



SHORT-TERM RENTAL OPERATIONS · LONDON & PARIS

Operations built to scale.

The operational infrastructure behind growing short-term rental, serviced apartment and flexible-living businesses.

[Explore the eBook →](#)

Housekeeping · Linen · Maintenance · Guest Services ·
Compliance



What an operator needs to know.

Use the cards, arrows, keyboard keys or swipe to move around the eBook.
Every section is designed to answer practical commercial and operational questions.

The business case

Scale, operating complexity and the Opago model.

Who we support

Short-let & serviced accommodation, developers, student accommodation and co-living.

Core services

Housekeeping, linen, maintenance, guest services and compliance.

Opago DRIVE

PMS integration, scheduling, analytics, property data and billing.

White-label operations

How Opago works as an extension of your own brand.

Onboarding

From discovery and integration through launch and optimisation.

Client proof

Blueground, Sweet Inn, Urban Rest, Cohabs, GuestReady, Stay in London and Urban Chic.

Start a conversation

Discuss the right operational model for your portfolio.

OPAGO AT A GLANCE

Infrastructure for professional property operations.

Opago combines field teams, service coordination and technology so operators can grow without rebuilding their operational back end each time the portfolio expands.

7,000+

properties under management

180,000+

cleans completed for partners

2

core markets: London & Paris

7 days

operations coordination each week

Current figures sourced from opago.co, August 2026.



THE OPERATING CHALLENGE

Portfolio growth should not mean operational drag.

Every new unit creates more turnovers, linen movements, maintenance tickets, compliance dates, staff scheduling and guest touchpoints.

01 Headcount rises with unit count

Recruitment, supervisors, rota cover and HR become permanent overhead.

02 Suppliers fragment the operation

Different inboxes, standards, reporting formats and accountability.

03 Leadership gets pulled back into delivery

Senior time shifts from growth and margin to daily field coordination.

The objective: decouple portfolio growth from operational complexity.



Use one service. Combine several. Or outsource the field operation.

The model is designed around the operator, not the other way around. Select the level of support that fits your current operating structure.

Standalone

Plug in one service — housekeeping, linen, maintenance, compliance or guest services — while the rest of your model stays unchanged.

- Specialist capacity, no new teams
- One clear point of accountability

Integrated

Combine housekeeping, linen, maintenance, compliance and guest services under one coordinated operating partner.

- Fewer suppliers and reporting formats
- One account across the operation

White-label end-to-end

Outsource the field operation under your brand, connected to your systems and standards.

- Scale without a local team per market
- Brand control, Opago execution

Operational support built around the way your portfolio works.

Opago supports professional accommodation operators, developers and asset teams that need reliable field execution, consistent standards and operational capacity that can flex with demand.

Short-term rental & serviced accommodation

Hotel-standard housekeeping, linen, maintenance and guest operations for high-turnover portfolios, without carrying every field function in-house.

How we work →

Student accommodation · Void management

Use summer and between-tenancy periods to reset rooms, complete planned works and prepare the asset for the next intake or flexible stays.

How we work →

Developers · Void management

Structured care for vacant, completed or unsold units, including inspections, housekeeping, maintenance, access and readiness support.

How we work →

Co-living operators

Communal cleaning, resident turnovers, in-room housekeeping and repeatable onboarding support for portfolios expanding across buildings and cities.

How we work →



Scale guest-ready operations without scaling the back office.

Opago acts as the field-operations layer behind short-term rental portfolios, taking on the functions that become harder to coordinate as unit count, geography and turnover volume grow.

Where we plug in

Housekeeping at turnover pace

Hotel-like cleaning standards delivered around check-out and arrival windows.

Linen & amenity management

Delivery, collection, laundering, replenishment and brand-ready presentation.

Maintenance & property care

One coordinated route from small fixes to specialist works and follow-up.

Guest-facing field support

Inspections, check-ins, property visits and local execution under your standards.

WHAT CHANGES FOR THE OPERATOR

More capacity. Fewer operational handoffs.

- Use one service or combine the full field-operation stack.
- Connect booking and property data into DRIVE to automate recurring work.
- Flex capacity with portfolio demand instead of carrying the same fixed field headcount.
- Run Opago white-label where your own brand should remain front and centre.
- Keep central teams focused on revenue, owner relationships and guest communication.

[Explore core services →](#)

PROTECT VACANT STOCK. KEEP IT MARKET-READY.

Operational care for completed units before occupation.

Vacant or unsold units still need active management. Opago gives developers a structured field operation that keeps stock clean, safe, maintained and ready for viewings, handover or occupation, without building a permanent void-management team.

A managed void programme can include

Inspections & housekeeping

Scheduled property checks, deep cleans and presentation resets keep units viewing-ready and surface issues early.

Maintenance & snag follow-up

Coordinate ad hoc fixes, handymen, remedial works and specialist providers while access is straightforward.

Compliance, keys & records

Support recurring requirements, property access and a clear evidence trail across the void portfolio.

Occupation readiness

Prepare units for resident handover, sale, letting or flexible use where commercially appropriate.

THE DEVELOPER BENEFIT

Protect the asset while the commercial strategy catches up.

Instead of letting empty units become an unmanaged operational risk, Opago provides a repeatable property-care layer with accountability and flexible service capacity.

- Maintain presentation standards across multiple units or blocks.
- Reduce deterioration and late discovery of defects.
- Keep properties ready for sales, lettings and resident handover.
- Scale support up or down as void levels change.

[Explore developer thinking ↗](#)

SUMMER VOIDS · BETWEEN-TENANCY OPERATIONS

Turn the void period into a managed operating window.

Student accommodation moves through concentrated periods of vacancy. Opago uses those windows to protect the asset, reset rooms, complete maintenance and create a reliable route back to resident-ready condition.

What Opago can manage

Deep cleans & room resets

Reset bedrooms, kitchens and communal areas to a consistent hospitality-led standard after departures.

Inspections & maintenance

Identify damage and coordinate ad hoc, handyman or specialist works while rooms are accessible.

Linen, amenities & flexible stays

Support furnished or short-stay use with linen, towels, consumables, housekeeping and turnover operations.

Next-intake readiness

Close outstanding tasks, complete final checks and return the asset to student mode ahead of peak move-in.

WHY THIS MATTERS

One partner across the transition from occupied to void and back again.

The same field infrastructure can support the asset through summer, planned works and new-resident readiness, reducing the number of suppliers and handoffs your team needs to coordinate.

- Protect asset condition during low-occupancy periods.
- Use the void window to complete maintenance efficiently.
- Create operational readiness ahead of peak move-in dates.
- Support short or flexible stays without rebuilding a seasonal team.

[Read about summer voids ↗](#)

Five-star, hotel-like cleaning standards at portfolio scale.

How the service works

1 Standards & SOP onboarding

We translate your property requirements, brand standards, access notes and turnaround expectations into a repeatable operating workflow.

2 Scheduling & PMS automation

Turnover, mid-stay and recurring cleans can be aligned to booking and property data, reducing manual coordination.

3 Expert field delivery

Opago-managed service providers work to structured cleaning requirements designed for guest-facing accommodation.

4 Quality checks & issue reporting

Checklists and field reporting help surface missed items, maintenance issues and exceptions before they reach the guest.

Housekeeping is part of the guest product. Opago combines hotel-like cleaning standards with a managed provider network and technology-enabled coordination so quality holds as the portfolio grows.

Why operators use Opago housekeeping

Hospitality-led cleaning standards

Not a domestic clean — we train and manage the service to guest-ready, hotel-like standards.

Managed service providers

Opago handles provider deployment, schedules and escalation so your team isn't coordinating individual cleaners.

Property-specific requirements

Your standards, access notes and presentation requirements are built into the delivery model per property.

Guest-ready finishing

Beds, bathrooms and final presentation are treated as part of the arrival experience, not a checklist item.

Housekeeping is not just a clean.

Done properly, it protects the brand, catches issues early and keeps turnover moving — a core hospitality function, not a commodity service.

A hotel-grade linen programme that can look and feel like your brand.

Build the linen model around the portfolio

- 1 Select the quality & presentation standard**
Choose from different grades of hospitality linen to match the positioning of your properties and guest promise.
- 2 Brand or white-label where required**
Create a consistent presentation under your own brand, including operator-specific linen and guest-facing supply requirements.
- 3 Delivery, collection & professional laundry**
Fresh stock is delivered around the operating schedule and used linen is collected and cycled back through professional laundering.
- 4 Replenishment & stock control**
Maintain appropriate stock flow without your team running an internal laundry, warehouse or manual replenishment process.

Opago manages the full linen cycle — quality selection, white-label presentation, delivery, collection, laundering and replenishment — tailored to your own brand and property positioning.

More than sheets and towels

Choice of linen grade

Different linen grades and finishes to suit the portfolio, from dependable hospitality stock to a premium guest feel.

Brand-ready presentation

White-label and branded options let linen and guest supplies sit naturally behind your own brand.

No internal laundry infrastructure

Laundering, collection, storage and replenishment removed from the central team.

One turnover workflow

Linen bundled with housekeeping so cleans, collection and next-room setup are coordinated together.

Bed linen

Towels

Bath mats

Kitchen linen

Shampoo & shower gel

Guest toiletries

Amenities & consumables

Planned, reactive and ad hoc maintenance, managed end to end.

Opago coordinates everyday fixes, urgent issues and specialist works through one managed route. We organise access, assign the right service provider, follow the job through and keep your team informed until the issue is resolved.

How the service works

1 Issue raised or identified

Planned tasks, ad hoc requests and issues surfaced during housekeeping, inspections or guest activity enter one managed workflow.

2 Triage, access & dispatch

Opago assigns the right handyman, operative or trusted specialist according to urgency, skill and property requirements.

3 Resolve, report & follow up

The work is completed or assessed, information is captured, and outstanding actions remain visible until closed.

Less guest disruption

Faster coordination helps protect reviews, revenue and available inventory.

One accountable route

Reduce the burden of managing a fragmented supplier network.

Everyday + specialist services

Handyman

Painting & decorating

Patio / outdoor cleaning

Window cleaning

Gardening

Plumbing

Electrical

Gas

Drainage

Locksmiths

Appliances

Furniture / removals

Pest control

ONEFINESTAY

"My team use Opago regularly for a wide variety of maintenance tasks across our portfolio. We have found their responsiveness and commitment to the right end result very helpful."

Trevor Zelch · Operations Manager



Responsive guest support wherever the property needs a human touch.

Guest-facing and property-facing support

Pre-arrival inspections

Check cleanliness, Wi-Fi, utilities, key amenities and visible maintenance issues before the guest arrives.

In-person check-in / meet & greet

Welcome guests, explain the property and support identity checks for a more personal arrival.

Local concierge & practical support

Provide a knowledgeable local presence for guest questions and property-related assistance.

Post-check-out inspections

Document condition, loss, damage and maintenance requirements before the next stay.

Viewing & access support

Provide trusted field presence for viewings, contractor access or other property visits.

White-label delivery

Operate as an extension of your brand where the guest should experience one seamless service.

Opago provides dependable on-the-ground support for guest and property touchpoints that need a physical presence — from pre-arrival checks and meet-and-greets to access, inspections and issue follow-up — without you building a separate local team.

Why teams use it

- ✓ **Protect first impressions**
Catch problems before arrival and deliver a more consistent, reassuring handover.
- ✓ **Add local presence without local overhead**
Use Opago's field infrastructure instead of maintaining a separate local team.
- ✓ **Keep standards consistent**
Translate brand expectations into structured, repeatable field requirements.
- ✓ **Keep the central team focused**
Reduce time spent dispatching internal staff for physical checks, access and issue follow-up.

Keep recurring obligations visible, scheduled and documented.

Compliance gets harder to manage as a portfolio expands, with every property carrying its own renewal dates and evidence trail. Opago centralises the workflow and coordinates certified works where required.

Common compliance services

- EICR
- Gas Safety Certificates
- PAT testing
- EPC
- Fire Risk Assessments
- Emergency lighting
- Fire alarms

Automated tracking and reminders surface upcoming requirements before certificates lapse, with documentation kept accessible throughout.

Why it matters

One portfolio view

See property information and operational requirements without relying on fragmented spreadsheets.

Less deadline risk

Recurring tasks can be scheduled and tracked instead of managed reactively.

Connected property care

Compliance, maintenance and field reporting sit within the same operational ecosystem.

Specialist access

Use trusted qualified providers for works that require certified or niche expertise.

Visibility without running the field operation itself.

DRIVE brings property data, service delivery, scheduling and financial visibility into one operational view. PMS integration can automate recurring jobs so operators do not need to manually coordinate every service.

1 Services

Request and review services, see status information and keep operational work linked to the relevant property.

2 Scheduling

Create regular service routines and connect operational activity to property and booking data.

3 Analytics

Review service activity, operational trends and portfolio performance from one place.

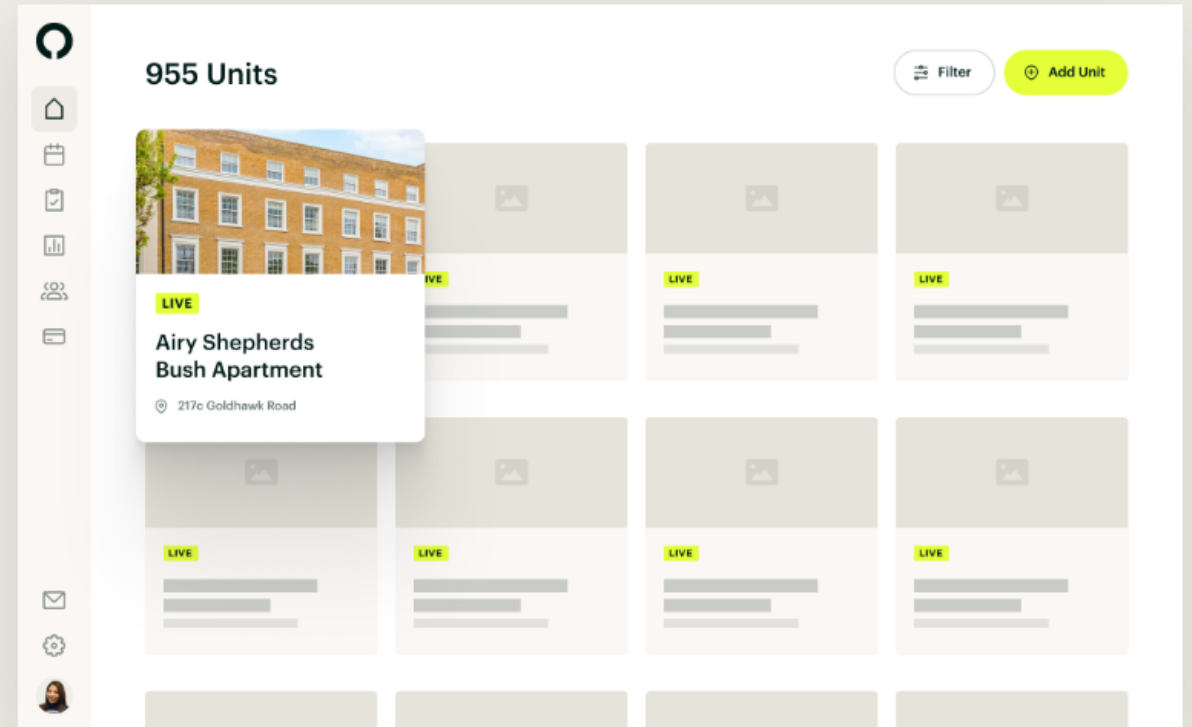
4 Property data

Keep access details, service history and unit-level operating requirements in one place.

5 Billing visibility

Itemised service costs and invoices by property, date and job for review and reconciliation.

[Explore the platform ↗](#)



WHITE-LABEL OPERATIONS

Your brand in front. Opago behind the operation.

Opago can run housekeeping, linen, maintenance, compliance and guest-facing field services as an extension of your business while you retain the customer relationship, commercial strategy and brand.

- Client-specific standards trained into the field operation.
- PMS-connected job creation and real-time service visibility.
- One operational partner across multiple field functions.
- Capacity that can grow without rebuilding internal infrastructure.

IN PRACTICE

GuestReady partnered with Opago to support 500+ homes across London and Paris with housekeeping, linen and maintenance services.

[Read the published partnership story ↗](#)



A controlled transition, not a hand-off into the unknown.

The exact scope varies by client, but the operating principle stays the same: understand the current model, design the right support, connect the systems, train the delivery requirements and then optimise against real performance.

01 Discover

Volumes, geography, pain points, current suppliers and service expectations — understanding where operational time, cost and complexity sit today.

02 Design

Standalone, integrated or white-label scope with service standards and pricing — the required services, operating windows, escalation rules and account structure.

03 Integrate

Properties, access data, PMS connection, schedules and operational information — loaded so schedules and reporting work from day one.

04 Launch

Field requirements trained, teams assigned, communication routes live — client-specific standards translated into field instructions before go-live.

05 Optimise

Performance reviews, reporting, exceptions, capacity and continuous improvement — keeping the model aligned as the portfolio changes.

Outsourcing is most powerful when it changes the structure, not just the supplier.

The strategic value is the ability to convert fragmented, management-heavy field operations into flexible capacity with clearer accountability and more centralised information.

Internal / fragmented model

Fixed field headcount and supervisor overhead

Multiple supplier relationships and reporting formats

Manual scheduling and WhatsApp-style coordination

Capacity problems during peaks, sickness and expansion

Senior operations time absorbed by daily delivery



Opago operating model

Flexible operational capacity aligned to service demand

One managed operational relationship across services

PMS integration, scheduling and platform visibility

Field infrastructure that can support portfolio growth

Internal leaders refocused on growth, margin and customers

Different operators use Opago for different reasons.

These examples are included where they demonstrate a specific operational outcome, rather than simply listing client names.

Blueground

90%+ → 98%

Published satisfaction scores linked to housekeeping delivery.

Sweet Inn

3× in 9 months

Portfolio scale-up with an all-in-one operational model; case study reports 100% guest satisfaction.

Urban Rest

8 hrs / week

Travel time removed, alongside reduced staffing, storage and operational overhead.

Cohabs

318+ rooms & units

Operational housekeeping support across Cohabs' portfolio in Paris and London.

GuestReady

500+ homes

Housekeeping, linen and maintenance support across London and Paris.

Stay in London

+100%

Portfolio property count doubled over the previous 12 months.

CASE STUDY · URBAN CHIC

A growth business trapped inside its own operation.

Urban Chic had built a successful London serviced-apartment portfolio of approximately 200 units, but its internal operating model had become a barrier to international expansion.

~200

London units

16

internal ops & housekeeping staff at peak

1

warehouse + vehicle structure

1

full-time Operations Director focused on London

THE CHALLENGE

Operational gravity was blocking the next market.

The cost base was largely fixed and payroll-heavy. Staffing risk, rota management, sickness cover, HR, warehouse costs and day-to-day firefighting meant the founder and senior team remained tied to London.

- 01 The founder wanted to expand into the Middle East**
The opportunity existed, but management capacity did not.
- 02 The operation depended on people and fixed infrastructure**
Growth meant more recruitment, more management and more fixed exposure.
- 03 The solution needed to preserve service continuity**
The buildings, team knowledge and guest experience could not simply be disrupted.

A structural operational transfer, not simply another supplier.

Opago onboarded the portfolio, transitioned 14 members of the housekeeping and operations team into the Opago operating model, converted the structure from fixed to variable capacity and gave Urban Chic ongoing visibility through DRIVE.

85%

reduction in internal operational overhead

14

team members transitioned with zero disruption

~200

units moved onto a variable operating model

2

internal staff retained, down from 16

A fundamentally different cost structure

Annual operational spend moved from approximately £450,000 to circa £400,000. More importantly, payroll, warehouse and management exposure shifted into a variable operating model that flexes with demand.

Expansion capacity returned to leadership

With London field operations absorbed by Opago, the founder was able to pursue the Middle East expansion rather than remain pulled back into daily local operations.

What Opago absorbed

Portfolio onboarding

14-person team transition

Housekeeping delivery

Operational complexity

DRIVE visibility

Account management

Urban Chic retained the building knowledge and service continuity of its existing team while moving the day-to-day operational burden into Opago. The founder regained the capacity to focus on international expansion.

Urban Chic & Opago case study

SUSTAINABLE OPERATIONS

Better operations can also mean less waste.

Opago's sustainability programme connects everyday field decisions with lower-waste products, more efficient logistics and tech-led coordination.

Sustainable toiletries

Selected low-waste and more sustainable guest and cleaning products.

Electric vehicles

EVs within the fleet to reduce operational emissions in London.

Tech-led scheduling

Digital task management reduces paper and helps coordinate field journeys more efficiently.

Ecologi partnership

Opago reports 1,700+ trees planted and 100+ tonnes of CO₂e avoided since March 2023.

[View sustainability programme ↗](#)



NEXT STEP

Let's design the operating model behind your next stage of growth.

Whether you need one service, void-management support or a fully outsourced white-label field operation, the starting point is understanding where your current model is creating cost, complexity or risk.

[Speak with the Opago team ↗](#)

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London & Paris

