



Propr HQ
Unit SP3B1 Somerset Square
49A Somerset Road, Green Point, Cape Town, 8001

www.propr.co.za

Company Representative
Andrew Wilshere-Preston
andrew@propr.co.za | +27 63 693 9370

propr.

Propr By the Numbers



350 000+

Happy Guests



5

Cities
Cape Town | JHB | Durban
Dubai | Lisbon



1000+

Properties



440

Global Team of Staff



35

Guest Experience
Professionals
Available 24/7



2015

Founded In



4000+

Bookings/Month



190 000+

Bookings to Date



4.71

Average Review Score



81.4%

Average Apart-Hotel
Occupancy L12M





Your Short Term Rental Managed Properly

2

Why Properly

3

Why Short-term Rentals

4

Guest Benefits

5

Owner Benefits

6

Pricing Model

7

Revenue Projections

Hassle-Free Hosting

Hosting guests will no longer require any effort. We take away the hassle from start to finish. We help 1000+ properties in South Africa, Dubai and Portugal earn more than a traditional long-term rental. Welcome to the future of hosting.

- Professional daily cleaning charged to guests
- On-site guest check-in and 24/7 guest support
- Optimised, well-targeted listings on over 200+ platforms
- Client-zone app for real-time performance tracking

Maximise your Return

Charlie and the Chairman x Propr combines the comfort of residential living with the earning potential of a professionally run apart-hotel. Designed to deliver a premium guest experience, this model allows owners to benefit from higher nightly rates and strong occupancy levels, driven by expert management and hotel-grade service. Whether you're using the unit occasionally or purely as an investment, our focus is on optimising performance while maintaining the quality and livability of the building.

Flexible Personal Use

Your apart-hotel unit is available when you need it. Whether you're planning a getaway, hosting friends or family, or simply taking time for yourself, reserving your unit is easy. Just let us know or log in to your Client Zone portal to block out your dates - our team will take care of the rest, ensuring your unit is professionally cleaned and ready for your arrival.

Safe & Secure

Your property is managed with the same care and attention you'd expect from a top-tier hotel. Using our staff app, we conduct thorough inspections, ensuring every detail is carefully checked before and after each guest stay. This tech-driven approach is complemented by hands-on, personalised attention ensures that your property remains safe, secure, and impeccably maintained at all times.

Guest Benefits at The Madison



Daily On-Site Receptionist

Propr will employ receptionists to staff the concierge desk from Monday-Sunday, ensuring a seamless check-in process for short-term rental guests. The receptionists will meet and greet guests, verify their identity, be there to assist guests with any issues (help them book airport transfers, restaurants, tours etc) and handle noise complaints. They will be trained as a guest experience professional who will help elevate the reputation of the building.



Daily On-Site Housekeeping

We will provide daily on-site housekeeping services to all guests and change linen every 3rd day. Our laundromat will collect & deliver linen on a daily basis. All housekeepers will be uniformed. Two supervisors will be dedicated to the building and will operate shifts covering 08:30 - 17:30 Monday - Sunday. Cleans will be double checked every day by the supervisor (much in the same way as they would in a hotel). Our housekeepers use our custom built app to complete checklists and report damages/issues so that our property management team can quickly claim from guests and/or mobilise our maintenance team.



Hotel Quality Linen & Amenities

When guests stay in our apartments, they can expect to enjoy a comfortable and relaxing experience. That's because we take great care to ensure that all of our apartments are fitted with crisp white hotel quality linen and towels.



Dedicated Guest Experience Team

We have a dedicated Guest Experience Team that is available 24/7 to attend to guest needs and make sure their stay is as comfortable as possible. They are responsible for coordinating a variety of requests, from arranging tours and airport transfers, to coordinating additional housekeeping services, early luggage drops, and check-ins. They also help with special requests such as stocking fridges, planning surprises for special occasions, or arranging for private chefs. In the event of an emergency or any other urgent guest issues, our Guest Experience Team is always ready to respond quickly and efficiently. Additionally, they also handle larger corporate and agent bookings.

Propr features the following amenities at The Madison



On-Site Reception



Daily Housekeeping



High Speed Wifi



Hotel Quality Amenities



Hotel Quality Linen



Fully Equipped Kitchen



Maintenance Management



1 Night Stays



SuperSight Software

Owner Benefits

at The Madison



Reduced Commission

Our commission for Apart-Hotel clients is discounted.



One Night Stays

We offer 1 night stays which will boost occupancy by filling one night gaps thereby maximising occupancy.



Dedicated Maintenance Team

To keep the property in showroom condition. We use our custom app to report issues and detect damages. We will use our roaming maintenance team to assess & fix issues. If external contractors are required they will be met on site by a member of our team and the quality of their work will be checked.



Beyond the Pooling Model

Traditional pooling combines all units and revenue, diluting individual performance. Prop does it differently. At The Madison, each apartment is listed and booked on its own, so your income comes solely from your unit. Returns reflect your property's appeal - its design, amenities, and visibility - offering greater transparency and rewarding quality with stronger, more reliable earnings.



Dedicated Property Manager

Each owner benefits from a dedicated property manager focused on optimising income through smart pricing, real-time market data, and year-round promotions to keep bookings steady. They also handle maintenance and act as your single point of contact, ensuring your apartment stays in excellent condition.



Branded On-Site Experience

Every guest touchpoint reflects your brand - from reception signage and staff uniforms to in-room details like toiletries, coasters, and guidebooks. This consistency creates an immersive environment that elevates the guest experience and strengthens brand recognition.



Broadest Marketing Reach

Our company boasts the broadest marketing reach, ensuring our properties are listed on major online travel agencies like Airbnb, Booking.com and LekkeSlaap, as well as Marriott Homes & Villas*, in addition to our own direct and agent booking platforms. We pride ourselves on our marketing and booking performance, with listings on over 200 major booking platforms across 75 countries. Furthermore, we have a large database of repeat guests, with over 190,000+ completed bookings, who now make up almost 20% of our bookings.

Propr Tech

at The Madison



Client Zone

Your client zone portal provides a real-time view of your property's performance, including bookings, revenue, expenses, guest information, and monthly statements. Owners can easily block dates for personal use while staying fully informed on how their property is performing at any time. You can view a brief demo video [here](#).



Branded Guest App

Guests manage every detail of their stay through a white-label app and website. From booking to check-out, the platform delivers a seamless premium experience while reinforcing your property's brand at every touchpoint.



Agent Zone and Direct Booking Platform

Through our Agent Zone and direct booking site, we offer convenient booking options for online travel agents, film production companies, event organizers, and corporate travel agents.



Revenue Management Team & Tools

Our dedicated revenue management team uses advanced pricing strategies, tools and real-time market data to maximise booking performance and revenue. Intelligent automated pricing allows us to continuously optimise rates and occupancy, and maintain strong visibility across booking platforms.



Staff App

Our custom-built staff app helps our operations, housekeeping, and maintenance teams manage every property to hotel-quality standards. The app is used to conduct detailed entrance and exit inspections, report maintenance issues, document wear and tear, complete housekeeping checklists, and track quality control throughout each stay. This proactive system helps us identify issues early, streamline maintenance, maintain the property in excellent condition, and efficiently manage any guest-related damages where necessary.



Property Management System

Our integrated property management system allows our team to manage every aspect of your property from one centralised platform. From bookings, calendars, and pricing to maintenance scheduling, guest communication, operational workflows, and property information, the system streamlines day-to-day management and ensures nothing is overlooked. This technology-driven approach allows us to operate efficiently while maintaining a consistently high standard across every apartment.



SuperSight Software

We will install our SuperSight building software at The Madison. SuperSight is a guest access and monitoring system that Propr helped develop to streamline short-term rentals and improve security in buildings. It integrates with the buildings access control system. Front of house staff and security will have complete, real-time oversight of every confirmed stay - they can instantly verify arriving guests, issue access, and log check-ins without manual admin.

Pricing Model

Management Fee

A commission of 13% + VAT on gross booking revenue.

Propr Linen Rental

Hotel quality linen is provided at a monthly rental fee to minimize owner hassle of replacing damaged linen and to prevent an initial outlay of three sets of linen. This ensures a level of quality across all units. It includes pillowcases; fitted sheets; duvet covers; bath towels; bath mats & hand towels.

Studio/1 bedroom units = R726 Incl. VAT per unit per month

2 Bedroom units = R1089 Incl. VAT per unit per month

Maintenance

Assessing of maintenance issues, arranging access to external contractors and doing quick jobs that take less than half an hour (e.g. changing light bulbs) will be free of charge. If the maintenance team does jobs that would otherwise have required a contractor we charge their time out at R325/half hour.

Cleaning

Charged to guests: R30/night (studio/1 bedroom), R60/night (2 bedroom) and R90/night (2 bedroom) to offer daily housekeeping. A once-off check-out cleaning fee is charged per booking: R700 for studio and 1 bedroom units, R850 for 2 bedroom units.

What we DO NOT charge for

We do not charge any fees to the body corporate. The training and staffing of the reception is covered by our management fee and therefore not charged to the body corporate or property owner. We do not burden the building with any fees.

We do not charge property owners for cleaning materials, hotel amenities, turn over fees or monthly management fees.

Property owners are able to use the property themselves without restriction. The only charge levied to owners for their personal use is a cleaning fee to get the property ready for the next guest.

**Please note that the maintenance and housekeeping fees above are based on 2026 pricing.*

5 Year Net Revenue Projection

**Exec.
Suite**

	Year 1	Year 2	Year 3	Year 4	Year 5
Annual Gross Booking Revenue	R662,296.32	R722,737.02	R768,728.45	R817,501.64	R858,817.34
Average Daily Rate (ADR)	R2,343.34	R2,462.01	R2,586.61	R2,717.44	R2,854.81
Occupancy %	76%	79%	80%	81%	81%
Annual Platform Fees charged by OTAs (Airbnb, B.Com etc.)	R119,527.56	R130,359.67	R138,577.16	R147,290.49	R154,655.02
Annual Net Booking Revenue	R542,768.76	R592,377.36	R630,151.29	R670,211.14	R704,162.32
Monthly Operating Expenses					
Propr Management Fee	R8,251.11	R9,004.10	R9,577.08	R10,184.71	R10,699.43
Electricity	R1,000.00	R1,050.00	R1,102.50	R1,157.63	R1,215.51
Internet	R650.00	R650.00	R650.00	R650.00	R650.00
Linen	R726.00	R798.60	R878.46	R966.31	R1,062.94
Netflix	R99.00	R99.00	R99.00	R99.00	R99.00
SuperSight Software	R0.00	R0.00	R0.00	R0.00	R0.00
Total Monthly Operating Expenses	R10,726.11	R11,601.70	R12,307.04	R13,057.64	R13,726.88
Total Annual Operating Expenses	R128,713.30	R139,220.38	R147,684.42	R156,691.67	R164,722.51
Annual Net Revenue	R414,055.46	R453,156.97	R482,466.87	R513,519.48	R539,439.82
Average Net Revenue per Month	R34,504.62	R37,763.08	R40,205.57	R42,793.29	R44,953.32

*Projections are based on a typical unit within each category and are intended as a general guide. Actual revenue and yield could vary depending on factors including floor level, aspect and fit-out finish.

5 Year Net Revenue Projection

**Exec.
1 Bedroom**

	Year 1	Year 2	Year 3	Year 4	Year 5
Annual Gross Booking Revenue	R741,739.55	R809,374.92	R860,826.12	R915,388.46	R961,598.51
Average Daily Rate (ADR)	R2,624.08	R2,756.79	R2,896.13	R3,042.43	R3,196.05
Occupancy %	76%	79%	80%	81%	81%
Annual Platform Fees charged by OTAs (Airbnb, B.Com etc.)	R133,688.31	R145,802.87	R154,993.56	R164,738.82	R172,975.76
Annual Net Booking Revenue	R608,051.24	R663,572.05	R705,832.55	R750,649.64	R788,622.75
Monthly Operating Expenses					
Propr Management Fee	R9,240.84	R10,083.46	R10,724.46	R11,404.21	R11,979.91
Electricity	R1,000.00	R1,050.00	R1,102.50	R1,157.63	R1,215.51
Internet	R650.00	R650.00	R650.00	R650.00	R650.00
Linen	R726.00	R798.60	R878.46	R966.31	R1,062.94
Netflix	R99.00	R99.00	R99.00	R99.00	R99.00
SuperSight Software	R0.00	R0.00	R0.00	R0.00	R0.00
Total Monthly Operating Expenses	R11,715.84	R12,681.06	R13,454.42	R14,277.15	R15,007.36
Total Annual Operating Expenses	R140,590.06	R152,172.75	R161,453.02	R171,325.75	R180,088.29
Annual Net Revenue	R467,461.17	R511,399.30	R544,379.53	R579,323.89	R608,534.46
Average Net Revenue per Month	R38,955.10	R42,616.61	R45,364.96	R48,276.99	R50,711.20

*Projections are based on a typical unit within each category and are intended as a general guide. Actual revenue and yield could vary depending on factors including floor level, aspect and fit-out finish.

5 Year Net Revenue Projection

.1 Bedroom

	Year 1	Year 2	Year 3	Year 4	Year 5
Annual Gross Booking Revenue	R845,192.43	R922,207.98	R980,773.46	R1,042,879.44	R1,095,464.04
Average Daily Rate (ADR)	R2,990.67	R3,141.70	R3,300.29	R3,466.80	R3,641.64
Occupancy %	76%	79%	80%	81%	81%
Annual Platform Fees charged by OTAs (Airbnb, B.Com etc.)	R152,128.79	R165,915.36	R176,374.18	R187,464.09	R196,837.29
Annual Net Booking Revenue	R693,063.64	R756,292.61	R804,399.28	R855,415.36	R898,626.75
Monthly Operating Expenses					
Propr Management Fee	R10,529.69	R11,489.17	R12,218.80	R12,992.54	R13,647.66
Electricity	R1,000.00	R1,050.00	R1,102.50	R1,157.63	R1,215.51
Internet	R650.00	R650.00	R650.00	R650.00	R650.00
Linen	R726.00	R798.60	R878.46	R966.31	R1,062.94
Netflix	R99.00	R99.00	R99.00	R99.00	R99.00
SuperSight Software	R0.00	R0.00	R0.00	R0.00	R0.00
Total Monthly Operating Expenses	R13,004.69	R14,086.77	R14,948.76	R15,865.47	R16,675.10
Total Annual Operating Expenses	R156,056.27	R169,041.29	R179,385.15	R190,385.65	R200,101.19
Annual Net Revenue	R537,007.37	R587,251.32	R625,014.13	R665,029.71	R698,525.56
Average Net Revenue per Month	R44,750.61	R48,937.61	R52,084.51	R55,419.14	R58,210.46

*Projections are based on a typical unit within each category and are intended as a general guide. Actual revenue and yield could vary depending on factors including floor level, aspect and fit-out finish.

5 Year Net Revenue Projection

.2 Bedroom

	Year 1	Year 2	Year 3	Year 4	Year 5
Annual Gross Booking Revenue	R1,449,464.85	R1,562,467.10	R1,662,285.86	R1,768,160.62	R1,857,422.60
Average Daily Rate (ADR)	R5,197.20	R5,460.06	R5,736.07	R6,025.87	R6,330.16
Occupancy %	74%	76%	77%	78%	78%
Annual Platform Fees charged by OTAs (<i>Airbnb, B.Com etc.</i>)	R261,255.29	R281,476.02	R299,307.75	R318,218.96	R334,129.91
Annual Net Booking Revenue	R1,188,209.55	R1,280,991.08	R1,362,978.11	R1,449,941.66	R1,523,292.69
Monthly Operating Expenses					
Propr Management Fee	R18,057.92	R19,465.74	R20,709.31	R22,028.33	R23,140.39
Electricity	R2,000.00	R2,100.00	R2,205.00	R2,315.25	R2,431.01
Internet	R650.00	R650.00	R650.00	R650.00	R650.00
Linen	R1,089.00	R1,197.90	R1,317.69	R1,449.46	R1,594.40
Netflix	R99.00	R99.00	R99.00	R99.00	R99.00
SuperSight Software	R0.00	R0.00	R0.00	R0.00	R0.00
Total Monthly Operating Expenses	R21,895.92	R23,512.64	R24,981.00	R26,542.04	R27,914.81
Total Annual Operating Expenses	R262,750.99	R282,151.63	R299,772.02	R318,504.52	R334,977.69
Annual Net Revenue	R925,458.56	R998,839.45	R1,063,206.09	R1,131,437.14	R1,188,315.00
Average Net Revenue per Month	R77,121.55	R83,236.62	R88,600.51	R94,286.43	R99,026.25

*Projections are based on a typical unit within each category and are intended as a general guide. Actual revenue and yield could vary depending on factors including floor level, aspect and fit-out finish.

The rise of Apart-Hotels

The surge in popularity of Apart-Hotels in recent years is undeniable. The growing demand for high-quality accommodation within domestic and international travel markets has led to the emergence of serviced self-catering apartments that offer the amenities of a hotel with the convenience of a lock-up-and-go apartment. The COVID-19 pandemic has accelerated digitization, which has made companies more open to remote work, sparking the rise of digital nomads and remote workers. These travellers are in search of accommodation that provides great workspaces while also offering recreational spaces. Some are looking for a short-term stay, while others need a place for an extended period. Apart-Hotels cater to this type of traveller.

At Propr, we provide a complete and hassle-free solution for managing serviced apartments and hotels. We take care of all the crucial aspects of your investment, including marketing, guest reservations, daily operations, and maintenance. With our exceptional hospitality and world-class service, we are consistently outperforming the long-term rental rate and traditional hotel operators.

We are committed to delivering excellence to both our guests and partners, and we take great pride in our expanding portfolio of serviced apartments and Aparthotels that provide travelers with better value.

Our team of dedicated professionals works tirelessly to ensure that every guest receives personalized attention and impeccable service. From the moment they make a reservation until the time they check out, we are here to make their stay unforgettable. Choose us as your partner in managing your serviced apartments and hotels, and we promise to exceed your expectations every step of the way.



Some of our apart-hotel brands

ONE CALAIS

TYNE

POINT BREAK

CHARLIE
and the Chairman

FortyonL

The **SAGE**

DOLCE VITA

SEA POINT

Property Done Properly



Propr HQ
Unit SP3B1 Somerset Square
49A Somerset Road, Green Point, Cape Town, 8001

www.propr.co.za

Company Representative
Andrew Wilshere Preston
andrew@propr.co.za | +27 63 693 9370