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←INTRODUCTION

This project arises as a response to the specific demand of clients who prefer to stay in a house that feels like home, rather than in a more impersonal hotel environment.

Our target clients seek accommodations with very specific features in terms of quality and location, for a period of less than a year.

Our idea has been strengthened through contact with companies that rent apartments that fulfil these requirements for short and medium term stays in New York and London. They serve as a point of reference and also collaborate with **Casasmadrid**.

←CLIENT PROFILE

Our product is aimed at clients living in Madrid for a short period: a minimum of three nights up to approximately 6 months.

They are looking for privacy as well as comfort, as their apartment will be their own space during their stay. With this in mind, they will not only be considering the price, but also all the advantages of having their own house.

They have different reasons for staying in Madrid: the majority of our clients are professionals from abroad who will be working in Spain, but we also have tourists and professionals from the areas of cinema, football and education.

To meet the demands of the clients we have analysed, we want to offer welcoming, high quality apartments of different sizes, situated in historic or central areas, or in locations with easy access to highly-developed business zones.

These apartments should combine quality and comfort; with simple and cosy decoration, as the client should feel at home, without having to worry about decorating his or her new home during such a short stay.



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←How our houses are equipped:

All of the apartments should follow a similar standard in terms of quality, equipment and comfort:

KITCHEN:

Washing machine/Tumble dryer*
Microwave
Glass-ceramic hob*
Refrigerator
Dishwasher*
Small electrical appliances
Complete kitchenware
Coffee maker

LIVING-DINING ROOM

Television and DVD player
Hi-Fi
Air conditioning*
Heating
Internet connection
Satellite TV*
Sofa and armchairs
Complete dining-room set

BEDROOMS

Double beds (minimum 150x190 cm)
Complete set of sheets
Feather duvet
Good quality pillows

BATHROOMS

Complete set of towels
Hairdryer
Accessories

If the apartments are not furnished, **Casasmadrid** can offer to furnish them. The items marked (*) are not essential.

Clients staying for a long period of time will be provided with a fixed telephone line, and will be charged for their calls plus the corresponding VAT. **Casasmadrid** commits itself to monitoring telephone usage via telefonicaonline.com, and the owner will be responsible for the payments.



←PRICES FOR TWO PEOPLE AND CASASMADRID´S CONDITIONS

			EUROS
1 BEDROOM	Mancebos	WEEK	595.00
		DAY	90.00
2 BEDROOMS	Arturo Soria	WEEK	650.00
		DAY	100.00
3 BEDROOMS	Santa Ana	WEEK	900.00
		DAY	140.00

Including:

- Cleaning upon arrival + weekly cleaning service for stays longer than 7 days*
- Welcome gift.
- Insurance.

These expenses will be charged to keskusta.

Payment:

- 25% Reservation
- 75% On arrival
- Cancellation: non-refundable
- Deposit: credit card number or cash deposit

This ensures payment before arrival, eliminating the risk of non-payment.

The table above shows the prices offered by **Casasmadrid** for some of the flats currently managed.

For periods exceeding one month, prices will be negotiated with the client.

The owner of the building must charge **Casasmadrid** for each transaction made. They can do this by registering with the Spanish Tax Agency by filling out form 036 and making quarterly VAT returns.



← Integral Management

Our integral management is focused both on our clients and on the houses. When a client needs a home in Madrid, we not only offer accommodation but also help them to get their bearings in the city, providing information and 24/hr availability. Some of our additional services include: babysitter, cleaning, cooking, etc.

With regard to the management of the houses, we constantly monitor their condition with our weekly cleaning service. We also have maintenance personnel who can fix any possible problems or simply check furniture, electrical appliances, etc.

With this management technique, we ensure that our clients are satisfied and the houses are always in perfect condition.

← PERCENTAGES

Our proposed percentages follow the scheme below:

- Payment of the different commissions that we are obliged to meet (up to a maximum of 20%)
- **Casasmadrid** fees (20%)
- Percentage for the investor (60%)

If there are no commission agents, and the clients are direct customers of **Casasmadrid**, the corresponding percentage will be paid by **Casasmadrid**.

Percentage Breakdown	
Commission for electronic payment (POS)	2,5%
Collaborator:	17,5%
Casasmadrid:	20,0%
Investor:	60,0%
NOTE: If there is no collaborator, his % will be paid by Casasmadrid	



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← Example of an operation: Arturo Soria Apartment

Monthly price: €2,500

INVESTOR	VAT	DEDUCTIONS (18%)	TOTAL
€1,401.87	€224.30	€252.34	€1,373.83

INVESTOR EXPENSES

- Homeowners' Association
- Utilities (water, gas, electricity)
- Internet
- Satellite TV

CASASMADRID EXPENSES

- 3 hours cleaning per week
- Cleaning products
- Insurance
- Welcome basket and fresh flowers



← CONCLUSIONS

The aim of this project is that both the investor and **Casasmadrid** obtain benefits that justify their involvement in the project:

For the investor:

- Since we are dealing with short term rentals, the property can be made available at any time without the inconveniences pertaining to long term rentals.
- Payments are made in advance, eliminating the risk of non-payment.
- The qualities of the apartments go hand in hand with the high standing level of our clients, with the benefits this brings in terms of maintaining the apartment's condition.
- Weekly cleaning provides a way to monitor the apartment's condition.
- The opportunity to obtain greater profitability than with conventional renting.
- The owner does not have to worry about any problems that arise in the property, since **Casasmadrid** will be in charge of resolving these.

Disadvantages:

- The investment that must be made by the owner to keep the house furnished and clean adhering to the conditions offered by **Casasmadrid**.
- Payment of the monthly utilities, since it is inconvenient for new payments to be made upon the arrival of each new client.
- The risk that we cannot guarantee a minimum monthly occupation.

We want the apartments that we manage to become part of our pledge of quality. Therefore, we would like our regular and potential clients to perceive a guarantee of good service at **Casasmadrid**, since all of these aspects jointly comprise our corporate philosophy.