



SAXE COBURG

Property Experts

Holiday-lettings Owners Guide

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Welcome to the Saxe Coburg Owners Guide

As someone who owns an investment property in the area, you may or may not have considered the holiday lettings market. It's an extremely buoyant market in Dorset and one to consider wisely.

Dorset is a holiday-makers dream. Miles of award-winning beaches, destination restaurants, day trips, excellent shopping, entertainment and activities, in addition to the New Forest, Swanage and Studland being within easy reach from the centre.

With Dorset being a favoured spot, and with the rise in staycations year on year, holiday lettings could well be an option for your property in 2021 and beyond.



Why Saxe Coburg?



We understand you may have some concerns if the holiday lettings market is an unknown for you. That's where Saxe Coburg comes in.

- We Make it Our Business to Take the Stress Out of Holiday Lettings
- As We Are An Established Letting Agent, We Can Turn Around Your Property Quickly, at the Most Effective Cost to You
- Benefit From Your Own Dedicated Holiday Lettings Manager
- We Organise Your Inventory, Check-in, Check-out, Deposits, All Communications, Cleaning and Maintenance,
- Legal Jargon Explained
- We Only Get Paid When You Get Paid
- In Touch With People Out of Area Already Looking for a Holiday-let
- We Treat Your Property As If It Is Our Own



Great Marketing at No Extra Cost

**Professional
Listings**

**Dedicated
Holiday-
lettings
Manager**

**Extensive
Database
Ready to
Call**

**Experienced
Team Selling in
your Property
& Surrounding
Area**

**Targeted
Advertising
in Local &
National
Media**

**Professional
Photography**

**7 Day a
Week
Customer
Care**

Climate – Act Now



- An increasing number of Brits are choosing to holiday at home in a bid to save money and explore what's on their doorstep
- According to figures from Visit Britain, there were 99 million domestic holidays in Britain in 2019, a 2% increase compared to the same period in 2018*
- This increase is expected to have doubled by the time national statistics are realised for 2022, meaning more and more people are staying put
- The share of people taking holidays exclusively within the UK in 2019 was 8% higher than those who took holidays exclusively abroad.
- Convenience seems to be another key driver in the staycation surge. Compared to going abroad, domestic trips need less planning, while travel time is cut drastically

Know the Stats

- A report released by Sojern highlighted that the UK has already seen a 25 per cent increase year-on-year of holidaymakers choosing to stay closer to home
- From analysing over 350 million traveller profiles, it was revealed that over half of these travellers were planning short trips of less than three days to parts of the UK

Your Own Dedicated Holiday-let Manager



Meet Charlotte. The head of our Saxe Coburg Holiday Lettings department. Charlotte has been in the Lettings Industry for over 12 years; it's fair to say there isn't a thing she doesn't know!

You're in safe hands with Charlotte. She will oversee every contract and payment, ensuring your property is let successfully and efficiently at all times.

You can email Charlotte on charlotte@saxecoburg.co.uk or call her on 01202 303066

FAQ



How can Saxe Coburg help maximise my return?

Rental returns from residential are very successful through Saxe Coburg. However, this strategy is for the long-term as the finances are lower in relation to the capital value of your property.

Holiday-lets at peak times can be up to four times higher than rents from Assured Shorthold Tenancies over the same period.

The decision will come down to your goals with the property in question.

How much is this going to cost me?

As with anything, there are fees for this first-class service but we only get paid when you do. Our standard holiday-let fees are 15% of the rental income.

I understand my property will let quickly in summer; what about winter and off-peak?

This is where our award-winning marketing comes into play. Our goal is for your property to have at least 80% occupancy rate.

As we have an extensive database and contacts within key networks, we can look to achieve a longer-term let in the low season (those between house moves or contracting in the area), and weekends / weeks in the high season, according to traditional holiday schedules.

When will my property be in demand?

Prime times will include, Easter, Spring, Summer, Half Terms, Christmas and New Year breaks (depending on the property)

FAQ

What will I be responsible for?

We will take care of finding the customer base, organising bookings, payments, pre/post let cleaning, the inventory, dealing with any issues, requests or complaints. You would be responsible for the cost of electricity and gas, television license, insurance, broadband, water rates and council tax; all of which are standard within the holiday lettings industry.

Do I get to use the property myself?

Of course! All we need is a reasonable amount of notice so we can block-out the time you require. You have the benefit of enjoying the property when you wish, and the income when you are not.

Who will look after the cleaning and maintenance?

We recognise that the presentation of your holiday home is key. We use our reliable, trained cleaning staff and supervisors to keep on top of your property. We treat your property as if it were our own.

I'm considering buying a property; what makes a great holiday letting proposition?

Talk to us! Let's have a chat. Property is our passion and we have over 15 years expert knowledge and experience in the local area. We can show you properties that we believe will let well and bring you a substantial return.

We can also guide you through Government protocol on buy-to-lets and help ensure your lettings property meets all guidelines.

When will I receive my income?

Straight away! We send out weekly statements to clients outlining income received and any expenditure incurred, which will of course be signed off by you beforehand.



What Happens Next



It's simple – please call Charlotte on the below number to arrange an on-site meeting.

We'd love to look around the property you are considering for a holiday-let. We can share our expertise with you and agree next steps.

There is no-obligation of course. We look forward to your call.

Tel: 01202 303066

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We See Things Differently.



“Saxe Coburg made the process as stress-free as possible. Always answered queries, willing to help and forthcoming with information. The staff went out of their way to make everything go smoothly. I would definitely recommend Saxe Coburg and use them again”

“Thank you for being a fabulous Agent. It’s made our two years really easy, so thank you. We’d have no hesitation in recommending you of course!”

“Very impressed with the service I received. Keep up the great work... happy customer!”

