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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 Aparthotel
Occupancy L12M





Your Short Term Rental Managed Properly

2 Propr by the Numbers
3 Why Propr

4 Guest Benefits
5 Owner Benefits
6 Propr Tech

7 Pricing Model
8 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

One Rosebank x Propr combines the comfort of residential living with the earning potential of a professionally run aparthotel. 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 liveability of the building.

Flexible Personal Use

Your aparthotel 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 One Rosebank



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 guest experience professionals 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.

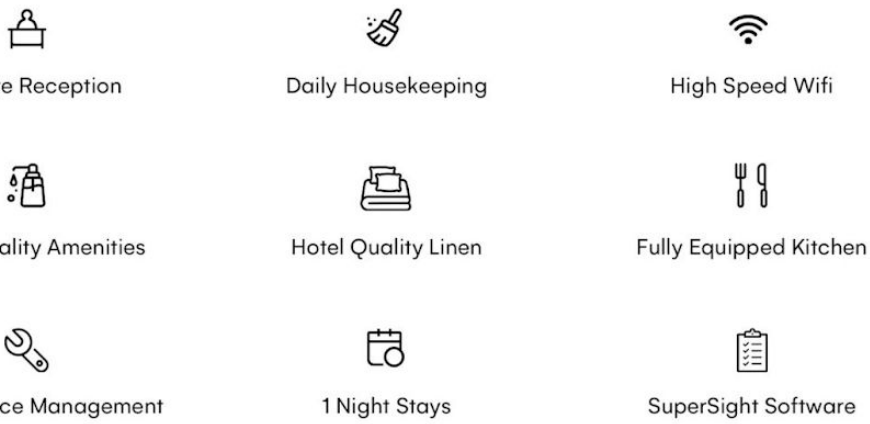


Hotel Quality Linen & Amenities
When guests stay in our apartments, they can expect to enjoy a comfortable and relaxing experience. That's because we take great care to ensure that all of our apartments are fitted with crisp white hotel quality linen and towels.



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 handle larger corporate and agent bookings.

Propr features the following amenities at One Rosebank



Owner Benefits
at One Rosebank

More Time, Less Hassle
Owning a short-term rental shouldn't feel like a second job. We take care of the day-to-day operation, including bookings, guest communication, cleaning and maintenance, giving you more time to focus on the things that matter to you.

Reduced Commission
Our commission for aparthotel clients is discounted.

One Night Stays
We offer one-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. Propr does it differently. At One Rosebank, 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.

Broadest Marketing Reach
Our properties are listed across a wide range of booking channels, including Airbnb, Booking.com, LekkeSlaap and Marriott Homes & Villas, as well as our own direct and agent booking platforms. This distribution network spans more than 200 booking platforms across 75 countries and is supported by a large database of repeat guests built through over 190,000 completed bookings. Repeat guests now account for almost 20% of all bookings.

Propr Tech
at One Rosebank



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.



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 organisers, 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 One Rosebank. 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 building's 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 15% + VAT on gross booking revenue.

Propr Linen Rental

Hotel quality linen is provided at a monthly rental fee to minimise 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 R715 per hour.

Cleaning

Charged to guests: R30/night (studio/1 bedroom) and R60/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, and 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, turnover 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	**R280,848.70**	**R306,494.36**	**R326,180.66**	**R347,058.06**	**R364,866.88**
Average Daily Rate (ADR)	R971.67	R1,021.75	R1,074.34	R1,129.55	R1,187.53
Occupancy %	78%	81%	82%	83%	83%
Annual Platform Fees charged by OTAs (Airbnb, B.Com etc.)	R51,589.06	R56,218.95	R59,747.56	R63,488.47	R66,662.89
Annual Net Booking Revenue	**R229,259.64**	**R250,275.40**	**R266,433.10**	**R283,569.58**	**R298,203.99**
Monthly Operating Expenses					
Propr Management Fee (15% + VAT of gross booking revenue)	R4,037.20	R4,405.86	R4,688.85	R4,988.96	R5,244.96
Electricity Usage Estimate	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 Rental	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	**R6,512.20**	**R7,003.46**	**R7,418.81**	**R7,861.89**	**R8,272.40**
Total Annual Operating Expenses	**R78,146.40**	**R84,041.48**	**R89,025.68**	**R94,342.69**	**R99,268.85**
Annual Net Revenue	**R151,113.24**	**R166,233.92**	**R177,407.42**	**R189,226.90**	**R198,935.14**
Average Net Revenue per Month	**R12,592.77**	**R13,852.83**	**R14,783.95**	**R15,768.91**	**R16,577.93**

ADR + Occupancy Sensitivity (Annual Net Revenue)

	R950.00	**R971.67**	**R1,050.00**	**R1,100.00**	**R1,150.00**
75%	R141,607.33	R144,836.97	R156,513.36	R163,966.38	R171,419.40
78%	R147,743.65	R151,113.24	R163,295.61	R171,071.59	R178,847.57
85%	R160,488.31	R164,148.56	R177,381.81	R185,828.56	R194,275.32
90%	R169,928.79	R173,804.36	R187,816.04	R196,759.66	R205,703.28

*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	**R370,398.20**	**R404,137.53**	**R429,971.66**	**R457,367.56**	**R480,691.87**
Average Daily Rate (ADR)	R1,285.83	R1,351.63	R1,420.71	R1,493.24	R1,569.40
Occupancy %	78%	81%	82%	83%	83%
Annual Platform Fees charged by OTAs (Airbnb, B.Com etc.)	R67,551.26	R73,623.85	R78,248.30	R83,151.14	R87,308.70
Annual Net Booking Revenue	**R302,846.94**	**R330,513.68**	**R351,723.36**	**R374,216.42**	**R393,383.17**
Monthly Operating Expenses					
Propr Management Fee (15% + VAT of gross booking revenue)	R5,324.47	R5,809.48	R6,180.84	R6,574.66	R6,909.95
Electricity Usage Estimate	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 Rental	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	**R7,799.47**	**R8,407.08**	**R8,910.80**	**R9,447.59**	**R9,937.39**
Total Annual Operating Expenses	**R93,593.69**	**R100,884.92**	**R106,929.63**	**R113,371.08**	**R119,248.66**
Annual Net Revenue	**R209,253.25**	**R229,628.76**	**R244,793.73**	**R260,845.35**	**R274,134.51**
Average Net Revenue per Month	**R17,437.77**	**R19,135.73**	**R20,399.48**	**R21,737.11**	**R22,844.54**

ADR + Occupancy Sensitivity (Annual Net Revenue)

	R1,250.00	R1,285.83	R1,300.00	R1,350.00	R1,400.00
75%	R194,973.00	R200,562.22	R202,771.91	R210,570.83	R218,369.75
78%	R203,421.82	R209,253.25	R211,558.70	R219,695.57	R227,832.44
85%	R220,969.39	R227,303.85	R229,808.17	R238,646.95	R247,485.72
90%	R233,967.59	R240,674.67	R243,326.30	R252,685.00	R262,043.71

*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	**R436,746.64**	**R471,139.88**	**R501,721.86**	**R534,162.86**	**R570,849.47**
Average Daily Rate (ADR)	R1,526.67	R1,606.00	R1,689.30	R1,776.77	R1,907.40
Occupancy %	77%	79%	80%	81%	81%
Annual Platform Fees charged by OTAs *(Airbnb, B.Com etc.)*	R80,854.31	R87,062.98	R92,553.26	R98,374.90	R104,914.29
Annual Net Booking Revenue	**R355,892.33**	**R384,076.90**	**R409,168.60**	**R435,787.96**	**R465,935.18**
Monthly Operating Expenses					
Propr Management Fee (15% + VAT of gross booking revenue)	R6,278.23	R6,772.64	R7,212.25	R7,678.59	R8,205.96
Electricity Usage Estimate	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 Rental	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	**R10,116.23**	**R10,819.54**	**R11,483.94**	**R12,192.30**	**R12,980.38**
Total Annual Operating Expenses	**R121,394.80**	**R129,834.43**	**R137,807.30**	**R146,307.60**	**R155,764.54**
Annual Net Revenue	**R234,497.53**	**R254,242.47**	**R271,361.30**	**R289,480.35**	**R310,170.64**
Average Net Revenue per Month	**R19,541.46**	**R21,186.87**	**R22,613.44**	**R24,123.36**	**R25,847.55**

ADR + Occupancy Sensitivity (Annual Net Revenue)

	R1,400.00	R1,526.67	R1,600.00	R1,700.00	R1,800.00
75%	R209,682.84	R228,654.15	R239,637.53	R254,614.88	R269,592.23
77%	R215,041.40	R234,497.53	R245,761.60	R261,121.70	R276,481.80
85%	R237,640.55	R259,141.37	R271,589.20	R288,563.53	R305,537.86
90%	R251,619.41	R274,384.98	R287,565.04	R305,537.86	R323,510.67

*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 Aparthotels



The surge in popularity of aparthotels 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. Aparthotels 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 aparthotel brands

ONE CALAIS TYNE POINT BREAK

CHARLIE and the Chairman FortyonL The SAGE DOLCE VITA SEA POINT

Property Done Properly



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