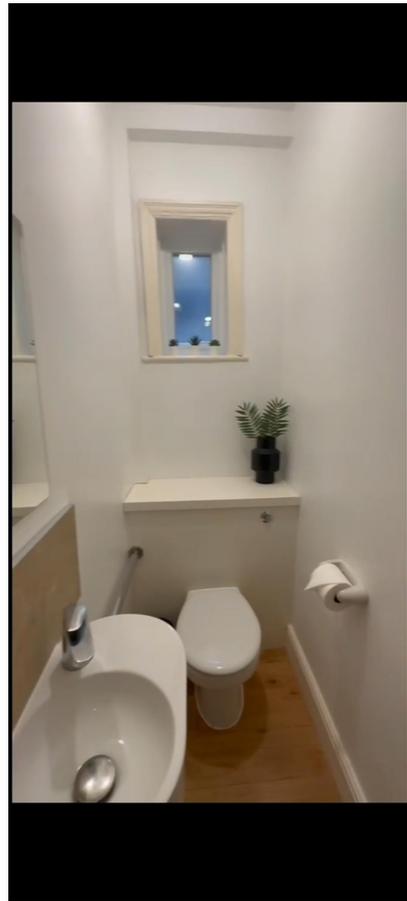
## CURRENT CONDITION

- Good fitting throughout
- Fully furnished
- Good quality

# LOCATION OF THE PROPERTY



# THE PROPERTY IN PICTURES



# THE NUMBERS



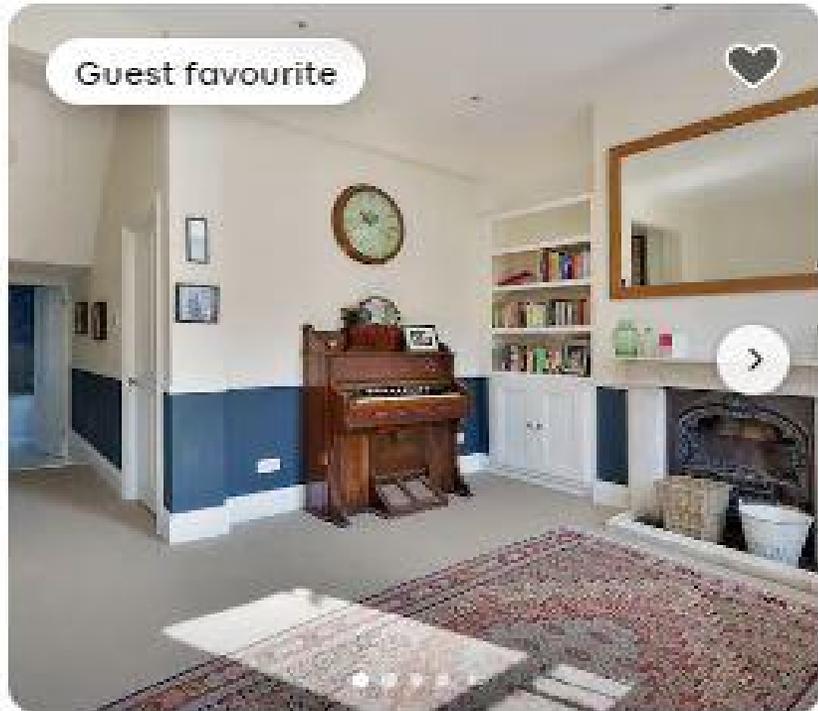
## COMPARABLES – RENT PM:

- 2 Bed apartments, **similar** condition: £4,750-£4,900pm
- 2 Bed apartments, **worse** condition: £4,450-£4,600pm

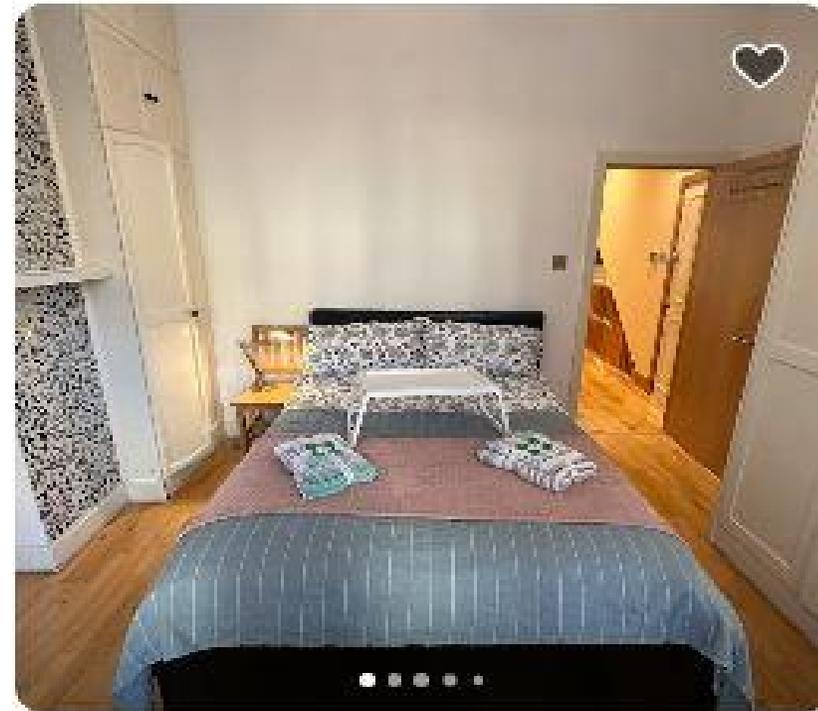
## POTENTIAL ROI

- If rented as a short stay apartment: **159.3% (based on 60% occupancy)**
- Extremely high ROI **(based on 85-90% occupancy which is highly achievable)**

# COMPARABLES – 2 BED APARTMENTS NEARBY – SIMILAR CONDITION



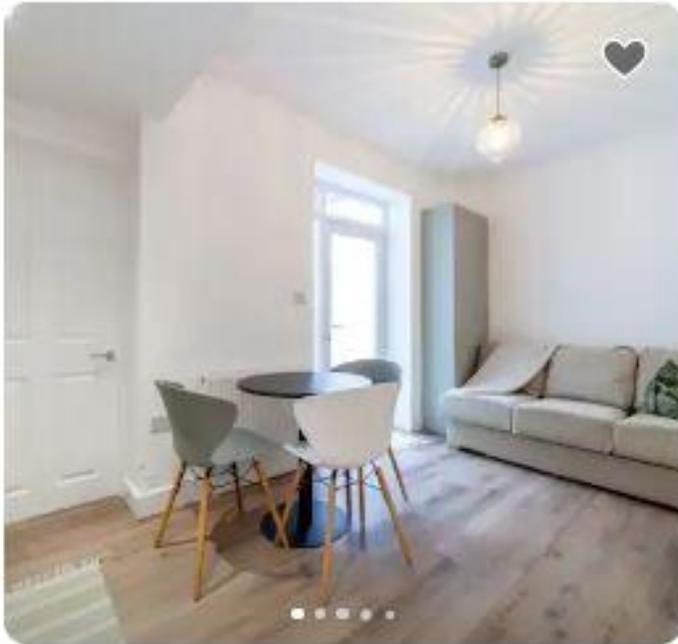
Home in London ★ 5.0 (21)  
Bohemian Creative Paradise By The River  
1 bed · 2 bedrooms  
Individual Host  
£458 night · £1,372 total



Flat in London  
Cozy 2 bed flat ! Amazing bath!  
3 beds · 2 bedrooms  
Individual Host  
£351 night · £1,052 total

## Comparables 2 BED APARTMENTS NEARBY– WORSE

### CONDITION



**Flat in London** ★ 4.67 (3)  
Renovated 2BR Flat w/garden, Hammersmith  
2 beds - 2 bedrooms  
Professional Host  
£314 ~~£276~~ night - £828 total



**Flat in London** ★ New  
Hammersmith Townhouse - 2 bedroom  
2 beds - 2 bedrooms  
Professional Host  
£247 night - £739 total

# THE PROPERTY IN NUMBERS – AS A SERVICED ACCOMMODATION

Variables		Occupancy Rate	Rental Income	Profit	Profit - 15% Booking Fees	Profit - 12% Management	Profit - Booking Fees & Management (27%)
Rent (PCM)	£4,300.00	100%	£7,200.00	£2,662.00	£1,582.00	£1,798.00	£862.00
Utilities & Other Bills etc	£100.00	95%	£6,840.00	£2,302.00	£1,276.00	£1,481.20	£592.00
Nightly Rate (Average over 12 months)	£240.00	90%	£6,480.00	£1,942.00	£970.00	£1,164.40	£322.00
Furniture	£0.00	85%	£6,120.00	£1,582.00	£664.00	£847.60	£52.00
Council Tax	£100.00	80%	£5,760.00	£1,222.00	£358.00	£530.80	-£218.00
Toiletry (per pack)*	£4.00	75%	£5,400.00	£862.00	£52.00	£214.00	-£488.00
Laundry (each) Single £12, Double £14	£14.00	70%	£5,040.00	£502.00	-£254.00	-£102.80	-£758.00
Cleaners cost per change*	£20.00	65%	£4,680.00	£142.00	-£560.00	-£419.60	-£1,028.00
Average days per month of agreement	30	60%	£4,320.00	-£218.00	-£866.00	-£736.40	-£1,298.00
Minimum Days Stay*	3	55%	£3,960.00	-£578.00	-£1,172.00	-£1,053.20	-£1,568.00
Sleeps	4	50%	£3,600.00	-£938.00	-£1,478.00	-£1,370.00	-£1,838.00
Total Costs	£4,538.00	45%	£3,240.00	-£1,298.00	-£1,784.00	-£1,686.80	-£2,108.00
		40%	£2,880.00	-£1,658.00	-£2,090.00	-£2,003.60	-£2,378.00
<b>Profit Occupancy 70%</b>	<b>£502</b>	35%	£2,520.00	-£2,018.00	-£2,396.00	-£2,320.40	-£2,648.00
<b>profit Occupancy 80%</b>	<b>£1222</b>	30%	£2,160.00	-£2,378.00	-£2,702.00	-£2,637.20	-£2,918.00
<b>Total Sourcing Fee</b>	<b>£5500</b>	25%	£1,800.00	-£2,738.00	-£3,008.00	-£2,954.00	-£3,188.00
		20%	£1,440.00	-£3,098.00	-£3,314.00	-£3,270.80	-£3,458.00
		15%	£1,080.00	-£3,458.00	-£3,620.00	-£3,587.60	-£3,728.00
		10%	£720.00	-£3,818.00	-£3,926.00	-£3,904.40	-£3,998.00
		5%	£360.00	-£4,178.00	-£4,232.00	-£4,221.20	-£4,268.00