How it works...

1. Getting you market ready...

When we initially visit you, we'll chat through any questions or queries you may have about how & when to launch, and who your ideal guests would be. We'll listen to any criteria you may have, and put our expertise into action, offering practical advice on how to get the best return on your home, and get you market ready. This includes talking through:

- Interior design advice
- Property management
- Maintenance expectations
- Health & safety requirements
- Booking logistics & terms
- Pricing & market trends
- Guest expectations
- Inventory requirements
- House manuals
- Welcome cards & gifts

You'll also receive your own copy of **The Pink Book** of Legislation, which provides a wealth of in-depth knowledge for anyone in the accommodation industry.

2. Live & launched...

When the contract has been signed (and, where necessary, pre-agreed works and/or maintenance have been completed), we will be ready and raring to get you live and launched. Our marketing & sales teams work closely together to ensure that the process is smooth, and the results are top-notch! We aim to go live with your listing within three weeks of the photo shoot date.

- Photo shoot, floorplan & virtual tour
- Website listing & SEO copy
- Collection features
- Digital (PPC) advert feature
- Social media teaser & reel
- Bespoke launch mailer & social posts
- Third party listings
- Digital guidebook & house folder

The entire team will also take time to get to know all of the 'ins-and-outs' of your great escape... information that is really valued & trusted by our guests. When you are happy with your listing, and your home is live, sales & marketing will continue to liaise to ensure that your home is kept in the spotlight and nurtured as needed.

NB - please note that new homes onboarding during our peak summer season will need to be guest ready by mid-June.



3. Keeping up communication...

To keep you in the loop with bookings, pricing, and market trends, you will have:

Access to our booking portal - so that you can make your own bookings, monitor guest bookings and check pricing.

Please note: to ensure that you have a swift response to your own email enquiries, please also always send them to our main contact address:

hello@newforestescapes.com

A dedicated WhatsApp group - to share information about bookings, cancellations, or any issues. You can include yourself and/or your PM, in this group.

Quarterly email updates - you'll receive a quarterly email from us with updates about industry behaviours and each NFE department. This helps to give a complete overview of progress and changes within New Forest Escapes, alongside the sector as a whole.

4. Your responsibility...

As a host, it is your sole responsibility to ensure that you have all legal safety measures in place, alongside adequate insurance for guests (inc Public Liability cover), but don't worry, we're on-hand to help guide you.

It is imperative to thoroughly check your website listing with us before 'going live', to ensure all information is present and correct due to the Trade Descriptions Act 1968 Section 14.1. Please ensure that you keep us updated if there are any changes to you property - from coffee machines to towel radiators!

Your responsibility...

We understand that you are putting your trust in New Forest Escapes, and we take this privilege onboard to ensure we do the best for you and your property at all times. By speaking with every booking to run through their stay requirements & party details, we aim to make sure the fit is right all-round, and help 'matchmake' the right homes with the right holiday makers. This level of detail gives everyone peace of mind, but if any issues arise, we are on-hand to help:

- Any cancellations made within 30 days of the booking are liable to pay in full (if those dates cannot be resold)

- Our office is open 6 days a week and we have implemented an emergency number for any notifications that require immediate action outside of these hours.

- Please refer to our list of additional charges for guests, and be aware that any significant admin time that occurs from guest complaints or avoidable incidents (e.g. poorly kept gardens, leaks etc), may result in a charge.

