

GUESTREADY ACQUIRES BNBLORD TO BECOME LEADING AIRBNB MANAGEMENT COMPANY IN EUROPE

- The acquisition marks the start of the GuestReady Group, now responsible for managing more than 2,000 properties in Europe
- In 2018, BnbLord generated more than €10M in revenue for its clients
- The team at BnbLord will join the GuestReady Group, taking senior management positions

London, April 11 2019: [GuestReady](#), a global short-term rental company, has acquired BnbLord, the largest Airbnb management company in France, to form the GuestReady Group. The combined company will be the leading provider in Europe managing more than 2,000 properties with a wide range of services to property owners, agents, and developers.

[GuestReady](#) has been setting an unprecedented pace in the property management industry quickly rising to the top in the complex area of short-term rental management. Since its launch in the summer of 2016, GuestReady acquired three competitors with BnbLord marking the last and largest acquisition to date. Founded in 2015, BnbLord operates across several cities in Europe with a dominant presence in France and Portugal. Last year the company generated more than EUR 10M in revenue for its clients. This acquisition follows the deals announced by GuestReady last December when the company acquired Oporto City Flats, the leading short-term rental operator in Northern Portugal, and took over the management of the portfolio of French Airbnb manager We Stay In Paris.

Switzerland-based GuestReady Group now serves more than 2,000 properties through its brands GuestReady, BnbLord, Oporto City Flats, and Easy Rental Services. The offered services include everything that is required to turn a vacant home into a thriving listing on Airbnb, online and offline. Since this year, GuestReady is also offering business-to-business services to property developers and property agents, allowing them to tap into this fast-growing market.

Alexander Limpert, Co-founder & CEO of the GuestReady Group explains that technology is the key driver for the company's growth: "We are extremely excited about this acquisition because it allows GuestReady to propel forward and become the largest service provider in the vacation rental industry. Since we started, we have been very focused on operational excellence and building a property technology system that allows us to automate non-core processes. We can run our large portfolio of properties efficiently thanks to a sophisticated tech platform that we have built in-house over the past years. Without much additional added complexity we can scale our portfolio multi-fold over the coming years."

The whole team of BnbLord will join the GuestReady Group and all jobs will be maintained, with the founding team of BnbLord taking senior management positions at the GuestReady Group. "We have been friendly competitors of GuestReady for the past couple of years and we are excited to now join forces. The industry is maturing quickly and we are happy to become part of the technology leader in this space. With our shared experience we will be able to further accelerate growth" says Léo Bonnet, Co-Founder & CEO of BnbLord.

The GuestReady Group is looking to further consolidate the market by teaming up with the best local and regional service providers, which Alexander Limpert calls "local heroes". The company



employs ca. 100 staff across all markets and is hiring; for more information visit <http://www.guestready.com>.

END OF PRESS RELEASE

ABOUT GUESTREADY

[GuestReady](http://www.guestready.com) is a globally leading short-term rental management company, which provides professional services to property investors, homeowners and Airbnb hosts in the United Kingdom, France, Portugal, United Arab Emirates, Malaysia, and Hong Kong. Services include everything from listing creation to guest communications, housekeeping, key management and price optimisation. The GuestReady Group has previously raised \$3.7M in seed funding.

MORE INFORMATION

- <http://www.guestready.com>
- <http://www.bnblord.com>

PRESS CONTACT

press@guestready.com