



Landlords Welcome Pack

Why use Brighton Holiday Homes?

We believe in stylish, affordable self catering.

We are a husband and wife partnership and we also have a very experienced and committed team of staff who have become like family over the years. We have been at the forefront of Brighton and Hove self catering for a number of years and have worked very hard to build a system which we feel makes it easy for landlords and also which offers guests a very high level of service.

As Directors Neil and I see ourselves as the cornerstones of the company and are very much involved in the day to day running of the business. We are always around if you want to talk to us directly. As a landlord you can be assured of a helpful, professional and friendly service from us and our staff.

Our relationship with you is very important to us and our main objective is to maximise your income in as hassle free a way as possible whilst providing clients with a personal service that is second to none.

Why should I do holiday letting rather than a long term let?

Holiday letting offers several advantages.

Firstly, you may be surprised at the rates you can achieve. People assume long lets offer them security but when the tenancy ends after each six months or each year you lose time and money repairing the property and then waiting for the next tenant to move in.

Secondly, you have the flexibility to use the property yourself sometimes.

Thirdly, you can be assured the property is being looked after because each time a guest comes to stay it has to look like it does on our website!

What makes us different?

Firstly, and very importantly... we make you more money!

We are proud to have very high occupancy rates and have a number of regular clients and companies who use us. Our rates are very competitive and we offer various extras as part of our service that help bring the cost down for you.

We always work in your best interests and Neil looks at the results of each property to ensure it is achieving its potential. If it's not, we work out ways that it can. We do not accept more properties than we feel we can fill in each size category so that each landlord has high occupancy rates.

We have a full time accounts manager in the office and you have a monthly statement so you can clearly see how much income you have received. If you have a query you can talk to our accounts manager directly.

We are the only company to provide a full housekeeping and maintenance service who work solely for us. We also have a handyman who works for us full time so we can respond quickly should anything need repairing. We provide all sheets and towels and pay for them to be laundered for you. We provide a "meet and greet" service for guests when they arrive at the property and look after them while they are staying at the property if they have a problem.

We have a 24/7 emergency line so if, for example a boiler goes wrong over a weekend we are on hand to try and help because usually it's just something simple like a drop in pressure. This reduces the risk of you having to compensate people and losing money if there is a problem.

Your property is not simply put on our website.....prices, the way it's marketed, feedback from guests, feedback from you etc; everything is formulated to help you achieve the best income over the whole year.

We do not have online booking for a reason. We want to talk to clients to ensure your property is safe...with online booking you could have a group of teenagers booking to come away together. We talk to guests personally a get a feel for the reason for their stay and build a relationship with them. Also, in an age where more and more things are becoming impersonal people do prefer a more personal and professional service. We are asking people to part with quite large sums of money. It is important they can talk to us and ask us questions. It is our job to ensure we are best suiting properties and clients.

There is an art to booking properties to maximise potential. Sometimes it is like a game of chess! Prices have to be a little flexible sometimes to maximise your rental. People may book over two weekends or split weeks which may make it difficult to fill spaces. This is another reason why we do not have online booking.

Our office does not close at 5pm or for weekends or holidays and we have six phone lines so we try hard never to miss a call.

We invest heavily in search engine optimization. Most people use the internet for searching for somewhere to stay in Brighton and we make sure we are top or in the top three for most common searches.

We only accept properties that fulfil our criteria. Please see the inventory for what your property will need but it's not just about having the right number of plates or coat hangers! We only accept properties that are stylish and comfortable home from homes so that guests can be assured by our standards.

We are flexible and understand that you may want to use the property yourself even for the odd month here and there. That is absolutely fine and we can work with you in this type of situation.

We are happy to help if you need advice on how to make your property suitable for holiday letting. Michelle has designed and decorated many of the properties on the website and would be happy to offer advice and help source furniture for you. Also, if you are considering buying a property for holiday letting please ask for advice first and we are more than happy to give help.

How much does it cost and how much will my property achieve?

We need to view your property before we can tell you how much you will achieve. In a place like Brighton and Hove there are very few houses and flats that are the same. Also, the figures may change depending on the country's economy. Once we have seen your property we can print off the results for the previous year for a comparable property and you can see accurately how much you may achieve.

We charge 20% + VAT commission on bookings but we provide and launder all sheets/ towels/ tea towels and bath mats for guests as part of our commission fee saving you that extra expense.

The cleaning costs are very competitive but again depend on how big your property is. We can advise on this when we view the property. To make things easier we deduct monies for cleaning from the rental and pay the cleaning company directly so you don't have to worry about paying bills. All of this is put onto your monthly statement so you can see everything clearly.

There is a small service charge per month of approximately £20 which covers consumables such as washing up liquid, dishwasher tablets, loo rolls, J-cloths etc for guests. Also, as part of this service charge we provide our handyman who can fix minor things free of charge where you will only have to pay for parts. (Any job for him which takes longer than about 30 minutes we do charge a minimal amount for his time. We always consult you about these things first.) Call outs to guests are also covered in this.

We have found this is the fairest and most economical way to ensure all landlords can be assured their property is being maintained and guests are being looked after. In situations where more extensive work needs to be done on the property or if you need a gas safety check to be done, for example we can arrange for decorators/ tradesmen and also can let them in to the property for you. This makes it so much easier if you live outside of Brighton or if, like most people, you have a hectic life!

What happens when a booking is made?

A booking is not a booking until the guest has paid their booking deposit. Once the money has been taken the guest receives a confirmation email and you receive a booking confirmation email. Rental money to you is paid after the guest has departed. We try to make payments to landlords fortnightly with a statement at the end of the month.

What protection do I have if my property is damaged by guests?

In the many years we have been doing this we have had very few instances of wilful disregard for property. If anything sometimes people may leave places untidy. In such a situation the guest pays for extra cleaning out of their deposit. We take a £250 damage deposit (£350 or £500 for larger properties). Any little things can be taken from that. You will need to have holiday let landlord insurance which is very reasonable and covers you for anything else plus public liability. Please talk to us for more information about this. In our experience long term lets cause much more damage!

What happens next?

Call us on **01273 624459** and let's arrange to see your property and we can meet and talk things through more!

Inventory

If some of this seems a bit prescriptive it's because it's based on the Tourist Board's inventory for self catering places.

The key is to buy as cheaply as possible but to make it look as expensive as possible! Some key things are attractive artwork and accessories around the place so that it is co-ordinated and neat yet has a homely feel.

If there's something you're having trouble getting hold of please ask me and I'll see if I can help. Please consider how it will photograph. Throws and cushions add a lot to the look of bedrooms. Plain white beds don't photograph well.

(those marked * means optional)

Important

Information booklet giving clear and simple instructions for appliances, where the trip switches are, how to work the heating, where to put rubbish and recycling etc. (We will provide a general welcome book for guests with rules and local area information)

- Fire extinguisher (small) and fire blanket for the kitchen
- First aid kit
- Torch in case of power cuts/ emergency lighting e.g plug in nightlights
- Smoke alarms
- Gas appliance safety check certificate. (We can advise you about this.)

Kitchen

Handy hints: Although it's great to have patterned sets white is a better option because they can be replaced easily as things will inevitably get broken over the course of time. For signature coloured pieces it's better just to get mugs in sets and everything else in plain white. The same goes for glasses; just get simple cheap easily replaceable ones.

- Foil (put kitchen foil over trays in your oven and have a large roll available in a drawer so it can be replaced. This saves cleaning the oven each week.)
- Toaster
- Kettle
- Microwave
- Fridge freezer (or at least fridge with a freezer section if a smaller property)
- Washing machine (preferably washer/dryer)
- Cafetiere (not coffee maker; too much cleaning)
- *Juicer/blender

- Teapot
- Dinner service per person + extras
- Mugs per person + extras
- Tumblers and wine glasses per person + extras (buy cheap ones)
- Tea/Coffee/ Sugar / Biscuit jars
- Water Jug
- Milk jug
- Sugar bowl
- *Toast rack
- Egg cups
- Cutlery per person + extras
- Several serving spoons
- Sharp knife set
- Corkscrew and bottle opener
- Potato peeler
- Kitchen utensils set including ladle, fish slice, wooden spoon etc
- Grater
- Kitchen scissors
- Set of saucepans (at the very least 3 depending how many your property sleeps.)DO NOT BUY expensive sets thinking it will last longer. However expensive they are they will always need to be replaced frequently so get cheaper ones.)
- Frying pan
- Baking tray
- Roasting tin
- Serving dishes/ lasagne dish/ pie dish
- Mixing bowl
- Sieve
- Colander
- Condiment set
- Measuring jug
- Kitchen scales (cost about £2 in Argos)
- Bread bin
- Storage containers
- 2 chopping boards (get one that stays out all the time so your worktops don't get ruined and a cheaper plastic one.)
- Oven gloves
- Ice tray for freezer
- Trays (especially if you have a very small property and don't have a dining table you need one per person or fold up tables.)
- Washing up bowl and drainer
- Dust pan and brush
- Cleaning products and scourers/cloths for guests to use. We will periodically replace these. The cleaning company use their own, it's to encourage guests to clean while they're there!
- Bin and bin bags
- Vacuum cleaner (reasonable standard – not a really cheap one; definitely bagless to make it easier for your cleaner)
- Iron and ironing board (Tesco have cheapest)

- Clothes horse (Tesco)
- Spare light bulbs (THIS IS VERY IMPORTANT!!)
- Clothes pegs - if outside clothes line

Outside area

- Patio table set and parasol or deck chairs. If you have plants then a watering can or hose. (Do not spend too much buying plants because people may not water them every night and if it's very hot they will inevitably die and look untidy.)
- Broom so the area can be kept tidy.
- Ashtrays/ sand bucket for smokers
- *Outside lighting of some kind (ask me)
- Door mat where people come back into the house
- Green wheelie bin if you have no communal storage area for bin bags. (Dockerells sell them in town and will deliver or there's a shop on Lewes Road. They cost about £60.)

Don't make the outside so wonderful they want to spend all night out there! I put in the welcome books to keep noise down outside after 10pm. You want to keep on the right side of your neighbours!

Bathroom

- Bin with lid
- Toilet roll holder or basket to put them in if no cupboard
- Bath mat or bath board
- Safety non slip mat for in the bath for people to use if they want to.
- Beaker/soap dish etc/toothbrush holder

Bedrooms

Beds (buy zip beds ..ask me about this. Basically we use a company who supplies a double orthopaedic zip bed for £349 and it can be unzipped to make two singles. This is the best way of doing it so you can arrange the greatest number of sleeping configurations.)

- Hanging rail or wardrobe for clothes in each bedroom
- Two pillows per person (get hypoallergenic not feather)
- King size duvet for each bed
- If you have a sofa bed then you will obviously need a spare duvet and spare pillows for this.
- Mattress protector for each bed and pillow protectors.
- Hairdryer – one per property in master bedroom
- Mirror in each bedroom.
- Bedside lamp and bedside table per person
- Coat hangers (wooden not wire) (6 per person at least)
- Additional throws/blankets in a cupboard... just one or two.

- *TV/dvd for master bedroom if it's a larger property. (Not really necessary for one bedroom places.)
- Laundry basket
- Waste paper bin in each room
- Coasters on bedside tables
- *Alarm clocks

Lounge/Dining Room

- Sofas/chairs etc. (Leather or faux leather last longer and invest in a sofa bed if you think you can fit more people in comfortably) There must be enough seating for the number of guests.
- Bookcase/shelves with books, dvds, cds. (You only need a few. Get children's ones as well if your property is likely to have children. If you don't have many of your own the second-hand shop in St Georges Road Kemp Town has quite a few and they're cheap in there.)
- * Board games/ pack of cards/dominoes (Don't buy them especially but if you happen across some cheap second- hand ones.)
- CD player
- Flat screen tv with freeview channels
- DVD player
- Broadband
- Telephone set to incoming calls only if your property has problems with mobile phone reception.(If guests want it for making calls we take a deposit and settle the bill.)
- Lamps
- Coasters and place mats
- Dining room table & chairs if there's room.