

# I-PRAC COVID 19 INITIATIVE: PARTNER SUPPORT PACK

**I-Prac to Invest £1 Million Into the Short-Term  
Rental Sector to Help Build Stronger, Direct  
Bookings Businesses for Property Managers  
and Property Owners**

**APPLY FOR FREE 12 MONTH  
MEMBERSHIPS FOR YOUR STR  
COMMUNITY NOW!**



# CEO of I-PRAC, **Chris Maughan** Approves an Investment of **£1 Million** to Support the Short-Term Rental Sector

In a bid to transform and support thousands of operators within short-term rental, CEO of I-PRAC Chris Maughan, has approved an investment of £1 million into the sector, via I-PRAC's leading verification platform.

The industry leader firmly believes that there is a great deal to be learned in-light of covid-19; and that this pandemic, should in fact, encourage property owners to build more future-proof businesses.

Now more than ever, STR businesses should focus on sustainability via less commissions and more consumer control. This, as we all know, can only happen through more direct bookings – something that is driven significantly by I-PRAC membership.

## I-PRAC's FREE Membership Offer

I-PRAC will open up its global verification platform for property owners and property managers to join, for free as of **May 1st, 2020, till May 31st, 2020**.

The £1 million investment will be used for **2,500 I-PRAC memberships**, for the duration of **12 months**. This generous offer will give businesses the opportunity to recover after the pandemic; "test" the consumer market, and focus on building sustainable, direct bookings businesses, **without any financial commitment**.

Property owners and rental managers are under no obligation to continue with their memberships after their free 12 months; but will be able to renew their memberships at market rate, should they wish.

This one-of-a-kind offer can be rolled-out to your own communities of agents and property owners, who will benefit from I-PRAC's initiative. This will position you, our valued partners, as industry leaders, within your own right.

# What Does This **Free Offer** Mean for You, as I-PRAC's **Valued Partners?**

Industry change is inevitable, more so in the ever-evolving travel and short-term rental landscape.

Businesses who understand this, always remain ahead of the curve. By taking advantage of I-PRAC's phenomenal offer and making it available to your entire community of agents and property owners, you (and your brand) will stand stronger as leaders and be forever remembered for your willingness to help support the STR sector.

The "rebuild" of our sector will happen faster and far more efficiently if we unite, and work together. **There is strength in numbers.**



Show initiative and leadership by rolling-out I-PRAC's FREE membership offer across your entire community



Position your brand as empathetic team players, during a time when the STR sector needs it most



Build trust and credibility with your community of agents and property owners, as they will thank you for introducing them to I-PRAC's FREE membership offer; and as a result, helping them build more sustainable STR businesses



Strengthen relationships between you and your entire community and watch it benefit your business, as a result



All this **without any financial investment** from you and your community

# A Gift for the Short-Term Rental Sector, From an Industry Leading Brand



**Chris Maughan**  
CEO of I-PRAC

*“Eventually, the travelling will resume. But make no mistake, the STR landscape will never return to how it used to be. The sector has now changed permanently; and it’s crucial that we as industry leaders, continue to change with it. Since the launch of I-PRAC in 2016 (and after two years of research and development), I-PRAC membership has grown at a phenomenal rate. We have successfully reached 28 countries across the world, and it is now time for I-PRAC to give back to the industry and help support the rebuild of many businesses through our Free Membership Initiative.*

*I want people to see the immense value that I-PRAC can bring. Now it is free; and it is finally time to really focus on rebuilding STR businesses to attract and retain new guests. What better way to showcase trust and credibility, than with I-PRAC Approval?*

*My message to our valued partners, is to spread the word and encourage your communities to join I-PRAC for free. It is our gift to the entire sector; taking advantage of this offer will be the best decision industry professionals make all year.”*

# Lead Your STR Community In Full-Force: **Apply for Free 12 Month Memberships Now**

I-PRAC's verification platform will open up for free memberships between May 1st, 2020, till May 31st, 2020. Applying for your community of agents and property owners is simple.

1

Contact I-PRAC CEO Chris Maughan at [chris@i-prac.com](mailto:chris@i-prac.com) or MD Emma Mills at [emma@i-prac.com](mailto:emma@i-prac.com)

2

Tell us how many agency and how many private owner memberships you would like. The numbers for this can be increased if required; and it's perfectly okay if you don't use all the memberships. The I-PRAC team will simply need an idea, so that we can allocate a specific code to you, as quickly as possible.

3

I-PRAC will create one official code for agencies and one official code for property owners. This code will remain active until you have reached the number (of memberships) allocated to your specific code(s). The codes go active on 1st May 2020.

4

The free memberships will last for an entire year. After the first 12 months, there is no obligation for your members to renew; this will be solely their own choice.

**PLEASE NOTE:** All applicants are still required to go through the I-PRAC Approval process and provide all supporting documents. It is only the "Payment Fee" that is not charged; however, we will still need to approve each member individually. Rest assured, I-PRAC has a dedicated team for this initiative, who will fast-track all members' approvals.



# Spread the Word: Help Promote I-PRAC's Incredible Initiative and Stand Out as an Industry Leader

I-PRAC's free membership offer will categorically transform the STR landscape, and rebuild thousands of businesses, for the better.

Our target is to reach a phenomenal **2,500** new I-PRAC Approved members; and we cannot do this without you. As an industry leader, your involvement is paramount to the inevitable change that is coming – so we urge you to rally-up your communities of agents and owners, and spread this positive message far and wide.

Not only will your communities benefit and rapidly grow their own STR businesses, but this initiation will position you as even more of a credible leader; and the rewards of this will be invaluable.

## Here's What You Can Do:

- ✓ Introduce and deliver I-PRAC's initiative to your clients and community, for the benefit of their STR businesses
- ✓ Share the details about this fantastic offer across all your social media platforms and with your online community
- ✓ Share a video across all your social media platforms and/or your website about the amazing work that I-PRAC are doing, and outline the details of this FREE offer



## Get in touch with I-PRAC

The team at I-PRAC are committed to supporting the short-term rental sector and keen to discuss opportunities for further media coverage, that help promote this positive message.

**Interview Chris Maughan or Emma Mills**, have them speak at an event, or to invite them to your podcast; and for any other press enquiries, please contact: [sandra@iprac.com](mailto:sandra@iprac.com)

[www.i-prac.com](http://www.i-prac.com)

