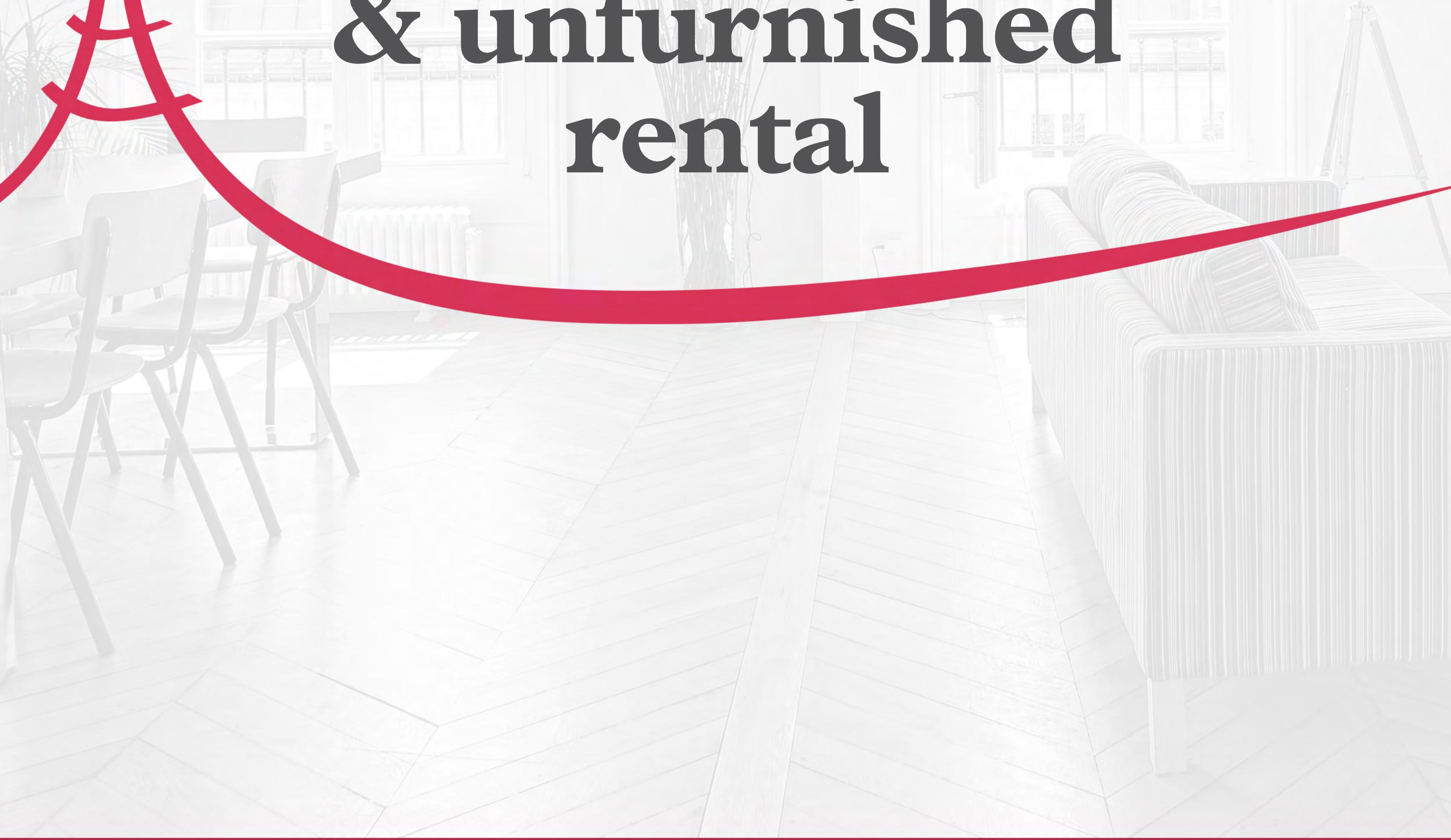
A EIFFELHOUSING



The guide to furnished



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A. Why Choose Eiffel Housing?



1. About Us

We are a real estate agency specialized in furnished and unfurnished rentals and property management.

Approximately 40% of our apartments are rented to companies to accommodate their expats in

which case the rent is entirely or partly paid for by the employer (see section C).

Additionally, we make transactions for customers who trust our service, advice and professionalism.

We are professional rental and management cardholders #G6282 and professional transaction cardholders #T15590 both issued by the Paris Police Headquarters. Our professional insurance contract is subscribed with MMA (Contrat RCP #120 137 405).

We are located 91 rue du Faubourg Saint Honoré – 75008 Paris.

2. In what area do you operate?

We cover Paris and the inner West suburb (Neuilly sur Seine, Boulogne...) with a preference for the center and Western Paris areas

We are constantly searching for new properties to rent or manage in Paris and the West inner suburbs



A. Why choose Eiffel Housing?

3. How we differ from other agencies?

Unlike most agencies who consider rentals as less profitable and prioritize sales transactions, we are committed to property rental and management.

Our customers praise our efficiency in finding a tenant, the quality of our property management and our overall professionalism.

We have developed tight connections with the relocation agency managers in charge of settling expats. Very few agencies access this market and it is not available to individual owners. Besides, companies usually wish to include property management in the housing benefit. Approximately 40% of our apartments are rented to companies who pay the rent to accommodate their expats.

Over 50% of our tenants are foreigners. We exclusively choose « premium » tenants offering all necessary guarantees in terms of reliability and solvency that have been carefully checked.

Our customers value our honest advice (on rental value, taxation...) and our ability to defend their interests on both the short and long term.





1. Furnished or Unfurnished?

Both options offer advantages and disadvantages Furnished rental :

the lease duration is of 1 year making it more flexible. It is therefore possible to recover your property each year instead of 3 for unfurnished apartments

because of high demand furnished rental is better adapted to small and medium size apartments
 is more tax efficient than for unfurnished apartments (see section E).

Unfurnished rental :

 enables to better forecast rental income because tenant turnover is slower than for furnished apartments

is better adapted to larger size apartments (3+ bedrooms) usually preferred unfurnished
 has lower management and maintenance expenses (no furniture, lower maintenance costs).

It is generally wise to consider the rental market's situation and evolution. Dynamics can differ according to the location, the size and the standing.

Your personal situation is also essential. To make the best choice consider the following :

- ✓ Do you need to recover your apartment at a given date or can you rent it long term (over 1 year) or indefinitely?
- ✓ Do you have the ability to furnish the apartment in order to rent it?

The following information should also be kept in mind :
 The rent spreads between furnished and unfurnished apartments have considerably decreased due to the glut on furnished properties. Tenants (individuals and companies)



are far more demanding and it is therefore important to offer high standard furniture in order to rent a furnished apartment in the best conditions (no refurbished furniture)
The 2015 Paris rent control regulations set the maximum rents for furnished apartments 10% higher than for unfurnished ones (see section D.7).

2. Is short term touristic rental preferable to long term furnished rental?

As it is very lucrative it may seem so.

Nevertheless :

It is not as profitable as it may seem

Short term rentals are being increasingly regulated and numerous requirements need to be met and violators face increasingly substantial fines from the Mairie de Paris.

On the financial aspect :

It is the rents for short term touristic apartments are significantly higher than for standard rentals

Yet :

- Vacancy rate can be high and significantly reduce annual rental income. The trend shows a substantial vacancy increase for apartments distant from the Paris hyper center
- Short term touristic rentals are extremely sensitive to conjuncture and international events : the 2015 attacks totally froze the market for several weeks. Long term rentals are not subject to these fluctuations
- Short term touristic rents include electricity, heating, internet, housekeeping, occupation tax.
 For long term rentals these expenses are paid by the tenant
- ✓ When renting short term it is often necessary to call on a property manager (bookings, housekeeping, maintenance) who usually charges 20 to 25% of the rent
- The condition of the apartment deteriorates much faster as long term tenants generally take better care of their apartment than short term tenants

About regulations :

Short term rentals are being increasingly regulated and many owners are not familiar with the numerous requirements that need to be met and violators face increasingly substantial fines from the Mairie de Paris :

✓ Short term rentals are authorized without any particular conditions for a maximum of 4 months.



a year providing it is the owner's main residence

In the case of a secondary residence, the owner must register at the Mairie de Paris to request a use change to touristic furnished rental and obtain authorization for seasonal rental. The cost of use change is between 1,000 and 2,000€/sq.m according to the neighborhood. This sole requirement is sufficient to ruin its profitability

✓ Since January 1st 2017 owners must register at the RSI : rental income above 23,000€ is subject to social contributions (~45% charges) as well as income tax (marginal rate) \checkmark Some condominium rules require that the General Assembly accept short term rentals.

As for other major cities, the Mairie de Paris is less and less lenient towards offenders. Owners not complying with regulations are liable to severe penalties (25,000€ fine with a plan for 50,000€ and a possible tax inspection).

Long term rentals are therefore more attractive and practiced lawfully. In addition they offer a better rental income forecast.

3. How Set the Price?

The Paris rental market is totally transparent and extremely efficient.

Internet has become the preferred channel for future tenants (both individuals and companies) and this transparency enables them to easily compare quality and price. The August 2015 rent control regulations (see section D.7) was determined according to statistics based on the market prices. Only luxury apartments with exceptional characteristics maintain a less transparent market price.

Supply and demand determine the rent : viewing the offers on the major websites is the best way to define the rental value, keeping in mind there may be a difference between the asking

Our role is to give you the most honest and fair advice on the rental value of your property and ensure we find the best possible tenant

The rental value is defined by:

analysing the market situation and dynamics coupled with our professional know-how \checkmark considering the property's assets



the time of year : even though there is no off-season except for Christmas and the two first weeks in August, demand is higher in the spring, in September and January
 maximizing annual rental income by finding the right balance between minimizing vacancies and the amount of the monthly rent. Keep in mind that for each month of vacancy the annual rental income drops by 8%

The Paris (and inner West suburbs) rental market is very liquid. Having no visits is an obvious sign the price is off market.

4. Preparing Your Rental

a- The first question is to decide whether you wish to rent furnished or unfurnished (taking into account information in section B.1).

b- On the practical aspects it will be necessary to prepare the apartment in order to show it at its best :

the apartment must be in perfect condition, ideally repainted.

- ✓ all major repairs should be done in order to avoid negotiation or concerns for a future tenant
- ✓ small repairs should be anticipated (bulbs, sanitary facilities, door knobs...) the tenant will be sure to ask for
- ✓ a smoke detector is mandatory since February 2015
- \checkmark it's wise to have enough sets of keys (of which one should be available for the visits)
- the apartment should be tidy and clean (for photo shooting and visits)
- ✓ the apartment should be « neutral » (free of personal belongings, books, pictures...)

For furnished apartments :

Two additional conditions need to be respected :

The apartment must be ready for use and must provide all necessary commodities : linen,

household equipment, furniture, bed, chairs, table... A complete list of mandatory items is now available (ask us for more information)

The furniture should be modern and elegant (no refurbished furniture see section B.1)
 Please provide us with a complete and updated detailed inventory

c-Administrative procedures to be kept in mind :

✓ Up-to-date mandatory diagnoses (see section D.5)

✓ A floor plan, especially if you ask us to produce a virtual visit

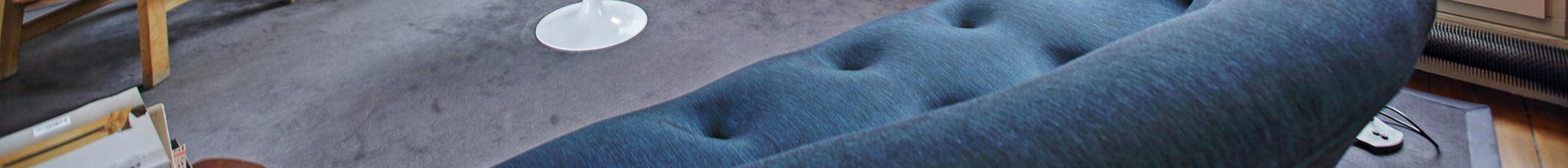


7.

✓ the non-owner occupied property insurance certificate to cover any damage occuring in the common areas or during apartment vacancies

d- The rent needs to be determined (see section B. 3). We will be glad to bring you assistance on this aspect





1. How long does it take to find the perfect tenant?

A professional agency should give you the proper advice and activate their networks in order to find the ideal tenant within a reasonable period.

Our role is to bring you honest advice on the rental value of your apartment in order to maximize

your annual rental income. The value may evolve over time (seasonality effect, apartment's condition, change or wear of furniture...).

Aligning on the high range of the estimated rental value, the average time to find a tenant is 2 weeks (considering necessary administrative delays).

The delay is similar for corporate rentals.

Keep in mind : it may be tempting to settle for an average candidate. We discourage this in order to avoid future problems. In our approach, the tenant never has the benefit of the doubt. It's much wiser to take the time to find an applicant with a solid record.



C. Finding the Perfect Tenant!

2. How do you find tenants?

We make every effort to rent the properties we manage rapidly :

✓ we impartially inform our clients on the most appropriate strategy to rent rapidly and efficiently

(rental value, necessary renovation, furniture...)

- ✓ we take a large number of pictures with professional high standard equipment (wide angle camera and full-frame, HDR processing...)
- we use cutting edge technology : walk-in videos, 360° virtual visits, certified digital signature
 we publish on all major plateforms reaching several million unique visitors a month
 our reactivity enables us to never miss an opportunity
 we are extremely demanding regarding the candidates, never leaving them the benefit of the doubt. For personal leases, all references are systematically checked (call us for more information)

For company leased apartments, we have connections with all the Paris relocation agencies in charge of settling expats in Paris. Therefore 40% of our rentals are leased with companies as housing benefits for their employees.

Keep in mind : the housing benefit market is a niche market with specific rules. Companies and relocation agencies will always prefer a professional for rental and property management. In this way all issues and concerns before and during the rental period are dealt with efficiently.

3. Is it possible to rent exclusively to companies providing housing benefits?

Yes under certain conditions.

Companies and their employees are fully aware of the imbalance between supply (abundant) and demand (scarce) therefore their requirement level is very high :

the apartments must be either completely renewed or in absolutely perfect condition

- ✓ for furnished apartments, the furniture must be modern, elegant, either new or in perfect condition (no refurbished furniture)
- \checkmark the location is essential : in the center and Western bourgeois parts of Paris
- ✓ policies differ from one company to another regarding the price of the rent. Most of them have



C. Finding the Perfect Tenant!

a scale (according to employee's hierarchic level and family situation). Generally speaking, apart from exceptional properties it is extremely difficult to bypass the limits fixed by the rent control regulations

We can look exclusively for a tenant with housing benefits. If the apartment meets the above

requirements, we can find a tenant within a short delay even though this cannot be guaranteed.

We will always be honest about the opportunity to sign a rent with a company for a specific property.

Being a niche market we usually recommend to not exclusively limit to this target. Furthermore, many individual candidates hold excellent records and references.

4. Are companies willing to pay more than an individual tenant?

It may be the case but it's not systematical. It all depends on the company policy that varies according to the employee's rank, seniority and family situation.

Besides, some companies have integrated the rent control regulations in their scale.

5. What are your fees?

After the lease is signed, we charge the owner one month's rent (tax included). A significant discount on our rental fees is applicable for properties we ensure management for.



1. What is the leasing period?

For unfurnished apartments the leasing period is of 3 years with tacit renewal unless terminated by either party (see sections D.3 & D.4).

For furnished apartments the leasing period is of 1 year with tacit renewal unless terminated by either party (see sections D.3 & D.4).

Keep in mind : for company paid accommodations both parties can freely agree on the leasing period

2. What is the amount of the security deposit?

The security deposit is of one month's rent (rental costs not included) for an unfurnished apartment and two month's rent (rental costs not included) for a furnished apartment.

The security deposit is refunded within 1 month or 2 months under-withholding due to apartment



3. What is the period of notice for the tenant?

The tenant is free to terminate the lease whenever he wants providing he sends a registered



letter with acknowledgement of receipt. A one month notice begins upon the date of reception (and not the date of dispatch).

Please note : our leases specify visits are permitted during the notice period and the

tenant is requested to keep the apartment tidy for them.

4. What is the period of notice for the owner?

As an owner, you must give 3 months notice before lease expiration (for a furnished apartment) or 6 months (for an unfurnished one).

To terminate the lease the owner must send a registered letter with acknowledgement of receipt (notice begins upon the date of reception – however it is safer to have it delivered by bailiff).

Termination must be motivated by one of the following :

- recovering the apartment to occupy it personally or for a member of his family
 selling the property
- ✓ for a serious and legitimate reason : nuisance, degradation, unpaid rent

5. What diagnoses are mandatory?

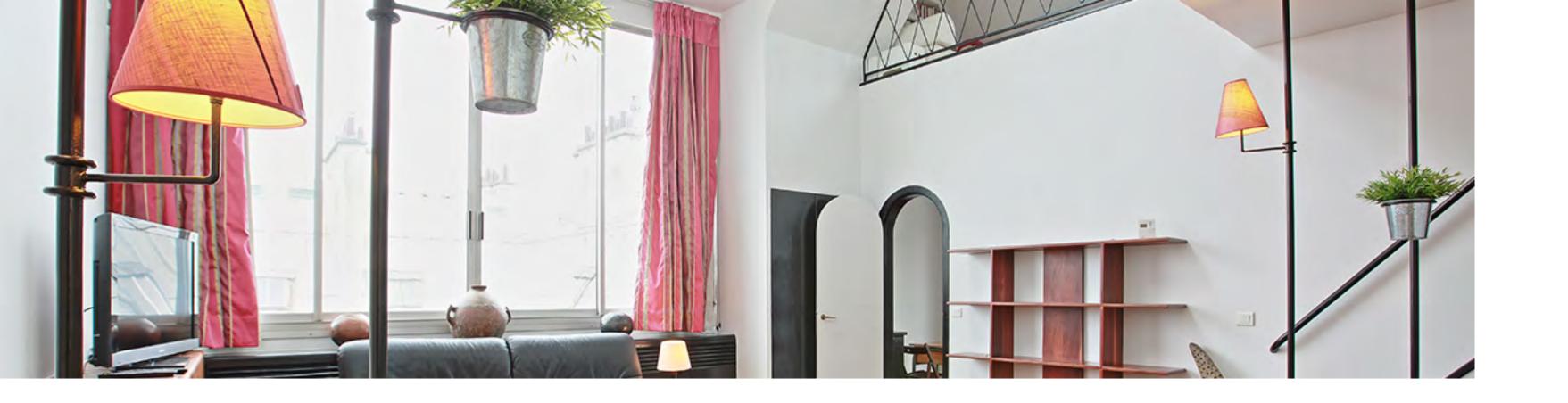
The following documents are needed to complete the rental :

✓ Surface measurement certificate (Boutin or Carrez law - unlimited validity unless transformation)

- the DPE (Energy Performance Diagnosis valid 10 years)
- ✓ the CREP (Lead Exposure Risk for buildings prior to 1949 valid 6 years)
- ✓ the ERNMT (Natural, Mining and Technological Risks) valid 6 months issued free of charge by

the mairie or on http://paris-a-la-carte-version-pl.paris.fr/)

- Amiante Privatif (Asbestos control)
- Electricity diagnosis (valid 3 years)
- ✓ Gas diagnosis (valid 3 years)



6. How to protect against unpaid rent? Do you offer loss of rent insurance?

We do not offer loss of rent insurance but most insurance companies and banks do.

For a company lease this insurance is useless. The company signature on the lease (CAC 40, SBF)

120, American Blue Chips) offers an excellent payment guarantee.

For individuals our drastic selection process on both financial and motivation aspects leaves no chance for doubtful candidates. Our monitoring tools enable us to carefully check the candidate's solvency and so far we have never had any loss of rent.

7. What is the impact of the rent control regulations in Paris?

The September 2015 rent control regulations fixes a ceiling price for main residences. It is defined in € per sq. meter rental expenses excluded (www.referidf.com).

The rent per sq. meter depends on :

- the location (Paris is divided in 100 zones)
- \checkmark the date of construction of the building
- the number of rooms
- \checkmark whether the apartment is furnished or unfurnished

The ceiling price is approximately 10% higher for furnished apartments.

The price was determined following a sharp statistical study. Its impact is limited (except for less than 30 sq. meter apartments) as large apartments seldom reach the ceiling price.

Based on our experience, we find the vast majority of rentals comply with the regulations because they conform to the supply and offer balance. In some cases, if justified by certain characteristics, the rent can exceed the ceiling price by 10 or 15%.

Keep in mind : he rent control regulations include a derogation for apartments featuring exceptional characteristics (terrace, view, duplex) enabling to rent above the ceiling price.



Feel free to contact us for more information on the rent control and its impact.

8. Who pays for the co-property expenses?

En tant que propriétaire, vous réglez des appels trimestriels de charge de co-propriété. Une As an owner, you must pay the quarterly appeal for co-property expenses. Some can be recovered and charged to the tenant in the form of a provision or a lump sum. The part recoverable appears on the annual report sent by the co-property management firm. Between 60 and 80% of the expenses are usually recoverable. They cover the services that benefit the tenant (heating if district, elevator, common areas cleaning, caretaker...).

Expense recovery differs for furnished and unfurnished apartments.

 Unfurnished rentals: the provision is accrued annually according to the actual amount spent, whether in favor of the owner or the tenant.

 Furnished rentals: the tenant either pays a provision or lump sum. If a lump sum is specified in the lease, no annual accrual is du.

Keep in mind : on the « réel » fiscal plan, the non recoverable expenses are tax deductible (furnished and unfurnished).

Provision should be estimated only on recoverable expenses to avoid having to refund the tenant for overpayment.

9. What other expenses are due by the tenant?

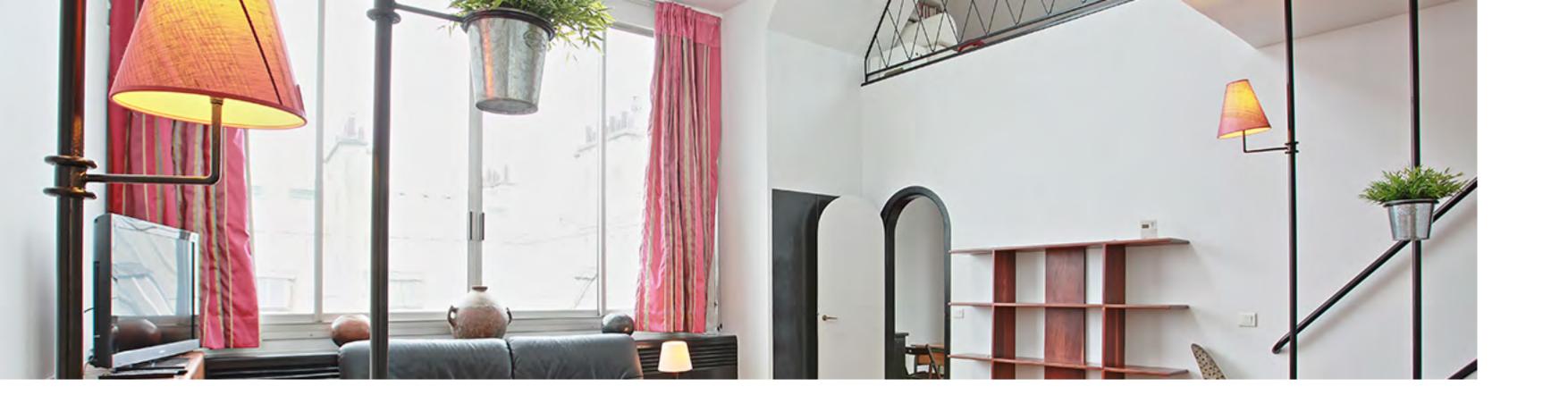
The tenant generally pays for the following : ✓ electricity

✓ gas

✓ gas boiler maintenance

internet access (if the contract is in his name)

occupancy tax (to be paid in November if occupant on January 1st of the same year)
 provision or lump sum for co-property expenses (see previous section)



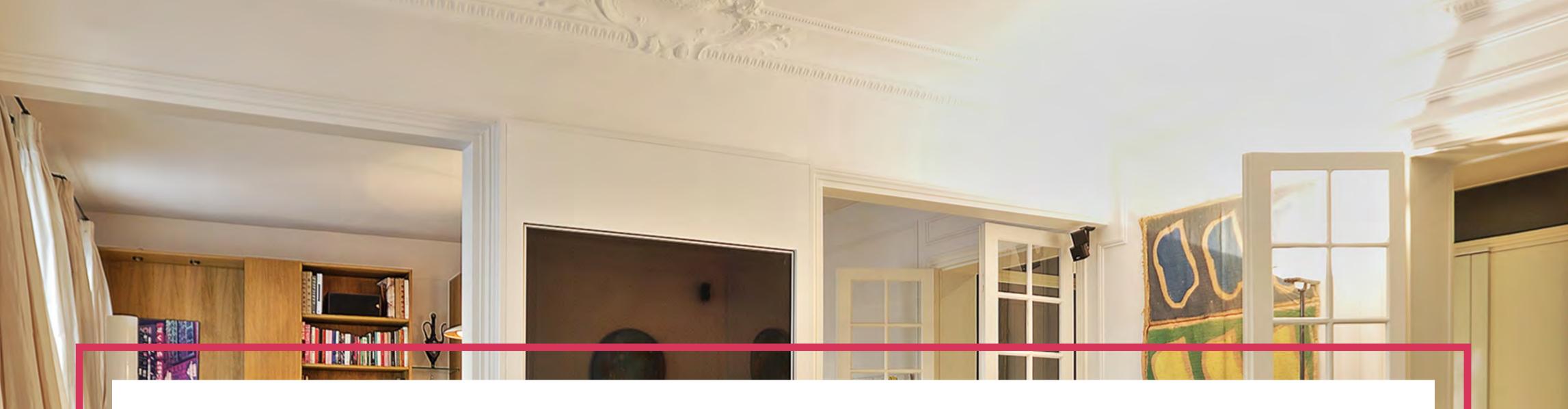
10. What happens in case of damage in the apartment?

It is a legal obligation for the tenant (or his employer in case he pays the rent) to buy home insurance covering major damage (water damage, fire, liability...) Providing the insurance certificate is mandatory before key turnover.

Buying a non-owner occupied property insurance is a legal obligation covering any damage in the common areas or during vacancy periods (between two rentals).

The security deposit will guarantee any damage to the furniture or the apartment caused by the tenant.

You may also choose to delegate the management to a property manager who will ensure the apartment is well-maintained (see section F).





1. How is rental income taxed?

Rental income is scaled as any income and is therefore also subject to social contributions (CSG / CRDS).

For unfurnished properties rental income is taxed as « real estate income » and for furnished

properties as « industrial and commercial profits » (BIC)

There are two possible tax plans for furnished and unfurnished rentals:

- ✓ A lump sum taxation (« micro-foncier » for unfurnished properties and « micro-BIC for furnished rentals)allowing a 30% relief on the taxable income for unfurnished rentals and 50% on furnished rentals, taxation being calculated on the remaining amount
- The « régime réel » tax plan allowing to deduct from the taxable income all expenses related to the rental (co-property expenses, repairs, insurance, property tax, loan interests...)

Keep in mind : For the « régime réel » tax plan and exclusively for furnished rentals, the French tax regulations allows an additional 2 to 3% deduction for accounting depreciation

As an example, let's take a 50 sq.meter apartment valued 450K€ and rented 1,700€/ month.

The « régime réel » tax plan allows an accounting depreciation of ~11,250€ (in addition to the other deductible expenses) out of a 20,400€ rental income.



This amortization added to the other rental expenses significantly reduces the taxable income and in many cases is liable to annul it.

In the case of an acquisition immediately followed by a rental the sales and notary costs

are also depreciable.



Taxation for Furnished Rentals

"Micro-BIC" Plan

"Régime réel" Plan (1)

Scope	Rental income less than 33,200€	Rental income above 33,200€ (or less than 32,200€ upon request)
		(or less than 52,2000 upon request)

Taxable base

50% tax relief on the taxable income Difference between rental income and (i.e. for 20,000€ rental income the rental expenses taxable base is 10,000€) Difference between rental income and rental expenses

- maintenance, repairs, enhancements

- loan interets

- co-property expenses
- property tax
- property management
- amortization (2-3% of the property value (2)

Applicable taxation

Marginal income tax rate + CSG / CRDS on the calculated taxable base

Administrative duties	P0i Registration form to complete before rental for the Tax Administration	
Accounting	None	Balance sheet and income statement and calculation for amortization (3)
Tax Return	Standard form #2042 (one box to fill)	Form #2044 or #2044 special
Taxation for Resale	For a main residence : no taxation on added v by the owner as his main residence for at least	value if the property is recovered and occupied t 1 year before resale.

by the owner as his main residence for at least 1 year before resale.

For a secondary residence : taxation on added value (income tax and social contributions) reduced according to holding period (4).

(1) the « régime réel » is optional for rental income less than 32,200€ and only upon request to the tax administration. It is irrevocable for 2 years

(2) amortization of the property value significantly reduces the taxable base. If the expenses + the amortization exceed 50% of the rental income the « régime réel » plan is more tax-efficient than the « micro-BIC »

(3) The accounting for the "régime reel" tax plan requests to have an accountant – contact us for information

(4) the tax administration grants the benefit of amortization to the taxpayer : it is not reincluded in the added value for resale



Taxation for unfurnished Rentals

«Micro-BIC» Plan

«Régime Réel (foncier)» Plan

Scope

Rental income less than 15,000€

Rental income above 15,000€

Taxable base

30% tax relief on the taxable income Difference between rental income and (i.e. for 20,000€ rental income the rental expenses taxable base is 14,000€) Difference between rental income and rental expenses

- maintenance, repairs, enhancements

- loan interets

- co-property expenses
- property tax
- property management

Applicable taxation

Marginal income tax rate + CSG / CRDS on the calculated taxable base

Administrative duties		
Accounting	None	Balance sheet and income statement and calculation for amortization (1)
Tax Return	Standard form #2042 (one box to fill)	Form #2044 or #2044 special
Taxation for Resale	For a main residence : no taxation of by the owner as his main residence :	on added value if the property is recoveredand occupied

by the owner as his main residence for at least 1 year before resale.

For a secondary residence : taxation on added value (income tax and social contributions) reduced according to holding period.

(1) The accounting for the "régime reel" tax plan requests to have an accountant – contact us for information



2. Is it more tax-efficient to rent unfurnished or furnished?

Taxation seems more favorable for furnished rentals :

✓ the flat-rate plan allows a 50% relief on rental income (instead of 30% for unfurnished rentals)

 the « régime réel » plan allows amortization significantly reducing and sometimes even annulling the taxable base (not applicable to unfurnished rentals)

Nevertheless, even if the fiscal aspect is decisive other criteria need to be considered when choosing between renting furnished or unfurnished (see section B.1)

Advantages and disavantages for furnished vs unfurnished rental





Fiscalité	Amortization allowing to reduce or annul taxable base	
Souplesse	Property can be recovered each year at lease termination	
Price	Slightly higher than for the unfurnished equivalent	
Vacancy Rate		Higher turnover. Slightly higher vacancy rate

Maintenance Costs

Higher because of regular furniture and household renewal



3. Can you assist me in choosing the most tax-efficient strategy?

We can help you determine the best rental strategy according to the features of your apartment (size, location...), the benefits of the different tax plans and your personal situation. .

4. Can you assist me in filling out my tax return?

Each year we send you a report including the rental income and expenses (those we know of). This enables you to fill out your tax return.

Nevertheless, you might need a specialized accountant especially if you choose the « régime réel » plan for which the tax administration requests a balance sheet and income statement. We will be glad to recommend the services of an accountant we work with.

5. Is it possible to rent as a SCI (non-trading real estate company)?

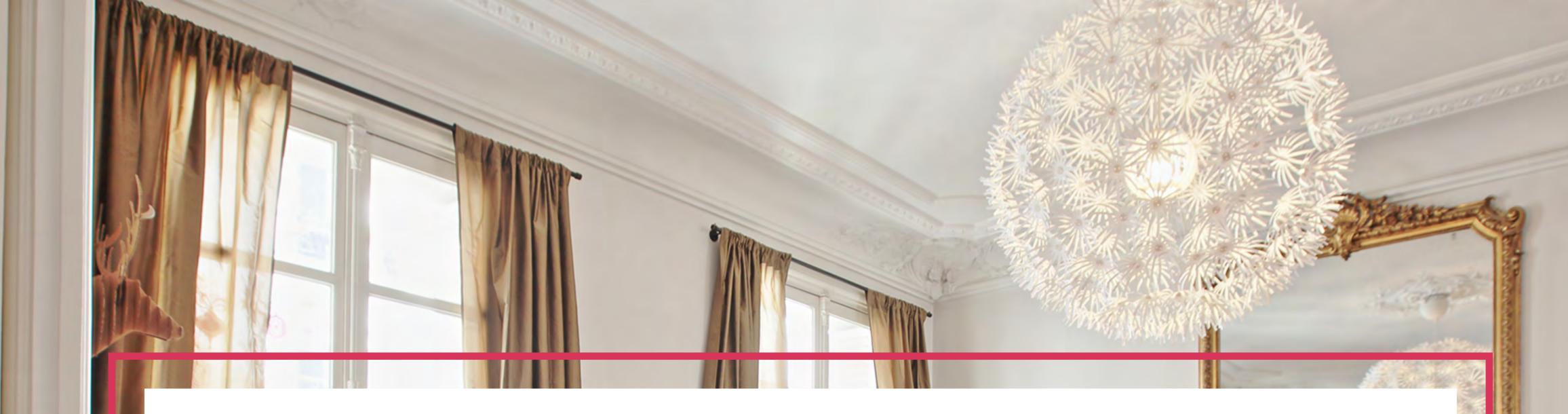
There is no difficulty for unfurnished rentals, however there are some restrictions for furnished rentals. The SCI must necessarily be subject to corporate tax for furnished rentals

6. How is the rental income taxed if I live abroad?

Just as for residents, the taxable base of your rental income is subject to income tax and social contributions (CSG/CRDS).

The flat tax rate is 20% and the social contributions 15.5% (17.2% as of 01/01/2018).

Keep in mind : The European Court of Justice invalidated the payment of social contributions for non-residents. The French tax administration refunds them upon request



F. Delegating Your Property



1. What exactly is property management?

Property management handles all predictable and unpredictable events occurring during the rental period, whether financial or operational.

On financial aspects:

call and collect the rents and issue the rent receipts

recover and transfer the amounts (and ensure dunning when necessary)

pay co-property expenses

pay contractors' bills on owner's behalf (repairs)

ensure necessary adjustments (annual accruals)

On operational aspects:

prepare and perform the inventory of fixtures (entrance and exit)
solve small issues and repairs common to first time rentals
inform the tenant about his rights and obligations and rental process

 handle all unexpected events that could damage your property (water damage, sanitation failure...). We provide the tenant with all necessary information and fill out insurance claims for the owner

 request quotations for repairs from our network of reliable, efficient and reasonably priced contractors

providing the owner's agreement for a quotation
supervise and control the repairs



F. Delegating Your Property Management

Keep in mind : in addition to saving time by delegating the operational and administrative tasks, property management adopts an « insurance-based » logic. Our approach focuses on protecting the assets (and its underlying performance) by rapid problem solving (disputes, damage, unexpected events impacting the use of the property) and by relying

on our expertise and the contractors we work with regularly

2. Is property management mandatory?

It is not. This service is offered to owners who, because of lack of time, distance, or choosing to rely on a qualified professional, wish to delegate the administrative, operational and financial management of their property.

Keep in mind : companies offering housing benefits to their employees feel more comfortable with a qualified professional who is familiar with the legal aspects and can

3. How do you differ from other property management companies?

« We manage properties as if they were our own » is our motto.

We strive to provide all-time high service by our proactive and interventionist approach. This enables to maintain a high occupation rate and maintain apartments in perfect condition. In return we have a very high rate of customer satisfaction.

Here are 5 ways we make a difference :

1. You have a proactive, dynamic single point of contact who knows your apartment, your tenant and your history. A maximum availability is our guarantee for responsiveness and assistance that make the difference

2. We voluntarily take an interventionist approach for the properties we manage : regular contacts with tenants and owners, suggestions on enhancements to increase rental value, rapid problem solving, anticipation of lease termination to minimize vacancy.



F. Delegating Your **Property Management**

3. In the case of an unexpected event, we proceed rapidly thanks to our network of reactive, qualified and reasonably priced contractors. We ensure follow-up until the problem is compmetely solved

4. Our fees are competitive, transparent, with no hidden costs. Many property managers offer

an attractive facial fee failing to mention some services, even basic, are not included and at an extra charge

5. We handle all the administrative tasks you wish to delegate. Each year we send a report for your tax return and can advise you on the most favorable tax plan according to your situation.

4. What is the cost for property management?

Property management based on an interventionist approach and rigorous follow-up is time consuming.

Our management fees are 7% (tax not included) of the rent.

A significant discount on our rental fees is applicable for properties we ensure management for.



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