

# Press Pack 2018



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# INTRODUCTION

## ALMOST 20 YEARS OF EXPERIENCE, THE STORY OF LODGIS

It all began in 1999 during a work placement when Fabrice Petit discovered furnished rentals in New-York. When he returned to France, he decided to use the internet and broadband revolution to launch a pioneering furnished rental service in Paris... online!

Lodgis started out in the family home of Fabrice Petit's parents, and then moved to its first premises on rue de la Folie Méricourt, in Paris' 11th arrondissement. Over the years its services have grown, the number of employees has increased and the management team has expanded since the arrival of Matthias Velter, a childhood friend of Fabrice, who took charge of the rental property management department in 2001. A year later, Maud Velter, the sister of Fabrice and wife of Matthias, also joined the management team to bring her expertise as an attorney and knowledge of property law to the company.

## ITS MARKET POSITION

In recent years, real estate professionals have seen a dramatic change in the needs and expectations of their clients

To optimise the management of their properties, owners are looking for the ultimate solutions, both in terms of profitability and flexibility, and want to keep the option of taking back their properties in the short or medium term.

In their support, a growing number of individuals and companies are looking for comfortable « turnkey » accommodation for a few weeks or several months in Paris. Instinctively, they opt for furnished rental properties as they meet their needs, both personally and financially. This type of accommodation is, in fact, consistent with changing lifestyles and the rise of national and international mobility.

### LODGIS IN FIGURES

65 employees

7 500 apartments (including 700 managed by us)

6 500 landlords

700 contracts signed each month

Customer service available in 10 different languages

1.5 million pages viewed each month at [www.lodgis.com](http://www.lodgis.com)

## A FAMILY COMPANY



**Fabrice Petit – CEO**

With a degree in management from Paris Dauphine University, Fabrice Petit gained early experience working in real estate in New York, where he discovered the concept of furnished rentals. Based on this experience, he returned to France and in 1999 founded Lodgis, once of the first real estate agencies to specialise in furnished rental properties in Paris. Since then, Fabrice Petit has continued to run the property company Lodgis, which is now a leader in its market.

**Matthias Velter  
Associate Director**

After training as an engineer and working in the industrial property sector, Matthias Velter changed career in 2001 to join the family company Lodgis. He was also responsible for the creation of Lodgis' property administration department, that he continues to manage today.



**Maud Velter  
Associate Director and General Counsel for Lodgis**

As a qualified attorney, Maud Velter specialises in the field of furnished seasonal rental. Working as a legal advisor for real estate since 2006, she regularly holds conferences and debates on this subject. She is also part of the family company, Lodgis, as Associate Director and General Counsel.



# INNOVATION SUPPORTING INDIVIDUAL CLIENTS & COMPANIES

## BAROMETERS

Are rents remaining stable? Which countries do tenants come from? Why do they choose furnished rentals in Paris?

Lodgis' results for the first barometer are based on the year 2010. Since then, every quarter Lodgis has produced a barometer to measure and analyse the figures for furnished rentals in Paris. Rents, the most popular Parisian neighbourhoods, client profiles and origins, reasons for staying (studies, work assignments, personal reasons, etc.)...: all of this data is available to be viewed and represents the first benchmark in terms of the market trends for furnished rentals in Paris.

## ELECTRONIC SIGNATURE

To meet the needs of an increasingly mobile cosmopolitan clientele, Lodgis has revolutionised practises in the rental sector by introducing electronic signature in June 2011. Thanks to its digital business model, Lodgis pioneers the use of this innovative tool in the market. It allows you to electronically sign a contract remotely in a few minutes and also shorten the length of procedures. It is no longer necessary to travel in order to sign a contract in paper format. Lodgis has already conducted over 62,000 electronic signatures to date.

## VIRTUAL TOUR OF APARTMENTS ONLINE

Lodgis is also innovating the presentation of properties for rent and for sale on its website: after offering the interactive plan to its clients, Lodgis, always at the cutting edge of technology, is gradually creating virtual tours for each of its properties. This is an extremely popular tool that's appreciated by national and international clients who cannot travel to visit properties in person.

The apartments also benefit from international visibility at [www.lodgis.com](http://www.lodgis.com) with a diversified site available in 10 languages.

The screenshot displays the Lodgis website interface for an apartment listing. At the top, there are navigation tabs: "PLAN INTERACTIF" (selected), "DÉTAILS", and "CARTE". Below the tabs, there are two main sections:

- PLAN INTERACTIF:** A floor plan diagram of an apartment. The living area is labeled "Séjour" and the bedroom is labeled "Chambre". A "cour" (courtyard) is indicated on the left. A red arrow points to a specific area in the living room. Below the plan, there is a link: "Cliquer sur une pièce pour voir les photos correspondantes".
- DÉTAIL DES PIÈCES:** A section titled "Séjour (26 m²)" listing furniture and fixtures: "Téléviseur - Draps - 1 Fauteuil(s) - Table à manger - Table basse - Penderie - Étagère - Placard - Cheminée - 4 Chaise(s)". Below this, it says "Fenêtre(s) - Vue sur cour - Parquet - Cansapé lit (140 cm)". To the right of this text are four small images showing different views of the furnished living room.

## BITCOIN PAYMENT



Since May 2014, Lodgis has given its clients the option of paying the agency fees using Bitcoins. In order to take advantage of this innovative payment method, future tenants must simply specify this when making a reservation online or ask their Lodgis adviser.

## THE PRACTICAL GUIDE

The furnished rental sector is increasingly attracting individuals who are eager to create a lasting property asset and to secure an extra income. To assist such individuals in this process, Maud Velter wrote « The Practical Guide to Furnished and Seasonal Rentals » (Éditions Maxima) in 2010. Written for a wide audience, this book is aimed at owners who are looking to rent their furnished properties. Advice, practical steps (choosing a property, furniture, services to provide, writing an inventory and stock-list, etc.), legal regulations, tax benefits, examples based on real-life situations... this information allows owners to avoid problems and to get the maximum return from a furnished rental. The fourth edition of the Practical Guide, updated to take into account the changes in the loi ALUR, is available since November 2017.



## MULTILINGUAL SERVICES

In order to serve an international clientele, Lodgis employs a multilingual team of advisers serving 10 different nationalities: French, Spanish, Italian, Japanese, Portuguese, Brazilian, Russian, Ukrainian, Taiwanese and Chinese.

There are also no language barriers at Lodgis, who can help assist and advise anyone, regardless of their nationality, throughout their real estate project.



# A WIDE RANGE OF PROPERTIES TAILORED TO ALL CLIENT BASES

## FURNISHED RENTAL

### TENANTS

#### Individuals

Lodgis visits and selects furnished apartments that are perfectly equipped for individuals looking for somewhere to stay temporarily in the capital. By offering a high number of properties, Lodgis is able to meet all the different needs and expectations of its clients (studies, moving house, business trips, renovation work being done at home, medical requirements), ranging from affordable furnished studios to more expensive luxury apartments.

So that clients can save time and search effectively, all properties are advertised online at [www.lodgis.com](http://www.lodgis.com) with photo galleries, interactive plans and searches filtered by price, arrondissement, availability and apartment type...

#### Companies

Lodgis has also developed its service to cater for « business » clients looking for accommodation for travelling employees: expatriates, work assignments, training schemes...

Furnished rentals are cheaper than aparthotels and meet the needs of business clients looking for temporary accommodation that's « ready to inhabit ». To simplify their day-to-day lives and provide them with a more pleasant working environment, Lodgis offers a large range of furnished apartments located in Paris' key business districts, as well as a number of additional services (weekly cleaning, assisting clients with the arrival and departure processes).

### OWNERS

Lodgis provides a dedicated agency service for owners to rent furnished apartments situated in Paris and its inner suburbs, for a few months or as long as a year.

Lodgis is responsible for making real estate visible to an international clientele that matches the owners' requirements (dates, rental period, profiles). The files of prospective tenants are carefully shortlisted and then given to the owners to make a decision. Lodgis provides all the necessary administrative documents (leasehold agreement, inventory, inspection) and, when required, can give important practical, legal and tax advice. Owners who want to can have the cash-flows managed (rent collection, demanding unpaid rent, receipts etc.), whilst remaining in control of the rental management of their property (arrivals and departures, etc.).

To benefit from optimal visibility, properties are promoted on the the website [www.lodgis.com](http://www.lodgis.com) and those of its partner companies. The owner extranet, online reservations and electronic signature of contracts are all services that allow owners to achieve greater returns, whilst saving them a considerable amount of time on administrative tasks, and a high level of responsiveness in terms of the rental calendar.



**JE DÉCLARE MON MEUBLÉ.COM**

### **Jedecclaremonmeuble.com, the simple solution to declaring the income from a furnished rental**

Furthermore, Lodgis has launched the site. Non-professional furnished property landlords can use this for:

- Detailed advice and practical steps for declaring the income from a furnished rental
- A free comparison tool that allows you to choose the most favorable tax scheme
- An online service that helps you declare your rental income

## **FURNISHED & UNFURNISHED RENTAL PROPERTY MANAGEMENT**

To meet the needs of certain owners who are unable to take care of their their furnished or unfurnished rental property, Lodgis has developed a property management department. This provides owners with a team of managers who are specialized by arrondissement.

With an «all-inclusive» service, the Management department takes responsibility for all operations regarding a property's rental and sends a detailed monthly report to owners including: number of visits, rental payments, collection and receipts, call-outs in the event of a technical issue, the maintenance of equipment and furniture...

The Management department also can also administer the rental incomes for properties, including monthly statements and reminders in the event of a late payment... It also offers a personalised approach that's adapted to each situation. With its market expertise, it is able to achieve an occupancy rate of 95%.

## **THE SALES DEPARTMENT**

To make sales as effective as possible, a team of advisers is exclusively dedicated to assisting owners wishing to sell their properties Lodgis studies the latter's plans and requirements and produces professional, innovative reports that distinguish it from traditional property advertisements.

Real estate properties benefit from enhanced advertising with a high level of visibility on the Lodgis website and those of its partners (Explorimmo, Logic-Immo, SeLogger...). A multilingual team, well acquainted with changes in the law and taxation, offer properties for sale to a French and international clientele with sufficient purchasing power.

Lodgis advises owners to opt for «exclusive» sales mandates to optimise the presentation of a property. This also allows them to benefit from maximum visibility through exclusive marketing operations and partnerships with other local real estate agencies.



# CLIENTS & PARTNERS

## CLIENT COMPANIES



HONDA



GUESS



GIVENCHY

L'ORÉAL



Nestlé



NOKIA



SIEMENS

Technip



THALES



# COMPANY FACT SHEET

**Business area:** Real estate  
**Services:** Furnished rental  
Unfurnished rental  
Rental management  
Sales  
**Founding:** 1999  
**Headquarters:** 21 rue Saint Marc, 75002 Paris  
**Employees:** 65

The Management Team:

**Founder and Chief Executive:** Fabrice Petit  
**Associate Director:** Matthias Velter  
**General Counsel:** Maud Velter

## LODGIS IN FIGURES

- **7 500** apartments (including 700 managed by us)
- **6 500** landlords
- **700** contracts signed each month
- Customer service available in **10** different languages
- **1.5 million** pages viewed each month at [www.lodgis.com](http://www.lodgis.com)

## LINKS

**Website:** [www.lodgis.com](http://www.lodgis.com)  
**Blog:** [blog.lodgis.com](http://blog.lodgis.com)  
**Maud Velter's Blog:** [www.maudvelter.com](http://www.maudvelter.com)  
**Jedeclaremonmeuble.com:** [www.jedeclaremonmeuble.com](http://www.jedeclaremonmeuble.com)

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