

# OWNER INTRO PACK

# Foreland Cottages



# Welcome

As fellow Kent residents and proud Deal locals, we present to you a very warm welcome to Foreland Cottages.

We know initiating a new partnership is a significant decision, which is why we always suggest a face to face meeting as our first interaction so you can get to know us, ask us questions and feel comfortable with all follow up enquires.

We also know that having a written information pack is helpful, so we trust this introductory information pack is a valuable resource for your reference.

Foreland Cottages  
TEAM





# About Us

All property owners within the Foreland Cottage family benefit from the expertise of its founders:

**Caroline and Will** together with their whole team in our sister company 'Purpledaisy', deliver a decade long legacy in housekeeping services. Specialising in holiday lets, they ensure meticulous care for your properties.

**Sarah and Paul** deliver tailored skills in marketing, sales and design, showcased through their own Kent holiday let 'Seabreeze Cottage'. With 20 years in previous corporate sales and support roles, they have the customer at their core, ensuring meticulous care for your guests and revenue stream.

Caroline, Will, Sarah and Paul's local roots, knowledge, and commitment to excellence, enables us to showcase and elevate your cherished property along the breathtaking Kent coast.

We look forward to looking after you.

*Sarah, Will, Caroline & Paul*



“

We pride ourselves on ensuring guests receive only the recharge and rejuvenation they need from their stay, and owners can rest in the knowledge their property is in the very best hands.

”

*Sarah Jackson*  
FORELAND COTTAGES



# What We Offer

## **Preferred Guest Avatar**

Understanding who your preferred guests are is an important step. Whether you are deciding to let your property as a holiday rental for business, or simply to keep it occupied during periods your own family are not using it, creating a preferred guest avatar is an important step and helps with all aspect of letting, including property readiness and marketing. We will create your preferred guest avatar with you.

## **Property Readiness Support**

Whist each property within the Foreland Cottages Property portfolio is unique, there are some common similarities that guests will need, or may expect to see, during their stay. To make set up and on boarding simple for you, we have created a checklist inclusive of required and optional items. The list will be complimented by an on boarding visit, which will help tailor the checklist to your unique property, budget and preferred guest.

## **Property Readiness Sourcing**

If you need items for your property but are too busy to source, or live too far away, we can provide item sourcing support for you. Item sourcing is always, and only completed in complete partnership with you ensuring all items meet your personal preferences and budget.

## **Property Presentation and Staging**

If you would like help to present and stage your property, so it appeals to your preferred guest whilst still appealing to you as the owner, we can offer advice and action.



# What We Offer

## **Professional Photography**

Ensuring your property shines in all its glory, and your future guests can see all aspects of your property, we offer professional photography conducted by our hand picked photographer. These photos are yours to own and will be used by us to advertise your property.

## **Staging Photography**

Ensuring your guests can completely imagine themselves in your properties surroundings, we complete staging photography using different areas within your property. This is conducted by us directly and used for advertising and marketing purposes.

## **Property and Local Area Guest Information Booklet Creation**

Ensuring your guests have all the information they need about your property and 'local loves' in your area is vital, ensuring the happiness and delight of your guests. We create a property brochure for you, tailored to your property with a sprinkle of our tried and tested format and content topics, before printing and proudly displaying in your property for you

## **Property Listing Description and Price Advice**

Ensuring your property is well described and focused on your preferred guest, provides the best chance of potential guests finalising their booking. We complete this for you with options for your review and finalisation input. Pricing advice is completed in parallel with options for review throughout the partnership based on multiple factors.



# What We Offer

## **Portal Access**

Ensuring you have oversight at all time, we provide our property owners with access to our bespoke Foreland Cottage system, allowing you to be notified of new bookings, view your own booking calendar and see select analytical reports.

## **Access to our Partners**

Endeavouring to enhance the experience of your guests and peace of mind for you, our hand picked partners of local business owners provide a rounded service to you and your guests.

## **Marketing your Property**

Ensuring your property is seen is vital to good booking volume. We will market your property using our own social media channels, collaborate with select influencers and work with select publications to promote Foreland Cottages and it's properties.

## **Marketing your Area**

We believe a great stay is a combination of where our guests are staying and what's around them, so as well as promoting your beautiful property, we also market Kent and the towns and villages surrounding our Foreland Cottage properties

## **Property Reporting**

Using our bespoke systems, we will conduct a periodic performance evaluation on your property to view the stay rate, durations, demographics and reviews.



# What We Offer

## **Owner Support & Customer Care**

We ensure guest and owner support infrastructure is available 24/7 via our dedicated Foreland Cottage systems, telephone lines or email.

## **Customer care**

We take care of the day to day administration, from conducting all customer care pre, during and post each stay to deposit returns, post stay checks and maintenance assistance.

## **Variable Service Levels**

We understand different owners want different service levels from us, from full management to marketing support only. As a result, we offer three service levels, each with varying degrees of support from us.

## **Access to our experience**

As a collective team, we have a wealth of experience and knowledge to provide: We understand the perspective of a holiday home owner, comprehend the needs of prospective guests, understand marketing landscapes and have multi year backgrounds in data analytics, creative thinking, issue management and property management.

**We pride ourselves in supporting our local area and ensuring Foreland Cottages is a transparent, collaborative, supportive and trusted holiday let agency for both property owners and guests.**





“

Our fundamental core is to take the hassle out of property letting for you, allowing you to enjoy your property when you want to stay in it, knowing it is well cared for by people who completely understand and want you to succeed.

”

*Will Anderton*

FORELAND COTTAGES



# READY TO LEARN MORE?



To get to know us, ask questions and determine if we are the right partnership for you, contact us at [Enquiries@forelandcottage.com](mailto:Enquiries@forelandcottage.com)

For our first 10 properties, we are offering Level 1 (Fully managed) service at a significantly reduced rate with no VAT and set up assistance and sourcing service free for the first year with us.



