

Making Your Property Investment Pay



www.holidaylets london.co.uk

OWNER HANDBOOK

Our History

London businessman/entrepreneur established his long let property business over 35 years ago, when he realised that there was a shortage of self-catering holiday lets in London and that owning a holiday property represented a higher financial return and overall better investment than a long-term rent. In Nov 2009, www.holidaylets London.co.uk was launched, with its bespoke booking system, virtual reception, extensive global marketing and IT expertise and a great passion for business and an impressive understanding and expertise in the lettings industry, Holiday Lets London is continuing to grow.

Satisfaction Guaranteed

Every owner has different circumstances and a unique property to let and the experience and flexible approach we offer is designed to maximise your income. Whatever your property type we have the ability to market and book your property successfully.

Free advice, always

We are always on hand to offer guidance to our property owners.

Other services that we provide for a small fee:

- a. Locate suitable properties to rent
- b. Arrange valuations and surveys
- c. Arrange buy to let mortgages at competitive rates
- d. Arrange solicitors for the purchase
- e. Arrange Architects for development projects
- f. Arrange builders to upgrade or convert
- g. Set up letting apartments for Holiday Lets as shown above

A steer in the right direction

It's never too soon to talk to us if you are seriously considering investing in a holiday property or wondering whether it would be worth converting your present long term buy-to-let property into a holiday let. With our pulse on the latest market trends, we can help you to be more focused, confident and successful and advise you on what works best in terms of conversion or purchase options.

Working Together ...

Here at Holiday Lets London we never forget that without our homeowners and their properties we would have no business. Our relationship with you is an equal partnership – you supply a clean, well presented and cared for property, and we will market and book it with same attention to detail.

A streamlined service

Our customers nationally and internationally are important to us. We offer them an efficient and effortless service that allows them to book a holiday-let effortlessly. Our website gives customers real-time information on availability and pricing and allows them to book a property online.

Linen and utilities included

Our property prices include linen, electricity and heating as standard. Stating a clear price with no hidden extras makes booking a Holiday Let London home simple for customers and managing accounts easier for homeowners.

Double your rent potential.

We offer you a way of earning double the rent you currently expect to get from a six month assured tenancy.

The Fully Managed Holiday Let Solution

With 35 years' experience in property development, investment and management, we are able to offer a property management service with real benefits. People lead busy lives, so we offer a service that allows property owners to hand the responsibilities that come with running a holiday lettings business over to us.

There are many advantages to using our property management service. We will market your property to guests, take bookings and deal with the related administration (such as deposits, rental agreements etc), manage arrivals and departures, cleaning and maintenance.

We can back up and demonstrate our service

We offer a unique service which offers you, the landlord 100% hassle free business. We are currently gaining 70% occupancy rates for our clients which generate an excellent rate of return that exceeds any income that could have been gained from offering assured tenancies.

It's easy to see the difference...

1. Regular income from holiday lets with no need to take the tenants to courts for not paying the rents, as all rents are paid up front
2. No need to go to courts to get an eviction order under the holiday lets agreement in the event the tenant don't leave the apartment
3. Landlords can get double the rents of 6 month assured let, as we offer the let from 1 day to 6 months. For the holiday maker, our rents are still half the price of hotel rates
4. Over 70% occupancy rate from our past experience
5. Apartment gets cleaned and maintained regularly which prevent deterioration
6. £200 deposit is taken to cover any damages to the fixtures and fittings. Insurance cover must be taken for any major damages.

The traditional buy-to-let landlord's responsibilities:

It sounds like the ideal situation – buy a property, rent it out, make enough money to cover your mortgage payments and costs, and perhaps even make a small profit. Later on, you can sell the property at a profit and re-invest the money you make. Being a landlord brings a range of responsibilities, however, and you may have found that you simply don't have the time, the energy or the inclination to manage your property and your tenants. Your responsibilities include:

- Insuring the property
- Maintaining the property
- Making sure all the legal requirements are met
- Finding and vetting tenants
- Providing suitable accommodation for tenants
- Collecting rent and ensuring bills are paid
- Providing tenancy agreements
- Responding to complaints or issues raised by tenants
- Dealing with tenants who destroy the property, don't pay rent and having to deal with litigation

A CASE STUDY: HOLIDAY LETS LONDON

It's all very well say that Holiday lets is a fascinating area and that self-catering is now the fastest-growing sector of the UK holiday market. Indeed in the absence of viable alternatives [pensions], investment in property has become a phenomenon of 21st century Britain, holiday lets, holiday homes and holiday letting businesses are no exception.

Today more than four million people a year rent cottages and holiday apartments, more than 220,000 people in Britain own a second home, and around half of UK rented holiday homes are let independently rather than through agents. However, whilst facts and figures are great, any potential holiday let owner wants to see the success demonstrated, Holiday Let London, owner is able to explain the problems he experienced with AST 's and how he overcame the difficulties and conquered the holiday let market.

Below is a brief guide to how Holiday Lets London offered a viable alternative to AST and how a successful partnership with you the property owner and Holiday Lets London can be formed

The Problems I have had with AST SINCE 1976

- Getting the right tenant was always difficult
- Waiting for the right tenant have cost me reduced occupancy rates and loss of rent
- Employing an agency had cost me 10-20% of my rental income, making my profits low
- Market rent for Assured Short Hold Tenancy (AST) was just enough to pay the mortgage and bills. Gain was only on the property appreciation with no cash flow
- At times when the interest rates have gone up, or when the property market has gone down it's very easy to lose money from a buy to let
- Once a year I had a bad tenant who did not pay rent and / or leave the property, when I had to take him to courts, it usually cost me a lot of money and about 3 to 6 months and during this time the tenant stayed rent free
- I also had tenants damaging the property and furniture and the deposit was not sufficient to cover the expense, and also the arguments that goes with it costs more
- Even with careful management the occupancy rate did not exceed 80% at a lower AST market rent

Success I had with Holiday Lets since 2009

- Occupancy rate is nearly 70% due to high demand for Holiday apartments
- Double the AST rental income
- 50% saving for the holiday maker in comparison to staying in a hotel
- Increased demand for self-catering apartments to bed & breakfast hotels
- High profit margins
- No litigation under holiday let agreement in the event tenant not leaving
- Collect rents in full one month prior to arrival
- Any damage to the property is minimal due to short stay, which covers with the £200 security deposit
- Regular cleaning and maintenance will keep the property in excellent condition

Problems one could have setting up a Holiday Let business

- You need to know where to advertise
- Need to optimise the website in search engines, which may take few years
- Need to reply to web enquiries within 3 hours to achieve best results
- Need to answer calls daily, long hours due to international time differences
- Need to correspond in many languages
- Need to sign contracts, collect deposits and rents, process bookings immediately
- Need to attend to complaints within 24 hours
- Need to meet guests to give and collect keys, to check inventory on daily basis as holiday lets are usually from 1 day up to a couple of weeks

Most people lead busy lives and the time and energy that setting up a holiday let business can prove impossible to achieve without assistance, that's where www.holidaylets london.co.uk can help.

How we can help you to set up and manage your Holiday Let business

- **Help set up your Holiday Let business** from interior designing to full management
- **Market your property** through our website (www.holidaylets london.co.uk)
- **Advertise globally** in all major holiday let websites
- **Automated reply** is sent with five EU languages within seconds to all enquiries from all major sites
- **Virtual receptionists** in Sri Lanka will answer calls and process bookings daily, working long hours corresponding in many languages and providing client care
- **Instant online signing** of contracts, taking payments, processing bookings
- **Pin code door entry system** where you don't have to be there to give or collect keys. Clients can check in late nights.
- **Automated admin site** to manage the business with 100% hassle free

Occupancy Rates

Mar 2010 – Feb 2011

How did you get to know us? Customer satisfaction Languages Nationality Turnovers Occupancy Change-overs

Occupancy

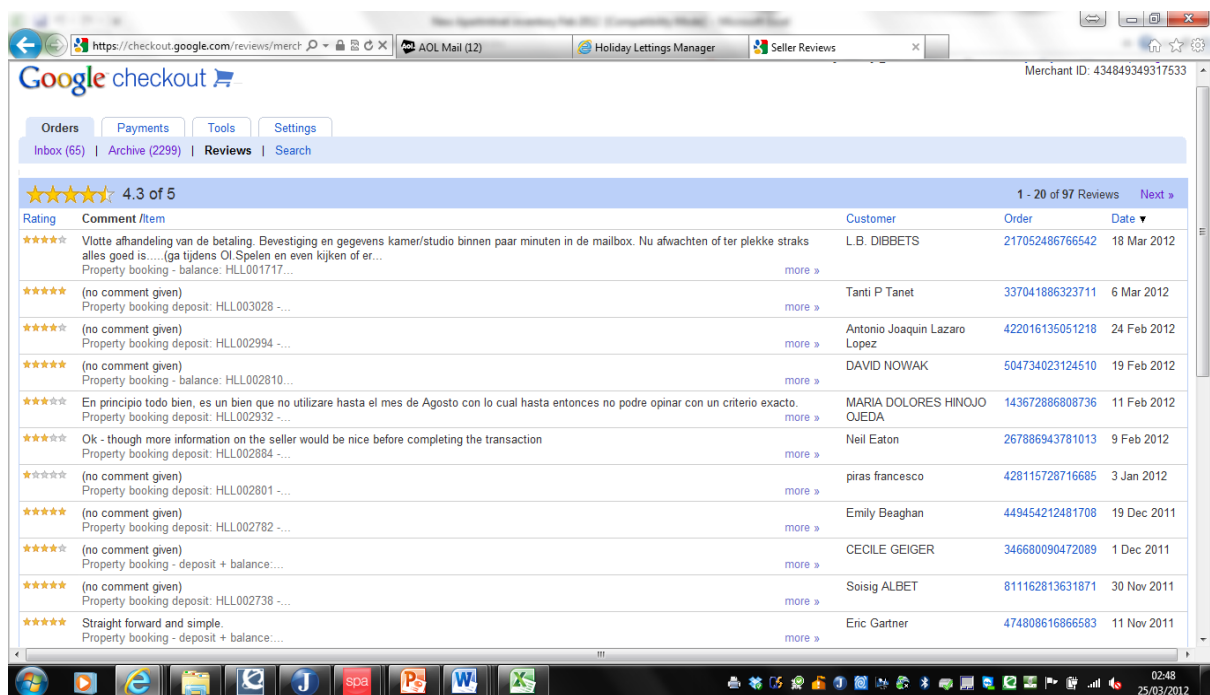
Apartment	Mar 2010	Apr 2010	May 2010	Jun 2010	Jul 2010	Aug 2010	Sep 2010	Oct 2010	Nov 2010	Dec 2010	Jan 2011	Feb 2011	Annual total
Comeragh Road											0%	14%	14%
Iffley Road - Studio 01	97%	40%	90%	80%	90%	81%	80%	74%	40%	74%	81%	50%	73%
Iffley Road - Studio 02	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	61%	75%	68%
Iffley Road - Studio 03	71%	73%	90%	67%	84%	68%	77%	74%	87%	68%	87%	75%	77%
Iffley Road - Studio 04	65%	77%	90%	100%	100%	94%	83%	87%	50%	29%	90%	61%	77%
Iffley Road - Studio 05	39%	73%	87%	83%	94%	94%	90%	71%	67%	48%	61%	71%	73%
Iffley Road - Studio 06	58%	83%	90%	90%	87%	94%	70%	74%	67%	87%	68%	75%	79%
Iffley Road - Studio 07	71%	63%	100%	93%	81%	94%	93%	90%	97%	90%	45%	71%	82%
Iffley Road - Studio 08	23%	67%	94%	77%	90%	94%	73%	94%	37%	61%	58%	64%	69%
Iffley Road - Studio 09	23%	73%	84%	63%	77%	94%	87%	71%	80%	58%	77%	21%	67%
Iffley Road - Studio 10	81%	87%	94%	90%	129%	110%	67%	58%	80%	58%	77%	75%	84%
Iffley Road - Studio B	97%	47%	77%	77%	87%	94%	100%	97%	80%	55%	100%	64%	81%
Iffley Rd - Ground Floor Flat 1													0%
Talgarth Rd	48%	83%	87%	87%	103%	94%	83%	106%	40%	65%	48%	79%	77%
Monthly total	61%	70%	89%	82%	93%	92%	82%	81%	66%	63%	71%	61%	71%

Apartment	Mar 2010	Apr 2010	May 2010	Jun 2010	Jul 2010	Aug 2010	Sep 2010	Oct 2010	Nov 2010	Dec 2010	Jan 2011	Feb 2011	Annual total
Eisham Road													0%
Monthly total	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

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Google Checkout

High Client Satisfaction 86%

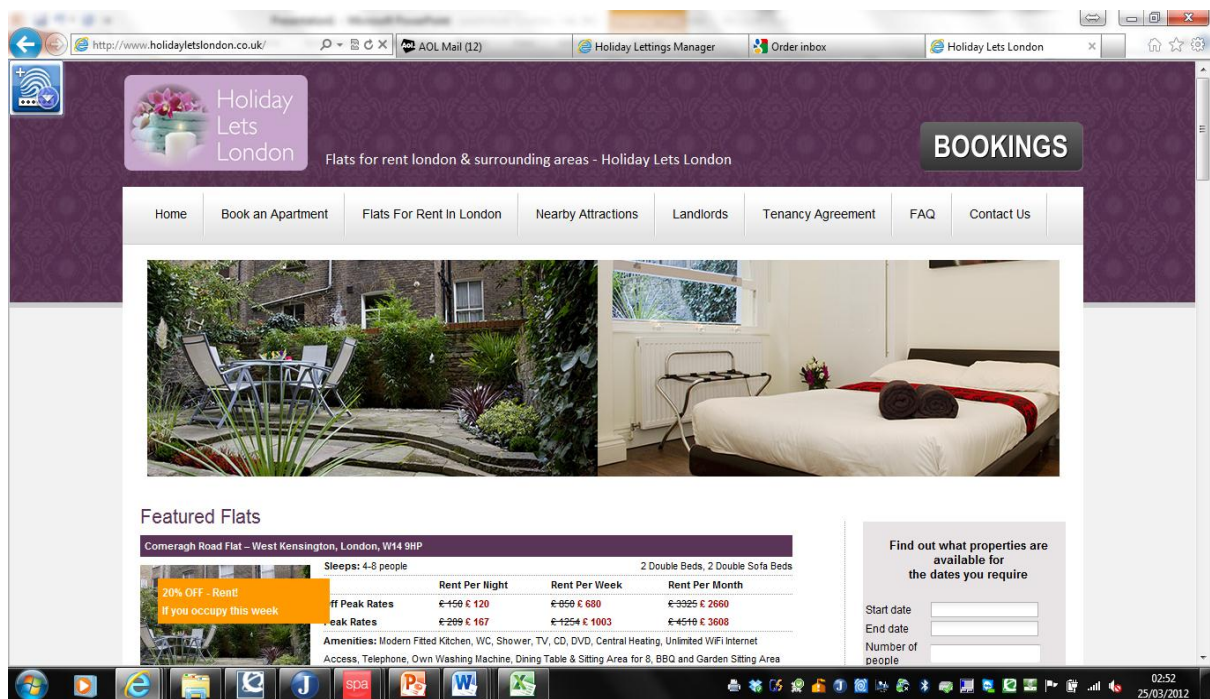


The screenshot shows the Google Checkout Seller Reviews interface. At the top, there's a navigation bar with tabs for Orders, Payments, Tools, and Settings. Below this, a summary bar shows a 4.3 of 5 star rating and 1 - 20 of 97 Reviews. The main table lists individual reviews with columns for Rating, Comment/Item, Customer, Order, and Date. The reviews are all 5-star ratings, with comments mentioning property booking deposits and the ease of the transaction. The table is sorted by date, showing reviews from November 2011 to March 2012.

Rating	Comment / Item	Customer	Order	Date
★★★★★	Vlotte afhandeling van de betaling. Bevestiging en gegevens kamer/studio binnen paar minuten in de mailbox. Nu afwachten of ter plekke straks alles goed is.....(ga tijdens Ol Spelen en even kijken of er... Property booking - balance: HLL001717...	L.B. DIBBETS	217052486766542	18 Mar 2012
★★★★★	(no comment given) Property booking deposit: HLL003028 ~...	Tanti P Tanet	337041886323711	6 Mar 2012
★★★★★	(no comment given) Property booking deposit: HLL002994 ~...	Antonio Joaquin Lazaro Lopez	422016135051218	24 Feb 2012
★★★★★	(no comment given) Property booking - balance: HLL002810...	DAVID NOWAK	504734023124510	19 Feb 2012
★★★★★	En principio todo bien, es un bien que no utilizare hasta el mes de Agosto con lo cual hasta entonces no podre opinar con un criterio exacto. Property booking deposit: HLL002932 ~...	MARIA DOLORES HINOJO OJEDA	143672886808736	11 Feb 2012
★★★★★	Ok - though more information on the seller would be nice before completing the transaction Property booking deposit: HLL002884 ~...	Neil Eaton	267886943781013	9 Feb 2012
★★★★★	(no comment given) Property booking deposit: HLL002801 ~...	piras francesco	428115728716685	3 Jan 2012
★★★★★	(no comment given) Property booking deposit: HLL002782 ~...	Emily Beaghan	449454212481708	19 Dec 2011
★★★★★	(no comment given) Property booking - deposit + balance:...	CECILE GEIGER	346680090472089	1 Dec 2011
★★★★★	(no comment given) Property booking deposit: HLL002738 ~...	Soisig ALBET	811162813631871	30 Nov 2011
★★★★★	Straight forward and simple. Property booking - deposit + balance:...	Eric Gartner	474808616866583	11 Nov 2011

Easy to Manage Website

www.holidaylets london.co.uk



What We Offer

- Help set up your Holiday Let business
- Market your property globally
- Answer calls, process bookings daily, working long hours corresponding in many languages and providing client care
- Instant online signing of contracts, taking payments
- Pin code door entry system where you don't have to be there to give or collect keys. Tenants can check in late nights.
- Automated admin site to manage the business with 100% hassle free
- Making payments to you at the end of every month

This is all you need to do... To Start a Profitable Business:

- Pay £500 to set up
- Pay 20% commission on all rents collected
- Pay directly to:
 - Holiday Lets London
 - Sort code: 20-35-93
 - Account: 00537152st
- Quote Ref: (1 line of rental property address)

What you need to provide us with:

- Send us images of the apartment, which you have taken to set up the system
- Send us copy to describe your apartment, on to our existing template
- Appoint an interior designer to make the apartment look and feel good. Landlord to pay for the improvements and materials. We can supply this interior design service for £50
- Install a digital lock or digital lock box (to our specification) into the landlord's apartment front door, so the landlord does not have to meet the client on arrival to give keys or collect keys. We can supply and install this for £170
- Professional photo shoot of the apartment, once the apartment is ready to let. We can arrange this for £50
- To arrange a cleaner. We can arrange this for £50 per changeover, which is paid by the tenant

Wave goodbye to hassle and say hello to Holiday Lets London

With our unique property management and holidays letting service the stresses and strains of being a landlord will be a thing of the past and you will soon see an increase in your rental income.

For More information please get in touch, we would be happy to discuss your individual property and requirements:

Holiday Lets London

Basement Flat

214 Hammersmith Grove

London W6 7HG

Website: www.holidaylets london.co.uk

E-mail: info@holidaylets london.co.uk

Mobile: Mal – 07956 568 227

Office: 0330 119 0253