

The ultimate guide to  
**Letting Your Holiday Home**



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**holidaylettings.co.uk**  
The ultimate holiday home website

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## Introduction

In today's world of online bookings, holidaymakers expect to be one click away from finding their ideal holiday. As a homeowner, you need to tap into this global market to ensure your properties are seen amongst the myriad of holiday options. [holidaylettings.co.uk](http://holidaylettings.co.uk) is one way to do just that & what better way to introduce our service than with this guide to letting your holiday home.

The guide has been compiled following years advising holiday homeowners on choosing, furnishing, marketing & letting out their properties. Many members of our dedicated team, myself included, have personal experience in holiday home ownership & relish the opportunity to share our knowledge & experience with other homeowners, whether first time landlords or experienced investors.

We hope that you find this guide useful. Remember that we are also on hand to answer your questions. If you would like further information, don't hesitate to get in touch using the contact details at the bottom of the page.

We wish you the best of luck with your investment & hope that you get some personal enjoyment out of your holiday home too!

Best wishes,

Ross Elder  
Managing Director  
[www.holidaylettings.co.uk](http://www.holidaylettings.co.uk)



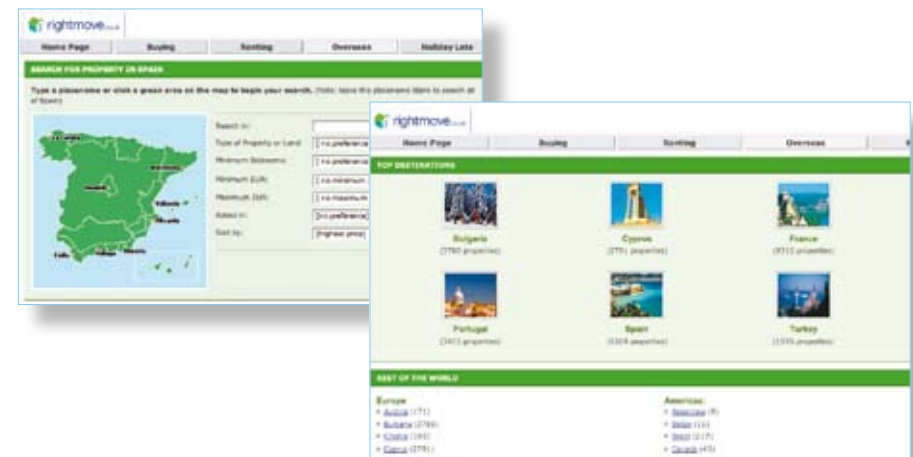
*"I am delighted with the response I have had from the site, so many thanks to all concerned."*

June Harvey, Home 19466



## Choosing the right property

- 1 Be clear about your objectives – how important is rental income compared to choosing a location & property that you personally desire?
- 2 Try before you buy – be sure to holiday in your chosen location, preferably at different times of year.
- 3 How many airlines fly to your proposed location? Are you reliant upon one carrier? How would you get to your home if they stopped that route?
- 4 Check the length of holiday season in your resort. This isn't just about climate – think about transport links & whether amenities/attractions are always available.
- 5 Consider the typical demographic of holidaymakers to your chosen area. Be sure that your property appeals to these groups in terms of size, facilities & location.
- 6 Buy property with a 'wow factor'. Location, stunning views, luxury facilities or external features such as pool or roof terrace are unique selling points (USPs) that will make your property stand out from the crowd.
- 7 Find comparable properties on the Internet & with local agents to assess what prices they are charging & how much of the year seems to be booked.
- 8 Make use of property portals like [www.rightmoveoverseas.co.uk](http://www.rightmoveoverseas.co.uk) to search through thousands of properties for sale overseas before leaving the UK.



*"I am very happy with this brilliant site, I would like to thank you for all your advice and support. I have just renewed my advert for the second year."*

Chris Findon, Home 10090



## Furnishing a rental property

- 1** A high standard of furnishing will enable you to set a higher rental price & could potentially give you a higher occupancy rate throughout the year.
- 2** If you are considering adding new features to the property, assess the outlay costs against the added rental income any additions will yield.
- 3** Select neutral furnishings & colours with minimal clutter to maximise mass appeal. Buy mid-high quality furniture that will last longer & require less maintenance.
- 4** Think practically & consider what items you would expect to find as a holidaymaker: hairdryer, iron & ironing board, washing machine, clothes dryer or line, fresh linen & towels.
- 5** Consider essentials: first aid kit (which should contain no medicines), local emergency contact details & a fixed position safe for valuables.
- 6** If you spend time in your property, get a lockable cupboard or chest to hide your own personal clutter when holidaymakers are staying.
- 7** For properties in colder climates, consider USPs like a log fire, central heating, patio heater or Jacuzzi.
- 8** For properties in warmer climates, think about air-conditioning, ceiling fans, hammocks, swimming pools, BBQ & garden/poolside furniture.
- 9** If appealing to families, think about entertaining children with TV, videos, DVDs, board games, books. Provide a high chair, stairgate & cot.
- 10** If the location is good for cycling, provide a couple of old bicycles to encourage guests to explore the local area.
- 11** Keep a collection of inflatables if your property has a pool or is near a beach.

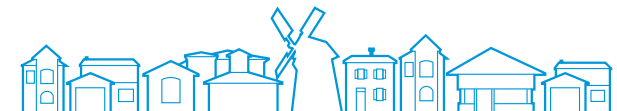


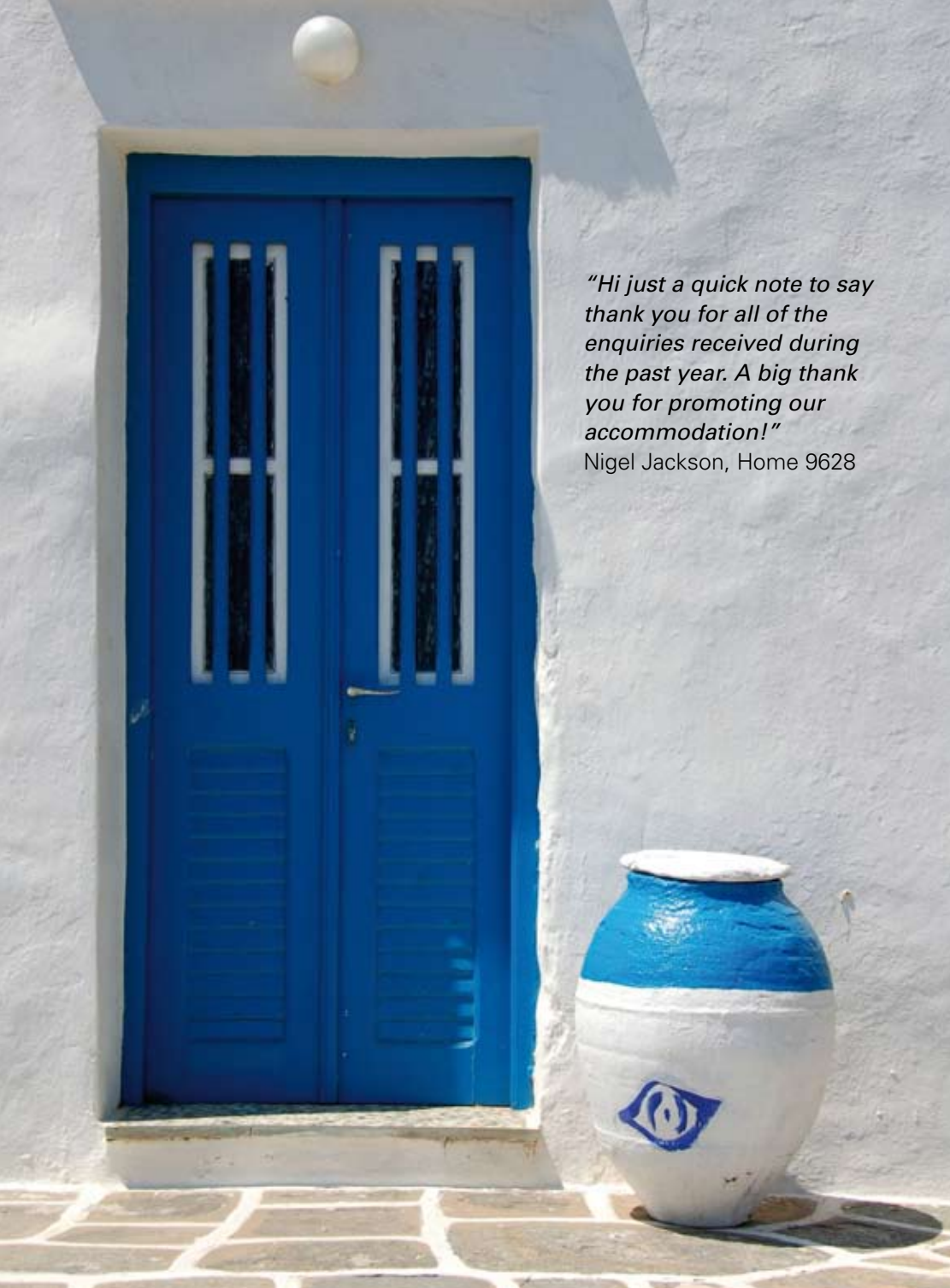


*"It's a terrific site - easy to use and it looks good. Thanks again."*  
Robin Tranter, Home 20242

## Being a responsible owner

- 1 Firstly ensure you are allowed, legally, to let your property on a short term basis, ask someone other than the person or company you are buying the house from.
- 2 If buying on a complex, check with the community president that there are no restrictions on short term lets. Check the complex/community rules for other obligations you may need to make guests aware of.
- 3 You will need liability insurance to cover you for any damage caused by guests, as well as standard buildings & contents insurance.
- 4 Use a booking contract to confirm details of the reservation, tenancy & terms & conditions with holidaymakers.
- 5 Check that your property adheres to all of the security measures required by your insurance policy such as specific door locks, alarms or window locks.
- 6 Check your policy for a minimum vacant period clause. This can often necessitate paying a caretaker to visit your property every 30 to 45 days during the closed season to check for burst pipes or running taps.
- 7 For peace of mind make some contacts in the area & find someone who can check on your property regularly when your property is unoccupied.
- 8 You will need to pay tax on income from your property. The UK has double taxation agreements with most countries to prevent you from paying twice. You will still need to declare all income earned, the amount of tax you have already paid & then simply pay any difference.
- 9 Check for variances in non-resident & resident status if you spend the majority of your time outside the UK, as this could save you money.
- 10 Mention to your holidaymakers that they are responsible for arranging their own travel insurance to cover them should they injure themselves during their trip.





*"Hi just a quick note to say thank you for all of the enquiries received during the past year. A big thank you for promoting our accommodation!"*

Nigel Jackson, Home 9628

## Setting your pricing

- 1 Identify your target market given your location & accommodation type – couples, young families, adult groups or large families.
- 2 Assess the alternative accommodation in your area & the prices that competitors are charging. Look at other holiday lettings, B&Bs & package holidays & use these to guide your pricing.
- 3 Look for similar properties advertised with local agents & online. Make a note of charges per week, any extra charges, seasonal variations & how they approach low season – special deals, reduced pricing, short breaks, etc.
- 4 Know your seasons & price your accommodation accordingly. Peak or high seasons will vary according to location, but school holidays are invariably in demand & your pricing can reflect this.
- 5 If you have last minute cancellations or late availability, promote these at a special offer price & advertise this clearly so that people realise your property is normally worth more.
- 6 Consider variable costs such as utilities, cleaning & laundry. If you factor these into your prices, holidaymakers will be able to budget more easily.
- 7 Know how much money you need to make in order to break even. This will enable you to be flexible if you need to offer reductions & to provide a welcoming bottle of local wine or basket of fresh produce for guests.



*"Thanks for all your help, we are thrilled with our first season. 100% of this year's bookings came through Holiday Lettings. Terrific!"*

Elisabetta D'Ippolito, Home 12205



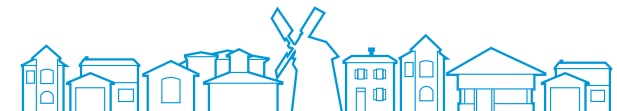
## Letting your property

- 1 Decide how or who you want to manage your bookings.
  - If you have little free time to respond to enquiries & don't mind who stays in your property, consider using a letting agent to manage everything on your behalf.
  - Ask other owners to recommend an agent, see how they advertise their rental properties & if they have a dedicated lettings employee to look after them.
  - If you decide to use an agent, 'mystery shop' them once in a while to check that your vacant weeks really are vacant.
- 2 If you want to save money on paying agent commissions, be in control of who stays in your property & when you get to spend time there too, you would be best managing your own lettings.
  - When handling your own lettings remember that holidaymakers are your customers. Respond to enquiries quickly & pleasantly.
  - Holidaymakers are likely to have sent the same enquiry to more than one owner, so the first to respond may be the most likely to secure a booking.
  - Find an individual or company nearby to handle cleaning, laundry & key holding for you.
  - Consider all the steps involved from initial enquiry through to returning the security deposit, assessing the time & costs involved. Then plan a sensible procedure for handling enquiries, bookings, changeover days, return of keys, etc.



## Managing your bookings

- 1 Most importantly you will need a booking contract stating the full terms & conditions of use of your property for potential tenants.
- 2 Sample booking contracts can be acquired from [holidaylettings.co.uk](http://holidaylettings.co.uk) & then personalised in consultation with a solicitor to suit your requirements.
- 3 A standard contract should cover:
  - Arrival & departure dates & times.
  - Names of occupants.
  - Contact numbers for occupants during their stay.
  - Payment terms 10 – 25% of the rental sum is usually requested as a non-refundable booking deposit at the time of booking. The remainder is normally payable within 6 – 10 weeks of the holiday.
  - Cancellation terms vary but it is normal to offer a period upon which the majority of the deposit would be returned, a second within which a portion would be returned & in instances of very little notice being given, a period when no refund is returned. If you are able to re-let the week, you may wish to return most of the deposit retaining a little for extra management costs incurred.
  - Security deposits of £100 – £500 should be taken before handing over the keys. This should cover you for most instances of loss or damage to your property.
  - Behavioural obligations should include matters such as policy towards smoking & pets, maximum occupancy & any security measures to which tenants should adhere. Your insurance policy will help with this.
  - Responsibility for insurance should be clearly stated. You should have buildings, contents & liability insurance for your holiday home. The holidaymakers' personal possessions should be covered by their travel insurance, not yours.
  - Community regulations that apply on your complex, such as parking, use of pool & other activities should also be mentioned.
- 4 Ensure you have received cleared funds for the agreed deposit as confirmation of booking & final balance prior to giving out keys. If given a cheque as a deposit, be sure to cash it in immediately.
- 5 Provide holidaymakers with contact details for you or your local representative during their trip & make sure that you have their contact details for the same period, or those of a relative in case of emergency.
- 6 If you provide your cleaning company with an inventory to check, ensure they are happy to do this at every changeover. It is more practical to cover main items of value rather than a detailed list.
- 7 Ensure that your cleaning or management company will advise you immediately of any problems. Check with them before you return deposits.
- 8 Invest in a Polaroid camera so that your cleaning or management company can record any damage or need for excessive cleaning – invaluable for justifying any necessary deductions.



# Owners' checklist for renting

## Unsure where to start with letting your property? Look no further!

### Getting started

- Is your property sitting empty for some weeks of the year?
- Do you have a cupboard or chest in which to store personal effects?
- Is it suitably furnished for paying guests?

### Getting your property ready

- Invest in holiday home rental liability insurance.
- Make your property safe for children & provide a first aid kit.
- Provide contact details for local emergency services & doctors.

### Setting your pricing

- Decide on your target audience – families, couples, groups, mature couples.
- Find comparable properties available to rent online or with local agents.
- Research alternative accommodation costs – B&Bs, hotels, package deals.
- Know when the high, medium & low seasons are for your area.
- Consider offering discounts for late deals or longer holidays.

### Be prepared

- Ask holidaylettings.co.uk to help create a booking form to send to guests.
- Know how much to ask for as a rental deposit – usually 10 – 25%.
- Decide how much to take as a security deposit – usually £100 – £500.
- Collate an inventory of valuable furnishings for the cleaning company.

### Handling enquiries

- Ensure that you are able to respond promptly to enquiries by email or phone.
- Save time & prepare a standard email to send with the booking form.
- Provide a list of low cost airlines & car rental firms that service your area.
- Prepare a welcome email/letter to send before the holiday with directions.

### Property management

- Get copies of your keys to post to guests or organise a 'Meet & Greet' agent.
- Source a local cleaner to handle weekly changeovers.
- Give clients a contact number of someone local to deal with emergencies.

### Little extras make all the difference

- Arrange for the cleaner to leave some treats – tea, coffee, flowers or chocolates.
- Provide a folder packed with useful information on local attractions & activities.
- Leave a Guest Book at the property to collect feedback & testimonial comments.
- Call guests after their return to check that everything was OK.

## Visit [holidaylettings.co.uk](http://holidaylettings.co.uk) to set up your advert & start receiving bookings



*"We have to congratulate you on the user-friendliness of your site – quick, easy and simple to follow. Well done!"*

Tim and Pippa Forster, Home 7846



## Marketing your property

- 1 Decide how much money you want to make from your letting, then decide on an advertising budget.
- 2 If you are looking to earn between £5,000 & £20,000 per year you will probably only need to spend between £100 & £500 marketing your property.
- 3 Word of mouth is the cheapest form of advertising so be sure to tell your friends, family & colleagues about your property.
- 4 Produce a simple brochure or flyer with some photos that you can put up at work, in the newsagents, in the gym or hand to interested people.
- 5 Use the Internet to market your property. Internet listing sites are now the main method by which owners advertise their property to holidaymakers.
- 6 Consider advertising in magazines – especially if your property appeals to a niche market such as golfers, skiers, families with young children or pet owners.
- 7 If you want to create your own brand or the impression of an established business, consider investing in your own website, otherwise an advert on a listing site will probably suffice. Ask holidaylettings.co.uk for more details on getting a personal website.
- 8 Encourage repeat business. Keep in touch with guests after their stay & let them know about any improvements you make or late deals offered.



*"I am always impressed by the speed and quality of your assistance and advice."*

Niven Menezes, Home 6634



## Advertising secrets

- 1 Good photography is the single most important tool for effective advertising. Your photos should entice holidaymakers to read the whole advert.
- 2 Professional photographers charge £40 – £70 per hour but it may be worth it. If you take the photos yourself, take your time & prepare every shot:
  - Remove clutter & clean the property.
  - Lay the table & make the bed.
  - Don't put people in photos, allow holidaymakers to imagine themselves there.
  - Take photos with the sun behind you to prevent loss of contrast.
  - Daylight is most complementary in the first or last few hours of the day.
  - Take external photos in good weather.
- 3 Make your USPs stand out in your photos & highlight these with captions.
- 4 State important points in easy to read lists but also provide a good summary paragraph that sums up a great holiday at your home.
- 5 Remember you are selling the features & benefits of your property to holidaymakers, so don't be afraid to boast about the best ones!
- 6 DON'T USE CAPITALS – it looks like you are shouting & is much harder to read. You need to come across as pleasant & approachable through your advert.
- 7 Update your advertising regularly. Adapt it to different seasons & different client bases throughout the year.
- 8 Be clear about costs. If your prices look low but don't mention extras like heating or cleaning, you will lose potential bookings when the true cost is revealed.





## Internet advertising

- 1 Use your best photographs online. Photos are often the first thing online advertising sites show, drawing holidaymakers in immediately. Make use of all the photo slots available.
- 2 Get creative & write descriptions of your property & local area brimming with USPs, emphasising what's really great about your holiday home.
- 3 Be sure to tell people the easiest ways of getting to your property & useful contacts, such as car hire & taxi companies in the area.
- 4 Tell people about local attractions & facilities – they may not know the area & need the destination selling to them just as much as the property.
- 5 Be sure to use & regularly update your online availability calendar as many holidaymakers like to search by date. Listing sites often order results by availability & may display most recently updated adverts/calendars first.
- 6 Set up a dedicated email account for booking enquiries & check your spam filters to make sure your enquiry emails don't get dumped in your trash folder.
- 7 Check your emails as often as you can, but at least once a day. Most online rental websites offer free SMS text messages to your mobile, alerting you every time an email enquiry is sent, in case you are not near your computer.
- 8 A basic advert on an Internet listing site costs about £100 per year & lets you showcase your property online. These sites typically attract tens of thousands of holidaymaker visitors every day, making them the best source of enquiries.

*"You have an excellent site and we are very pleased with the results."*

Andrew Kirkland, Home 5212



*"My thanks to you and the Team for helping me with the pictures on the advert and getting my advert activated so promptly. You did a great job!"*

Sanjay Modak, Home 6887



## Tricks of the trade

- 1 Respond quickly & politely to enquiries with any suitable information they may need.
- 2 Provide a welcome pack for guests on arrival at your property. A bottle of wine & some basic food items are always welcome after a journey.
- 3 If you have any late vacancies to fill, try emailing previous guests to offer them a special late deal.
- 4 Provide a Guest Book for visitor comments providing useful feedback & valuable testimonial comments to entice new guests.
- 5 Keep up to date with local events & activities & get listed with event organisers, as this is often free.
- 6 Work with other owners. They may be your competitors, but if you get an enquiry you can't honour, someone nearby may have availability. They may return the favour another time.
- 7 Keep an eye on the market & make sure your pricing & facilities remain up-to-date & competitive.
- 8 Finally, don't forget to keep some weeks free for you & your friends/family to enjoy! It can sometimes be tempting to take all the bookings on offer, but make sure you don't end up in a hotel!





## About us

holidaylettings.co.uk was established in 1999 by business partners Ross Elder & Andy Firth & has a team experienced in holiday home ownership, marketing, PR & customer relations.

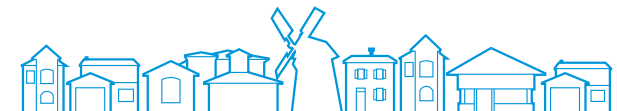
As the fastest growing online rental site, we believe holidaylettings.co.uk provides the best advertising service available to holiday home owners. Now part of rightmove.co.uk, holidaylettings.co.uk promotes its thousands of properties to an even wider audience, whilst also helping holidaymakers find that perfect getaway. By constantly updating our website we hope you find it to be useful & easy to use, whether placing your advertisement or booking a holiday.

Our talented & enthusiastic team is constantly growing to meet demand. Joanna oversees customer relations & user-related site developments. Carl, Dan, Nathan & Barney handle all our sales enquiries. Julie, Liz, Vicky, Adrienne & Rachel manage customer enquiries & advise owners on how to get the best out of their listings.

Rob, Richard & Andrew continue to improve the site to make it easier to navigate & as user-friendly as possible. Kate & Emily deal with PR, helping to promote the site & raise awareness of the benefits of online tourism. Charley & Louisa look after our agency relationships, while Tom, Morna & Cosimka work on the sales & marketing of the website, helping us to continue the extraordinary growth & success that we have achieved over the years.

To contact a member of the team:

- [t] [+44 \(0\) 1865 201444](tel:+44201865201444)
- [e] [support@holidaylettings.co.uk](mailto:support@holidaylettings.co.uk)
- [w] [www.holidaylettings.co.uk](http://www.holidaylettings.co.uk)



**holidaylettings.co.uk**

Advertise your holiday home - online adverts for villas to rent, apartment hotels, cottages and gites worldwide

**Effective Advertising For Your Home**

**Advertisement With Us**  
 Want to market your holiday home?  
 Want to get it seen by holidaymakers?  
 Want to maximise your rental income?  
 Want to get more bookings?

**We can help.**  
 Set up your online advert today, just £30\* for 12 months of great advertising.

**What are you waiting for?**  
 Register Now

**Advertising Information**  
 Introduction  
 Why Choose Us?  
 Services and Pricing  
 Manage your Bookings  
 Make and Cancel Reservations  
 Advertising for Agents  
 Testimonials

**Register Now**

**Why Choose Holiday Lettings?**  
 Register today and within minutes you can preview an online advert for your holiday home. Our adverts include up to 16 photos, a plenty of space for property details, availability calendar and even room for guest book comments, so you can show off your villa or apartment to full advantage.

Registration is free, there is no obligation to complete the advert and no payment due until you are ready to advertise on the live site. Once activated, enquiries come direct to your inbox and we can even set up SMS text alerts so if you're not near the computer you can still respond to booking enquiries immediately.

Click here to get your holiday home online today.

Want more information?  
 Call our Sales team on: +44 (0)1665 324 966

Alternatively you can email us or look here for details of services and pricing

**holidaylettings.co.uk**

holiday adverts worldwide - thousands of vacation villas and apartments for rent direct from owners. Over 11,000 holiday homes

**Choose your holiday destination with holidaylettings.co.uk**  
 Holiday Lettings advertise holiday villas and apartments to book from owners direct. Search over 11,000 holiday homes in Spain, France, Italy, Turkey, Cyprus, Portugal, Florida and 10 other countries worldwide by location, price, facilities and activities near the holiday home. Once you find a suitable holiday rental, contact the owner using the form on each advert page and book direct. We hope you find your holiday accommodation via holidaylettings.co.uk!

**Holiday Accommodation Search**  
 Simply select the country you would like to visit from the selection below or enter your preferred destination

Select a country from this list

Enter a location here

**You Get ...**  
 Full-page advert - with full description, tariffs and guestbook  
 Photo gallery - feature with up to 16 photos  
 Availability calendar - you can edit online and link to from anywhere  
 Enquiry form - to receive bookings direct from holidaymakers  
 SMS alerts - to help you receive your enquiries sooner  
 Spotlight section - to boost your property's profile  
 Late Deals section - to fill those last-minute spaces

**You Benefit!**  
 Quick & easy knowledge to advertise & manage  
 Effective web home attractive  
 High profile in advertising & search engines  
 Receive bookings directly with no annual fee for advertising

**Owners - make money from your property**

- Full-page advert with up to 16 photos
- Online availability calendar included
- Quick set-up & easy advert management
- No commission - just £30 +vat per year
- Why advertise my holiday home with you?

**Register Now**

**Why Choose Holiday Lettings?**  
 Whatever your needs, we have villas, gites and apartments to suit your requirements.

- Weathered Arched
- Pet Friendly
- Large Groups
- Children's holiday

**Villa Express**  
 See us at stand E73  
 10th - 12th March 2007  
 Olympia, London

**Late Deals - Available NOW!**

- Canary Islands from £150/wk
- Cyprus from £180/wk
- France from £140/wk
- Italy from £200/wk
- Portugal from £140/wk
- Spain from £90/wk

**Holiday Activities**

**Sea Holidays**  
 French Alps / Mexico / Chamonix / Pyrenees / Great Lakes / Austria / Italy / Andorra / Switzerland / Bulgaria / West UK / Greece / Catalan Chalets

**Beach Holidays**  
 La Manga Del Mar Menor / Alicante / Doria / Torrevieja / Javea / Mallorca / Agaña / Costa Brava / Ibiza / Tenerife / Cyprus / Turkey / Florida / Greece

**Golf Holidays**  
 Mallorca / Catalan Coastal Region / Vilamoura / Algarve / Ayaçova / England / Ireland / France / Portugal / Dordogne / South Africa

## Why choose us?

**Track record** – holidaylettings.co.uk was established in 1999 & is the most effective & fastest growing holiday home portal in the industry.

**Expert support** – a dedicated team of holiday home advisors is on hand to help you get the most out of your advert & maximise your booking enquiries.

**High profile** – PR, marketing & advertising campaigns are in place to continuously raise awareness of holidaylettings.co.uk.

**Great exposure** – top search engine rankings & positioning that are constantly monitored.

**More features** – up to 16 photos, free SMS text alerts, availability calendar & unlimited text descriptions.

**Maximum control** – take charge of your bookings & deal direct with holidaymakers.

**Real flexibility** – 24/7 access to edit/update your advert anywhere in the world.

**Wider coverage** – reach tens of thousands of visitors to the site every day.

**Value for money** – one annual fee & no commissions.

For more information visit [www.holidaylettings.co.uk/whychooseus](http://www.holidaylettings.co.uk/whychooseus)



**holidaylettings.co.uk**

Making your house a home

Home Page  
Property search  
Holiday Search  
Destination  
Late Deals  
Early Booking  
Holiday Ideas  
Events  
Your Shortlist  
Travel Services

Home Owners  
Advertise With Us  
Testimonials  
Owners' Area  
Register / Log In

General  
FAQ / Help  
Contact Us  
About Us  
Add to Bookmarks

Show phone number  
Get our newsletter  
Sign up now!

Specialists

**Owner Advice**  
Property Essentials  
Making your house a home

### Making your house a home

It goes without saying that if you are renting out your holiday home there are certain essentials that should be in place in every property. Before looking at the details of each room, make sure you can answer 'Yes' to the following checklist to be certain you are on the right track.

- Is your holiday home structurally safe and suitable for the various different groups of holidaymakers who might come to stay?
- Do you have a basic First Aid kit at the property? (Be sure this does not include any medicines or drugs).
- Are emergency numbers including the local police, fire and ambulance and medical services clearly displayed within your home?
- Have you checked that all the utilities (water, gas and electricity) are working properly? And are all the fittings in good working order?
- Have you provided a suitable number of beds?

Beyond these property basics, much of what you provide for your guests will vary according to location, season, capacity and budget. It is worth taking time to think about the sorts of items and facilities that holidaymakers might expect you to provide, and the little touches which make your place a home from home. Remember that guests are choosing a holiday home over and above a hotel room often because of the home comforts that renting a villa or apartment offers. Consider the sorts of things that help make life easier for holidaymakers and equip your property accordingly.

**Kitchen**  
The guests renting your home have chosen to go self-catering, so make sure they have everything they need to cook. Buy various sized pans, good quality utensils and double your maximum number of guests that should be in place in every property. Before looking at the details of each room, make sure you can answer 'Yes' to the following checklist to be certain you are on the right track.

**Lounge**  
Provide coasters to stop your guests marking coffee tables and cover sofas with throws that can be washed regularly to keep the room looking clean and welcoming. Give your guests things to do - board games, DVDs and CDs and are all great extras and will help them enjoy their stay even on a grey day. Make sure that you think about the type of guests you are hoping to attract and provide accordingly - books for adults and computer games for kids can make everyone's holiday more enjoyable.

**Bedrooms**  
Invest in good, good quality beds. Having at least two day changeovers and means you're not left short if a demand, make sure you provide at least one. Give your guests a good supply of clean, fresh towels.

**Bathrooms**  
It is not essential to provide towels, but guests often leave plenty out to be used. Non-slip mats in the bath or each washroom will also avoid guests feeling the pain and soap in the bathroom. It's a low cost way to will remember to replace these sorts of things.

**Child-Friendly**  
If you are aiming for the family market then it would be a cut, high chair and even an nappy. There should be a good supply of clean, fresh towels.

**Outdoors**

**holidaylettings.co.uk**

Owner Advice - tips and advice for holiday home owners

Home Page  
Property search  
Holiday Search  
Destination  
Late Deals  
Early Booking  
Holiday Ideas  
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Specialists

**Owner Advice**  
Property Essentials  
Property Services

### Owner Advice

Welcome to our Owner Advice section. This area is packed full of useful tips and advice on buying, letting and marketing your holiday home. Over the years we have provided support to over 11,888 holiday home owners. Many of our team own properties themselves and our Directors often speak in the industry on holiday home letting and marketing. We are here to share this knowledge with you through this section. We hope you find the information enjoyed useful and interesting!

**Buy to Let Guide**  
Where should I buy? What should I buy? How should I let it? These are just some of the questions you need to ask when trying to maximise rental.

**Property Essentials**  
From initial preparations to maintenance and cleaning, our home owners and those with more experience will all find a wealth of advice here as you prepare your property for rentals.

**Successful Marketing**  
How do I attract guests? The biggest question for all holiday home owners tackled here. Expert advice on where, when and how to advertise for maximum rental.

**Managing Rentals**  
Dealing with bookings yourself is easier than you think and can vary cost effectively. We look at booking contracts, cancellations and more to help you handle your own rentals.

**Buy to Let Guide**

- Why buy to let?
- When should I buy a property?
- Buy to let finance
- Lifeable or investment?
- What type of assets should I buy?
- Avoiding the pitfalls

**Property Essentials**

- Checklist your property
- Making your house a home
- Holiday home insurance
- Insurance online course
- Owner and furnishings: The do's and don'ts
- Property maintenance and cleaning
- Security checklist
- Minimise your environmental impact

**Successful Marketing**

- Reviews in the booklets
- Marketing marketing opportunities
- Repeat bookings and returning guests
- Fee for extended stays
- Photo advice
- Fee from holiday home owners

**Managing Rentals**

- How do I handle a holiday?
- Managing bookings
- Cancellations
- Guest check-in
- Guests, accidents
- Callous payments
- Handling complaints

## Resources

### Holiday Lettings Owners' Area

Tips & advice on choosing, managing & marketing your holiday home, up to the minute property investment news & a property services directory.

[www.holidaylettings.co.uk/ownersarea](http://www.holidaylettings.co.uk/ownersarea)

### Rightmove Overseas

Offers 40,000 properties for sale in more than 75 countries.

Browse the site in order to find the right property for you.

[www.rightmoveoverseas.co.uk](http://www.rightmoveoverseas.co.uk)

### The International Law Partnership LLP

Offering solutions to international legal problems.

John Howell & Co – Solicitors & International Lawyers

[www.lawoverseas.com](http://www.lawoverseas.com)

### Blevins Franks Group

The Blevins Franks Tax Advisory Service provides bespoke tax & financial planning to individuals who are purchasing property or moving overseas.

[www.blevinsfranks.com](http://www.blevinsfranks.com)

### Barclays

Expertise & solutions to guide you through buying a property in France, Spain, Portugal & Italy. From guiding you through the purchase process, arranging a mortgage in Euros, setting up a local bank account & planning your finances for the future.

[www.barclays.com/buyingabroad](http://www.barclays.com/buyingabroad)

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