

OWNER eBites

The monthly run-down for property owners and hosts, and how Luke Capital Group is giving back to the industry. Put your feet up and dive into the latest.

THIS MONTH:

Moving away from OTAs, a brand-new booking website, and the results of our CEO's (not-so-secret) mission.

**7-NIGHT MINIMUM STAYS
COULD VERY WELL HAPPEN**



Our CEO, RYAN LUKE puts his money where his mouth is by testing a new idea on his own property portfolio. With a goal to attract longer bookings and reduce cleaning and turnover costs (which are as high as they have ever been across the industry), Ryan has been testing 4-night minimum stays across his own portfolio. The CEO says, "I will always test my business and risk my profits first, before suggesting anything to owners" - after pointing out this idea has been in the works across his own portfolio for nearly four months. The 4- night minimum stay has been an enormous success and Ryan is now looking to push this to 7-night minimum stays and help owners reap in more profit - without the hefty costs. Stay tuned for healthier SA businesses!

Property owners are advised to check their own Uplisting calendars and reach out to a member of our team if they'd like to opt out of this 4-night minimum stay strategy.

BUILDING FOR THE BETTER

More Money & Investment Towards New Luke Stays Website

A great deal of money and investment has been poured into the new Luke Stays website - where we've introduced an even more seamless booking system, better UX, direct bookings copy, and a slick new design. A big thanks to our team for the hours of extra work, to help bring this website to life! Keep your eyes peeled for the official launch.

[Find out more](#)

Trust Marketing Continues and the Launch of StayCover!

We're continuing to bring it home with our trust marketing and trust signals all over the new Luke Stays website (and beyond). As well as flying the flag of I-PRAC Approval, we've introduced StayCover: a (FREE) feature that'll make owners look ten times better and more reliable than a phoney Airbnb "Superhost". So-long AirCover, we don't need you.

[Find out more](#)



WELCOMING ANOTHER HOST OF PROPERTY OWNERS!

We're going from strength-to-strength as a family, as more owners are trusting us with their properties and choosing to build long-term and lucratively successful partnerships. As our property portfolio continues to grow at Luke Capital Group, so do the ways in which we can give back to the industry - and ensure as many owners like you as **humanly possible** are enjoying the rewards of property business.

[Find out more](#)



PUSHING HARD WITH OUR ORGANIC SEARCH RANKINGS

There's a lot of behind-the-scenes time, effort, and education that's going into improving our organic search rankings at LCG HQ.

Of course, it's never entirely "easy" to cut the cord from the likes of Airbnb and Booking.com in just one sweep - but we're making enormous progress and are continuing to increase our percentage of non-reliant OTA bookings every month.

For owners like you, this means fewer OTA fees, more control of your bookings and a financially healthy business all-round. It's a learning process for sure; but with the help of our amazing team, as well as the brand-new Luke Stays website, we're unlocking more and more of the good stuff.

Stay tuned for more of our exciting results and the new Luke Stays website!

WARMING UP FOR THE WINTER...



As we begin to go into “default mode” for winter (a dreaded time for many owners) - know that we’ll continue to do our best to extract as much of the market as we can. October will be jam-packed with more research, more testing, and more trust and creative marketing - while our CEO himself gets stuck into new strategies and ideas.



THE WORLD'S MOST INCLUSIVE

Our brand-new values (we call them **TIC Values**) shine a real light on the inclusive values of our brand and we absolutely love putting them into action. Treating every human as an equal, sparing no room for judgement nor ego - and continuing to evolve as business people and human beings, remains at the helm of all that we do.

You can read more about our TIC Values on the new website.



[Find out more](#)