



SELF CATER

CORNWALL



AN OWNER'S GUIDE
TO HOLIDAY LETTING

www.selfcatercornwall.co.uk



A warm welcome from Self Cater Cornwall...



...and thank you for finding out more about us.

This guide provides you with essential information on holiday letting: it explains who Self Cater Cornwall is and how we can help you get the best from your holiday home. After reading this guide, why not have a chat with one of our friendly property managers who will answer any questions you may have and give you valuable tips specific to your property.

Your partnership with Self Cater Cornwall will be very important to us, as together we work towards the shared goal of ensuring returning, happy guests.

We look forward to meeting you and hearing all about your property – after all, our passion is holiday homes.



ABOUT SELF CATER CORNWALL

We are an independent, locally grown and owned company which started in 2006. In that time we have gained an immense amount of experience and expertise in all aspects of holiday home letting. Once you have all that know-how at your disposal, letting your property becomes straightforward and hassle free. We are a team of dedicated and enthusiastic professionals who share the same passion for the beautiful county of Cornwall. We all believe in offering the very best service at every stage of a holiday booking.

Our website has real time availability on most properties and a secure online booking facility enabling guests to book day or night.

Our office premises cover the first floor of Berry Road Studios (above Stratton & Creber) in Newquay town centre. From this engine room of activity we cover all areas of sales and administration and we welcome owners and guests to come in and see us.

We hope this booklet will give you helpful information about our firm. If you have any questions, or you would like to make an appointment for one of our property managers to visit, please call us on 01637 859595, or email us at enquiries@selfcatercornwall.co.uk.

Our lines are open for business from 9.00am to 9.00pm Monday to Friday and from 9.00am to 6.00pm on Saturday and Sunday.

We look forward to hearing from you.






YOUR PROPERTY

If you are thinking of buying a property as an investment and letting it out as a holiday home, the staff at Self Cater Cornwall have a wealth of knowledge about the property market.

Built on the foundations of an estate agency and lettings background, we can guide you with advice on the right type of holiday property to purchase and in particular we can help you with:

-  Property Location
-  Access
-  Parking
-  Pet Friendly (dog friendly properties are popular with guests particularly in the out of season periods).
-  Furnishings & Appliances
-  Photography
-  Rental returns & Yields

If buy-to-let finance advice is required we can recommend reliable mortgage brokers for you to contact.

Self Cater Cornwall has good relations with a number of estate agents so we can introduce you to recommended agents to assist you with your search for suitable properties. We do not charge for this support, but we hope when you are ready you will join us.

MARKETING YOUR PROPERTY

Self Cater Cornwall as a brand name has a distinct advantage over many of its competitors as our title wording features within some of the top search terms used by the public when looking for holiday accommodation in Cornwall. Combined with our strong positioning in the market place we always feature close to the top of page one of Google for self catering in Cornwall.

To reach our target audience we invest in:

- **Google Ad word campaigns** to generate quality enquiries and use key phrases within search engine optimisation (SEO);
- **Place owner properties on various business directories** at our expense and of course we invest into our own website Self Cater Cornwall which is well received by owners and guests promoting our property portfolio in real time availability and secure online booking;
- **The Self Cater Cornwall existing customer base.** We have a large percentage of returning guests year after year, who have favourite properties, or have enjoyed a good customer service experience with Self Cater Cornwall. To make them feel special we give them good discounts and offer incentives for their loyalty;
- **Our growing database with E-Marketing campaigns** to attract our loyal customers and past enquirers to visit Cornwall, targeting key points of the year;
- **Social marketing campaigns** throughout the year to support our online and offline marketing activity including Facebook and Twitter which are excellent social media. We highlight the Property of the Day through these media and any attached offers;

- **Local community projects and sponsorship activities.**

Self Cater Cornwall is immensely proud to be the main sponsor of the Newquay Hornets Under 10s Rugby Team for the second year running. Match reports feature regularly on our website and on Facebook. We often feature in the local newspapers such as the Newquay Voice and the Cornish Guardian.



PRESENTING YOUR PROPERTY

For owners, whether they are new to the holiday letting market or existing owners considering an agency for the first time, the Self Cater Cornwall property managers can give expert advice and useful tips on how to present the holiday property to its maximum potential.

Guests expectations are rising all the time, with the emphasis on attention to detail and quality. After all, often the holiday letting property is a business investment and therefore the rental returns and the respective gross and net yields must reflect the faith made in this investment.

Guests expect good quality finishes, kitchen appliances and bathroom fittings. Excellent furnishings with splashes of colour, quality bed linen and towels are a pre-requisite and exceptional finish to the property reflect well in the photography. A great visual presence on the website will mean constant bookings followed by repeat bookings with an increasing revenue stream, year after year.

Attention to detail is paramount when dressing your property so think of what you would like to have at your disposal when booking a holiday. A cot and a highchair should be an automatic purchase, and access to a free wifi service, Sky TV, games consoles and iPod docking stations are considered the norm by guests these days.

Self Cater Cornwall encourage owners to have their property inspected and star graded by Quality in Tourism, part of the national tourism assessment body. This star grading process raises the bar for owners and allows them access to numerous national and international websites by association with Visit England and Visit Britain which increases overseas enquiries and your property booking potential.



PROTECTING YOUR PROPERTY

In order to ensure safety within your property for you and your visitors, it is essential to adhere to current Health & Safety legislation.

Although we try to guarantee accuracy the following details act only as a guide. Owners should contact the relevant authorities for up-to-date information or visit www.hse.gov.uk. You will need to make sure your property meets the requirements of this legislation as all owners have a legal duty of care towards their guests.

Gas Check

If the property has gas appliances and/or heating fittings and flues in the holiday property, by law holiday home owners are responsible for the maintenance and safety of these items. An annual gas safety check must be carried out and a certificate issued by a Gas Safe qualified engineer.

Electrical Testing

PAT (portable appliance test) reports need to be carried out annually and a PAT certificate obtained. Periodically (normally every five years), the wiring and installation should be checked and a certificate issued. In both instances these checks should be carried out by an accredited electrician.

Fire & Safety Regulations

All furniture and furnishings must conform to or have a fire safety check. Each floor of your property must have a smoke alarm, ideally mains wired. We recommend a fire extinguisher and a fire blanket are wall mounted close to or in the kitchen area, together with a fire safety procedure sheet including exit routes. A full fire assessment should be conducted by a competent person with industry knowledge and experience.

Insurance

The property must have public liability insurance and buildings and contents insurance renewed annually, copies of which must be supplied to Self Cater Cornwall.

Inventory

An inventory for your property is essential and guests like to see a welcome folder containing property and local tourism information. Your housekeeper will be the vital link when guests occupy your property, on hand to discuss keys, answer questions about the property, and assist with any issues that may arise during their stay.

BOOKING YOUR PROPERTY

When guests book your property online, a 25% deposit is paid to secure the booking and a receipt issued, with the balance and a security bond becoming payable one month before the holiday start date. At this stage all relevant correspondence about your property, including a receipt of the final payment, directions, key details and emergency contact numbers (normally your housekeeper), will be sent out by email.

Self Cater Cornwall will keep you and your housekeeper informed of the number of bookings, all party details and any additional requirements such as cots and highchairs as part of the booking administration process. Late and last minute short break bookings will be notified to all parties immediately.

FREQUENTLY ASKED QUESTIONS (FAQs)

What are your charges?

We charge a very competitive commission rate which is also subject to VAT. Currently we do not charge a set up fee or an annual charge to join Self Cater Cornwall.

Can I use the property myself?

Simply the answer is yes. Your holiday home is your property so we expect some weeks to be booked out for your use. However, the peak weeks of the year such as bank holidays, half terms and summer holidays are the biggest earning period and where you will receive most of your income so we encourage you to use your property outside these periods in the off peak and shoulder months if possible.

Do you accept short breaks?

Yes we do. We have a three night minimum stay as a short break and the rental cost of this short break is calculated as a percentage of the weekly tariff. (Please see our short stay rate in the table below). Short breaks can only be taken in the off-peak periods and shoulder months of the year though they are very popular with guests and contribute well to the annual income of your property. During July and August we only accept full week bookings and the standard changeover day is normally Saturday.

Our short stay rates are detailed below:

Number of nights	Cost as a percentage of the weekly rental rate
3 night stay	71%
4 night stay	78%
5 night stay	85%
6 night stay	92%

What happens if the guest cancels their holiday?

As soon as the deposit is paid we are committed to guarantee the property for the duration of the guest's stay. In the event of cancellation by the guest we help to protect your income by charging a percentage of the full price. Self Cater Cornwall recommends cancellation insurance to guests but it is not an obligatory purchase. Most of our customers have full annual travel insurance of their own to cover such eventualities.

What happens if my property is damaged by guests?

Self Cater Cornwall operates a security bond system with each booking to deter guests from damage and breakages. Happily, this is rarely called upon. However, on those rare occasions when breakage or damage occurs, we ask that the housekeeper or owner takes dated photographs as evidence and reports the damage immediately after the guests' departure. We would stress it is rare and our terms and conditions impress on guests that they must report any damage or breakage within twenty four hours of arrival and to leave the property in the clean and tidy condition they would have found it in on arrival.





If you are interested in knowing more about holiday letting as a business investment or you are considering joining Self Cater Cornwall our property manager will arrange to meet you ideally at your holiday home, or, if you are still thinking about a property purchase, we will be happy to liaise with the estate agent or developer and view the property with you. At this meeting our property manager will answer any further questions you may have as well as explain the practical, legal and statutory requirements of holiday letting your home.

When you are ready to proceed we will request that our contract is signed, dated and returned and once it is with us we will begin marketing your property on the Self Cater Cornwall website, through our business directories, social media sites, marketing activities and mail out campaigns.

During this part of the process if you need to get in touch with your Property Manager or request other information you can either:

Telephone: 01637 859595 / 0845 500 2626
Email: enquiries@selfcatercornwall.co.uk: or
Visit: www.selfcatercornwall.co.uk

...and finally

We know testimonials can be contrived but Self Cater Cornwall receives an overwhelming number of unsolicited, complimentary comments every year from both owners and guests. Here are a few from owners that we think are representative and we hope you find informative.

From Home owners:

“Since 2007 we have seen our holiday letting income steadily increase each year. A huge thank you to the team at Self Cater Cornwall, you have been outstanding” John & Janet Smith of **Atlantic View, Trevoze Avenue, Newquay.**

“Thank you again for a good year. The positive comments from holidaymakers about my property and Self Cater Cornwall are a pleasure to read” Carrie Cooper of **Surfside, 34 Zinc, Headland Road, Newquay.**

“The number of bookings are increasing every year and the quality of the guests are a credit to the staff at Self Cater Cornwall” Mark & Daryl Whitelegg of **63 Tre Lowen, Pentire, Newquay.**



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INCORPORATING NEWQUAY BAY HOLIDAYS



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