OCCUPANCY ANALYTICS & ACCESS CONTROL

Short-lets, shut down — protecting a 249-home community from illegal lets

How Jupiter 3, a 249-home development across five buildings in Birmingham, used EasyBM's access analytics to detect and remove short-term lets that breached the lease — across 14 entrances and 480 residents.

A lease that says 'no short-term lets' is only as good as your ability to prove a breach. EasyBM turned everyday access data into the evidence to act.

THE CHALLENGE & OUR RESPONSE

The challenge

Jupiter 3 is a large waterfront community — 249 homes across five buildings, with 14 entrances. Its biggest problem wasn't intruders; it was its own front doors. Apartments were being let out on AirBnB and other short-let platforms in breach of the lease — bringing a churn of unknown guests, noise, security risk and wear that long-term residents shouldn't have to live with. The managing agent knew it was happening; proving which flats, and acting on it, was the hard part.

What we did

EasyBM brought access control, CCTV and the whole development onto one intelligent platform — and because the platform is flexible, we extended it with **occupancy analytics**. By analysing the mix and pattern of access credentials at each flat — the tell-tale churn of a revolving door of short-stay guests — the platform flags the apartments likely being short-let, with a weekly evidence trail, giving the managing agent what it needs to enforce the lease.

WHAT WE DELIVERED

Short-let detection

The platform scores each apartment for short-let activity from its access patterns — the churn of one-off guest credentials and comings and goings that a settled household simply doesn't produce.

Evidence that stands up

Every flagged flat comes with a weekly evidence trail, so the managing agent acts on fact, not suspicion — and can support enforcement under the terms of the lease.

Access across 14 entrances

Akuvox access control and CCTV across all five buildings and 14 entrances, with 480 residents enrolled — one system for the whole estate, not five.

Acting on evidence, not assumptions

The platform surfaces the patterns; people make the decisions. Flags are pattern-based — drawn from access activity, never from who someone is — and go to the managing agent to review and act on under the lease. The analytics are opt-in per site, proportionate, and handled under the development's data-protection policies.

WHAT IT MEANS FOR THE DEVELOPMENT

Illegal short-lets removed

A known-but-unprovable problem became action: 14 short-let flats were identified and removed from the site — protecting the lease and the people who actually live there.

A community, not a hotel

No more revolving door of unknown guests, keys handed to strangers, or the noise, mess and security risk that come with it. The building is for its residents again.

One platform across five buildings

Access, CCTV, maintenance and resident onboarding for all 249 homes and 14 entrances in a single system — a large, multi-building estate managed as one.

14
Illegal short-lets detected & removed

249
Homes across five buildings

480
Residents enrolled on the system

5
Buildings, managed as one

Why it keeps paying off

- **The lease, enforced.** Short-lets breach the lease; the analytics give the managing agent the evidence to act — and to keep acting as new ones appear, rather than fighting a losing battle by hand.
- **One platform for a big estate.** Access, CCTV, maintenance, resident onboarding and compliance across five buildings and 14 entrances, in one intelligent system that watches for issues around the clock.
- **Flexible by design.** The occupancy analytics weren't off-the-shelf — we extended the platform to meet Jupiter 3's exact problem, a 100% fit.

The estate
249 homes, 5 buildings

On one platform
14 entrances, 480 residents

Designed, delivered & managed by EasyBM

Occupancy analytics are pattern-based (drawn from access activity, not personal characteristics), opt-in per site, and operated in line with the development's data-protection policies.

HOW SHORT-LET DETECTION WORKS

1. Access patterns analysed per flat
2. Short-let signals scored
3. Flat flagged with weekly evidence
4. Managing agent reviews
5. Lease enforced — short-let removed

Protect your development.

Talk to our team about access control, occupancy analytics and one intelligent platform for a multi-building estate. Email sales@easybm.im.

Contact sales