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## Homeowner Information Pack



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## **Milly & Martha Owner Information**

### **Why Milly & Martha?**

Milly & Martha will increase the number of bookings of your holiday home, extend your booking season and increase your income. We provide exceptional levels of customer service and professionalism to the holiday homeowner and holidaymaker, with practical help and advice. With our modern and flexible approach, we still enable you to take as many of your own bookings, or you or your friends and family can use your home as much as you like without paying any commission or penalties.

### **The Milly & Martha brand**

Milly & Martha love holidays in Cornwall! We help visitors to Cornwall find the best place to stay to make the most of their holiday. We want them to feel excited before they arrive, make sure they have a hassle free holiday, and are relaxed and rested when it is time to go home.

Milly & Martha make every guest feel special. We share local secrets, create a “Bespoke Holiday Guide” for guests before they arrive; tell them what is going on during their stay, what they need to book in advance and arrange farm food box deliveries. We want to make sure they have a fantastic holiday, see the real Cornwall and want to come back!

### **What’s different?**

**Flexibility** - We market homes with a flexible approach, either as an enhancement to your own marketing or acting solely for the property owner. There are no agency ‘tie-ins’ and no limit to the amount you can use your own home. You only pay commission for the bookings we make. With Milly & Martha, you, or your friends and family, can use your home as much as you like, or can take as many bookings as you like yourself, without paying commission.

**Simple** - we want to make letting a home through us and booking a holiday as straightforward and hassle free as possible. We have designed a modern, effective and easy to use website and will provide straightforward, honest advice.

**Proactive** – We do not believe in waiting for the bookings to come to us. We will be continually searching them out, especially in off peak periods coming up with innovative ways to market your property.

**Green** - We will encourage visitors to Cornwall to be more sustainable, reduce the energy and water they use in the property during their stay, buy more local produce and encourage them to recycle and compost.

**Fun** – It is important people are excited about their holiday and we want to encourage that!



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## **The Details:**

### **Fees**

As we have a flexible approach with our agency terms, we do charge a set-up fee of £175 per property to be paid when we take the first week's booking. We then take a 20% commission off any bookings that we take.

The set-up fee covers the costs of us setting up the property listing on our website including photographing the property, getting to know the property and its local area and providing a property information pack in each house.

The commission covers Milly & Martha time for taking bookings, dealing with every day enquiries, all client contact, secure payments, online and offline advertising and PR and informing customers with news of local events and what is going on during their stay.

### **Marketing your property**

Brand – Milly & Martha continue to build a brand that is well known and trusted to visitors to Cornwall.

On-line – millyandmartha.com is designed to appeal to those who are interested in an honest, fresh and modern way of finding the right property for them. We invest heavily in keeping on top of the market in style and ease of use. We also focus on search engine optimisation and web presence.

E-marketing – We will stay in touch with our customers through well designed and effective e-marketing newsletters and promotions.

Repeat customers – Through keeping in touch with holiday makers from first contact before they have booked through till the end of their holiday, we will ensure they have a hassle-free fun holiday and want to come back to the same place next year.

Public Relations – We are running a co-ordinated campaign with local PR gurus to help us to achieve column inches in the local and national press.

### **Service**

We have a wealth of experience in the holiday and property industry. This company has been born from the love of Cornwall, properties, and our belief in the need for fantastic customer service and professionalism, as well as a fresh and modern approach to marketing.

For you, the homeowner, we will discuss with you your exact requirements and discuss all aspects of what we can offer you. We will advise you on everything from your statutory duties to a typical holiday makers wishes for decor.

We will visit your home and get to know its surrounding area. We will want to market all the amazing things your home has to offer and will ask you about why you love it and what you love doing when you stay there. We will let you know if we have any recommendations for your home before we begin to market it. We will advise you on the pricing of the holidays, and the income levels you can expect to achieve.



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We will deal with all customer interaction leading up to a booking. This will include collecting the rental income. Once the booking has been made we will liaise with the customer and yourselves to ensure a successful and enjoyable holiday gets underway. We will rely on honest customer feedback to continue to build on and improve this relationship.

## **Homeowner Testimonials**

Milly & Martha have received some great reviews from our clients this year including the following comments:

“We would like to thank you for a successful 2014 we have been very impressed by the volume and quality of business produced through your marketing.” The Tack House

“Thank you for all of your hard work over the summer, and for managing all the bookings. Brilliant! Everything has been very efficient and well run. I’m delighted with your management of both properties – thank you! Love the website.” Pear Tree & Cherry Tree

“We really appreciate what you have done. I would be more than happy to recommend you guys to people who are looking for a professional letting agency.” Porthminster Terrace

“Very Good. Very good feedback from the guests regarding your dealings with them.” Annie’s by the Sea

“We are very pleased with the work you did on letting our property.” Mill Leat

## **What we ask from you**

We believe it is important to have a range of properties to suit different needs and market them honestly. However, it is vital that all properties are cleaned before and after a booking and are maintained to a high standard with regular redecoration. We also require the properties are equipped with our minimum inventory and conform with the relevant legal compliances. Furthermore, there are a few extras that make guests feel special. All properties should provide linen, towels & a welcome pack with tea, coffee, milk and a cake, flowers or a bottle of wine. We might advise you to provide a few extras to make your house special and part of the Milly & Martha brand, such as throws, cushions, books and board games.

## **Cleaning and management**

We do not offer these services directly but we can help get these into place if you would like us to. We will require high standards for our bookings and can help to check that these are being achieved for your property. We like to use the people that you already have in place for your cleaning and management if you are happy with the service that they provide.



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## **Accounts**

We will accept the payment for the holiday on your behalf. We will then pay you this income minus our commission on the 15<sup>th</sup> day of the month following the end of the booking period via electronic banking and provide you with a monthly payment summary. All monies, minus our commission, will be held in a Client Bank Account.

## **A bit more about us...**

We have combined experience of over ten years in the tourism and property business. Milly ran a successful holiday company in the French Alps and Martha as a senior Property surveyor and development manager for Cornish regeneration projects. Our company 'Milly & Martha' offers an exciting way for holidaymakers to find the right holiday home for them. We will market homes through a fresh and modern website and offering holidaymakers a really personal, hassle free service.

## **What next?**

If you feel that Milly & Martha are right for you, or have any more questions, then please get in touch.



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## **Milly & Martha - The Small Print**

A few important things that you might like to know without having to read the contract in full.

### **Commission**

Milly & Martha charge a commission of 20% of the rent for any bookings through Milly & Martha.

### **Set Up Fee**

There is a one-off set up fee of £175, which we deduct from our first payment to you.

### **VAT**

VAT is not currently charged on top of our commission.

### **What we do for our commission?**

- Prepare full e-brochure details and price structure for your property for the coming season including photography
- Include your property on our website and promote it to the best of our ability
- Administer all reservations booked through Milly & Martha
- Spot check the cleaning and maintenance of your property
- Provide you with a full account of all income and expenditure for your property, with a settlement transfer on the 15<sup>th</sup> day of the month following each holiday booking period. Our commission rate being 20% of rental income for the weeks that we book
- Carry out annual property checks

### **The Milly & Martha Flexible approach – how to avoid double booking?**

With Milly & Martha, it is possible to use your property as much as you like, or take your own bookings, without paying our commission. However to ensure this works smoothly, we require the following is undertaken:

- Inform us of the dates you would like Milly & Martha to market your property when we take on your property, or by January for the following year.
- If you take a booking, you need to inform Milly & Martha immediately to avoid a double booking.
- Likewise, Milly & Martha will inform you immediately of any booking that they take.
- Milly & Martha will send email confirmation after each booking is secured and the deposit received.

### **Accounting**

When Milly & Martha take a booking, we take a deposit of 30% of the total price. The balance is collected 8 weeks before the start of the booking period. If a booking is taken within 8 weeks of the start of the booking period, we will take payment in full.



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We will transfer the monies to you, minus our commission, on the 15<sup>th</sup> day of the month following the end of the booking period via electronic banking. All monies, minus our commission, will be held in a Client Bank Account.

## **Pricing**

Milly and Martha can provide advice on the pricing of your property for holiday lettings. When we take on your property, we agree the pricing structure with you. Milly & Martha require there is consistent pricing between the Milly & Martha quoted prices and the pricing for any independent bookings.

## **Legal Compliances**

We can provide you with help and advice to ensure that your holiday property complies with the relevant legal regulations. In summary, the following must be adhered to:

- Ensure that all electrical appliances provided are safe, in good working order and have annual P.A.T. testing.
- Insure the property for the duration of letting weeks booked through Milly & Martha with Comprehensive Property and Contents Insurance and Public and Employers Liability Insurance appropriate to the commercial letting of self-catering properties up to the sum of £2,000,000.
- Ensure a Fire Risk Assessment is undertaken and the necessary fire precautions are fitted.
- Ensure a Carbon Monoxide detector is fitted where there are gas fired appliances/boilers.
- Ensure that any central heating boilers/gas appliances are in safe and good working order and are serviced annually and that all gas appliance have a current Landlords safety certificate.
- Furniture must be flame retardant and comply with British Standards.
- Bunk beds, cots, highchairs, stair gates and playpens must comply with British Standards.
- The flues/chimneys of solid fuel fires, burners or cookers should be swept annually.

If you have a mortgage, it is also important that you notify your mortgage company that you are letting your property.

## **Council Tax / Business Rates**

Business rates now apply to properties which are available to let for more than 140 days. Please discuss this with your accountant for further information.

## **Key Transfer to the Holidaymaker**

It is your responsibility to ensure a key is left out for the holidaymaker so that they can access the property. We recommend using a coded key safe. However, if you prefer another arrangement, or the holidaymakers to pick up the keys from someone in person, let us know the details so that we can pass these on.

## **Minimum Inventory**

Milly & Martha have a minimum inventory which must be provided in each property.



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## **Damage Deposit**

We take a damage deposit from the holidaymaker on every booking and will deduct the cost of damage to the property or breakages/loss of items from the inventory before returning the deposit. However, this relies on being informed of any damage/breakages/loss within 72 hours of the end of the booking period.

You should anticipate some minor breakages and wear and tear on a holiday properties. We would not recommend seeking payment for small breakages such as glasses and plates as it can lead to bad feelings and poor reviews.

We will also require photographic evidence of the damage and receipt for the repair/replacement.

## **Cleaning / Housekeeping / Maintenance**

We require that all properties are cleaned before and after a booking and high standards of repair and décor are maintained. It is your responsibility to make these arrangements. We will need the contact details of your housekeeper and a 24 hour contact number in case there are any problems.

We also require your housekeeper to ensure that for all Milly & Martha booking, the following is carried out:

- The Milly & Martha Property Information pack is displayed (we are happy for this to also be used for bookings not through us)
- A welcome is provided by your housekeeper including tea, coffee, milk and an extra such as fresh flowers, a cake or a bottle of wine.
- Linen and towels are provided

## **Pets**

If your property is pet friendly, we will charge an additional cleaning fee of £25 per pet to any booking received with pets. This will be passed on to you, minus M&M commission, to cover any additional cleaning costs.



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## **Inventory for Homeowner**

A clean and well-equipped holiday home makes a huge difference to a holiday. It is integral to Milly & Martha that properties maintain high standards. This is the minimum inventory that is required in any property marketed through Milly & Martha.

We have also listed a few other points that should be considered when preparing your house for letting. The most important thing is to let us know if there are any changes so that we can let the guests know in advance.

### **Key Safe**

We recommend installing a key safe. We believe the easiest and most secure way to provide holidaymakers with keys to the house at the beginning of their stay is to use a coded key safe. We will let them know the code the week before they arrive. The housekeeper, or cleaner will need to make sure that there is a key left in the safe for their arrival. However, if you prefer the holidaymakers to pick up the keys from someone in person, let us know the details so that we can pass these on.

### **Linen**

We think it is lovely and welcoming to arrive for a holiday in a house that already has the beds made up with good quality bed linen and towels. Therefore, all houses marketed through Milly & Martha need to have linen and towels provided.

If you do not already provide and your housekeeper is not able to launder your linen, we can recommend companies that either clean, launder & deliver your own linen, or rent linen.

### **Internet Wi-Fi provision**

Access to the internet through Wi-Fi is becoming more important to holiday makers. If Wi-Fi is available at the house, please let us know so that we can use this as a marketing tool. If you have questions over the set up and management of Wi-Fi, we can put you in touch with someone who can help.

### **The Milly & Martha property & welcome pack**

We require the Milly & Martha Property Information pack to be displayed in weeks booked through Milly & Martha (we are happy for this to also be used for bookings not through us). Guests really appreciate a welcome and we require a small welcome pack including tea, coffee & milk and either a cake, flower or bottle of wine (or all three) to be provided for their arrival.



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## **The Milly & Martha Extras**

Each Milly & Martha property should be a special place for guests to retreat to after a day out and about facing the Cornish elements – sunshine, wind & rain!

Each property should aspire to contain the following, although we understand it may take a couple of years to build this up.

- Throws for each bed - It is essential the bedrooms are cosy with throws & cushions.
- Cosy blankets & cushions for the sofa
- Boxes for wellies by the door or a wellie rack
- Buckets, spades, fishing nets (if a family house)
- Flasks
- Cornish ceramic mugs and crockery
- Baking equipment for the kitchen
- Hearty stew pots
- Stove top kettle
- Recipe books
- Bunting for the garden
- Picnic equipment
- Picnic rugs
- Deck chairs for the garden
- Binoculars



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## Minimum Inventory

Recommended but not essential items in grey

### Kitchen

#### *Kitchen Utensils*

Measuring jug  
Bottle opener  
Casserole dish and lid  
Chopping boards – vegetable & meat  
Coffee pot/cafitiere  
Colander  
Corkscrew  
Cutlery box/drawer divider  
Draining board/drying rack  
Frying pan  
Grater  
Ice cube tray (if there is a freezer)  
Knives including bread and small vegetable  
Ladle  
Mixing bowl  
Oven roasting tray  
2 x ovenproof dishes  
Potato masher  
Salad bowl and servers  
Salt and pepper set  
Saucepans – small, medium and large with lids  
Scissors  
Serving dish x 2  
Slotted spoon  
Teapot  
Tin opener  
Vegetable peeler  
Whisk  
Wooden spoon  
Baking sheet  
Bread bin  
Butter dish  
Cake baking tin  
Carving dish  
Carving knife and fork  
Fish slice  
Fruit bowl  
Garlic press  
Jug  
Knife sharpener  
Large pasta/stock pot  
Lemon squeezer  
Pie dish  
Rolling pin  
Scales  
Sieve  
Sugar bowl  
Spatula  
Tea strainer

Tea/coffee/sugar canisters  
Tongs  
Tupperware with lids  
Tray  
Water jug

#### *General kitchen*

Electric kettle  
Electric toaster  
Fire blanket  
Fire extinguisher  
Fridge  
Kitchen bin (with lid, or in cupboard)  
Oven gloves  
Pot scourer  
Icebox in fridge or freezer

Dining – 1 per person & 2 spare of each of the following:

Dinner plate  
Side plate  
Cereal/soup bowl  
Coffee mug  
Eggcup  
Fork  
Knife  
Spoon  
Tablespoons x 2  
Teaspoon  
Tumbler  
Wine glass  
Beer glass  
Teacup and saucer  
Children's plastic beakers

#### Bedroom - per bed

Bedside lamp  
mattress cover (plus 1 spare per bed for changeover)  
2 x pillow per person  
2 x pillow protectors (plus spares for changeover)  
1 x duvet  
Blankets, throws & cushions



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### Bathroom

1 x Bath mat per bath/shower  
Bin (preferably with lid)  
Toilet brush and container  
Towels – 1 x hand & 1 x bath per person  
Mirror

Hair dryer  
Radio  
Shaver point/adaptor plug  
Travel cot and high chair

### For open fires / wood burning stove

Ash container  
Coal scuttle/log basket  
Fireguard & fire irons

### Outside

2 x dustbins  
BBQ  
Table & Chair

### Household items (initial supply)

2 rolls of toilet paper (per toilet)  
Bin liners  
General-purpose cleaner  
Hand soap  
J cloths  
Dishwasher powder  
Toilet cleaner  
Washing machine powder  
Washing up liquid

### Utility

Broom  
Bucket  
Clothes pegs  
Dustpan and brush  
Dusters  
Floor cloth/mop  
Vacuum cleaner  
Washing line/drying facilities  
Clothes ailer  
Iron and ironing board  
Laundry basket  
Washing up bowl

### Miscellaneous

Coat hangers - 4 per person  
Doormat  
First aid kit  
Hand towels – 1 per cloakroom and kitchen  
Recycling and compost containers (if appropriate and collection can be arranged by the housekeeper on changeover day)  
Smoke detectors  
Spare light bulbs  
Torch & batteries  
Waste paper bins  
Board games  
Flower vase



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## **Breakages**

Holidaymakers will be responsible to pay for breakages of any items. The housekeeper/cleaner will need to check the inventory at changeover, immediately replace the item and notify us of any deductions to be made from the holidaymaker's damage deposit within 72 hours.

You should anticipate some minor breakages and wear and tear on a holiday properties. We would not recommend seeking payment for small breakages such as glasses and plates as it can lead to bad feelings and poor reviews.

If there has been major breakages that need to be deducted from the damage deposit, keep all receipts for expenses incurred and photographs of any damage.