



MANAGEMENT BROCHURE • 2026

Your home, **our** hospitality.

HeimHost is Manchester city centre's largest and most trusted serviced accommodation management agency, specialising only in exceptional spaces. This is what taking care of everything actually looks like.

Cover image: a HeimHost Manchester interior, warm and bright

Trustpilot "Excellent"

Manchester's only Airbnb Luxe approved operator

ARLA Propertymark

Property Redress Scheme

WHO WE ARE

Manchester born. Manchester only.

We do one thing in one city: serviced accommodation for exceptional spaces, in Manchester. Our guests and residents stay a night, a weekend, or a month and more. No dilution across thirty towns, no rotating account managers. Just the largest independent portfolio in the city, run from our head office in Ancoats by a team you can actually meet.

We've been hosting here since 2015. We know which streets fill up on derby weekends, what a two-bed on Deansgate should earn in December, and exactly what it takes to earn five-star reviews through 150 changeovers a year. That depth is why our portfolio outperforms the Manchester STR average by 40% on RevPAN.

60+

Properties managed

10+

Years in Manchester STR

"Excellent"

Rated on Trustpilot

+40%

RevPAN vs. Manchester average

WHY SHORT LETS

One property. Three ways to let it.

A standard tenancy pays the same on New Year's Eve as it does on a wet Tuesday in February. Short-term and serviced accommodation lets your property earn what each night is actually worth. In a city with Co-op Live, two football giants, MediaCityUK, and the Christmas Markets on its doorstep, plenty of nights are worth a lot.

Earn more. Nightly pricing captures event demand a fixed rent never will. Our portfolio outperforms the Manchester STR average by 40% on RevPAN.

Keep it pristine. Professional cleans after every stay and eyes on your property week in, week out. Most owners tell us it comes back in better condition than a tenancy ever left it.

Stay flexible. Use your property yourself for up to 28 days a year, switch letting strategy as your plans change, and take it back or sell it without a possession process.

You stay in control. Guests pay before they arrive, and every stay is verified, insured, and deposit-backed, under a licence to occupy, never a tenancy. No security of tenure ever builds up.

And the honest bit: short lets aren't right for every property. If yours would genuinely do better on a different strategy, we'll tell you at the valuation. That's rather the point of us.

The only agency in Manchester built like this.

We're property owners ourselves.

Everything HeimHost does today, we built because we needed it ourselves first. We've felt the late-night guest message. That's why you'll never get one.

The longest track record in the city.

Hosting in Manchester since 2015, before most of the market existed. 10+ years in Manchester STR, and Trustpilot "Excellent" to show for it.

The Heim Standard.

Just as Hilton has a standard, so do we. Every property is individually vetted and amenity standardised to the Heim Standard kitemark, which is exactly why guests rebook.

The ecosystem advantage.

Heim Studio designs your property; HeimHost optimises and manages it; The Heim markets it to guests directly. No other Manchester agency offers this.

Total transparency, live.

Real-time dashboards in your owner portal, in browser or in app, plus a monthly report benchmarking your property against the HeimHost average and the market.

No fees until you earn.

No onboarding fee, and not a penny of management fee until your first rental statement. Every ounce of onboarding labour is free.

ACCREDITED

Accredited at the **top of** **Airbnb.**

We tell you our standards are the highest in the city. You don't have to take our word for it: Airbnb agrees. HeimHost is Manchester's only Airbnb Luxe approved operator, meaning our properties have passed Airbnb's 300-point in-person inspection across design, function, location, feel, and service, and are re-vetted quarterly to keep the badge.

The Heim Standard isn't just our kitemark; it's independently audited by the world's biggest travel platform.

300-point

in-person inspection by Airbnb's own consultants

Quarterly

re-vetting to keep the badge, every year

One

operator in Manchester holds it. You're reading their brochure.

We'd never call ourselves luxury; we let Airbnb do it.

LOVED EVERY DAY

Audited at the top. Loved every day.

Airbnb recalculates its Guest Favourite badge every single day, across six scores: check-in, cleanliness, accuracy, communication, location, and value. One bad fortnight removes it. Our listings hold it because the things Airbnb measures daily are the things our systems do daily.

Cleanliness. The Heim Standard and a changeover inspection on every single stay.

Check-in. Smart locks and a guest web app that puts everything in one place.

Reliability. Host cancellations that effectively never happen.

Communication. Every guest message answered within five minutes, at any hour.

Accuracy. Bespoke listings detailing every amenity, from sofa beds to Nespresso machines.

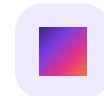
Value. Dynamic pricing that charges what each night is worth, never more.

One badge can be luck. A portfolio of them is a system.

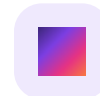
WHAT WE DO

Full management means full management.

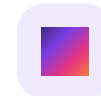
Plenty of agencies will "fully manage" your short let, then quietly hand your guests to a call centre and your cleaning to whoever answered a gig app that morning. Ours is the literal kind: twelve services, one accountable team, all run on HeimHost systems to the Heim Standard from our Ancoats head office.



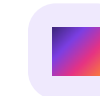
Revenue management



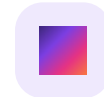
Listing optimisation



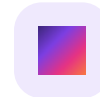
Marketing & Marketing+



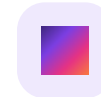
Guest vetting



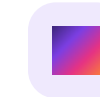
Guest communications



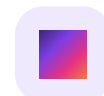
Bookings & payments



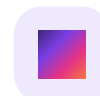
**Cleaning &
housekeeping**



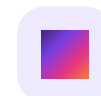
Maintenance



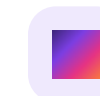
**Compliance & business
rates**



Security



Interior design



Corporate bookings

THE HEIM STANDARD

Just as Hilton has a standard, so do we.

Every HeimHost property is individually vetted and amenity standardised to meet the Heim Standard kitemark. Whichever HeimHost property a guest picks, they know exactly what they're getting, and that's why they rebook and why corporate bookers keep coming back.

- High-quality mattresses, 12-tog duvets, and 300TC bed linen
- 700GSM towelling and dual-control hairdryers
- A fully specified kitchen, down to the Nespresso machine and complimentary refreshments
- Safety equipment throughout
- A 250+ point inspection before a single guest books, with the report sent to you

A Heim Standard bedroom: crisp linen,
warm light

A fixed nightly rate is always wrong.

Too cheap when Co-op Live sells out, City are at home, and the Christmas Markets open the same weekend. Too dear on a quiet Tuesday in February. Every night your price doesn't move, you're leaving money on the table, one direction or the other.

Dynamic pricing, every night. Powered by Wheelhouse, analysing 10,000,000+ data points nightly, re-pricing during peak demand as often as every 30 minutes.

Strategy, not just rates. Minimum stays, awkward one-night gaps, last-minute discounts, and promotion windows all managed to maximise revenue, not just occupancy.

Revenue managers on top. Algorithms don't know a derby from a graduation weekend. Our in-house team layers Manchester knowledge over the data.

Benchmarked, monthly. A report comparing your property against the HeimHost average and the market for your bedroom type, plus quarterly performance reviews.

+40%

RevPAN vs. the Manchester STR average

Revenue per available night: the only honest measure, because it can't be flattered by an empty calendar or giveaway prices.

The best property on page two doesn't exist.

Guests don't scroll far. If your listing isn't ranking, it isn't earning, and keeping a listing on page one is somewhere between a science and a dark art. It's also our day job.

Bespoke listing creation. Every listing written from scratch and tailored to each platform's algorithm, not copy-pasted across 60 sites.

Guest Favourites, at portfolio scale. Airbnb re-scores its Guest Favourite badge daily across six criteria, and our portfolio earns it the same way: daily. Platforms reward operators they trust.

The 250+ point pre-live check. Before a single guest books, your property passes our full inspection, and you receive the report. If we wouldn't stay, why should your guests?

Professional content as standard. A photography package, floor plan, and check-in media, covered by HeimHost, so your listing never goes live looking anything less than its best.

Review and rating management. We chase the five-star reviews that fuel rankings, respond to every review, and challenge unfair ones, with a decent success rate at getting them removed.

Never set, never forgotten. Listings are living things. Ours are reviewed and refreshed continuously, because last quarter's photos earn last quarter's rates.

MULTI-PLATFORM & DIRECT BOOKINGS

Listed everywhere guests look. Booked where it pays you most.

We list your property across 60+ booking platforms, from Airbnb and Booking.com to Expedia and VRBO, all from one synced calendar with zero double bookings. Then there's the channel the others don't have: The Heim, our own direct booking website. Booking platforms take between 15 and 25% of every booking in commission. When a guest books through The Heim, there's no commission at all, and everyone feels the difference.

5% less

for the guest, versus the platforms

5% more

revenue to you, minimum. On some bookings, up to 15% more.

5% fund

into the Marketing Fund that wins the next direct booking

Funded entirely by the OTA saving, never from yours.

Your property, in front of the right guests, relentlessly.

Search and AI optimisation. The Heim is built to rank on Google, and to be recommended when guests ask AI tools to plan their trips.

Google Ads and social campaigns. High-intent demand captured and retargeted, sent to our direct channel, not a platform.

Guest content that works harder than adverts. Reviews, photos, and videos from real stays, repurposed across the website and campaigns for our 20,000+ followers.

PR, partnerships, and email that earns. Coverage in leading titles, and intelligent, targeted email to our guest base: the right properties, to the right customers, at the right time.

The Marketing Fund. 100% of HeimHost's share of every direct booking is reinvested into growing direct demand.

Standard Marketing

On us

A professional half-day shoot, 30+ edited landscape images, 10+ detail shots, a drawn floor plan, and filmed check-in instructions. It costs HeimHost £599 per property; every client gets it, no exceptions.

Marketing+

£1,499

1 and 2 bed

£1,799

3+ bed

The full production treatment: a full-day shoot, 55+ edited images plus 60+ detail shots, a 60-second cinematic film, an iPhone walkthrough tour, two social reels, drone footage, a 360° virtual tour, floor plan, and check-in media. You own all the intellectual property we create for your home.

Guests choose the host who replies first. **That's us.**

Meet Habanero Heimer, our AI guest relations agent, and a bit of a legend: unfailingly friendly, mildly obsessed with Manchester, and drilled on every nuance of every property, from the parking to the hot water to the good coffee round the corner. He answers every guest message within five minutes, at any hour, on any night of the year. Habanero doesn't sleep, so your response times, your rankings, and your reviews never do either.

Humans, every morning. Anything Habanero can't solve goes to our Guest Relations team at 9am daily. Overnight, genuine emergencies are escalated immediately. Technology for speed, people for judgement.

Proactive touchpoints. We contact guests before, during, and after every stay, heading off small niggles before they become small refunds or bad reviews.

Local answers, not scripts. Digital guidebooks with curated recommendations and discounts we've negotiated with Manchester independents.

And you? You'll always deal with our UK-based team. From first enquiry to post-stay review, no guest ever contacts you directly.

Every guest, answered. Every hour.

GUEST VETTING

You wouldn't let a stranger into your home. **Neither would we.**

On most platforms, anyone with a payment card can book. The difference between a horror story and a decade of quiet, profitable hosting is what happens between "booking confirmed" and "door code issued". Here's what happens with us.

Government ID verification. Every guest verifies with approved photo ID and facial-recognition matching, plus screening against risk databases. We know exactly who is staying, not just who paid.

A licence, never a tenancy. No guest or resident ever acquires tenants' rights over your property, however long they stay.

Deposits and insurance on every stay. A security deposit collected before check-in, and insurance cover of up to £3m through our specialist partner.

Human judgement. One-night Saturday bookings, local postcodes, mismatched details: our team reviews the edge cases and declines what doesn't sit right. Revenue from the wrong guest isn't revenue; it's a pending invoice.

Seamless for good guests. Verification, deposit, house terms, and check-in details all run inside the guest's booking journey via our web app. Good guests barely notice it; bad actors don't get past it.

SECURITY

"Who's in my property right now?" You'll always know.

It's the question that stops most owners from ever trying short lets, and it deserves a proper answer, not a reassuring shrug. Ours is a five-layer protection system built over ten years, running on every HeimHost property, every night.

01	Verification	Government ID, facial recognition, and database screening before any door code is issued. No verification, no entry.
02	Deposit & insurance	Every stay carries a security deposit and triggers insurance cover of up to £3m.
03	Access control	Smart locks issue each guest a unique code, active 3pm on check-in to 11am on check-out. No keys floating around Manchester, no overstays.
04	Monitoring	Privacy-respecting entrance cameras confirm arrivals match the booking; discreet noise and occupancy sensors flag a gathering before it becomes a party.
05	Response	Cameras monitored around the clock by our security partner. In ten years, it's rarely gone further, because layers one to four do their job.

CLEANING & HOUSEKEEPING

Cleanliness is the most-mentioned word **in short-let reviews.**

Read a hundred five-star reviews and one word keeps appearing. Read the one-star reviews and it's the same word. Cleaning isn't a chore on the rota; it's the single biggest driver of your rating, your ranking, and your rate.

Curated partners, never spread thin. Multiple hand-picked professional housekeeping teams, all working to HeimHost specifications, on HeimHost systems, inspected against them.

Hotel-quality as standard. Crisp commercially laundered linen, quality towelling, and toiletries in every property, every stay.

Every clean is an inspection. Damage spotted, consumables replenished, maintenance flagged before the next guest arrives. Deep cleans are planned properly, and only ever with your approval first.

Changeover in progress: fresh linen,
spotless kitchen

MAINTENANCE

The 2am "how does the oven work?" Answered in minutes. Never by you.

Every property has moments: a guest locked out at midnight, a tripped fuse before check-in, a boiler that picks the coldest week of the year to sulk. With HeimHost, guest questions are answered on the spot at any hour, emergencies are triaged immediately, trades are on it at first light, and most issues are fixed before you'd have known they existed.

In-house maintenance team. Our own Manchester-based engineers, with free labour on covered call-outs, so small fixes don't become invoices.

Guest-caused damage handled. Deposits, insurance of up to £3m, and our damage management process mean the person who caused it pays for it, not you.

Vetted trade partners. Plumbers, electricians, locksmiths, and specialists we've worked with for years, on pre-agreed rates.

Preventative, not reactive. Cleans double as inspections, week in, week out, logging and fixing the small stuff before it grows teeth. And everything is documented: photos, costs, and outcomes, itemised on your monthly statement.

160+ pieces of legislation? Handled.

Gas safety, electrical certification, fire regulations, licensing, insurance conditions, platform tax reporting, and a national registration regime that keeps evolving. Get it wrong and it isn't just a fine; it can invalidate your cover. We track, arrange, renew, and submit all of it, with certificates charged at cost.

Regulation watch. When the rules change, as they regularly do in short lets, we adapt your setup and tell you what it means in plain English.

DAC7 submissions, handled. Platforms now report host earnings to HMRC. We keep your reporting accurate, on time, and reconciled to your statements.

Licences, not tenancies. Since May 2026, traditional lettings in England are open-ended tenancies with possession only through the courts. Our model never creates a tenancy, so your property remains under your control.

Accredited, not just confident. Proud members of ARLA Propertymark and the Property Redress Scheme.

The saving nobody else offers

All serviced accommodation should be registered for business rates rather than Council Tax, and in most cases will qualify for full relief, which can take the bill to zero. We run the Valuation Office Agency application through our professional legal partner. It typically pays for itself within a few months and saves owners thousands of pounds, year after year. We don't know another agency that offers this.

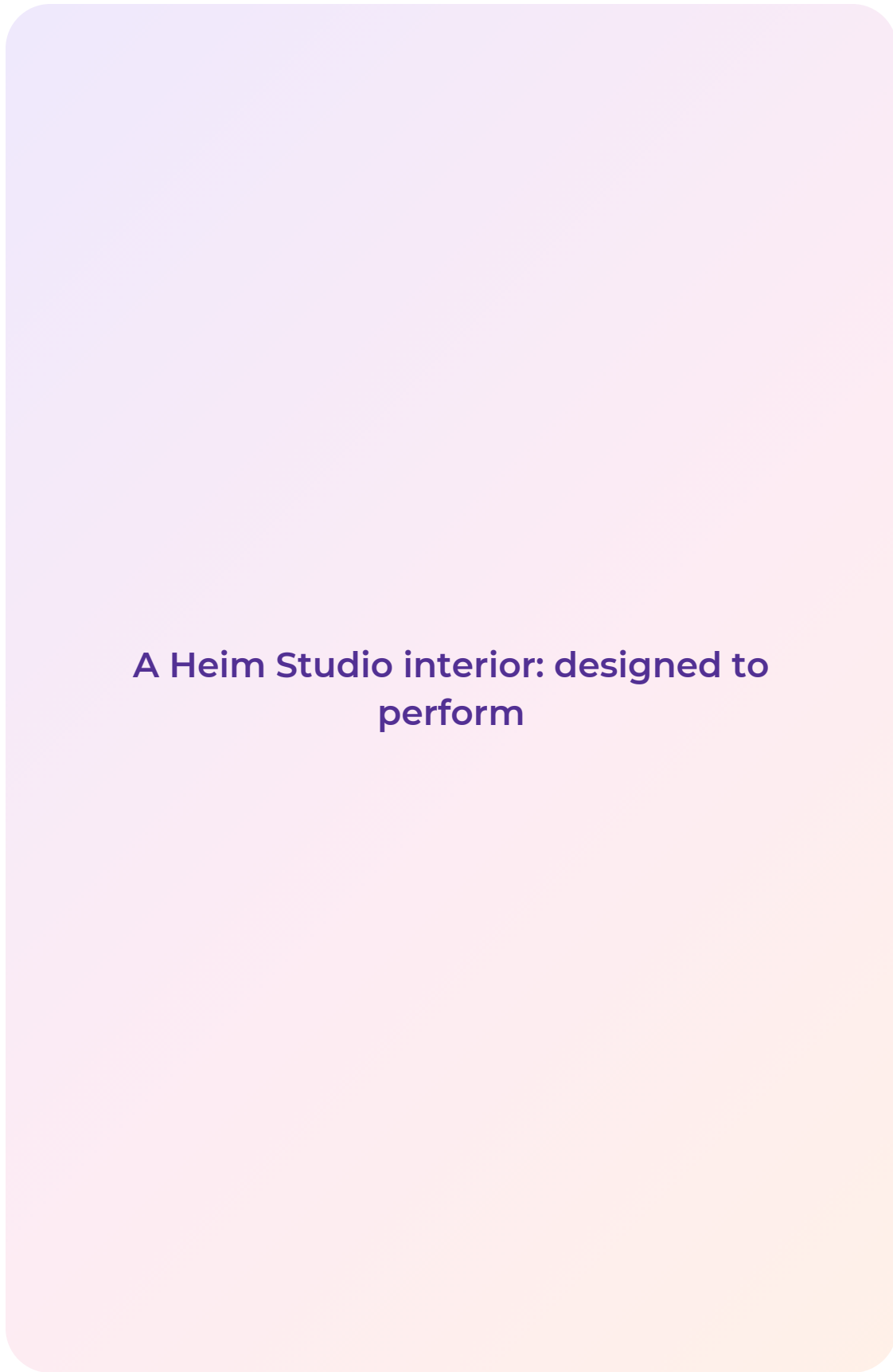
Spend a little now, spend even less later.

Guests book photos **before they** **book beds.**

Two identical apartments, same building, same floor plan. One earns hundreds more per weekend, every weekend. The difference isn't luck; it's design. Homes with outstanding interior design outperform comparable homes by +40% revenue, with a +26% higher nightly rate (source: Airbnb).

Heim Studio, our group's specialist interior design firm, designs homes to perform: commercially, aesthetically, and experientially. Three ways in, one studio: **Back-to-Brick**, **Furnishing & Fit-Out**, or **Styling & Staging**. You're never sold a renovation you don't need, and when Heim Studio designs a space, it designs to a specification that has passed Airbnb's 300-point Luxe inspection.

One group, one standard, one phone number: design by Heim Studio, optimisation and management by HeimHost, guest marketing by The Heim.



A Heim Studio interior: designed to perform

The bookings that never appear on Airbnb.

Some of the best guests in Manchester never search a booking platform: production crews filming for months, relocating executives, visiting medical staff, players and staff settling in mid-season. They book through relationships, and after a decade in this city, we have them.

A dedicated relationship team. Actively marketing your property to our corporate partner network of production houses, relocation agents, and corporate travel bookers, not waiting for searches.

Longer, quieter, reliable stays. Fewer changeovers, less wear, professional guests, and revenue that doesn't blink in low season. Corporate reliability underneath, event-weekend rates on top.

The Heim Standard is why they stay. Whichever property they block-book, it delivers the same standard, every time. Hotel consistency with home comfort.

Licences, even on month-long stays. Corporate residents stay under a licence to occupy, never a tenancy, so long stays never create tenants' rights. Invoicing and procurement handled; we speak that language fluently.

Fill the midweeks. Keep the weekends.

YOUR OWNER PORTAL

Total transparency isn't a slogan; it's a login.

You'll know more about your property's performance than we could ever hide. Not that we would. That's the whole point.

Live dashboards, 24/7. Bookings, occupancy, nightly rates, revenue, documents, and chat with the team, in browser or in app, from anywhere.

Benchmarked, every month. Your property against the HeimHost average and the market for your bedroom type, with recommendations, plus data-led quarterly reviews.

Statements without spreadsheets. Generated automatically on or around the 14th of every month, plugged straight into every platform, accounting for every penny. Nothing typed up by hand, nothing missed.

Owner stays in two clicks. Block your own dates in the portal, up to 28 complimentary days a year, and every platform updates instantly.

PRICING

We publish our fees, not just our promises.

Every client gets the full service; your fee simply reflects your letting strategy, because 40 changeovers a year is a different workload to four. One thing to check before you compare anyone's fees, including ours: what the percentage is charged on. HeimHost charges on your accommodation fare only, never the total booking cost. Compare the cash figure, not the percentage.

MOST POPULAR

Short-Term Let
75%+ of stays are 27 days or less

20%
+ VAT

on accommodation fare only

Hybrid
75%+ of stays are 28 days or more

17.5%
+ VAT

on accommodation fare only

Mid-Term Let Only
100% of stays are 28 days+

15%
+ VAT

on accommodation fare only

More units, better rates. Multi-unit discounts from your third unit take Short-Term Let fees as low as 15%, plus a further 1% discount for client referrals. Not sure which strategy fits? We'll model all three against your property and recommend the one that earns most, not the one that pays us most.

NO SURPRISES

No fees until you earn. And every cost, listed.

Free onboarding. Actually free.

Most agencies charge an onboarding fee. Ours is £0, and it isn't a stripped-back £0: staging, amenity ordering, delivery, set-up, and waste removal, all with zero labour charge and zero handling fee. Over £2,000 of onboarding work, free.

You pay only for the physical items your property needs to meet the Heim Standard, at cost. Fund them yourself, or use HeimHost Funding and spread the cost from your future earnings for an agreed funding fee.

And not a penny of management fee until your first rental statement.

Every cost, listed

- Heim Standard amenity items at onboarding, at cost
- Maintenance materials and parts, at cost plus a 25% handling charge
- Specialist external trades, at pre-agreed rates
- Out-of-hours emergency attendance
- Periodic deep cleans, agreed with you first
- Guest consumables, replenished by us and recharged at cost
- Compliance certificates, arranged and renewed by us, at cost

Nothing else. No onboarding fee, no admin charges, no monthly minimums.

CLIENT FEEDBACK

Don't take our word for it.

Rated "Excellent" on Trustpilot. Reviews from HeimHost clients.

Peace of mind

"Major growth in my customer satisfaction, and profits. The serviced apartment model is a great way to increase yields."

Danny S · Trustpilot

Second to none

"HeimHost leave nothing to chance. There is no other management company we'd want to work with."

Tom C · Trustpilot

Consistently deliver

"Taken away all of the stress and worry out of letting and maximised my return. I was shocked by the occupancy levels and ability to consistently deliver."

Sean CL · Trustpilot

GETTING STARTED

From first call to first guest, **without lifting a finger.**

01	Get in touch	Two minutes with the calculator, or book a 15-minute call. We'll give you an honest view of what your property can do.
02	Valuation and visit	One of our team pops round at a time that suits you. No obligation, and if short lets aren't right for your property, we'll say so.
03	Onboarding and optimisation	We stage your property, bring it up to the Heim Standard, run our 250+ point inspection, and send you the report. You pay only for the physical items themselves.
04	Content and listing	A professional photography package covered by HeimHost, a drawn floor plan, and bespoke listings across every channel, plus The Heim.
05	You're live	Bookings open and dynamic pricing takes over. Your first statement lands on or around the 14th of the month after your first full month, and you've not paid us a penny in fees before it.



Find out what your property could earn.

Get your free valuation

Takes two minutes. No obligation, no hard sell.

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