

YOUR FIRST CHOICE

BLACKBERRY MANAGEMENT

Short-Stay Accommodation
Management Company



StayStaycations
Making Memories
Book Direct



**PREMIER PROVIDER OF SHORT-STAY
PROPERTY MANAGEMENT**

*Your 'hands-free' solution to generating maximum
profits from your valuable property assets*



SOLUTIONS FOR YOU

Generating Maximum Profits

We are a highly experienced management company operating throughout the South West of England and South Wales. Thousands of visitors browse our network of websites and media channels to choose their ideal property from our quality, handpicked homes.

Supported by a dedicated team of local experts, who focus on maximising the return on your investment, you can enjoy peace of mind knowing your property is in safe hands.

Advice & Support

With over 25 years' experience, we are proud to be considered one of the UK's leading holiday & contractor letting agencies. Right from the start, we can provide local experts who can help you assess the suitability and likely performance of your home.

We offer a range of in-house property, accommodation and business experts to guide you through the decisions to be taken in maximising and protecting your profits

For questions, call +44 (0)7973129318, visit us at www.afanvalleyescapes.com, or email us at blackberyshortlets@gmail.com



WHY CHOOSE US

A Personalised Service

All our owners benefit from a dedicated and local property account manager, responsible for monitoring performance and making recommendations to improve booking levels.

Managed Property Services

Efficient management and presentation of your home is the key to success. Whether you live locally or further afield, we can take care of the day-to-day smooth running of your property

Local Teams

Whilst international marketing creates maximum exposure, our local teams across the south west of England and south Wales have an appreciation of the regional market and understand how to optimise your property

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WHY CHOOSE US

Professional Photography

A potential guest's first impressions of a property are critical, so we ensure that every owner benefits from having professional photography to capture and showcase their property's best features. Along with our staging, our service will set you apart

Brand Network

Alongside StayStaycations & Afan Valley Escapes, we also have a diverse network of regional and lifestyle brands actively marketing across a wide range of conventional and digital platforms; thus expanding the reach of your property to even more potential guests

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WHY CHOOSE US

Unique Marketing

An in-house team of experts working with specialist contracted services ensure your property is widely promoted across the widest variety of platforms. Our innovative marketing campaigns and user-friendly websites aim to make sure we're the number one choice to book a quality accommodation in the UK. Our unique brands offer maximum exposure for your property. This, alongside an ever-increasing social media presence, significant customer database and a dedicated team of marketing experts, ensures we reach the right people. With such a broad marketing reach, we're confident we can deliver the highest possible booking levels for your holiday let.

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WHY CHOOSE US

Proactive Marketing

We send targeted mail to key customer groups at crucial times of the year as well as making use of tailored media across a huge variety of local and national platforms such as community, trade and leisure groups. We have an expanding subscription to our email newsletters, ensuring customers stay informed about our latest campaigns and newest properties. We tailor the content according

Search Engines Optimisation

Almost every holiday and contractor stay is researched and booked online. Our team of experts work hard to ensure we rank well in search results. We have a direct relationship with Google and work with them to enable us to stay ahead of the game

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HERE TO SERVE

Managed Property Services

- *Local professional housekeepers*
- *Welcome pack services*
- *Linen and laundry services*
- *Repair and Maintenance of your property*
- *Property visits*

Property Staging & Set-Up

Every home and target guest group can be different. That is why we offer the optional dedicated service of our expert team to set up and stage your property to ensure it perfectly matches the needs and expectations of your visiting guests. Whilst our experts will guide you, the ultimate decision of style and budget remains with you.

This option of a hands-off approach allows you to rely on our expertise and commitment to fulfil the decisions and logistics of setting up your perfect new home.

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PERSONALISED SERVICES

Here To Serve You

As an owner, you will benefit from having your own dedicated property account manager who, along with our team of experts across the business, will monitor your property's performance and make recommendations to ensure you are getting the highest possible returns. Alongside this tailored support offered by your property account manager, we will also do the following on your behalf

- *Full synchronization of bookings and pricing strategy across a huge range of booking platforms*
- *Process all bookings and guest payments*
- *Manage all guest queries, before, during and after their stay*
- *Manage the critical guest review process*
- *Manage all advertising and marketing*
- *Manage all payments to cleaners and linen services*
- *Offer flexibility to use your own property*
- *Provide constant visibility of bookings and performance*
- *Offer managed property services*
- *Your business partner*

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OUR FEES

Keep Things Simple: Targeting 'DIRECT' Bookings

Comparing pricing of management companies is challenging. Transparency, integrity and trust are critical elements to any successful partnership. Therefore, we operate on a full-disclosure basis and any of our systems and calculations are available to you whenever you wish to review them. Our pricing structure is simple; there are no hidden costs and no surprises. We operate on an agency commission structure; based on the net accommodation fare after all other fees and commissions have been deducted. This means that if for example there is a commission to pay to an online travel agent such as Airbnb, we do not take a commission from this amount. It is important to note that where there is a cleaning and laundry fee, this is paid by the guest; not you. We do not take a commission on the cleaning and linen fees. Our commission level is 25% after all other marketing deductions have been made.

So as a simplified example of a 'direct' booking. Accommodation £100 + £50 cleaning fee. Guest pays £50 cleaning fee (as such its 'in & out'). From the £100, we take 25%, thus we get £25 and your payout is £75. (Note there maybe a possible guest credit card fee of c.3%)

A simplified version of an 'OTA' booking. Accommodation is £100 +£50 as above. Guest pays cleaning as above. OTA takes 15% of the £100, leaving £85. We take 25% of £85 (£21.25), leaving you with £85-£21.25 = £63.75.

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ADDITIONAL SERVICES



Evaluation Reports

Our experienced team can offer a wide selection of reports on specific areas or properties, providing expert opinion on *critical to success factors*. Insight is provided on matters including Serviced Accommodation suitability, guest profiles and a basic property maintenance assessment



Project Management

Local support can be given to oversee improvements to your prized assets. Whilst the construction contracts should remain fully under your control, having local eyes and ears on the ground can provide reassurance, quality control and cost management



Serviced Accommodation Staging & Set Up

Dedicated teams can transform your blank canvas into a highly marketable resources. Operating on a budget of your choosing, all designs, selections, purchasing, logistics and assembly can be undertaken with a fully 'hands-free' service.



Strategic Business Management

With decades of experience of the corporate Sales and Marketing arena, as well incorporating and running small businesses, our professional teams can help you navigate through the minefields ahead in establishing your profitable enterprise.