



BEAUTIFUL HOLIDAY HOMES

An introduction to our business

About Us

Hello and thank you for your interest in Beautiful Holiday Homes. I'm Sonia, and this is my sidekick Freddie.

I took over the reins of Beautiful Holiday Homes in August 2020 after working for the business for 2 years. BHH has been established now for 5 years and is growing all the time.

I have a beautiful variety of over 50 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.

While I am always on the look out for new, unique and special properties, I keep my portfolio small to ensure I can continue to offer the high end service to guests that each and every one expects. I have a close and personal relationship with all of my owners which means communication is easy and stress free.

I have a background in Hotel management (formerly at the Craigellachie Hotel in Speyside) and as a frequent traveller myself, I know exactly what guests are looking for in their home away from home.

I keep my finger on the pulse when it comes to the hospitality market and enjoy staying up to date on the best places to visit, eat and stay at!

I run a small, but effective business which I believe offers the personal service that larger agencies miss. My promise to you is to care for your property the same way you do, and find lovely, thoughtful guests to fill your calendar throughout the year.



Sonia

“We’ve had our holiday let with BHH for 3 years, and are always incredibly pleased with the service we receive. Guests seem to be very happy and Sonia constantly keeps us informed on the property’s progress.”

- Emma T



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 makes BHH's 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!

Quality properties deserve quality guests

I will personally vet all interested guests and am quite happy to refuse bookings that we feel would cause damage to the property or upset to any neighbours. We always take a damage deposit so you can rest easy that should anything happen, you won't be out of pocket.

What's included with BHH management?

- Marketing on all relevant listing profiles; Airbnb, VRBO, Holiday Lettings (tripadvisor), Booking.com, Coolstays, Staze, Visit Scotland and Cottages.com.
- Securing bookings, collecting funds, arranging access, liaising with guests and providing information about the accommodation and the local area.
- Liaising with yourself and our cleaners to ensure changeovers are scheduled efficiently.
- Arranging contactors and safety checks on your behalf for any property maintenance issues.
- Collecting funds from guests, arranging payment for suppliers/cleaners and paying booking and commission fees.
- Commission is charged at 15% of the Net income from the booking channel. There is no additional VAT or hidden charges.



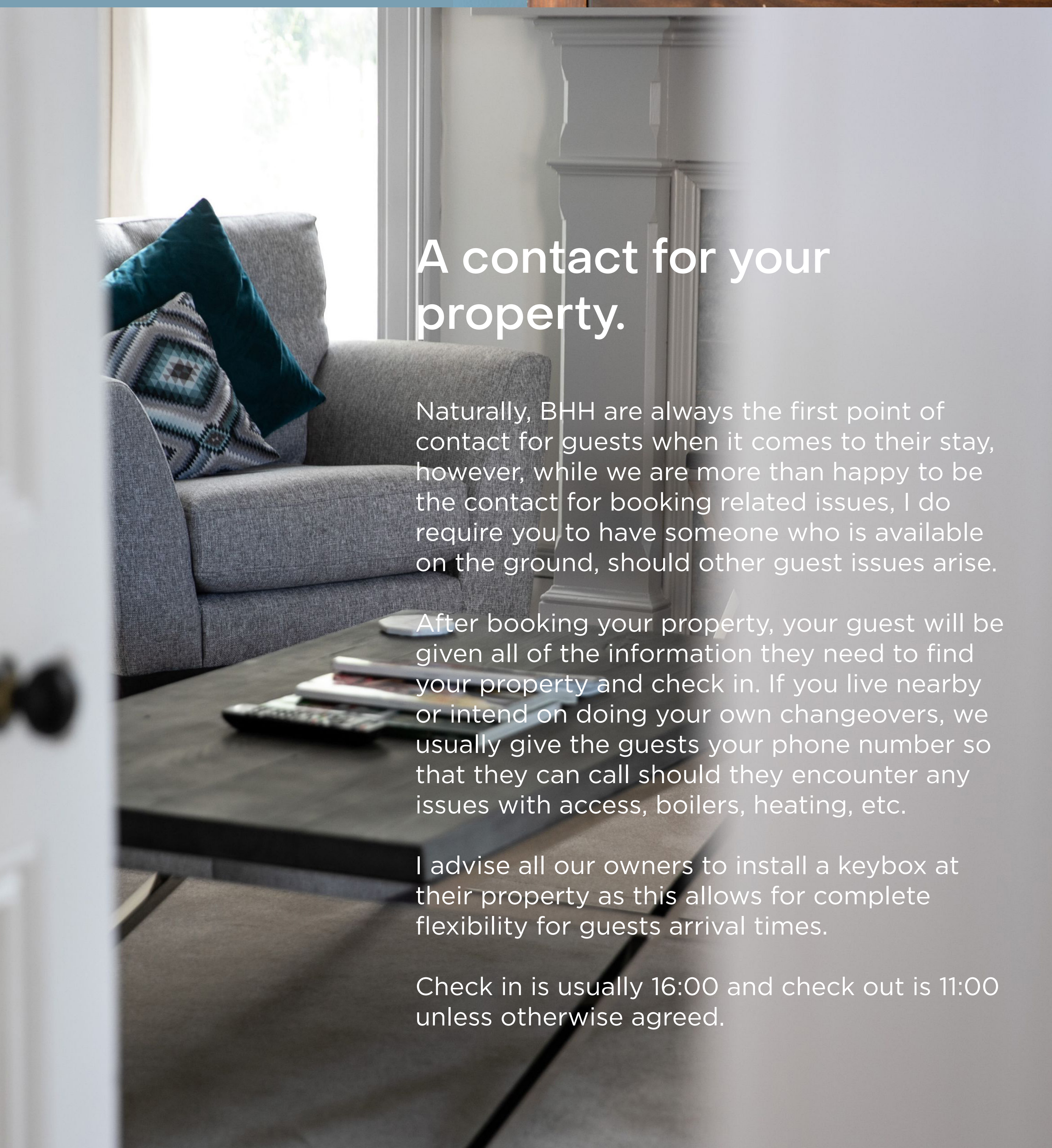
A contact for your property.

Naturally, BHH are always the first point of contact for guests when it comes to their stay, however, while we are more than happy to be the contact for booking related issues, I do require you to have someone who is available on the ground, should other guest issues arise.

After booking your property, your guest will be given all of the information they need to find your property and check in. If you live nearby or intend on doing your own changeovers, we usually give the guests your phone number so that they can call should they encounter any issues with access, boilers, heating, etc.

I advise all our owners to install a keybox at their property as this allows for complete flexibility for guests arrival times.

Check in is usually 16:00 and check out is 11:00 unless otherwise agreed.



The next steps...

After you instruct Beautiful Holiday Homes I will come and visit you to view your property, and advise on the best way to get it market ready.

There is a set up fee of £200. This covers my time to visit the property, onboard it on to all of the various marketing portals and provide feedback on what is required to get it set up, ready to receive your first guests.



“A perfect location and apartment. I can’t imagine anything that could have made it better!”

- Carroll A

I have two fantastic local photographers and I can arrange a photo shoot on your behalf.

Prices are payable directly to the photographers and are usually around £150 for a full shoot of the property (of course this is dependant on size and location).



“Sonia is amazing at managing our holiday let. Such a supportive and informative first point of contact for our guests.”

- Joyce C

Estimated income for your property.

After viewing your property and researching the market and demand in the surrounding area, I will then report on the estimated income we would hope to achieve for your property.

In addition to the nightly rental fee, I would recommend putting a minimum 2 or 3 night stay on the property bookings to prevent a high changeover cost.



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 cleaners to do your changeovers, we know your time is precious and linen can be expensive to launder.

I always detain a damage deposit for all Beautiful Holiday Homes properties. I will advise you what I think yours should be set at. This fee is then taken on the guests scheduled arrival day and released following departure, providing there are no damages to the property. Luckily, it is very rare I ever need to claim for any damages as generally we have lovely, considerate guests.



Our marketing strategy

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



Channel Platforms

- Airbnb
- VRBO
- Holiday Lettings
- Booking.com
- Staze
- Visit Scotland
- Cottages.com

Social Media

- Instagram
- Facebook

PR Opportunities

- Chic Scotland
- Travel Influencers & Bloggers
- Local publications
- Coolstays
- Trip Advisor



“I’m so grateful to have found Sonia and her team. She takes the stress out of letting the apartment and constantly delivers a high service to our guests. Highly recommend”

-Ian A

