

# CURATED SPACES

## HOLIDAY LETTINGS



[WWW.CURATEDSPACESIOW.COM](http://WWW.CURATEDSPACESIOW.COM)

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A GUIDE TO LETTING YOUR  
**HOLIDAY HOME**

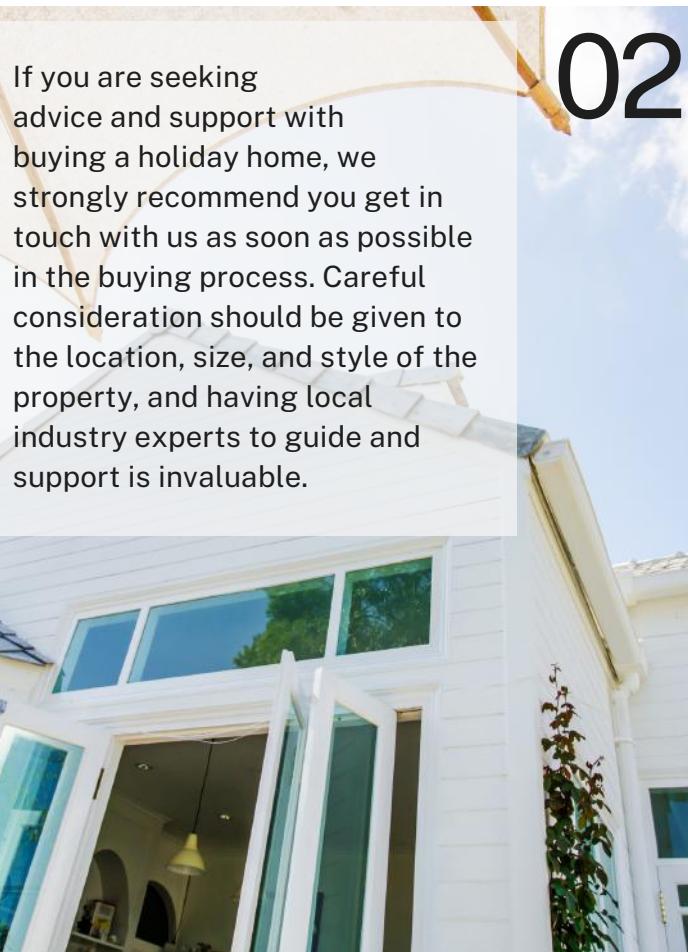
WHAT'S NEXT  
WE'LL WALK THROUGH  
IT WITH YOU





# 01

We're here to help, advise and reassure you throughout the process of letting your holiday home. Buying or owning a holiday home comes with some important considerations and we understand any worries and concerns you may have when it comes to handing over the keys to your home. In an effort to put your mind at ease, we have put together answers to the questions raised by our owners in this Lettings Guide and explain the entire process..



If you are seeking advice and support with buying a holiday home, we strongly recommend you get in touch with us as soon as possible in the buying process. Careful consideration should be given to the location, size, and style of the property, and having local industry experts to guide and support is invaluable.

# 03

As experts in the holiday rental market we provide our homeowners with a personal, knowledgeable and flexible service at every stage, offering invaluable advice while you plan and prepare your holiday home for the luxury lettings market.

# 04

Whether you've bought a property and are in the renovation stage or just considering a property purchase, our team are passionate about the properties we look after and would be delighted to work with you to meet your rental goals for your holiday home.



# IT'S ALL IN THE DETAILS

**“CAN I STILL USE MY  
PROPERTY  
FOR MY OWN HOLIDAYS?”**

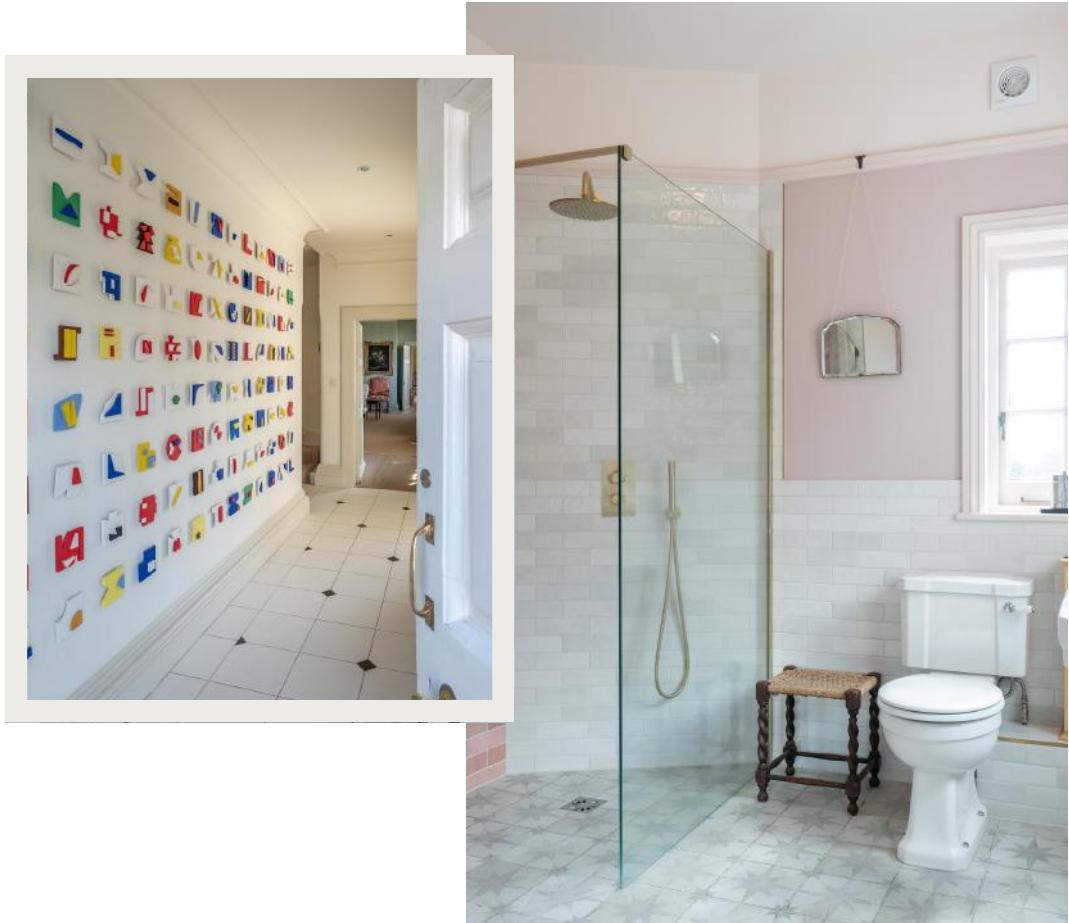
When it comes to enjoying your holiday home, we are there for you too! we expect you to enjoy your space as much as your guests!

Of course! Your holiday home is yours, and you should use it. In fact, staying in the property periodically helps you see things from a guest's perspective, which is always beneficial. We don't ask for a minimum number of letting weeks, all you need to do is block out the time you plan to visit in the calendar so we don't book someone else in.



# *Do I* MORTGAGE?

need a  
special

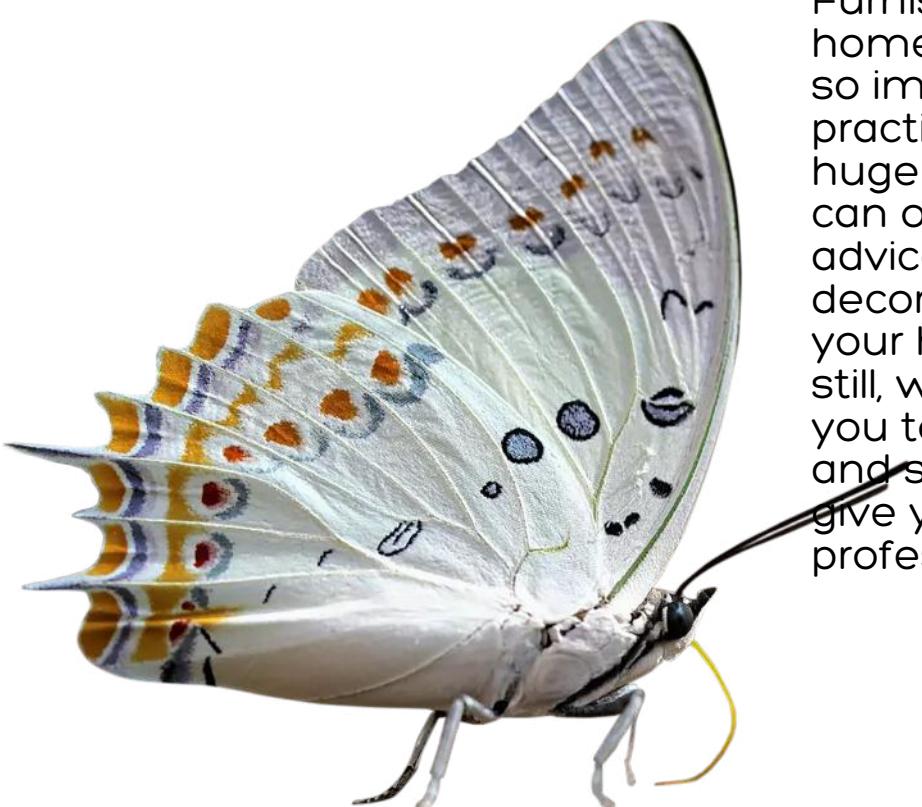


Some mortgage lenders have restrictions on short term lets, so you should always check with your lender to make sure they're happy with you letting out your holiday home. If your current lender doesn't allow it, there are providers who will. These change frequently, so make sure you get up to date advice – speak to a mortgage broker or financial adviser if you're not sure

Can you offer  
advice for how best to  
furnish a holiday let?

# Style Interiors

SETTING THE SCENE  
FOR SUCCESS



Furnishing your holiday home beautifully is so important, and of course practicality plays a huge part in this as well. We can offer help and advice on renovating, decorating and furnishing your holiday let, but better still, we can introduce you to local interior designers and specialists to give your property a professional touch

# Do I need insurance

*Absolutely, yes. As insurers consider any kind of letting to be a slightly higher risk, you need to make sure that your policy covers you as a holiday letting - not all landlord policies do as they're designed for longer-term rentals. If you don't have a specific insurance policy, you could run the risk that any claim would be denied - it's never a good idea to hide anything from the insurance company!*

*This specialist cover should protect both the property owners and their guests. Key elements to include are buildings and contents insurance, public liability cover (typically a minimum of £5 million), and employer's liability cover if you employ anyone such as cleaners or maintenance staff. It is also advisable to include cover for accidental damage caused by guests, loss of rental income due to insured events (such as fire or flood), and legal expenses. Some policies also provide protection against theft by guests and cover for alternative accommodation for guests if the property becomes uninhabitable. Property owners should always carefully review the terms and exclusions of their policy and notify their insurer that the property is let out as a short-term holiday rental to ensure full protection.*

# How Much

## Could I make?

*Investing in a holiday let is a fantastic way to generate passive income. We have a great understanding of what holidaymakers are looking for and the features which are in high demand. This enables us to maximise income potential and provide you with an indication of possible booking levels and revenue we could achieve for your property. Income potential naturally depends on a variety of factors such as size, location and facilities. We highly recommend getting in touch with us to get a firm idea of income potential. However, you can view our potential earnings calculator on our website to give you a good indication of the gross annual income you could expect from your home:*

*It is worth bearing in mind that not all holiday home agencies are created equal. Understanding the level of service you expect from your letting agency is crucial, so to ensure you work with the right agency.*





Why  
Let with  
us?

## 1. C U R A T E D S P A C E S

K N O W I N G Y O U R S P A C E

It will save you the time and hassle of finding guests. We have a strong internet presence and powerful brand, and this attracts guests to your home without you having to do any work. Holiday lettings agencies have returning guests that book with them frequently, and therefore a reliable stream of guests is much more likely than going it alone.

# 2.

Lettings agencies manage all areas of the booking process, and all administration that comes along with that (there's a lot!) When it comes to taking payments, we have all the security certificates and PCI compliance set up—there are legal requirements for taking payments online and over the phone, for example, and they can be costly and time-consuming for individual homeowners.



# C U R A T E D   S P A C E S

## 3 .

K N O W I N G   Y O U

Good holiday let agencies attract guests throughout the year by marketing special offers and late availability opportunities, helping to entice visitors, even during 'awkward' booking periods that are otherwise quiet.

# 4.

A holiday home agency is the point of contact for the guests, so any questions, issues or emergencies are handled entirely by us or our trusted property managers.

Curated Spaces work with property managers and housekeepers on your behalf, so you needn't get bogged down in logistical details or turnovers.



CURATED SPACES

Curated Spaces

Demo

Bembridge, Isle of Wight PO35 GB

GET STARTED

HOME INFO MAP SEARCH

# 5.

## DIGITAL GUIDES & BESPOKE DETAILS

They will provide your property with a Holiday Let Guest Information Book to answer questions about the local area. Curated Spaces supply our guests with a little black book, listing all of the very best professionals in the area, from private chefs to surf instructors!



AS A HOLIDAY HOME OWNER, YOU'RE LEGALLY OBLIGED TO PROVIDE SAFE ACCOMMODATION AND DO EVERYTHING YOU CAN TO MINIMISE THE RISKS FROM POTENTIAL HAZARDS. TO DO SO PROPERLY, IT'S IMPERATIVE TO KNOW AND UNDERSTAND THE RELEVANT HEALTH AND SAFETY REGULATIONS FOR HOLIDAY LETS WHEN LETTING YOUR PROPERTY.

## Gas Safety Certificate

1

The HSE guidance on gas safety stipulates that all gas appliances are checked and signed off by a Gas Safe Engineer annually. A valid certificate should be left at the property for guests to see.

## Fire Safety Risk Assessment

2

It is a legal requirement to carry out or arrange a fire risk assessment. It is used to highlight potential fire risks and hazards at your holiday let.

## Carbon Monoxide Alarms

3

Carbon monoxide alarms are a cost effective and reliable way to provide guests with an advanced warning of any problems. Each room that has a gas appliance, oil appliance, or a solid fuel burner (log burner or open fire) must have an alarm installed.



## **PAT testing (Portable Appliance Testing)**

**4**

Holiday let owner's duty of care applies to both installed and portable electrical appliances. That means any moveable items (toaster, TV, kettle, lamps etc) should be PAT tested by a reputable electrician. Portable Appliance Testing (PAT) is the examination of electrical appliances, checking them for safety from potential defects and hazards.

### **Electrical Safety Certificate**

**5**

It is a legal requirement for a landlord to obtain and renew an Electrical Safety Certificate, as your agency we require that the property is inspected by a qualified engineer, at least every five years, ensures electrical systems within the property are safe. A valid certificate provides proof that reasonable care and checks have been carried out.

### **Oil Safety Certificate**

**6**

There is no legal requirement for holiday let owners to have an Oil Safety Certificate. But, for the safety of your guests, it's highly recommended that you have all your oil appliances and equipment inspected annually by an OFTEC Registered Technician. Hot tub and swimming pool health and safety may also be applicable depending on your facilities. All chimneys must be swept annually and we require an Energy Performance Certificate.

# OUR TOP TIPS

- 01 *Twin Rooms*

If you are furnishing your home, it is worth thinking about the bedroom configuration. Not all groups are populated by those who wish to share a bed, and so a balance of double and twin rooms is desirable. Twin beds are useful for groups of older guests and friendship groups as well as for children. A lack of twin beds can prevent families and groups from making a booking.
- 02 *Interiors*

Naturally we urge our owners to invest in high quality furnishings and home accessories, even down to the small details. Whilst holiday homes are in high demand, it is also a highly competitive market and investing in these details early on ensures a better overall experience for guests which in turn increases the chances of guests recommending the property and securing repeat bookings.
- 03 *Woofers*

So many people own dogs and consider them a member of the family, and indeed choose a UK holiday over a foreign holiday in order to bring their furry friend along with them. We would urge holiday home owners to consider being dog friendly, as this increases your target market and, therefore naturally your income potential.
- 04 *Outdoor Space*

If you have outside space, consider it to be one of the main selling features of your property. Ensuring the outside space is comfortable, practical and stylish is vital. A beautiful outdoor area will photograph well and attract guests, and can be the deciding factor for guests when booking. Impractical, uncomfortable or unappealing seating areas and gardens can have a negative impact on bookings. It is a great idea to supply a BBQ, too.

# OUR TOP TIPS

## 05 *Hot Tubs*

It goes without saying, a swimming pool is a big hit for holiday homes. But, this isn't an option for many. If you could consider a hot tub, these are extremely desirable too, and often attract steady bookings in the colder months.

## 06 *Games*

Consider a games room or cinema room. A games room needn't be vastly expensive, but can be a driver for bookings for those with teenagers and children.

## 07 *Welcome*

We encourage all of our owners to use our recommended local florist for an extra warm welcome for arriving guests & take advantage of our wholesale price Sea Room toiletries.

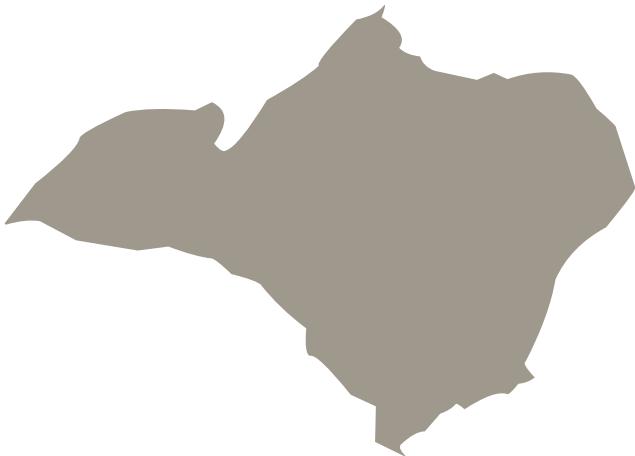
## 08 *Join Us in The Spring Summer*

If you are wondering when is best to bring your home onto the holiday rental market, we advise you do so in the Spring or Summer. It will be far easier to show off the best bits of your home when photographed in good weather, rather than on a drizzly winter day. If you come on board in Spring/Summer you will be sent a warm welcome gift from us!

# Why you should let with us

## CURATED SPACES

We are a local and privately owned letting agency offering a top level of service and expertise, giving you peace of mind throughout the letting process. Our homeowners are at the heart of our business, and can expect to receive a supportive and committed service. We're proud of the strong working relationship which we've built with our home owners over the years.



We are the *independent* local luxury holiday let experts  
in the *Isle of Wight*



Our portfolio represents the key coastal areas and towns which we consider offer marvellous beaches, great walks, water-sports and excellent cafes, pubs and bistros. Our Curated Spaces are centred around the the Isle of Wights stunning coast lines and all the villages in between! Our experienced local team are on hand or just a phone call away.

# MEET THE TEAM

LOVE THE ISLE OF WIGHT

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



*Emily Lyle*  
Account Manager & Founder



*Daisy Morrison*  
Account Manager & Founder



*Sophie Dawes*  
Property Consultant & Client Liaison

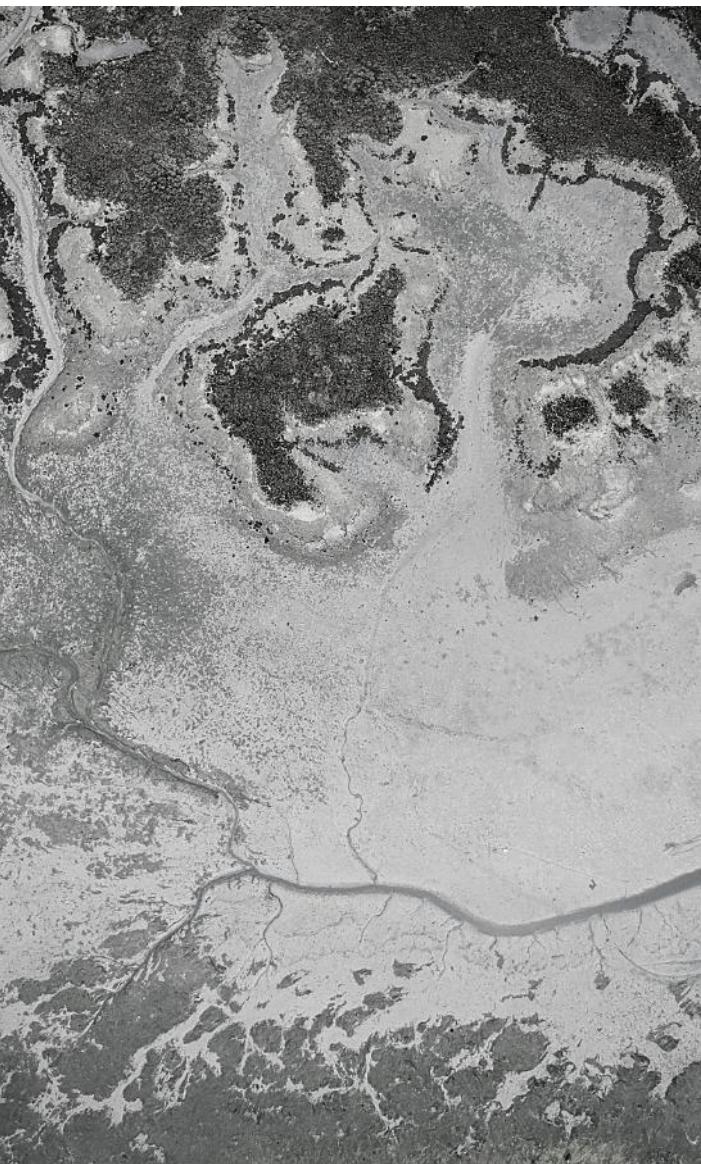


*Xena Felgate*  
Guest Liaison



*Marie McGillivray*  
Housekeeping Manager





## **WE AIM TO BE OUR OWNERS' NUMBER ONE LIAISON FOR ALL QUESTIONS FROM BOOKINGS TO HOUSEKEEPING TO THE LATEST LOCAL NEWS.**

We can offer realistic advice about prices and annual income potential. Most importantly, we offer competitive commission rates and favourable contract terms. We know that owning a holiday let is about generating profit, hence why we treat your property as a business, not just a listing. From buying a holiday house to renting out your holiday home, you can count on us for proven and profitable.

We offer professional photography, videography as well as the option to add on 360 virtual tours. We are committed to using photographers who are highly skilled in producing cutting-edge property imagery. A picture tells a thousand words so it's absolutely essential that your holiday home is given the best exposure possible. Our professional photographers will dress your home; set the breakfast table ready for a feast, plump cushions and do whatever they need to produce an impressive collection of images for your online presence





# GUEST CARE

*"We deal with any complaints professionally in a courteous manner. Each issue will be assessed and dealt with appropriately."*

Once a booking has been made, we telephone the lead guest to speak to them about the property and their holiday. This service is greatly appreciated by our guests, who have an opportunity to ask questions and find out more about their holiday home. Far apart from being a mass booking platform, where often no real human conversation ever takes place, the service our guests receive from helps reinforce a sense of luxury, prestige and secures a level of respect, care and consideration for their holiday home.



WHETHER IT'S A GUEST QUERY, A HOUSEKEEPING MATTER OR SHARING WHAT'S NEW IN THE VILLAGE, WE'RE ALWAYS JUST A MESSAGE AWAY TO SUPPORT YOU AND YOUR PROPERTY.

As a luxury brand, we focus on a select group of holiday homes, which enables us to truly showcase your property to its full potential. We only include exclusive, high-end properties which can offer a unique self-catering, luxury experience to our guests.

We offer quality management services. We source a changeover provider and property manager for your holiday home, and we take care of all the logistics involved.

We let to the discerning guest - The standard of your property is reflected in the affluence of your guests. And, as a luxury letting agency, Curated Spaces attracts high end guests to your holiday home but in doing so we also ensure that your property is looked after and respected. We get to know our guests and match the perfect property to their requirements for a luxury holiday home.

# MARKETING

We take an integrated multi- channel approach to marketing our properties, utilising multiple marketing avenues to generate interest and draw in leads.

We have a firm understanding of our buyer personas, customer journeys and we create well considered cross channel media plans.

Our ability to sustain high volumes of traffic to our website, and more specifically to capture traffic interested in holidaying in The Isle of Wight in particular, is achieved through a structured and tailored search engine marketing plan. We invest in powerful pay per click advertising campaigns, retargeting, and a search engine optimisation program, the results of which we keep under constant scrutiny with the view of continual optimisation to identify and appeal to the relevant audiences, nurture high quality prospects and generate leads.



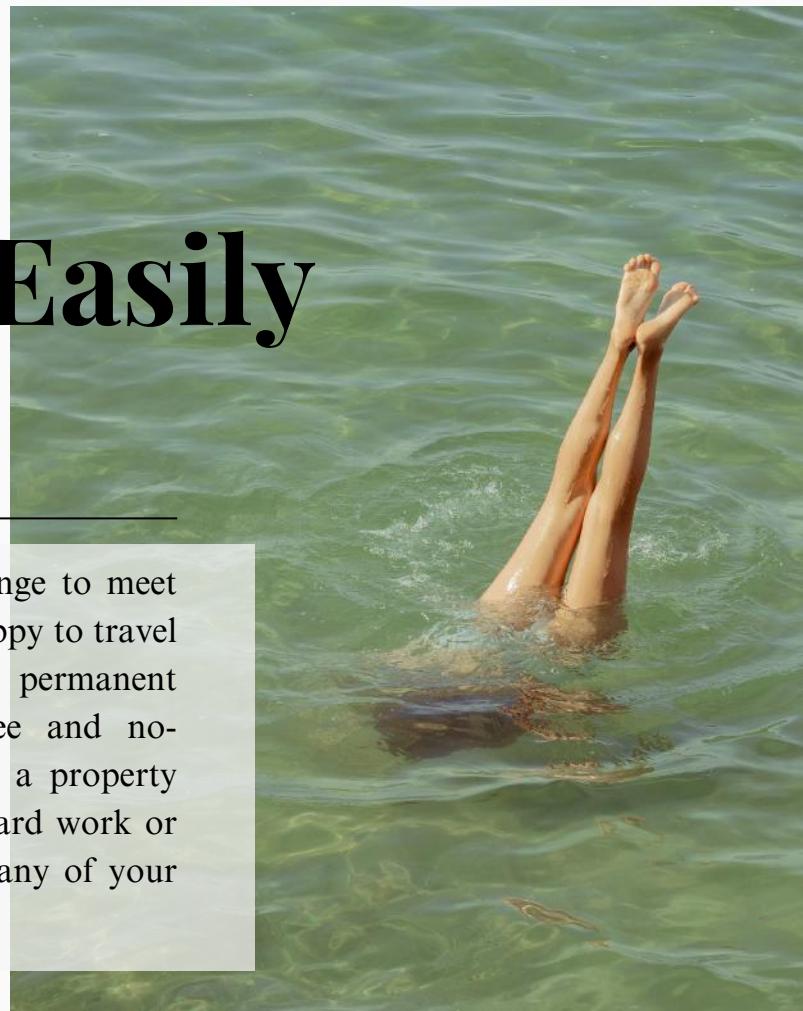


# STRATEGIC

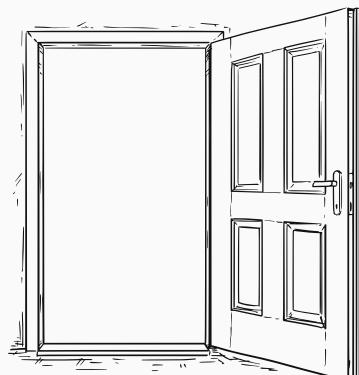
Our customer-facing marketing efforts are strategically led, yet creatively focused, in order to increase our brands visibility as well as sustaining high levels of interest and engagement with our audience. We analyse, plan, design and optimise our email marketing to provide high quality content that is strategically timed to land at key booking periods. This all works to promote overall brand awareness and strengthen Curated Spaces' brand authority within our locality and beyond. This in turn causes a high volume of direct searches, encourages customer loyalty and repeat bookings, and cements Curated Spaces place as the luxury holiday property firm in the Isle of Wight. When your holiday home is represented by Curated Spaces, it adopts the integrity, luxury and desirability of our brand. Curated Spaces is a well-established and powerful brand, with a large pool of engaged followers and subscribers. You may well spot us at local or national events, and our holiday homes featured in prestigious magazines and publications.

# Dive In Quickly & Easily

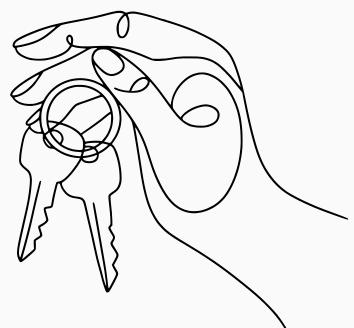
Once we have your details, we will arrange to meet you at a time that suits you, and we're happy to travel further afield to meet you at your permanent residence if you prefer. This is a free and no-obligation meeting. Getting started with a property letting agency shouldn't cause you any hard work or hassle, and we will have the answers to any of your questions.



**Drop us a line**



**We'll pop round**



**Launch Time**

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We treat our owners with the same care and attention we show our guests. As the independent, local experts in Isle of Wight holiday lets, we're ideally placed to help you get the very best from your property and from the moment you join us, you'll notice the difference.