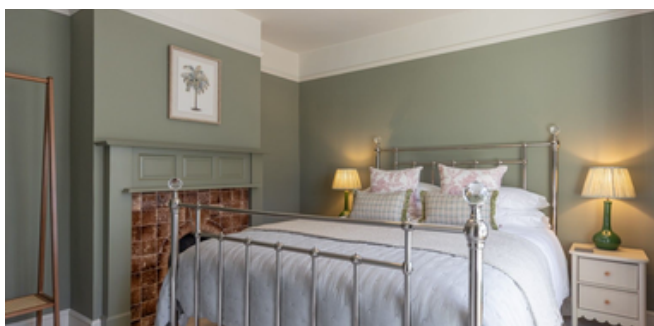


DURRANTS

HOLIDAY COTTAGES



A guide to letting your property

Trusted | Local | Personal

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Having the Durrants Holiday Cottages team in the heart of Southwold has been great for us.

They know the market really well, they know all the cottages they represent and can advise guests and they are always on hand to deal with issues that arise. The team is always friendly and professional and we recommend them.

- Owners of Seaside Cottage

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Welcome

Whether you're new to holiday letting or own an established holiday rental property, Durrants Holiday Cottages could be the perfect letting agent for you. Formerly Adnams, established in 1905, Durrants Holiday Cottages is Southwold's original holiday letting agent and our traditional values and commitment to personal service remain as important now as in the beginning.

Durrants Holiday Cottages lets and manages a collection of around 120 properties in Southwold and the surrounding villages, from bright coloured beach huts to big, bold town houses. We're proud to be local – you'll find our office on Southwold High Street and our small and professional team are all from the area.

There are many factors to consider when holiday letting your home, from furnishings to finance, cleaning to compliance.

Here at Durrants we are happy to share our knowledge and experience to help you every step of the way, offering guidance and support for successful letting.

As well as taking care of bookings, Durrants offers a tailored property management service including housekeeping, maintenance, gardening, waste collection, window cleaning and more. We're well-connected with local tradespeople and suppliers and will liaise with them on your behalf to make letting your property as simple as possible.

Many of our owners have let with us for over a decade, which is testament to the personal service we offer. If you would like to find out more about letting with Durrants, please don't hesitate to get in touch.

Top Tips for Holiday Letting



Whether you own a cosy cottage for two or a big house for large getaways, there's a lot to think about when setting up your property for holiday letting. Of course, Durrants Holiday Cottages can help you every step of the way, but here's a quick guide to some of the things you need to consider.

First Impressions Count

Offering your guests a warm and friendly welcome will create a lasting impression and get things off to the right start.

Not overlooking the importance of making sure the key is easily accessible and the door opens without a nudge, a welcome pack is always a nice touch. We'd recommend including tea, coffee, some nibbles (a cake, some biscuits or perhaps something savoury) and maybe a bottle of wine.

Providing a property folder with lots of local information, and all the details about your home, such as how to operate the television, where to find the fuse box etc is a must too.



Space for Everyone

The number of guests your property can accommodate is not just about the number of beds, consideration needs to be given to living space too. Guests must be able to enjoy their social time in your home so care should be taken to ensure there is adequate seating in the living and dining areas.

The quality and style of furniture and soft furnishings will influence the potential income of a property too. Regardless of what style you are creating your furniture must meet the 'Furniture and Furnishings Fire Safety Regulations' so always look for the Kite Mark.



Keeping It Clean

Cleanliness has always been an important factor in guest satisfaction, but over recent years this has become crucial. Spotless and well-presented accommodation is an expectation of all guests so you'll need to make sure you have a flexible and thorough housekeeper. We can help you with this by recruiting and training your housekeeper to our standards.

Whilst guests don't want to spend their holiday cleaning, you will need to provide them with the essentials to keep the place in good order during their stay – dustpan and brush, hoover and basic cleaning materials.



Nothing Beats a Good Night's Sleep

You can make sure your guests have a good night's sleep by providing good quality bedding and mattresses. We suggest white, cotton bedding which can be brought to life with coloured throws and cushions. As so many guests have allergies these days, it's best to avoid feather duvets and pillows, using anti-allergy fillings instead.

Mattresses are something of personal preference, but you should always provide a high quality mattress in good condition. We'd recommend firm mattresses that will offer good support. All beds must have mattress and pillow protectors. Our advice is similar regarding towels. Good quality, fluffy white cotton towels are advised.





Gadgets and Tech

Of course the point of a holiday is to get away from it all, and whilst some may like to be totally disconnected, most guests see high speed WiFi as essential when choosing where to stay. A Smart TV is a good idea too, to allow guests easy access to Netflix, Amazon etc.

Considering where people might charge their phone and adding a USB socket with the plug socket, providing a shaver adaptor for charging electric toothbrushes and putting hair dryers in all the bedrooms are all touches that improve your guests' experience.



Cooking up a Storm

Being able to cook up a delicious breakfast or prepare a tasty evening meal is part of the attraction of a self catering holiday. The kitchen needs to be equipped with all the gadgets, appliances and utensils they need to do so. A dishwasher is always appreciated (if you're tight on space a dishwasher is preferable to a washing machine), and a coffee machine adds that extra touch of luxury.

There must be enough cutlery, crockery and glassware for all guests, plus spares (double the quantity if you have a dishwasher). Two top tips here are to buy robust tableware that's less likely to break, and choose plain, white items as these are easier to replace if breakages occur.



Safe and Protected

Your guests' safety is of paramount importance so there are a few health and safety checks that need to be done prior to letting, for example ensuring you have the right fire risk assessments and gas safety certificates.

Electrical appliance testing, television licensing and public liability insurance are amongst the other considerations. Of course, we're here to help and advise you on this.



Something for the Kids

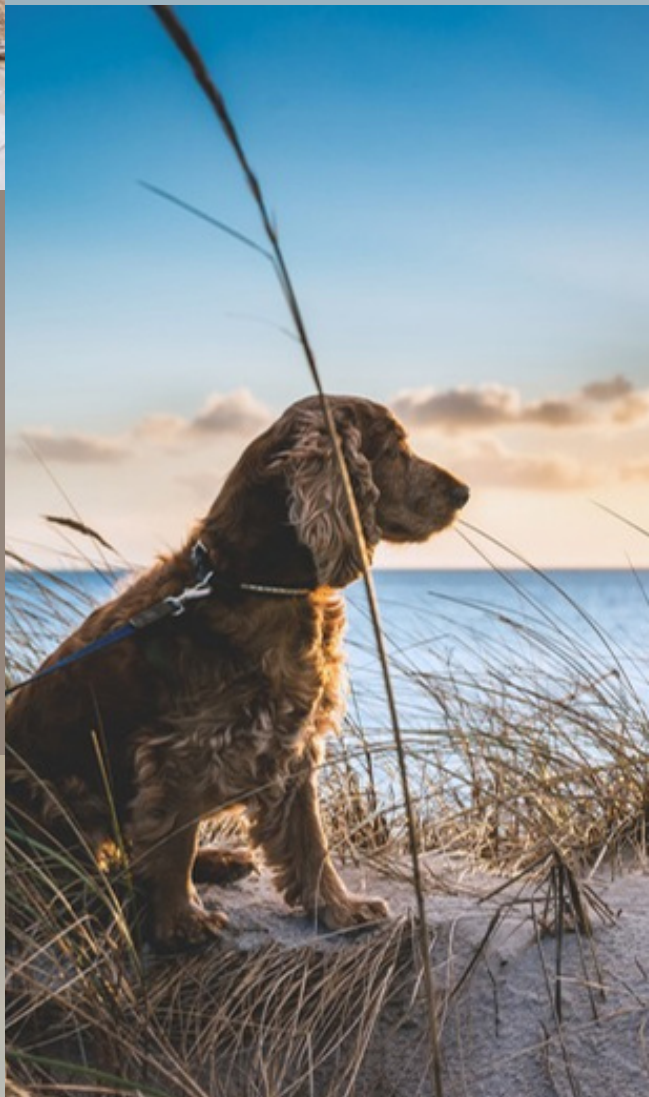
When travelling with young children, there can be a lot to pack so providing some of the essentials such as a travel cot, high chair, toys and books can make things easier for your guests.

Teenagers often get overlooked when thinking about making properties family-friendly. Whilst their preference is probably space of their own, unlimited use of the WiFi and maybe even a games console, providing some board games is a great way to get them involved in social time during their stay.

Four-Legged Family

With around 40% of UK households owning a dog, it's worth considering making your property dog-friendly, especially if you have a garden. This can greatly improve your chances of securing bookings.

An additional fee is charged per pet to cover any additional cleaning and our terms and conditions layout clearly the rules dog owners must follow to protect your property.



Here to Help

You can have complete peace of mind holiday letting with Durrants Holiday Cottages, safe in the knowledge that you and your property will be well looked after.

Local Knowledge

Our small team are all local, so know the area inside out. This is invaluable to our guests who regularly call with all sorts of queries prior to their stay. Knowing your property is just as important and we ensure that all of our team members familiarise themselves with each and every one of our properties.

Professional Standards

We are a member of the Professional Association of Self-Caterers UK (PASC) the largest sector trade association in the UK. Our involvement with PASC ensures we stay up to date with legislation, policy and regulatory issues affecting the sector.

Knowing What Guests Want

Our team have years of holiday letting experience so we know a thing or two about what guests want. We can offer expert advice on how best to present your property, including furnishing, décor, equipment and more. We can also fully project manage setting up your property for holiday letting.



Market Knowledge

We keep a close eye on the national and local holiday letting market, monitoring occupancy levels, average daily rates, booking trends and more to ensure our portfolio is performing as it should be.

Should performance of a property fall behind, we will carefully review the situation and work with owners to make improvements.

Outstanding Service

We are very proud of the personal and professional service we offer each and every one of our guests and we regularly receive outstanding feedback.

This level of service is one of the reasons Durrants Holiday Cottages maintains such a high repeat booking rate.

More Than Just a Holiday Letting

As part of George Durrant & Sons, we're well placed to help with a variety of property issues from residential sales, planning issues and building consultancy.



Marketing Your Property

Using sector insights, analytics, and reviewing booking trends, we work hard to maximise exposure for your property.

Professional Photography

Great photography is essential in getting bookings. We'll carry out a professional photo shoot at your property, making sure it's dressed to impress and catches the eye of potential guests.

Website

Stylishly presented and simple to use, our website is our primary source for online bookings. The site is highly visible on search engines, being optimised for all relevant search terms and we are working with our digital agency to embrace the opportunities that AI brings.

Direct Email

We're always growing our database and regularly send targeted email campaigns throughout the year which deliver great results.

Partnerships

We work with trusted partners on campaigns and competitions to grow our database and widen our audience.

Social Media

We publish regular social media content across the major channels and deliver campaigns to increase engagement, grow our audience and drive bookings.

Online Travel Agents

We work with major Online Travel Agents Airbnb and Booking.com to capture wider audiences and deliver high levels of bookings.

High Street Office

Our prominent position on Southwold High Street puts us directly in front of many visitors to the town, 24/7. Our window displays are regularly updated with QR codes directing curious viewers to our website and we'll always have a promotional postcard available to pick up too!



Property Management

At Durrants Holiday Cottages we can offer you a bespoke property management service. Being local, we have excellent working relationships with a variety of local tradespeople and services providers.

Housekeeping

It's important to have a trusted, flexible housekeeper who can deal with all your changeover cleaning, laundry, welcome packs, lost property and more. We can source a housekeeper on your behalf, ensure they are aware of our cleaning standards and liaise on everything from arrivals reports to payment.

We regularly spot-check our properties to ensure we are maintaining cleaning standards.

Reactive Maintenance

Sometimes things don't go to plan, and if things go wrong during a guests' stay Durrants Holiday Cottages are here to help, whether it's a plumbing leak, broken window, spillage/breakage or something more unusual.

Our guests have access to an emergency telephone line which is available 7 days a week 7am until 10pm.

Property Checks and Proactive Maintenance

If you're not local and can't get to your property as often as you'd like, Durrants can carry out regular property checks for you.

If work is required, we're happy to arrange quotes and manage tradespeople/suppliers on your behalf.

Compliance

Working with local electricians, gas engineers, fire risk assessors, chimney sweeps and more we can take care of all your legal compliance work.

We'll set alerts for when your assessments are due to make sure that they're done. If issues are highlighted, we'll liaise with you and get them resolved.

Looking After You

We're here to make your life simple.

As a small agency, we're able to personally take care of you and your property.



Regular Payments

Income from your bookings will be paid to you the first week of every month by BACS. Our commission and any other costs to you will be broken down on a simple to understand statement.

Unrestricted Owner Bookings

We understand that you may wish to enjoy staying at your property too. We don't put any restrictions on the amount of bookings you make.

Damage and Breakages

We operate a security deposit system for all our guests to cover you in the event of any breakages, damage or extra cleaning required at your property. In the event of an issue we'll take care of all the guest liaison and, if required, make arrangements for repairs, replacements, or cleaning.

Owner Area

The owner area of our website is where you can make and cancel owner bookings, check your arrivals and download your monthly statements.

Here for You

You'll have peace of mind that your property is in safe hands with Durrants. We're proud of the relationships we build with our owners and the knowledge we have of our portfolio.



Frequently Asked Questions

How much should I charge to stay at my property?

We use dynamic pricing to frequently adjust prices to optimise booking performance. We'll carefully consider the features of your property and the pricing of similar holiday homes to set the foundations of the algorithm, then regularly monitor and review.

How many bookings can I expect to get?

A tricky question to answer, but we understand the importance of this. Many variables determine a property's potential for bookings: the time of year it comes to market, location, décor, facilities, market trends and more. Following our familiarisation visit with you, we will offer our honest opinion on your property's potential occupancy.

How will you let me know when I get a booking?

We will send you an email notification when we make a confirmed booking. You can also access the homeowner area of our website to view your bookings and statements.





Can you help me with housekeeping services?

We can help with all aspects of property management including housekeeping, reactive maintenance, regular property checks and more. Our service can be tailored to your requirements.

What are the costs to me?

We don't charge any set up fees, although you will need to pay for various health and safety checks to make sure your property is safe, legal and ready to let. We charge a percentage based commission on all bookings we take plus any aspects of property management we look after for you.

How do I get paid?

We pay you on a monthly basis for bookings that departed the previous month.

We enjoy using the property ourselves. Are there any restrictions?

We don't put any limits on how much you use your property although if the property is registered for business rates rather than council tax, it must be available for a minimum of 140 nights and let for 70 during a 12-month period.

What happens if a booking is cancelled?

We will do our best to re-let any dates that are cancelled. The terms and conditions of the booking and whether it was made directly or via an OTA will determine whether you receive any income from the cancelled booking.

What happens if a guest causes damage to my property or anything in it?

We have a security deposit system for our guests which protects you in the event of any damage to your property.

Trusted | Local | Personal

We pride ourselves on the quality of service we offer each and every home owner. But don't just take our word for it. Meet some of our happy holiday cottage owners.

As first-time holiday property owners, we were naturally nervous about getting started, but Durrants have guided us smoothly through the early stages. From the initial setup to the busy summer months, their support has been invaluable. They handle all housekeeping, maintenance, guest communication, and logistics, ensuring the property is always immaculate and well cared for while giving us complete peace of mind. We could not have asked for a better partner to help us launch our holiday let business.

- 11a Tibby's Way

The Durrants Holiday Cottages team are all very friendly and professional and we have a very good relationship with everyone. They are always willing to help with any problem or situation and any issues are dealt with quickly. We have happy guests returning year on year. Durrants provides a happy and personal service for owners and guests alike.

- Pilot Cottage

We've recently joined Durrants Holiday Cottages, to let our property on Gun Hill. It has been quite a project to get the house ready for letting and the team at Durrants have supported us every step of the way, their attention to detail and communication has been excellent. We know the property is cared for, and any teething problems are managed quickly and professionally. We've had great feedback already from happy guests and look forward to its continued success!

- Cannons

The Durrants team are friendly, efficient and always helpful. Their extensive network of contacts means that any problems or maintenance issues are quickly resolved. This helps deliver a great stay for our guests. Durrants knowledge of our property and of the Southwold rental market really helped when we started letting the property. It's good to know that the Durrants team are round the corner from our property and this has been really helpful to us and our guests.

- 33 Victoria Street

Ready to take the next step?

If you'd like to find out more about letting with Durrants Holiday Cottages please get in touch.

We'll meet with you to understand what you want to achieve from holiday letting and we'll visit your property to provide you with an honest estimate of its potential income. We'll also provide guidance and support on all aspects of property set up and management.

Once you're happy to proceed, we'll send you a contract which, when returned, will allow us to proceed with getting things set up and ready to go on our systems. We'll book in photography, record important property information, write marketing descriptions, make sure all legal documentation is in place and, when we're ready to go, we'll start marketing.

We'd love to hear from you. For more information or to arrange a no-obligation visit give us a call or drop us an email.

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