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Gainsborough

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Due Diligence Pack

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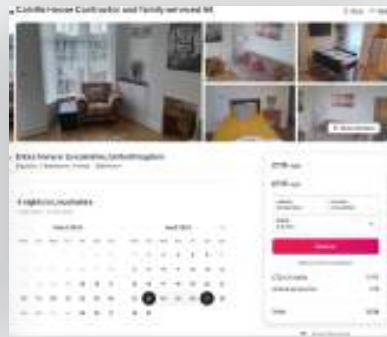
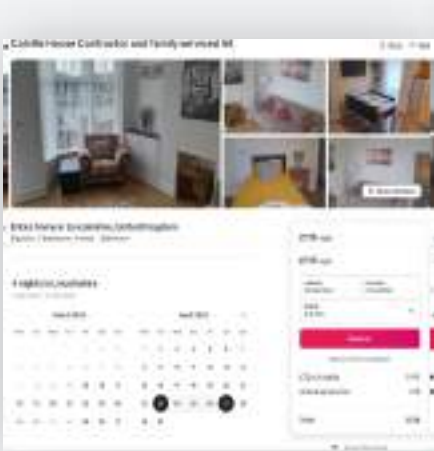


Clientele

Looking at guests' reviews, it's clear that there is demand for workers needing accommodation within the area. There is a good blend of tourist reviews as well as contractor ones. With limited information available, it is hard to gauge the type of work people were doing within the area.



Airbnb/BDC Data



Market Research

The Plough Business Hub - meeting room for businesses/employees) some may be travelling)

Cubet Ltd - supports businesses in growth and run courses for this. People will likely travel to the area for this reason.

Mercury House Business Centre - similar to The Plough - meeting room for businesses/employees.

Kristof Removals - would possibly generate leads for those relocating and require accommodation.

Optimum Global Links - relocate international students and after speaking with "Gem" they are open to working with me on supplying accommodation to students/families.

Hunters Estate Agent - spoke to Lynn Mason - close to Lincoln, Scunthorpe, Marshalls Yard Retail Centre (sports facilities), Retford across the bridge. They are seeing demand in rentals/sales but take that with a pinch of salt.



Overall Analysis

Occupancy:
50/60%

Clientele:
A split blend of travelling workers and tourists.

Nightly Rate on a 3 bed:
£125/£130 to start with.



Summary

In summary, Gainsborough has potential and with some hard work to create some direct relationships with local companies, this could prove to be a viable investment. I cannot see any future bookings on listings already available however, a lot of them are not set up properly with the correct pricing strategy or systems in place. Some properties have massively over inflated prices of close to £180 per night, which is a likely cause of their lack of bookings. Once reviews come through the door then you can look to increase the nightly rate moving into the premium months of May, June and July.