
onefinestay announces addition of 100th home to New York portfolio

New York – 15th November 2012 - onefinestay (www.onefinestay.com), the world's first unhotel, today announced the addition of the 100th home to the company's carefully curated collection of distinctive homes in New York, joining the more than 700 homes already in its London portfolio.

The announcement of the 100th home in New York comes fewer than five months after the company's launch there in May 2012. First launched in London in May 2010, onefinestay is a successful British export and a new concept in accommodation: guests live like a local in a distinctive private home when the owner is out of town, but with all the comforts and conveniences of an upscale hotel, and homeowners earn an additional, hassle-free income while they are out of town.

The 100th home is a six bedroom [brownstone in Brooklyn Heights](#), one among a range of distinctive properties that includes an expansive [townhouse in Soho](#), a laid-back [Nolita apartment](#) and a [vibrant home in Brooklyn](#), alongside unique homes such as the ex-industrial lofts of Tribeca. The collection in London, already numbering over 700, is similarly diverse, and includes an apartment in the iconic [clocktower of the St Pancras](#) building and a Georgian riverside mansion. Today, onefinestay exclusively manages a property portfolio worth well in excess of \$2 billion across New York and London.

The company's New York expansion has been extremely rapid, with new homeowners joining the service almost three times more rapidly than they did when it launched in London. Taken as a whole, with a total of nearly 2,000 bedrooms across the two cities, onefinestay's 'unhotel' now has more bedrooms than The Plaza, six times over.

The concept, teaming the character of real homes with the services of a hotel, has been popular with guests, who enjoy 5* linens, fluffy towels, luxury toiletries and even an iPhone during their stay. Prices range from \$200 per night for a comfortable one bedroom apartment to \$1,000 per night for an historic four bedroom townhouse, and can be booked as easily as a hotel room.

Evan Frank, co-founder and VP International of onefinestay in New York, says, "We're excited about how onefinestay's membership has grown in New York since our launch in May this year. Homeowners have been quick to embrace the concept, and growing our collection of homes so quickly has meant that we can offer guests the chance to live like a local in a home to suit any taste or preference."

Greg Marsh, co-founder and CEO of onefinestay, says, “It took us more than 14 months to sign up our 100th homeowner in London. It’s taken only five months to achieve that milestone in New York. The unhotel is an idea whose time has come.”

*Please note **onefinestay** is one word, no spaces, lowercase*

Notes to Editors:

onefinestay (www.onefinestay.com) redefines the experience of city travel: live like a local by staying in a distinctive home while the owner is out of town, with a service which offers all the convenience and comfort of a hotel. Guests enjoy luxury amenities like 5* hotel linens and toiletries and every guest is also lent an iPhone for the duration of their stay which is stocked with local tips from the home’s owner, and from which they can make free local calls. Members benefit by earning an income from a house or flat which would otherwise stand vacant, without the risk or hassle associated with alternatives like holiday rental or short letting. Since its launch in 2010, onefinestay has signed up hundreds of members, and today manages an exclusive portfolio of over \$2bn of beautiful upscale homes in London and New York.

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