



**“A thing is worth what it can do for you, not what you choose to pay for it.”**

**John Ruskin – English writer**

It is a well known fact that if you compromise on price, you automatically compromise quality. It doesn't matter what the product is, be it a motor vehicle, a t-shirt or insurance.

Nobody is able to produce and sell a quality product at a price lower than the cost of producing it, yet, every day we see advertisements on billboards, television, in magazines or newspapers suggesting that the best way to judge an insurance policy is by cutting the premiums.

If you compromise on price you compromise quality.

Every company, big or small, determines its financial success, based on its bottom line. Earn R100 and spend R99 and all is well. Earn R100 and spend R101 and all is not well. This leaves you with two options – cut your expenses or increase your income.

Cut your expenses and you might look financially successful, but you will also be sacrificing quality. That means that you are left with only one option – boost your income.

#### **What is income booster from BnB Sure?**

Income Booster is exactly what it says. It is a facility that helps the user to increase income without the need to cut expenses and, as a result, the quality of the product.

#### **The components of income booster**

\*[www.bnbfinder.co.za](http://www.bnbfinder.co.za)

These sites are included in the BnB Sure policy. Every policyholder is entitled to a listing on both sites.

Compatible sites can cost anywhere up to R200 per month for this type of advertising.

In 2013, between January and June 48,000 visitors accessed the site. By the end of December 2013 around 100,000 visitors were expected.

Assuming just 10% of that number found accommodation and each guest booked for just one night at a cost of R500, that means a total of some R5 million has found its way into the pockets of BnB Sure policyholders.

#### **Car Hire Commission**

When a guest makes a reservation either verbally or electronically, on confirmation, the guesthouse owner has only to ask if, as an extra service, they can arrange car hire for the guest.

The average cost of hiring a vehicle in South Africa is R300 and the average period of hire is around 10 days. This differs depending on the profile of the guest but assuming the averages are as close as one can get to accurate, it means the average car hire cost is around R3,000.

For simply arranging the car hire, the BnB Sure policyholder earns a 10% commission which means that, on the figures above, it is R300. That is for just one car hire.

### **BnB Club**

All BnB Sure policyholders have access to the BnB Club online and there are a variety of products that can be purchased at Club prices.

### **Association Membership**

Running a B&B or guesthouse is a difficult thing to do if one doesn't have the backing of an "interest group" or association keeping you up to date with developments in the industry.

BnB Sure has negotiated discounts on the cost of subscriptions for membership of both the National Accommodation Association and the AA Quality Assured grading programme and this equals an amount of approximately R25 per month.

### **Premium Discounts**

As a BnB Sure policyholder, membership of various nominated bodies will result in premium discounts of up to a maximum of 30%.

\*Income Booster – the boost to income using these facilities which are included in the BnB Sure policy can often increase income to a figure in excess of the policy premium every month.