

BEACHSPOKE

OWNER'S GUIDE

BEACHSPOKE LETTINGS

BEACHSPOKE MANAGEMENT

BEACHSPOKE DESIGN



WHO WE ARE

We hold the keys to a select number of boutique properties that are as individual as the people who own them and the guests who stay in them.

The management of our properties is tailored to the specific needs of the owners and designed with respect to the locations in which they reside.

Each property is unique and managed as such. Our selective portfolio allows us to devote unparalleled time and attention to every single property, whilst creating truly memorable holiday experiences for our guests.

Over the years, Beachspoke has garnered press from publications such as The Times, The Telegraph and The Evening Standard. Our high standard of press and marketing have participated to our above industry average occupancy and return rates throughout the year.

If the Beachspoke approach to property management sounds suitable for your home, we would love to design a management plan that works for you.

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THE CLIENTS

Over time, we have worked hard to retain a strong database of loyal guests who have come to trust in the high standards associated with a Beachspoke holiday.

For them, we open the doors to a collection of one-off designed spaces that provide a memorable holiday experience.

Our guest demographic includes young professionals looking to escape the city, retirees seeking adventure and romantics searching for the perfect couples retreat.

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OUR CRITERIA

The main criteria for Beachspoke properties is that they fit the design-led aesthetic of our portfolio, or possess the potential to do so. For this reason, it is key that every home is visited prior to being added to the Beachspoke group.

It is vital that we protect the exclusive nature of our service and ask that owners adopt a sole agency policy when signing on with us.

We expect our property owners to support our high standards by investing in quality cleaners, luxury bathroom products and welcome packs for every stay.

We partner with companies such as Roberson Wines and Bamford Bath & Spa to ensure we receive good rates on the quality products we provide.



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LETTINGS MANAGEMENT

We organise and manage the majority of payments for your property, producing monthly statements detailing all expenses alongside your rental income.

Our commission rate is 15% on all bookings. We operate a minimum 3 night stay policy. A short stay supplement is applicable on bookings of less than 3 nights.

We may choose to partner with carefully selected third party agents. This will always be discussed with the owner prior to any agreement, should we think this action is necessary. Where another agent is used, Beachspoke charges 5% on the gross value.

This is in addition to the chosen agent rate.

On booking, we take a 50%* non-refundable deposit. The remaining balance is paid 2 weeks prior to the arrival of our guests.

The owner will receive a monthly statement which will show any amounts received in the month minus Beachspoke's commission.

**This amount may vary with other agents.*

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THE NUMBERS

Beachspoke 2016 average occupancy rate: **72%**

Individual Booking Values 2016:

PROPERTY	MARKET VALUE	GROSS ANNUAL RENT	OCCUPANCY	ESTIMATE RUNNING COST	GROSS PROFIT	ANNUAL ROI
Property 1 (1 bedroom)	£700,000	£86,000	77%	£28,232.32	£57,767.68	8%
Property 2 (2 bedroom)	£550,000	£58,000	84%	£15,000.00	£43,000.00	8%
Property 3 (1 bedroom)	£380,000	£33,000	70%	£10,833.33	£22,166.67	6%
Property 4 (1 bedroom)	£380,000	£39,000	70%	£12,803.03	£26,196.97	7%
Property 5 (1 bedroom)	£380,000	£40,000	75%	£13,131.31	£26,868.69	7%

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PROPERTY MANAGEMENT

We deal with all maintenance issues with individual house managers assigned to each property.

We ask that all our owners equip their properties with the correct inventory that meets our standard.

When you want to stay in your property, we aim to work around your schedule. Personal bookings can be made at times that work for you.

If you wish to occupy the property in high season or over key dates in the calendar (half terms and bank holidays), we will work with you to adjust booking expectations and targets accordingly.



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BEACHSPOKE PROPERTY REQUIREMENTS

- House manual and inventory
- Area guide
- Nespresso machine and capsules
- Microwave
- White linen sheets bedsheets x 3 sets, 400 thread count minimum
- Dressing gowns x 3 sets
- Matching mugs, wine glasses, champagne flutes, plates, bowls etc
- Hairdryers in every bedroom
- White towels x 3 sets
- Cot and high chair
- Music and entertainment systems
- TV, DVD player and DVDS
- Board Games
- Roberson Cremant sparkling wine, 1 bottle per booking
- Welcome pack with butter, milk, bread, eggs from local farmshop*
- Cleaning products

SAMPLE COSTS PER STAY	1 BED / 1 BATH PROPERTY	2 BED / 2 BATH PROPERTY	3 BED / 3 BATH PROPERTY
Cleaning Fees (per stay)	£65	£80	£90
Laundry Costs (per stay)	£20	£40	£50
Welcome Pack	£7	£7	£7
Bamford Bathroom Products	£2.30	£4.60	£6.90
Roberson Cremont Sparkling Wine	£11.00	£11.00	£11.00
Total	£105.30	£142.60	£164.90

*For properties within walking distance to a local village shop, owners can offer milk only.



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BEACHSPOKE DESIGN

The Beachspoke aesthetic aims to bring the outside in.

We pay homage to the property's local surroundings with unfaltering attention to detail. From exposed stone walls, to sliding wooden doors, every property carries a glimpse of the outside.

Our approach to each project is bespoke and we have 2 levels of management. Whether your proper-

ty requires complete refurbishment, our team of qualified design experts look forward to bringing your design vision to life, whatever the size.

Whether you own a property that already fits our aesthetic, our standard management will do it justice.



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PROJECT MANAGEMENT

You may have a property that has potential in terms of its location and structure but requires renovations or refurbishments to elevate it to the standard expected of a Beachspoke property.

This includes an initial advisory visit from which you would receive a detailed report, pricing projections and initial sketches and designs.

In this instance where the property is not ready to be put on the rental market and the owner requires our advice and guidance, a consultancy fee will apply.



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STANDARD MANAGEMENT

Your property may already match the Beachspoke design criteria and therefore is not in need of renovation or refurbishment.

If so, we will request to be sent a selection of interior and exterior photographs that afford us a clear idea of the property

We would then discuss the rental income you'd be wishing to achieve and would arrange a visit of the

property. Following the visit we will then send a written report to summarise the details of the property and rental numbers expected

Non Refundable Property Visit Fee (incl VAT)*£150

**May vary, depending on the location of the property.*



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We work with prestigious PR agency to create current and strategic marketing plans to optimise occupancy and rental rates for each property.

This strategy includes social media marketing, content creation, SEO, brand partnership optimisation, email marketing and analytics.

Recent press coverage includes The Sunday Times, The Evening Standard, Huffington Post, The Observer and Harper's Bazaar.

We do ask that our property owners factor in a reasonable number of press trips each year into the booking calendar to help us garner national and international interest in our properties. Press trips will always be approved by the owner prior to confirmation.

We also invest in professional photography for each property to showcase your home to its full potential whilst remaining synonymous with the Beachspoke brand.

Depending on the location of your property, we take the time to research and explore the surrounding area. We endeavour to establish and develop long lasting relationships with local businesses and tourist boards to provide our guests with exclusive rates and discounts and to create interesting guides to help better plan their holidays.

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We hope that you have found the information about our management terms and conditions useful. We look forward to working with you and your Beachspoke property.

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