

# Securing a Stronger Future

for the Australian Short-Term Rental Sector:

## SafeStay and I-PRAC Announce Official Partnership



There's certainly safety in numbers for the Australian short-term rental sector, as pioneering leaders SafeStay and I-PRAC launch their official partnership. The businesses have joined forces in an outstanding effort to increase safety and legitimacy across the Australian STR landscape, with plans to roll out in other countries, in the future.

Whilst initially founded on opposite sides of the globe, the commonality shared between **SafeStay** and **I-PRAC** is their goal to make the STR space consistently safe, for both consumers and legitimate operators.

Since inception, both businesses have directly addressed the numerous safety and security risks involved in the STR sector; and better yet, have provided practical solutions, resulting in widespread profitability and peace of mind.

Now, the industry leaders are on a collective mission. To make a greater impact on what is arguably, one of the most innovative sectors in the world – via the power of partnership.

Renowned in the Australian STR market, **SafeStay** is operated by a team of experienced inspectors, account managers, technical verification managers, and support partners (including government departments and service providers), all of whom are responsible for the **SafeStay Certified Approval** process. The company was formed after the founders (a group of industry specialists) witnessed the tragedy of short-stay accommodation incidents, ranging from injury, fraud, and even fatalities.

**SafeStay's** experts have since designed a meticulous "framework" and an audit inspection process, which guarantees compliance and the legitimacy of STR properties. This "seal of approval" (once rightfully earned) not only adds credibility for genuine STR operators, but builds trust between them, and their guests.

Delighted to be partnering with another leading brand within the STR sector, co-founder of **SafeStay** **Natasha Morgan** commented, *"This is a phenomenal opportunity for SafeStay as we look to increase cleanliness, safety, and legitimacy across the Australian short-term rental space. Like us, I-PRAC is a purpose-driven company that values consumer trust and confidence. I'm certain, that with their experience and commendable expertise, we will be making huge waves across the sector! SafeStay Australia assists in rebuilding Australian tourism in support of the short-term rental/ hospitality industry by hosts being able to place their properties in a unique booking position. Guest safety is our number one priority, allowing guests to feel and experience staying safe with an STR that's certified as a SafeStay!"*

**Kiel Glass**, also co-founder of SafeStay adds, *"From May 2020, when purchasing SafeStay's Gold Certification, property owners will receive a \$50 off SafeStay Gold Certification & FREE I-PRAC verification and ASTRA membership. The \$6 million investment will be used for SafeStay Certification & I-PRAC verification & memberships, for the duration of 12 months. This generous joint offer will give businesses and hosts the chance to rebuild, recover, and add a level of TRUST that all guests are expecting after this global pandemic."*



**Natasha Morgan**  
Co-founder of SafeStay



**Kiel Glass**  
Co-founder of SafeStay



**Damian Morgan**  
Co-founder of SafeStay

**Damian Morgan**, another co-founder of SafeStay concludes, *"We aim to certify 100, 000 Australian properties to lift cleanliness and safety standards for both guests and hosts during this challenging time. Guests are our number one priority, and we want them to know that they are safe with SafeStay."*

Like SafeStay, **I-PRAC** has been leading the short-term rental industry towards a safer and more lucrative future. This global verification and membership platform was founded and funded entirely by **Chris Maughan**, following a harrowing, real-life experience.



**Chris Maughan**  
CEO & Founder of I-PRAC

In 2016, Chris Maughan was approached by a stranded family in the South of France, who had fallen victim to rental fraud. Upon doing his research, Chris was aghast to find that the STR sector has been polluted with thousands of illegitimate operators for years, costing unsuspecting guests money, peace of mind, and in many cases, their health.

Now, **I-PRAC's** approval certification (as the result of a rigorous application process) is recognised by travellers and industry professionals worldwide; and sets its members apart from fraudulent operators. Essentially, the business's goal is to protect legitimate STR property owners and travellers from illegal activity, which is sadly common and difficult to pre-empt without the professional means and technology. Unsurprisingly, STR property owners/agencies are reportedly seeing a significant rise in their direct bookings after becoming **"I-PRAC Approved"**. For these operators, **I-PRAC** is that much-needed bridge of trust between them, and their guests.

Industry veteran and founder **Chris Maughan** has explained, *"I have seen the short-term rental industry develop, evolve, and grow over the last 20 years; and there has never been a greater need for trust and confidence. What's vital to remember, is that trust and confidence far supersedes anything else when it comes to building a successful, consumer-focused STR business, and this is where businesses like I-PRAC and SafeStay come in. I'm thrilled to be embarking upon this exciting partnership and providing yet more value to the STR sector, and the ever-growing market in Australia. In essence, SafeStay epitomises I-PRAC's core beliefs and values, and we're extremely proud to be working on this initiative with them. Here's to an even brighter future for the STR sector! Together, we will rebuild our amazing industry and become even stronger, post pandemic".*

Without a doubt, there couldn't be a better time to welcome positive news for the short-term rental sector. The partnership between **SafeStay** and **I-PRAC** not only promotes safety, trust, and more professionalism across the STR landscape; but also, the colossal benefits of working together, towards an aligned end-goal.

Both companies will be releasing further information about the details of their partnership, as well as their phenomenal \$6 million investment over the next few weeks.

For their latest updates and initiatives, visit: <https://www.safestayaus.com.au/> and [www.i-prac.com](http://www.i-prac.com).

