

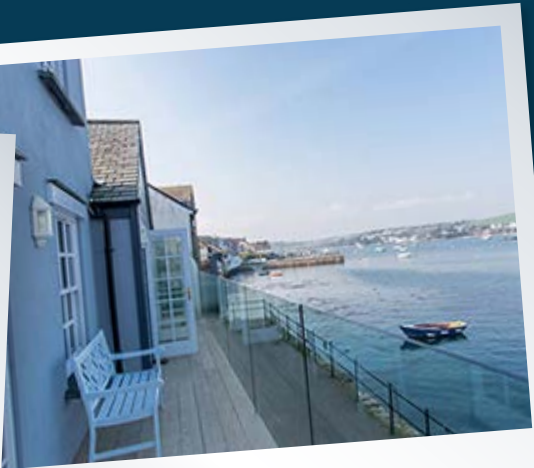


*Falmouth*  
HOLIDAY HOMES

and Flushing Holiday Cottages

**Do you own a holiday home  
in the Falmouth area?**

**Do you want more bookings and better  
service from your agency?**



## **HOW DO WE SECURE MORE HOLIDAY BOOKINGS THAN OTHER AGENCIES?**

The self-catering holiday market has changed. Today's guest expects accommodation to be as good as, if not better, than their home. They do their research on the internet and need an immediate response.

We are always available when your potential guest is planning their holiday – through our interactive websites with Live Chat, by e-mail or by telephone, not just during normal working hours but late into the evenings and at weekends too, when most other agencies have long since closed for the day.

We work hard on customer service and are proud of the high level of repeat business which helps deliver our above average occupancy rates.

### **OUR COMPANY**

Our business started when we tried to find someone to handle the rental and marketing of our holiday home in Flushing.

We tried the agency approach but lacklustre performance led to mediocre occupancy, disappointing rental yield and, to top it all, we were restricted in the amount we could use our own house.

With a background in sales and marketing, we thought we could do a better job ourselves. In the first year we booked the house for 48 weeks at full rate and soon neighbours with holiday homes came to us for help – Flushing Holiday Cottages was born.

That was in 2006. We then launched Falmouth Holiday Homes to extend the service to Falmouth home owners and have become the preferred agency of discerning holiday home owners in the Flushing and Falmouth area who want more bookings and better service.



## IT'S ALL ABOUT SERVICE

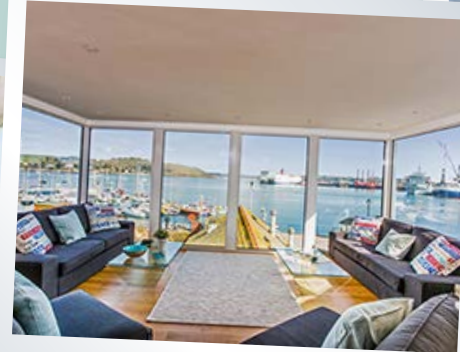
Your guests are our guests. We take care of them from the moment they arrive to the moment they leave. If they don't know where to park, or they can't work the TV, they call us not you.

We will only trouble you as a last resort, meaning that you enjoy a hands-off ownership experience. We can offer this service because we are small and we know each of our homes and their owners intimately.

Put simply, we care. We care about the standard of our properties and we care about our owners. We work hard to perfect the presentation and photography of our properties.

We want our owners to enjoy their home and will never try to restrict the number of weeks they can use it.

We also care about our guests – they love the great cleaning, welcome packs, information on the local facilities and a warm and personal welcome. That is what makes many of them return again and again.



Our dedication to customer service runs through our marketing too. We use a powerful combination of cutting-edge marketing tools to achieve impressive year-round results.

We are available for phone or e-mail enquiries 7 days a week until 11PM, so we talk to potential guests and secure their bookings while most agencies are closed.

We embrace social media, communicating across Facebook, YouTube and Twitter as well as by direct mail and e-mail marketing not to mention insertions in several paper publications. During the rare periods we are not available our websites allow guests to research, book and pay for their holiday online 24 hours a day.

### HOW IT WORKS

We charge 18% of the rental fee plus VAT - considerably less than most agencies. And in addition, we don't charge extra for registration, photography or our constant marketing. It's all included. We forward deposits or balances to you at the end of the month in which we receive them, less our commission.

We are very happy to offer flexible contracts to owners who want to use their properties on a regular basis.

Some of our home owners manage their own maintenance and cleaning. The majority rely on us to choose and manage a suitable housekeeper for them. We draw on a pool of trusted local professional cleaners who work to a high standard at reasonable rates.





“Billing and payment has been prompt and accurate. We would have no hesitation in recommending Stuart and Flushing Holiday Cottages to other owners in the village.”

*Andrew Edge*

“I would highly recommend Falmouth Holiday Homes to anyone entering the holiday letting sector. They are a very professional company who walk you through the entire letting process, making it a pleasant and profitable experience. They have booked my property for every single week that I have made available to them and my wife and I cannot fault them in any way.”

*Malcolm Chant*

“We have found the level of information provided about lettings and outgoings to be to a much better standard than that which our previous agent ever gave us. They are very professional and approachable, and they are available at any time. We would unreservedly recommend Stuart Cousins and Flushing Holiday Cottages.”



*Caro Willson and Mark Austin*

“The feedback that we get from our guests about Falmouth Holiday Homes and their website is always very positive, with special mention regularly made to the lengths to which Stuart will go to make sure that guests are completely happy with their holiday experience. They have easily exceeded our revenue targets for the year, and we have such a good working relationship with them that we have just purchased a second property, which we will obviously be letting through Falmouth Holiday Homes.”

*David Taylor*

“Communication is first class – we are notified of bookings as they are made, and the rental income lands in our bank without fail on the first of each month, along with a comprehensive statement for our accountant.”

*Katie Akers*

“You were right when you said that we would see a big difference. The easy option would have been to stick with our existing agent, but we are so pleased we made the move to Falmouth Holiday Homes.”

*Judith Wordsworth*

**We really do deliver higher occupancy levels at premium rental rates! Here are some examples of our successes:**

## **CASE STUDY NO 1**

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### **Property type and location:**

- Seafront villa in Flushing. Sleeps up to 8 in 4 bedrooms. 2 bathrooms. Off-road parking for 1 car. Garden. WiFi. Dogs welcome.

### **The numbers:**

- Level of occupancy 94% – 49 weeks of the year booked.
- Gross revenue in excess of £54,000



## CASE STUDY NO 2

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### Property type and location:

- Village house in Flushing. Sleeps up to 6 in 3 bedrooms. 2 bathrooms. Courtyard garden. WiFi. Dogs welcome.

### The numbers:

- Level of occupancy 88% – 46 weeks of the year booked.
- Gross revenue in excess of £35,000



## CASE STUDY NO 3

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### Property type and location:

- Semi-detached town house in Falmouth. Sleeps 7 in 4 bedrooms. Off road parking for 2 cars. Garden. WiFi.

### The numbers:

- Level of occupancy 86% – 45 weeks of the year booked.
- Gross revenue in excess of £35,000



## CASE STUDY NO 4

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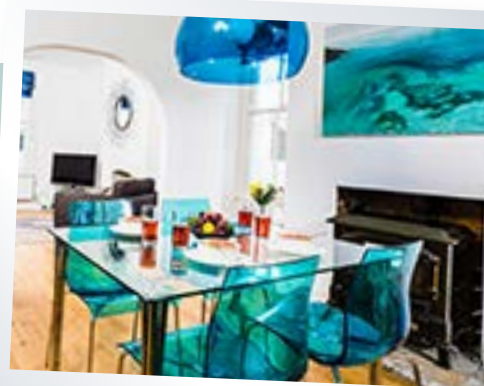


### Property type and location:

- Fisherman's cottage in Flushing village. Sleeps up to 4 in 2 bedrooms. 1 bathroom. Courtyard garden. WiFi. Dogs welcome.

### The numbers:

- Level of occupancy 81% – 42 weeks of the year booked.
- Gross revenue in excess of £30,000



## CASE STUDY NO 5

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### Property type and location:

- Apartment in Falmouth. Sleeps up to 4 in 2 bedrooms. Off road parking for 1 car. Terrace. WiFi.

### The numbers:

- Level of occupancy 90% – 47 weeks of the year booked.
- Gross revenue in excess of £33,500





## So, what's next?

Get in touch! We would be delighted to discuss your Falmouth holiday home with you, whether it's a reality, currently under construction, or just a dream at present – because what you decide to do next may have a huge impact on the profitability and success of your property in the future.



GET IN TOUCH! WE WOULD BE DELIGHTED TO DISCUSS YOUR FALMOUTH HOLIDAY HOME WITH YOU

Please don't hesitate to contact us, either by calling us on **01326 567344** or emailing **info@falmouthholidayhomes.co.uk**. We will offer impartial and objective advice – we won't be pushy, but we will be passionate about your property, your requirements and what we think will work best for you.



Call us on 01326 567344

or visit our website

[www.falmouthholidayhomes.co.uk/newowners](http://www.falmouthholidayhomes.co.uk/newowners)



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