

# Press Pack 2019



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# INTRODUCTION

“ Already 20 years in the parisian real estate market!

And the passion that drives us is still the same. Lodgis is not just any real estate agency: it is **based online** but **100% human**...

Since its creation, Lodgis has been able to combine the skills and multiple expertise of its employees (in sales, marketing, IT, managerial, accounting, HR, etc.) to build the company on solid foundations.

Today Lodgis employs around 60 multicultural, passionate and carefully trained employees. All carry out the company's tasks with professionalism and enthusiasm.

Leader in the Parisian real estate market, Lodgis caters to a mobile and international clientele. French leader in the Parisian furnished rental market, Lodgis works with a mobile and international clientele searching for, for professional or personal reasons, furnished accommodation in Paris... And now in Bordeaux, Lyon and Toulouse.

Together, we continue to innovate... and write our success story.”

Frank MORCANT, Lodgis CEO

## 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

60 employees

7 500 apartments (including 750 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)

# INNOVATIVE SERVICES 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.

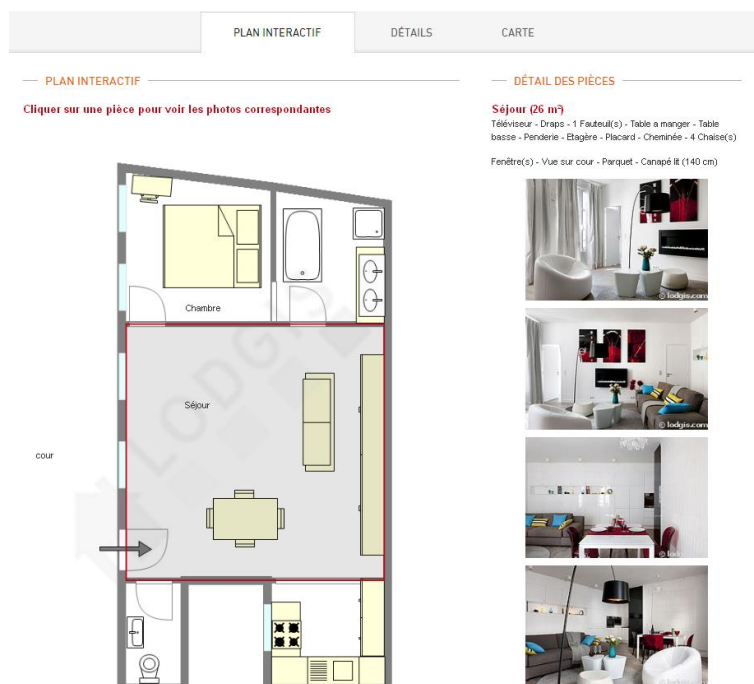
## ELECTRONIC SIGNATURE

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 8 languages.



## 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.

## ADVANCED PRO-ACTIVITY TO ADAPT TO NEW MARKET REGULATIONS

Thanks to its legal expertise in the sector and the technical skills of its employees, Lodgis is able to anticipate and adapt to all legal and tax reforms in an ever-changing market. Thus, when the ALUR law was introduced in 2015, Lodgis was the first real estate agency to modify its business model to offer agency fees capped at €15/m<sup>2</sup>, regardless of the contract length.

Recently, Lodgis was ahead of the game in offering, as soon as it was implemented at the end of 2018, the Bail Mobilité, a new furnished rental contract set up under the ELAN law.

## 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 offers 3 types of service for owners of furnished rental properties, for a few months or throughout the year.

As a minimum, Lodgis is in charge of ensuring the property gains the necessary exposure amongst an international clientele, meeting the expectations of the owners (in terms of dates, rental periods and profiles).

The files of prospective tenants are carefully selected and presented to the owners, who use them to make their decision. Lodgis provides all the necessary administrative documents (the lease, inventory, check-in) and as well as valuable practical advice if needed. To keep things simple, Lodgis also manages financial flows (cashing, sending calls, rental receipts, etc.).

The owners can choose whether to retain, or not, control of the rental logistics of their property (check-ins and check-outs, etc.).

Lodgis offers its owners many services and tools (an owners extranet, online booking, electronic contract signatures, etc.) to help them manage their activity, achieve better profitability, save considerable amounts of time on administrative tasks and receive an excellent response rate in terms of prospective tenants.

## FURNISHED & UNFURNISHED RENTAL PROPERTY MANAGEMENT

To meet the needs of certain owners who are unable to take care of 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

acer

DASSAULT  
AVIATION

GDF SUEZ

accenture

BNP PARIBAS



HONDA

GUCCI

GUESS

HERMÈS  
PARIS



GIVENCHY

L'ORÉAL

NATIXIS

Nestlé

HSBC

LVMH  
MOËT HENNESSY • LOUIS VUITTON

Eni Saipem  
GROUP

NOKIA



RENAULT

SANOFI

SOCIÉTÉ GÉNÉRALE

SOFRECO

SwissLife

Technip

SIEMENS

TF1

THALES

VEOLIA  
ENVIRONNEMENT



# 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:** 60

The Management Team:

**CEO:** Frank MORCANT  
**COO:** Alexis ALBAN

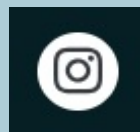
## LODGIS IN FIGURES

- **7 500** apartments (including 700 managed by us)
- **6 500** landlords
- **700** contracts signed each month
- Customer service available in **8** different languages
- **1.5 million** pages viewed each month at [www.lodgis.com](http://www.lodgis.com)

## LIENS

**Websites:** [www.lodgis.com](http://www.lodgis.com) & [www.lodgis.fr](http://www.lodgis.fr)  
**Blog:** [blog.lodgis.com](http://blog.lodgis.com)

**Follow us:**



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