



CHRISTCHURCH  
BAY COASTAL  
— ESCAPES —

Holiday Homes by the Sea

CHOOSING THE RIGHT SERVICE  
FOR YOUR HOLIDAY LET

# ABOUT US

KAREN MORRIS | OWNER



Hello and thank you for your interest in Christchurch Bay Coastal Escapes.

My name is Karen and I started Christchurch Bay Coastal Escapes in 2020 after working in the property industry for most of my life. I have my own holiday lets in the area and was disappointed with the offering of other local holiday letting agents. We've been slowly growing our business ever since, with a deliberate focus on quality of service, over quantity of stock.

We have a wonderful diverse range of properties and I'm delighted to work with some fantastic owners who put genuine care and pride into their holiday homes, allowing us to offer our guests true, luxury accommodation that's guaranteed to be both beautiful and reliable every single time.

Whilst I am always on the lookout for new, unique and special properties, I keep my portfolio small to ensure I can continue to offer the high-end service that each and every guest and owner expects. I strive to develop a close relationship with all of my owners, meaning communication is easy and stress free.

Christchurch Bay Coastal Escapes is a local, family run business, offering a truly personal service that larger agencies often miss. My promise to you is to care for your property the same way you do, and to find lovely, thoughtful and respectful guests to fill your calendar throughout the year

# A PERSONAL SERVICE



Your property is important to you. That's why it's vital to find the right agent who will look after your property as if it were their own. I visit every property that I take on personally, to make sure it meets our high standards and fits our criteria. This also means that I know the property and the surrounding area first hand, giving me an edge on those larger agencies who have never seen the properties in their portfolio.

I will tailor recommendations to guests to make sure they really get the most out of their stay and leave your home with happy memories and a glowing review!

## What's Included

- Marketing on all relevant listing platforms; AirBnB, VRBO, Coolstays including taking direct bookings through our website
- Securing bookings, collecting funds, arranging access, liaising with guests and providing information about the accommodation and local area
- Providing 24/7 contact for guests (out of hours fees apply)
- Liaising with owners and our in-house housekeeping team to ensure changeovers are scheduled and carried out efficiently and to our own high standards
- Arranging contractors and safety checks on your behalf for any property maintenance issues
- Collecting funds from guests, arranging payment for suppliers/housekeepers and paying booking and commission fees
- Paying owner's booking income (less fees), providing monthly statements, holding property sinking funds
- Annual reports on Property performance, revenue and occupancy level
- Providing Digital House Manual and Guidebook

After viewing your property I will report on the estimated income we could hope to achieve for your property. In addition to the nightly rental fee, I would recommend putting a minimum 2-3 night stay on the property bookings to prevent high changeover costs.

For all of my properties, I have a cleaning fee set up which is paid by guests in the total price. I will be able to advise what I would set this cost at on the channel platforms, and this would help to recoup some of the cleaning costs. Even if you aren't hiring our housekeeping service to do the changeovers, we know your time is precious and linen can be expensive to launder.

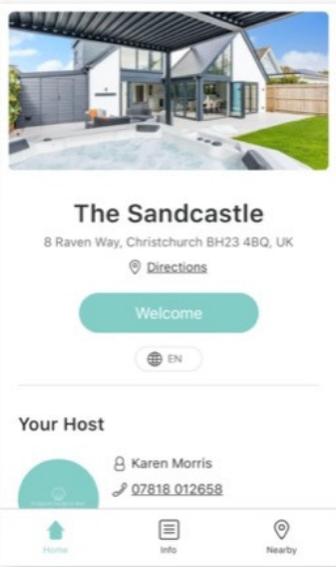


## OUR MARKETING STRATEGY

Once your property is listed on our website, it is automatically sent to our partner platforms. Giving you excellent coverage on the UK's most visited holiday home websites.



# Digital Marketing



We are also pleased to introduce digital guidebooks produced by 'Air Guide' as partners to our business. This partnership allows us to create e-guides for guests to explore the local area with recommendations of places to visit or eat, but also includes a full house manual with instructions.

**airguide**<sup>TM</sup>

## Social Media



Over 4.5 billion people (that's over 50% of the world's population) are on social media so it's increasingly important our business is present on at least one social media platform. We are always looking for exciting ways to promote our business and your property through Instagram and Facebook. We partner with local social marketing businesses to enhance our on-line presence.



# PRICING

## Initial set-up & Marketing - POA

- Advising on property set-up, including health & safety requirements
- Inventory requirements
- Listing on OTA Platforms
- Property photography & staging
- Dynamic pricing for your property and Income Forecast

## Agency Commission Fee

This will be determined and agreed after visiting the property and producing an income forecast.

In addition, the following costs will apply:

## Housekeeping Services - £18 per hour

Includes resetting the property post guest or owner occupancy with uniformed staff. All cleaning products, equipment, insurance inclusive. Deep cleans are POA. We provide our housekeepers with our own Housekeepers Manual for marketed properties which includes a cleaning checklist and presentation points for each property.

## Laundry Services

All laundry post occupation will be sorted, washed, dried and ironed and returned to the property by a professional dry-cleaning service. Costs will vary depending on occupancy of property per booking - these are passed on to you as an owner at our preferential rate from the laundry on a 30-day term.

## Welcome Pack

We can provide a welcome pack for your guests that our housekeeping teams will present beautifully before each booking. This will be billed alongside the changeover.

You are welcome to provide your own stock for us to display or we are happy to provide a bespoke pack. We like to use local brands as much as possible. Ask us for our Welcome Pack Selection Menu.

# PRICING



## Key Holding Fee - £30 per month

This will include weekly property visits for insurance compliance purposes when vacant and where required, access for emergency call-outs and putting bins out on a weekly basis in owners/guest absence.

## 24 Hour Assistance for your guests

We place high importance on customer service and taking care of your property and/or guests staying in one of our owner's properties. We are on hand 24/7 before, during and after their stay. Out of hours: 6pm - 8am Monday - Friday, and all day at weekends and public holidays. We offer this out-of-hours service on a pay as you go £25 per call flat rate for every emergency callout made out of hours

## Property Maintenance - from £25 per hour

Our experience with property management has meant we have a bank of local tradespeople and service professionals to support you to keep your property up to standards for you and guests, by staying on top of maintenance at all times. These include electricians, plumbers, handymen, gardeners etc.

We will charge a min of £25 per hour for arrangement of any property maintenance issues including organising trades, suppliers or attendance at the property. We will provide written quotes for any works agreed with you and act as property manager in your absence.

## THE NEXT STEPS....

Looking after and running a short-term rental (STR) can be a complex and time-consuming process. Whether you choose to be involved on a day-to-day basis and take care of the finer details yourself, or you live away from your property and would rather relax and let us do the work for you, Christchurch Bay Coastal Escapes are here to help.

After you instruct Christchurch Bay Coastal Escapes, I will come and visit you to view your property and advise on the best way to get it market ready.

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**TALK TO US**

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