

DEAL SUMMARY

Headline Details



FLAT 15, MONTANA BUILDING
EXHIBITION WAY, London, HA9 0FT



Studio apartment on 3rd Floor



1 Double bedroom with large living
dining area



39sqm



Rent to SA

Property



https://www.rightmove.co.uk/properties/155212448#/?channel=RES_LET

Headline Deal Figures



Rent **£1,750.00**



Breakeven **53%**



Deposit **£2,250.00**



Bills **£2,743.00**



**Refurb, furnishing,
staging** **£2,500.00**



**Total income
per mnth** **£3,504.00**



**Average Nightly
Rate** **£160**



Profit per mnth **£760.90**



Occupancy **72%**



ROI **192.23%**

Deal Summary

This is a Rent-to-Rent Serviced Accommodation (R2R to SA) deal for a modern studio apartment in Wembley, London (Flat 15, Montana Building). The plan is to operate the property as short-term accommodation, targeting high occupancy through platforms like Airbnb.

With an average nightly rate of £160 and expected occupancy of 72%, the deal generates a projected monthly profit of £760.90 and delivers an impressive ROI of 192.23%. The property requires full furnishing and staging, which is accounted for in the initial setup costs. Landlord consent has been secured, and a 3-year lease is in place with a 6-month break clause.

The deal benefits from strong demand in a busy London location and solid comparable evidence supporting income estimates.

PROPERTY DETAILS

Property Address:	FLAT 15, MONTANA BUILDING EXHIBITION WAY, London, HA9 0FT
URL Link to Property:	https://www.rightmove.co.uk/properties/155212448#/?channel=RES_LET
Property Type:	Studio apartment on 3rd Floor
Bedrooms:	1 Double bedroom with large living dining area
Internal Area:	39sqm
Expected Occupancy:	72%
Breakeven Point:	53%
Property Usage:	Rent to SA



BUILT FOR RENTERS
 Exhibition Way, Wembley, Middlesex, HA9
£1,745 pcm €403 pw
 Tenancy info Reduced on 22/11/2024
 Letting details

FINANCIAL BREAKDOWN

Money Invested			Expenses		
Deposit		£2,250.00	Rental payments	Monthly	£1,750.00
Refurbishment costs		£500.00	Commissions	15%	£525.60
Furnishing Costs		£2,000.00	Maintenance	5%	£87.50
			Council Tax		£120.00
			Utility bills		£225.00
			Channel Manager		£35.00
Total Money in		£4,750.00	Total Expenses		£2,743.10
Income Gross			Cash Flow		
Room Rate	Nightly	£160.00	Monthly Income		£3,504.00
Number of rooms		1	Monthly Expenses		£2,743.10
Occupancy Rate	%	72.00%	Profit Monthly		£760.90
Total Per Month		£3,504.00	Profit Annual		£9,130.80
Total Per Annum		£42,048.00			
			Return on Investment		192.23%

REFURB & FURNISHING BREAKDOWN

Refurb Summary

The property is structurally sound and well-suited for conversion into high-quality serviced accommodation. While it does not require major structural work, it does need a targeted internal refurbishment to bring it in line with local SA standards and boost its overall appeal and valuation. The planned works focus on modernising key areas, enhancing aesthetics, and ensuring safety compliance.

The refurbishment to include painting feature walls in property

Refurb Quotation



Add picture of refurb quotation
received OR completed detail on next
page

Refurb Quotation

Total Estimated Cost £500

Initial Rip-Out & Preparation

--

External Works

--

Joinery Works

--

Electrical Works

--

Plumbing & Heating

--

Roofing Repairs

--

Kitchen Installation

--

Bathroom Installation

--

Decoration

£500

--

Flooring (Carpet & Bathroom Tile)

--

Certificates

--

Anything else

--

INITIAL SETUP COSTS

Deposit:

£2250

Upfront Rent:

£1750

Refurb:

£500

to include painting feature walls in property

Furnishing & Staging:

£2000

to include zip link beds, wardrobes, chest of drawers, lamps, sofa, table and chairs, 2 x TV's, soft furnishings and decor, kitchen appliances and cutlery, Towels and Linen

UTILITY BREAKDOWN

Council Tax:

£120

Band:

Electricity:

£130

Water:

£40

Internet & TV:

£35

Insurance:

£20

Channel Mgr:

£35

Cleaning:

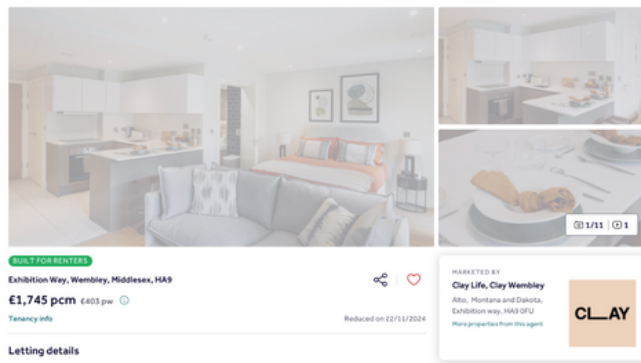
£50

per clean charged to guest

PROPERTY & LANDLORD VERIFICATION

Landlords Identity Check:

Property marketed through agent who has verified the landlords identity



Landlords Consent:

Confirmation of No Restrictions in Head Lease – Flat 15, Montana Building External Inbox x

Further to your request, we have reviewed the head lease for **Flat 15, Montana Building, Exhibition Way, London, HA9 0FT** and can confirm there are no clauses that restrict the use of the property as serviced accommodation.

There are no prohibitions against short-term lettings or holiday-style rentals within the lease documentation. You are free to proceed under the terms agreed with the landlord.

Please do not hesitate to contact us if you require any further information.

Best regards,
Lettings Team
Clay Life, Clay Wembley

Property Restrictions:

Consent to Use Property as Serviced Accommodation External Inbox x

Following your enquiry, we can confirm that the landlord has granted permission for **Flat 15, Montana Building, Exhibition Way, London, HA9 9FT** to be used as serviced accommodation.

Additionally, the landlord has confirmed that there are no restrictions within the mortgage agreement that would prevent this type of use. Should any written confirmation be required for insurance or compliance purposes, we are happy to liaise directly with the relevant parties.

Please ensure the property is operated professionally, with due regard to the building's regulations, cleanliness, and consideration for neighbouring residents.

Kind regards,

Lettings Team

Clay Life, Clay Wembley

Lease Agreement:

3 year lease agreement, with 6 month one way break clause, no rent free period has been negotiated

Contract Type:

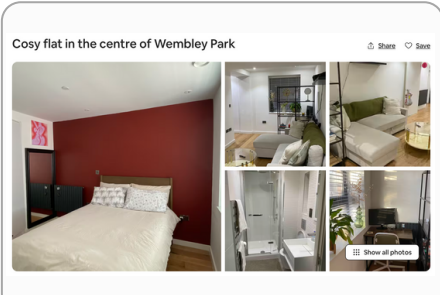
Agent would not agree to use PIMS contract however the contract has been compared with the PIMS contracts and similar clauses are in place to protect the investor

COMPARABLES & MARKET EVIDENCE

Comparables

Provide three similar comparables that are similar in size and finish to your property

1



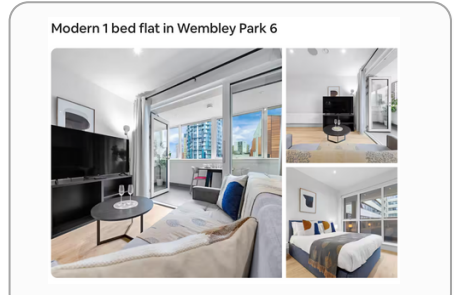
https://www.airbnb.co.uk/rooms/902080647169589395?_set_bev_on_new_domain=1748880557_EAODQIN2Y0ZDlhNW&source_impression_id=p3_1748905012_P3djRN-AJZ6gUT2O&check_in=2025-06-20&guests=1&adults=1&check_out=2025-06-21

2



https://www.airbnb.co.uk/rooms/562945042017962161?_set_bev_on_new_domain=1748880557_EAODQIN2Y0ZDlhNW&source_impression_id=p3_1748905056_P3-ippvTS7NA963m&check_in=2025-06-06&guests=1&adults=1&check_out=2025-06-08

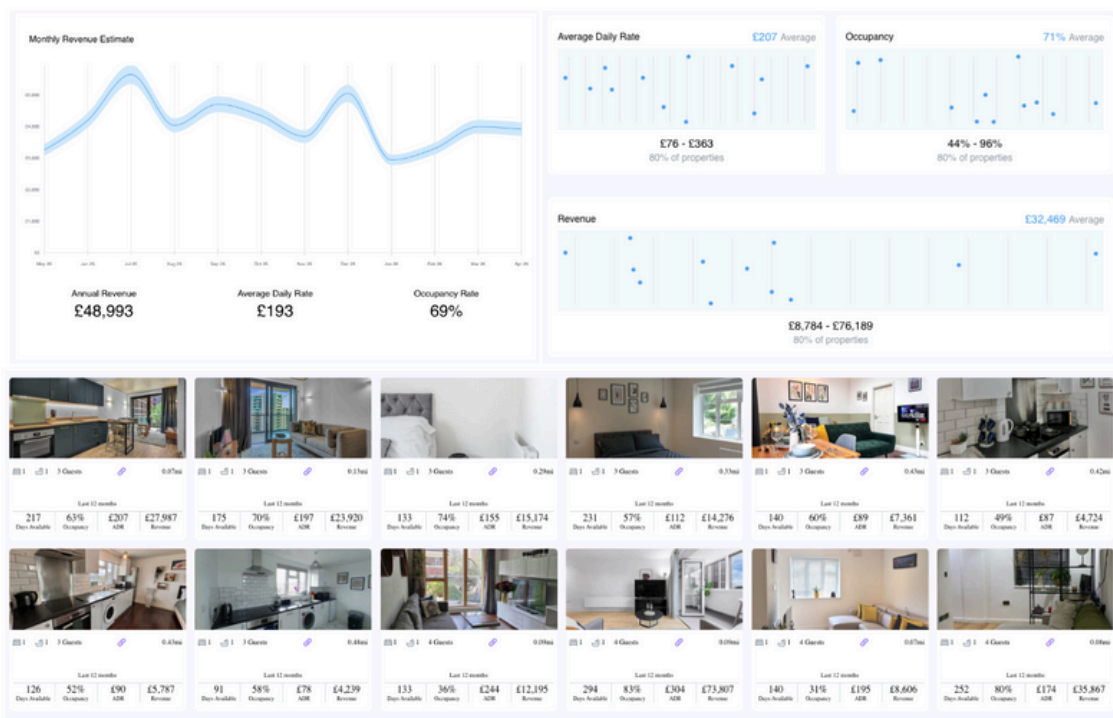
3



https://www.airbnb.co.uk/rooms/1182409680570312084?_set_bev_on_new_domain=1748880557_EAODQIN2Y0ZDlhNW&source_impression_id=p3_1748905186_P3DAkoCikOuuqSwo

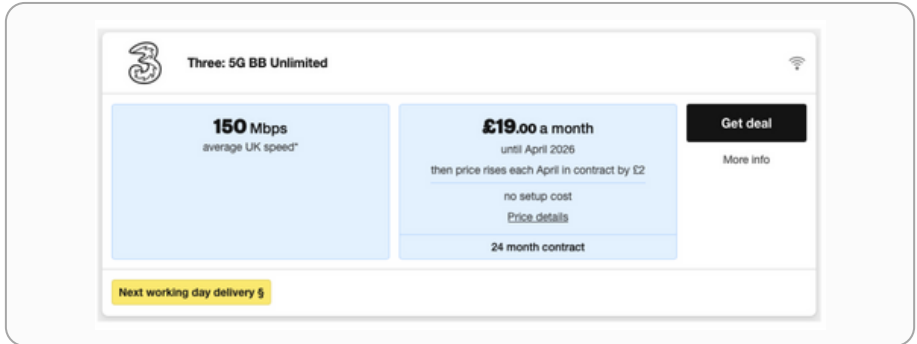
Rental Research & Demand:

Research from Property market intel showing the average occupancy for the area and also show direct comparables that are achieving the estimated nightly rate of £160 and average occupancy of 72%



SUPPORTING DOCUMENTS

Fast Wifi Confirmation:



Prepay Meter:

No

Prepay Meter Replacement Cost:

ANY OTHER NOTES OR BUYERS REQUIREMENTS

A large, empty rectangular box with a thin grey border, intended for entering notes or buyer requirements.