



Hand picked Holiday Lets
in Sussex & Hampshire

Welcome to Henry Adams Holiday Lets!

We recognised some time ago the need for a professional firm to cater for the needs of holiday makers in the south, which is why we started Henry Adams Holiday Lets. After all, Sussex and Hampshire have some of the most renowned recreational activities in the UK and people travel from all over the world to attend and participate in them.

From horse racing at Goodwood and Fontwell as well as the Festival of Speed and Revival Meetings at Goodwood, to sailing at Cowes, polo at Cowdray, and the renowned Chichester Festival Theatre, and numerous other activities, there certainly isn't a shortage of things to do in the area! Whilst the British weather is a popular topic of conversation, don't forget that West Sussex enjoys the highest degree of sunshine in the U.K.

We want to be able to offer people an attractive alternative to expensive hotels, whether they are staying for one week or a month. Most people work extremely hard to save for their holiday, and we want to ensure that they thoroughly enjoy their break, with the minimum of hassle.

Our business is not confined to just holidays though. We have strong contacts with some of the most prominent employers in the area who often require short term accommodation for their employees, and simply do not want to be tied into Assured Shorthold Tenancies.

We will advise you on what equipment and furnishings you need to provide in your property, and we will also inform you of any legal requirements.

About the company

Henry Adams Holiday Lets is part of Henry Adams, one of the most highly regarded independent property companies in the area. The Partnership is one of the most diversified firms in the area, offering a range of different property services.

Whether we are dealing with holiday lets, sales, lettings, or fine art, our ethos is the same – we aim to provide a professional, friendly, and above all, proficient service to all our clients. We hope that this brochure will provide an insight into our firm, and also give useful information as to what is involved in holiday lettings.

It is crucial to be compliant with legislation affecting lettings, and more specifically holiday lets, and when letting your property through Henry Adams Holiday Lets, you can be assured that you will receive all the advice you need.

Call us now on:
01243 375 893

Visit:
henryadamsholidaylets.co.uk
or email:
holidaylets@henryadams.co.uk



**Real
People**



**Lovely
Properties**



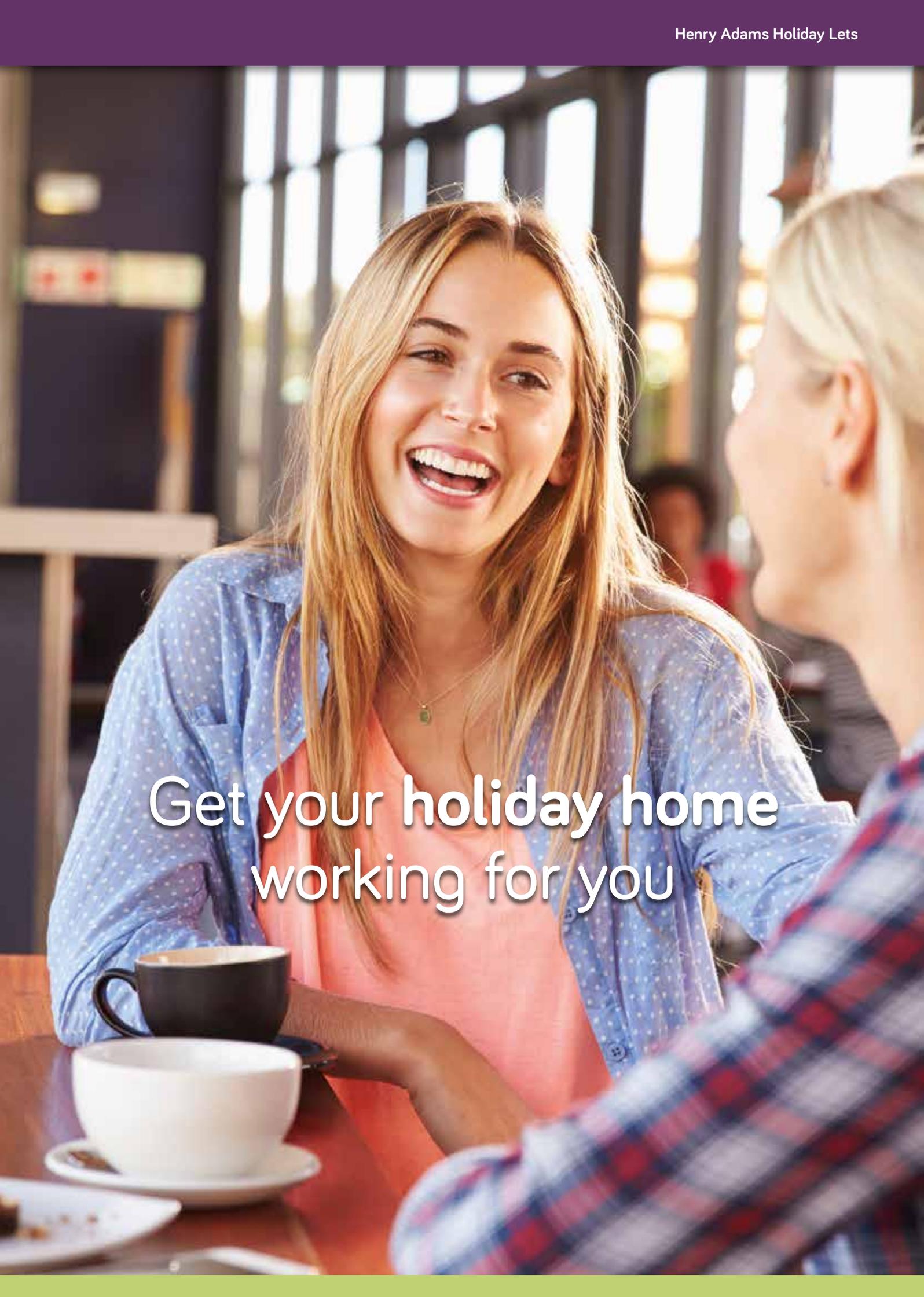
**Tailored
Packages**



**Excellent
Service**



**Peace
of Mind**



Get your holiday home
working for you

A photograph of three cyclists riding on a dirt path in a forest. The cyclist in the foreground is a woman wearing a green tank top, brown shorts, and a white helmet. She is smiling and looking towards the camera. Behind her are two men, also wearing helmets and dark clothing, riding their bikes. The background shows a dense forest of evergreen trees under a clear blue sky.

Some interesting facts...

- ▶ The south of England is one of the most popular holiday destinations in the U.K.
- ▶ Most properties which are suitable for holiday lets will generate a far greater income over the course of a year than if they are let on an Assured Shorthold basis.
- ▶ An increasing number of people are taking holidays in the UK as opposed to holidaying abroad.
- ▶ The number of second home owners in the south – east grows year on year.
- ▶ Most second home owners use their properties less than a third of the year – meaning that for the remainder, their properties are sitting empty!
- ▶ Many investor landlords are turning to holiday lets as an alternative to the more traditional assured shorthold tenancies.

Legal and moral obligations

Owners have a legal and moral obligation to ensure that holiday makers and their visitors have a safe environment in which to stay. Safety regulations have been revised over the years, and penalties for non-compliance can be very severe. It is important to acknowledge that legislation can change at any time, but at the time of going to press, we are able to outline some of the most important acts.

Gas Safety (Installation and Use) Regulations 1988

It is the owner's responsibility to ensure that every twelve months a qualified Gas Safe registered engineer checks that all gas appliances, flues and pipe work are in safe working order. Henry Adams Holiday Lets will ensure that a certificate is always kept on file.

The Furniture and Furnishings Fire (Safety) Regulations 1998 (amended 1989 and 1993)

This law stipulates that all furniture and furnishings "supplied in the course of business", which includes holiday lettings, must satisfy strict standards of fire resistance. Generally products purchased in the U.K after 1989 will usually satisfy the standard, but in the absence of a label or manufacturer's warranty, the possible non-compliant item must be removed prior to letting.

The regulations do not cover furniture made before 1950, or carpets and curtains.

The Electrical Equipment (Safety) Regulations 1994

Owners must ensure that all electrical wiring and appliances are in good, safe working order. We recommend that a qualified electrical engineer should check the appliances, and any defects such as fraying wires, damaged plugs or sockets should be repaired immediately, and any unsafe items removed.

Smoke Alarms and CO detectors

All properties need to have a working smoke alarm on each floor. CO detectors must be fitted in rooms with solid fuel appliances.

General

Henry Adams Holiday Lets will only let properties which are clean and well presented. We can arrange for cleaning to be done in between bookings, and we have a team of contractors on standby to ensure that each new holiday maker arrives at a property in the condition they would expect.

Taxation

The rental income you receive is viewed as "unearned income", and is subject to U.K tax, and should be declared on your self-assessment return. Certain items can be off-set against the rental income, so it is important to retain copies of your statements and any invoices on expenditure related to the let.

NRL (Non-resident landlord)

If you are an overseas resident or you are intending on moving abroad, further rules apply and you will need to register with the HMRC and complete the relevant NRL1 form online.

All people registered on the deeds of the property being let must submit a separate NRL1 form. We recommend that owners seek professional advice regarding tax from their accountant or tax consultant.

Service options for owners

We offer two levels of service to our owners, our Managed Service and our Introduction Only Service.

Services	Managed Service	Introduction Only Service
Carry out an initial market appraisal, provide an assessment on the rental potential rental figures and advise on relevant safety regulations	✓	✓
Advertise and market the property on holiday lettings websites	✓	✓
Deal with all booking enquiries	✓	✓
Receive payment for the rent on behalf of the owner	✓	✓
Receive the refundable security deposit for bookings	✓	✓
Arrange Gas Safety Record/Electrical test, if requested	✓	✓
Return the security deposit to the guests, subject to there being no retention required	✓	✓
Make arrangements for and manage a nominated housekeeper to clean the property and launder the bed linen and towels after each booking	✓	
Arrange mid-term cleaning and change of bed linen (if required for longer bookings)	✓	
Provide an out-of-hours emergency contact service for guests	✓	
Deal with any emergency maintenance issues arising during a booking	✓	



Arundel Castle



Goodwood Festival of Speed



Beach huts in Wittering



We don't want to stop you using your own property, all you need to do is to let us know the dates you require and we will book them out for you!

Refundable Security Deposits

We will take and hold a refundable security deposit for each booking made, usually £150. This will be returned to the guest on the assumption there is no damage, breakages or any excessive cleaning required after their stay. If we manage the property, we will ask the housekeeper to inform us of the condition of the property. If we are providing our Introduction Only Service, it is the responsibility of the property owner to inform us of the condition a property is left in as soon as possible after each booking, ideally within 24 hours of the guests' departure.

Owner bookings

At Henry Adams Holiday Lets, we do not want to stop you using your own property. If you would like to book your property for yourself, family or friends to use, all we ask is that you let us know the dates you will require as early as possible and we will book them out for you. If we are not informed of the exact dates you may require, there is a danger of double booking in which case, the paying guest wins!

Owner payments

Once a booking has been completed, we will transfer the rental monies to you, less our commission (plus VAT). If you are on our managed service, we will also make payments to the housekeeper on your behalf from the rental income, along with any other expenses incurred. Payments are usually transferred within 10 working days. However there may be occasions where payments are withheld for a short period of time to cover incoming invoices if no future bookings are in place to cover the payment of the invoices.

Marketing platforms

Our unrivalled marketing schedule includes regular seasonal newsletters to all past customers and clients, plus online marketing through not just our own website but holidaylettings.co.uk, Trip Advisor, Airbnb and HomeAway.

The Henry Adams website is regularly updated throughout the year, and during peak enquiry times we will invest in extra Google Advertising to get the most visibility possible for your property. Our social media marketing is always active using Twitter, Facebook, Instagram and Pinterest.





Letting your home

Choosing one's holiday destination can be one of the most important decisions a family will take during a calendar year.

For this reason, we make a number of strong recommendations to owners before they let their home. Often a relatively small investment prior to the home being let, will ensure that a greater income is achieved, and a higher occupancy rate is attained.

It also leads to more repeat bookings, which are always welcome!

No-one wants to turn up to a property for a two week holiday to find that the heating or washing machine is not working, and the décor and quality of fittings do not meet their expectations. We can advise you on what to include or exclude in order to make sure that your property appeals to as many potential customers as possible, including style of décor and furniture. These days many holiday makers also view WiFi as an essential.

Henry Adams Holiday Lets Top Tips

- ▶ **Modern fittings are a must!** Clean, well presented kitchen and bathroom suites are essential.
- ▶ **Neutral décor** – if re-decorating, don't go for colours that are too strong – most people prefer neutral colours.
- ▶ **Furniture** – this should be of good quality, and comfortable, particularly sofas and beds.
- ▶ **Bed linen and towels** – good quality linen and towels are important, and should ideally be neutral in colour.
- ▶ **Kitchen equipment** – adequate numbers of knives, forks, and pots and pans are essential, and you should also provide all essential cooking equipment for a self catering holiday.
- ▶ Little 'luxuries' such as coffee makers are also likely to help make your property more attractive.
- ▶ Instruction manuals on all equipment should be kept at the property and be clear, concise and up to date.

Frequently asked questions

Q: What does the service cost?

A: It depends on the level of service. Our fully managed service is charged at 24% inc. VAT and our Introduction Only service is charged at 20.4% inc. VAT.

Q: When do I receive payment?

A: We process payment to you with an accompanying statement once the guest has vacated the property and we have had the okay from you or your representative to release the security deposit. During the peak summer months, this can take up to 10 working days following a check out.

Q: How can I be sure my guest is suitable?

A: It is in our best interests to ensure that guests are suitable for your property and we can oversee the booking process for you. Some Owners prefer not to accept stag and hen parties, and wherever possible, we make every effort to ensure guests are suitable through our dialogue prior to processing any booking. If we are unsure of the suitability, we refer to you.

Q: What type of property makes the best holiday let?

A: Quite simply, any property can work as a short term or holiday let, but there are a few basic guidelines. People are attracted to stay in something unusual, in sight of the sea or centrally in a town. Something pretty, different to their home or just quintessentially English. If you are looking to purchase a property, we are happy to take a look at any property particulars prior to you making an offer, to give a guide on what may work for you, but if you are needing the property to use for you as well as to holiday let, then something that you are happy with is also important.

Q: Who is responsible for maintenance and repairs?

A: It is the Owners responsibility to ensure that the building and the main supply systems such as central heating, plumbing, gas and electricity including appliances are fully working. Once the guest arrives, should anything break or go wrong, it is essential that repairs or replacements are arranged as quickly as possible to avoid paying the guest compensation for their stay.

Q: Whose responsibility is it to keep the garden tidy?

A: Generally, it is the Owners responsibility to ensure that the garden maintenance is kept under control, either by attending themselves or by separate direct arrangement with a gardener.

Q: Who pays the household bills?

A: The owner is responsible for paying the household bills and council tax costs. Service charges and insurances are also your responsibility.

Q: Do I need an inventory?

A: A detailed inventory to start with is advisable, but wear and tear and breakages are to be expected, and on same day changeovers, it is not always possible to count every glass, teaspoon etc. Owners should expect to make regular checks and replace items as and when necessary. Housekeepers and cleaners can sometimes assist in keeping a check on bedding and towels.

Q: Why do I need an agent like Henry Adams?

A: Experience, ability to market your property and quickly respond to every enquiry combined with a huge amount of organisation is why you would use Henry Adams Holiday Lets! Our team take the pressure away from you and can help you make the most of your property. We aim to make holiday letting your property as stress free as possible, looking after the guests requirements and matching them to the right property for you. We are on hand to offer advice, help in sorting out emergencies and of course, can accept guests payments by all means. We offer a friendly service, one that has seen many repeat customers over the years, sometimes returning to the same property year on year. We aim to make the process work for you, whether that means looking after everything or tailoring to your specific requirements – a service we are proud of.

Q: Do you hold the deposit under all the service levels?

A: Yes. We take a security deposit for every booking, usually £150. This is held by us and returned to the guest following the okay from the owner or housekeeper, assuming there has been no damage, breakages or cause for excessive cleaning. Owners should be aware to expect general wear and tear on the property.

Q: Do I need special insurance?

A: Yes. You will need to advise your insurers that you intend to let the property for holidays and short term bookings to make sure that you are covered. Holiday Lets insurance is not necessarily the same as insurance for Assured Shorthold Tenancy agreements.

Our recommended insurers

Leisuredays offer extensive insurance cover for your holiday home. Each policy is tailor made so you only pay for the cover you need.

Simply call **0800 433 4989** or **01422 369 838** and quote **Henry Adams Holiday Lets** and they will give you **discounted insurance rates**.

What's next?

The first step is for us to inspect your home and discuss terms and conditions with you, and if necessary, make any recommendations we feel may enhance the price we can achieve.

Once initial points are agreed we will write to you confirming our terms and conditions. It is essential to have as many images as possible on our website, and we will ensure that your home is presented in the best possible light.

We communicate directly with all guests by e-mail, phone or in person! This means that we can take bookings with as much information about guests requirements as possible. Our website directs e-mails straight to us and each enquiry is dealt with on an individual basis.

Our booking system is web based, bookings are done in "real time", and the online calendar shows prospective customers exactly when the property is available.

Once a booking is confirmed, we take an initial non - refundable deposit, typically 30% of the total. We then confirm in writing the details of the booking to both the guest and you. The balance of the booking fee is taken 60 days prior to the holiday commencing.

It is advisable to organise an inventory prior to the start date, listing all items remaining at the property.

We can arrange for a quote for the cleaning and the changing of bed linen in between bookings, or liaise with your own preferred housekeeper and of course, ensure that the necessary legal requirements are complied with, regarding gas safety inspections etc.

Checklist for your property

Kitchen

- ▶ Utensils
- ▶ Wide range of pots and pans
- ▶ Crockery, cutlery and glasses – enough for double the number at the property
- ▶ Kettle, toaster, microwave, washing machine and oven (A few desirable extras are a dishwasher and iron)
- ▶ Kitchen supplies such as tea, coffee, and sugar. Washing up liquid, sponges, tea towels, washing powder and dishwasher tablets if applicable.
- ▶ Dining table and chairs – must have a seat for every person who can sleep in the house

Living Area

- ▶ Enough comfortable seating for the number of people that can be accommodated
- ▶ A good sized TV with DVD player
- ▶ Books & games are desirable items for a rainy day
- ▶ Coasters to prevent furniture stains
- ▶ WiFi internet access, this is now in the top 10 list of items commonly searched for by holiday makers

Bedroom

- ▶ x2 of every piece of linen to help on a same day changeover. This should include for each bed; a mattress cover, bed sheet, duvet, duvet cover, pillow protector and pillow case. (All linen should be labelled when using a cleaning service so yours is easily identifiable.)
- ▶ Bedside lamp and table
- ▶ Hair dryer
- ▶ Plenty of clothes storage and hangers

Bathroom

- ▶ x2 sets of towels to help on a same day changeover. One set should include one hand towel and one bath towel per person that can sleep in your property. (All towels should be labelled when using a cleaning service so yours is easily identifiable.)
- ▶ Non slip shower mats
- ▶ x2 bath mats (this avoids your towels being used on the floor)
- ▶ Spare toilet roll and soap

Garden

- ▶ If you are going to have outdoor furniture there should be enough seats for every person your house can sleep

Other

- ▶ A copy of the current Gas Safety Certificate must be left in the house manual and a copy to be held on file by Henry Adams
- ▶ An online fire risk assessment must be completed for every property: www.fire-assessments.co.uk

Keep in touch

We use social media to market properties and respond to queries. **Find us online now.**



Events



Explore



Activities

Holiday Lets

Call us now on: 01243 375 893

Visit: henryadamsholidaylets.co.uk

or email holidaylets@henryadams.co.uk

