



new forest
escapes

Welcome to New Forest Escapes



New Forest Escapes started four years ago when our Founder, Rachel, started opening up her own home to guests.

She went through all the bumps and uphill climbs of learning the market, getting her home in the right shape and all the dramas (both good and bad) of having guests.

She's had it all, from privacy hungry celebs to mad pet geese (yes, really) and has come out the other side with a down to earth approach of how to best rent a home.

Her success attracted others who were looking to do the same thing (just without all the hassle) so now our team of five run many glorious homes across The Forest.

The team are all proud ' New Foresters ' who are madly in love with the place. From our National Park and World Heritage Beaches, to our award winning menus, boutique festivals and, of course, our gorgeous properties.

We pull together unique local guides, and work closely with handpicked local businesses to make sure our guests are supporting the area and seeing the very best of The Forest during their stay.


We work together with all our home owners to make sure they've got the support and information they need to make renting their home a success, and treat them to some fabulous local discounts too!

Read on for more on our unique approach to renting your home or chat to Rachel and the team on :

+ (0) 44 772 3319 970

Alternatively, have a nosy round and get a better feel for us by following the team, and our hosts, on Instagram

@newforestescapes

A young child with short brown hair is looking out of a white-framed window. The child is holding a white stuffed rabbit and is wearing a striped orange and white shirt. The window is set in a white wall. To the left of the window, there is a black sign with white text that reads "THE OLD POST OFFICE". In the foreground, there are several tall, thin plants with green seed pods. To the left of the window, there is a wooden fence and a blue net. In the background, there is a green field and a blue sky.

“I’ve always hated that sterile hotel feel, so my whole aim was to offer a down to earth service in a well-loved luxury home. Making my guests truly feel at home in mine”

Becoming a Host

At New Forest Escapes we help our Hosts open their well-loved homes with as little fuss as possible.

We provide more than simply guests. Our team offers a whole host of support; from getting your home ready and personalised marketing, to cleaning and concierge for your guests.

We've made becoming a Host with us as easy as possible. Our simple set up means we can get you ready faster, allowing you to enjoy the financial benefits sooner.

To sweeten the deal even more, all of our Hosts enjoy exclusive benefits from our partners. These vary from offers at Lime Wood's Herb House Spa to preferential prices on Farmers Choice shopping.

After all, we don't believe only the guests should have all the fun!

Read on to find out if becoming a Host with us is right for you.

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Why Guests Choose Us

Over the last four years we've built up a long list of regular guests who love our homes, and trust our team.

We feel that a large part of this success is not only due to the quality and personality of the homes, but also the unique additional services we have to offer our guests.

Local Knowledge

We know our local knowledge makes a big difference to guests. It's feedback we hear again and again. We work hard to build up the best recommendations and contacts to help your guests feel immediately at home, and confident in exploring the forest.

From where to find the best butchers and spa days, to arranging individual beach-side yoga lessons and private chefs. We provide hand drawn maps of local villages, and are always on the end of the phone to help with dinner reservations, cycle hire and booking baby sitters.

Personal Service

This digital age gives guests many chances to check up on us and on your house : reviews are key, marketing partners reviews, our website and pictures, Google Maps, Earth and Street map. But usually companies don't check up on whether guests really are suitable for the house. We do.

We filter and check as much as we can, being nosy without being too intrusive is important. Sometimes people book the wrong house and we talk them into booking the right one. And sometimes they're just not suitable. So we send their money straight back. It's an extra layer of protective care for your house that computers cant do, but talking does.

Our Events Team

So many of our guests are staying with something special to celebrate. This tends to be 50th and 60th birthdays, full family clan gatherings, restorative girls weekends away and surprise proposals.

We now have a dedicated Events Manager to help your guests arrange all the finer details and surprise arrangements. From private chefs to kids unicorn hunts!

We also offer full wedding services at our larger properties. If you think your home might be right for weddings, give us a call to discuss how we can help.

Welcoming the right guests for you

We also like to make sure that we're attracting the right guests for you and your home.

We have five types of guests that stay with us. We can share our recommendations but you may want to welcome all, or just one. It's completely up to you.

Family Escapes

Family groups looking for authentic, welcoming homes that can fit the kids, dog and grandparents too.

Grown-up Escapes

Either couples looking for romantic getaways or families with grown-up kids looking to share some quality time away from busy lives. Perfect all year round bookings.

Celebratory Escapes

If your home is ideal for full family gatherings, birthdays or wow-factor proposals. We will be offering our events service to all of your bookings, Our aim is to make any celebration extra special and involve minimal effort for your guests.

Long-Term Escapes

We are often asked by corporations with local long-term projects, if we can put up senior management in our houses for 1-3 months while they oversee work. These are often between January – March, so are perfect for low fuss rentals in a quiet time of year.

Weddings

We also offer full wedding services at our larger properties which are advertised differently to our holiday rentals. They are promoted on a dedicated New Forest Escapes Weddings site and we partner with our trusted and preferred local suppliers from the marquee to all the fine details.

If you're interested in hosting weddings at your home, give us a call to discuss how we can help.

Business Escapes

Typically mid to small sized companies looking for away-day locations where they can host low key team building exercises and host an awards dinner. These are great groups for mid week bookings.

Pricing Guide



Making a decision on who to rent your home with can include a number of factors, and we know price is a big one.

To help with your decision making we're happy to share a rough guide on the type of income we'd expect from your home.

The figures below are all based on current sales from our existing houses and we've erred on the conservative side.

*The average price per night is a middle ground between your off and On Peak price.

However, there are many varying factors including location, property layout, market, acreage, facilities etc. All of which need to be considered before we sit down and agree an exact price together.

All final prices agreed are flexible by 15% either way, so our sales team can be as proactive and responsive as possible when trying to fill as many nights for your home.

To give you an idea of the difference here are our average prices for a weekend (3 nights) on and off peak;

No. of Bedrooms	Av Price per night*	Av. Annual Income	On Peak (w/e)	Off Peak (w/e)
Four	£150	£30,000- £38,000	£750	£600
Six	£200	£30,000 - £40,000	£900	£800
Eight	£250	£40,000 - £50,000	£1,200	£1,000
Ten	£300	£50,000 - £68,000	£1,500	£1,200

Whether it's getting spare keys cut, turning a garage into a playroom, or helping to get the right images onto our website, we offer as much, or as little support as you need..

Our Host Plans

We Know that setting your home up for guests, and maintaining it, can be a hassle. That's why our team live locally, and are on hand to help as much, of as little, as you'd like.

Have a look through our Host Plans to get a feel for what might be right for you and your home.

Picking a Plan

Picking a plan needn't be difficult. We understand that life can be unpredictable, so you can flit between plans with nothing more than a phone call to let us know.

It means if you went abroad, you could upgrade to Complete Caretaking with a simple phone call.

Extra Support

Setting up a house to rent can take time and money. E.g. arranging three sets of linen, washable sofa covers, stair gates, toys etc. and can often be daunting.

We can offer additional **Set Up Support** from planning and purchasing to room styling. What stays and what goes in the decluttering process is something we're very good at.

Depending on how much work there is to prepare your house for rental, we charge a set up fee of between £500 and £2,000. Room styling costs will be calculated after consultation.

Host Plan Summary

	Simple Home Set Up 18%	Sales & Service Support 20%	Home Care 23%	Complete Caretaking 27%
Support with rental legislation	✓	✓	✓	✓
Guidance on fire documentation	✓	✓	✓	✓
Basic home styling and photography for marketing assets	✓	✓	✓	✓
Property branding, sales copy and web page creation	✓	✓	✓	✓
Complete booking management	✓	✓	✓	✓
Special local offers made available to your guests	✓	✓	✓	✓
Welcome Pack creation	✓	✓	✓	✓
Professional photoshoot for use in advertising	✓	✓	✓	✓
Advertising to appropriate level	✓	✓	✓	✓
Pre-Stay		✓	✓	✓
24/7 Guest Management		✓	✓	✓
Financial marketing investment		✓	✓	✓
PR/Active Promotion		✓	✓	✓
Professional cleaning before every booking			✓	✓
24/7 Property Maintenance			✓	✓
A property sales video				✓
Garden Maintenance				✓

Final Steps to becoming a Host

So enough of the waffle, the easiest next step is to have a cup of tea together.

We'll come to meet you at your home to have an informal chat and scope out if your home is right for us, and us for you.

We'll discuss your preferred guests, your Host Plan and any questions you might have,

If we all choose to go ahead we ask for a £200 registration cost which allows us to create a complete business plan for you and your home. This includes; an overview of the current market, your competitors, any tips or trick for increasing your appeal and our formal pricing and marketing proposal. However, as a cost we do not take this until you have received your first £1,000 in rental income.

Once you're happy with our business plan we will get your home up, create your listing for the NFE site and start approaching potential guests.

Then you're ready to go!



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