CUSTOMER STORY / SEPTEMBER 2026

Residential Estates

Double the portfolio. Built to handle more.

How Residential Estates scaled from 130 to 260 units with Guestflow supporting its nationwide operation.



PORTFOLIO GROWTH

130 → 260

serviced accommodation units

4 → 5.5 office staff

September 2024 → March 2026

414 → 859

August guest arrivals
2025 → 2026

More locations. More arrivals.

Residential Estates now manages around 260 serviced accommodation units across roughly twenty UK locations, from Aberdeen to Bristol and Hull. To support rapid portfolio expansion, the team needed to list new properties quickly across OTA platforms. This brought an immediate increase in bookings and arrivals while repeat business, direct bookings and longer corporate stays built over time.

Guestflow brought guest communications, online check-in and access instructions into a shared operational system. When growth accelerated, the processes were already in place.

THE CHALLENGE AND THE OPERATING MODEL

One operation. Too many places to check.

Two years earlier, Residential Estates managed around 130 properties in six or seven locations, all within ninety minutes of the office. Bookings came mainly through two OTAs and three agents. Guest operations were spread across a guest experience platform, the PMS, spreadsheets and separate inboxes.

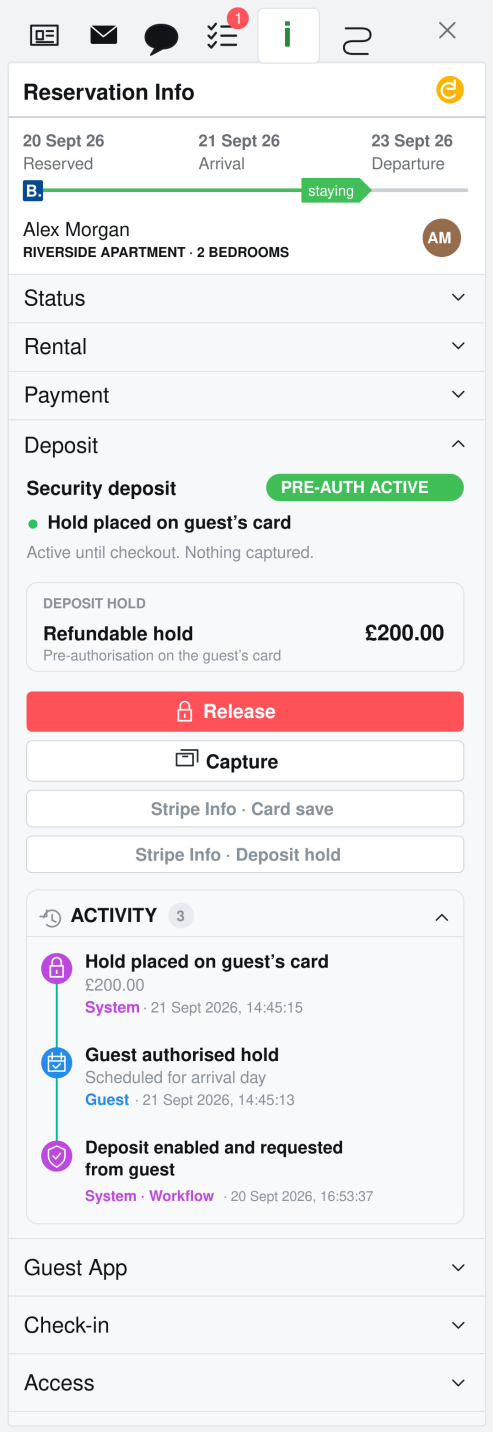
Messages arrived through OTA inboxes, a shared bookings mailbox, individual Outlook accounts and Facebook Messenger on personal phones. Replies from personal accounts broke email trails, leaving colleagues unable to see whether a guest had been answered.

Arrival details were typed into Word documents, with door and key safe codes copied between files. On one corporate group booking, codes for several properties were mixed up. Elsewhere, codes were mistyped or changed after the document had been sent.

The process also depended on individual knowledge. When the colleague who knew the previous guest platform best went on maternity leave, the remaining team struggled to understand or explain how it worked.

The operational foundation came first

Guestflow went live on 16 September 2024, around fourteen months before the main portfolio expansion began. Reservations from five OTAs, the website and twenty booking agents now feed into a system that identifies each booking's requirements and automates the follow-up.



GUESTFLOW PRODUCT VIEW

44,000+	12,000+	10,000+
automated messages	guest-app check-ins	access instructions

Since go-live, to 21 September 2026.

WHAT CHANGED DAY TO DAY

Control at every arrival.

One destination for guests

Each reservation generates a guest-app link for online check-in, property guides and access details. Instructions are released automatically, on schedule and matched to the correct property. The Word documents and manual copy-pasting are gone.

One shared view for the team

A shared inbox and audit trail show who has replied and what remains open. A virtual assistant handles weekday communications and tags the office team for escalations. Seeing the same information as guests reduces checks between tabs and colleagues.

Guests respond on WhatsApp

WhatsApp is already integrated into the guest journey. Residential Estates reports a significant increase in guest responses since adding WhatsApp to its email and OTA messaging.

New properties in minutes

Setting up a property in the previous guest platform could take up to three hours and still leave errors. With Guestflow, it takes about ten minutes. In the week before the interview, the team set up twenty new properties.

Paid extras without the admin

Early check-in and late checkout had previously been offered at around £20, but guests struggled to find the offer and staff found it awkward to administer. Extra time was often given away instead.

Protecting housekeeping

Eligible guests now receive offers automatically. The team accepts or rejects requests, while same-day turnarounds are declined automatically to protect housekeeping. Soft-launched in spring 2026 and fully live from June, the service now captures revenue that previously went uncollected.

£4,000+

in additional revenue

Nearly 300 paid early check-ins and late checkouts since spring 2026

ON AUTOMATING EARLY CHECK-IN AND LATE CHECKOUT UPSELLS

“There’s no way we’d be able to offer it the way it is without that in place.”

Natalie Smith, Office Manager, Residential Estates

THE RESULTS AND THE NEXT STAGE

Capacity for the next stage.

Operational scale	September 2024	Today
Properties	130	**260**
Locations	6–7, regional	**20, nationwide**
Booking channels	2 OTAs + 3 agents	**5 OTAs + 20 agents**
Office team[1]	4	**5.5**
Property setup	Up to 3 hours	**10 minutes**
Trading activity	**2025**	**2026**
Guest arrivals, August	414	**859**
Guest arrivals, Jan–Aug	2,412	**3,901 (+62%)**
Nights sold, Jan–Aug	25,822	**33,110**

[1] Office staffing grew from four around September 2024 to 5.5 by approximately March 2026.
Portfolio and channel figures describe the two-year change. Arrivals and nights compare like-for-like 2025 and 2026 periods.

White-glove support, built around the operation

Guestflow configures workflows for Residential Estates, taking that work off the operations team. This white-glove service gives busy operators access to automation without having to build every workflow themselves. Guestflow can also train their teams to manage configuration.

Residential Estates plans to add more units this year and continue its ambitious portfolio expansion. With guest operations already supported by Guestflow, the team is also looking to introduce more paid extras as the business grows.



Would you recommend Guestflow?

“Definitely. 100%. Especially even more so if they’ve got plans for growth.”

Natalie Smith / Office Manager, Residential Estates

Managing 100+ units and planning for more?
guestflow.ai/discovery-call

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