



Holiday Property Letting guide

Imagine France, the best solution for you!

INCREASE bookings

MAXIMISE your Income

No bookings, **NO FEES**

FLEXIBLE approach to Owner bookings

PUNCTUAL payment in **ADVANCE**

PROTECTION against Cancellation

QUICK and **TROUBLE FREE** administration

NATIONAL and **INTERNATIONAL** marketing strategy

EFFECTIVE PRESENTATION in **PRINT** and on a **WEBSITE**

PERSONALISED ASSISTANCE by qualified French & English staff

Interested ? Then read on...



Owner Line (France): 0 826 620 522 (0.15€/min)

UK: +44 (0)870 0663345

Website: www.imaginefrance.com

Email: owners@imaginefrance.com



Dear Holiday Property Owner

It is my sincere pleasure to introduce you to **Imagine France**. Imagine France is a subsidiary of Imagine Ireland Ltd, which is a letting agency run by Astrid and myself. We represent self-catering properties in France and Ireland. Together we have over 13 years of experience in this field.

Firstly, thank you for taking the time to request a copy of our **Holiday Property Letting Guide**. We hope to talk to you very soon and in more detail regarding next season and especially regarding the promotion of your property on the UK holiday market.

But before you read on, let us introduce ourselves.

As a privately owned and run business, we pride ourselves on providing a personal service managing your holiday bookings and increasing your rental income.

Our aim is to cater for everybody's needs by offering a variety of accommodation; from charming farmhouses to modern bungalows, from city centre apartments to semi-detached houses or convenient townhouses and idyllic thatched cottages. This is the reason why we will give all properties our consideration provided they meet certain criteria of comfort and safety.

We regularly organise market research studies, which enable us to assess the demand daily and promote individual properties immediately. Our brochure is attractive, easy to read in the style of a 'coffee table' magazine and it often remains in people's homes for several months. We advertise in all the UK's national newspapers, quality periodicals, week-end supplements and reviews, general magazines and publications of special interest.

Finally, we develop our own website with one of the most advanced and customer friendly on-line self-catering bookings portals available to the UK holidaymakers. This site offers information on local/national tourist attractions, a search facility to find the ideal property and an on-line availability check.

In addition to this, we run various advertising campaigns such as direct-mail campaigns to our database of holiday travellers, consumer competitions and overseas advertising including the US, Germany and even Australia.

But enough about us! Why not read on and contact us for a FREE no obligation visit: who knows, this could be the best decision you make this season and the forthcoming seasons.

A bientôt

Annette & Astrid
Imagine France
Self-Catering Specialists



Imagine France: Direct Line (France) 0 826 620 522 (€0.15/min)

Owners line (UK): +44 (0)870 0663345 Email: owners@imaginefrance.com

Embsay Mills, Embsay, Skipton, BD23 6QF, UK

Thanks to our combined 13 years of experience, we have been able to put this guide together, which should answer most of your questions. We hope that you will find it useful.



HOLIDAY LET, OR LONG LET ?

If you are in the privileged position to have a second property or are looking to invest in one then there are important decisions to make on how to gain the most income from your asset.

Even an idle property incurs costs, if only to be heated and ventilated. To absorb these costs your options are to long term let or holiday let. Long term letting generates a fixed term rental income. However, it is not without its tensions. A caring and trustworthy tenant can be difficult to find and the laws are changing in favour of the tenant.

On the other hand, holiday letting can also be demanding:

- the weekly cleaning of the property,
- the cost of marketing/advertising your property yourself,
- chasing for unpaid balances and deposits.

However, there are also many advantages.

You will:

- earn a good income from your asset,
- enjoy access to your own property at any time,
- finance your annual running costs such as heating, electricity etc.
- maintain the property by regular cleaning,
- make new friends with your holiday makers,
- transfer the onerous tasks of marketing your property to a third party, such as a Letting Agency for very little cost.

This is where Imagine France can help you!

WHY JOIN A LETTING AGENCY?

Joining a letting agency such as ours will not only take the hassle of managing your property but mostly will save you money!

- **SAVINGS** on advertising, postage, brochure production.
- **RELIEVES** the hassle of having to manage all your bookings, chasing up unpaid deposits and being available 24/7 to take enquiries.
- **PRIVILEGE** of featuring with other properties, which gives it more chances of being sold as an alternative to another property in the same area.



Imagine France: Direct Line (France) 0 826 620 522 (€0.15/min)

Owners line (UK): +44 (0)870 0663345 Email: owners@imaginefrance.com

Embsay Mills, Embsay, Skipton, BD23 6QF, UK

12 REASONS TO CHOOSE IMAGINE FRANCE ?



1) **Imagine France** gives you 'Agency Protection' from unpredictable losses of income associated with cancelled holidays. You keep any monies already paid to you at the time of cancellation. In the event of a cancellation of a confirmed booking within two weeks of the commencement date where the period is not re-let, Imagine France will pay 75% of the cottage rental cost.

2) **Imagine France** pays you in advance of the holiday. You are fully paid in the first week of every month by direct transfer or cheque for all holidays taken for that month. i.e. you will receive full payment on/before the first week in July for all bookings made for July.

3) **Imagine France** has a wealth of experience in the cottage letting industry and is proud to have a team of experienced and attentive staff capable of understanding owners and holidaymakers alike. We know how to recruit our properties and how to expertly match the right holidaymaker to your property.

4) **Imagine France** operates from the UK and sells mainly to UK customers. The UK represents over 60 million potential customers and we are best able to understand the preferences and buying patterns of this market.

5) The UK Market has a long tradition of self catering, particularly out of season when flights and ferry crossings are more reasonably priced. **Imagine France** knows how to maximise these trends to extend your letting season beyond the traditional domestic months of July and August.

6) **Imagine France** displays your property on its website within hours of registration featuring internal and external images of your property at no extra cost thus making your cottage accessible to millions of prospective customers worldwide, literally at the press of a button.

7) **Imagine France** uses a telecommunications system that ensures that we never miss a call and every sales call is personally answered. No telephone queueing system with endless options to choose from!

8) **Imagine France** benefits from a Reservations system that contains details of every past and present customer. It is continually updated, making contact with holidaymakers on a regular basis.

9) Unlike many competitors, **Imagine France** features your property in a brochure that is FREE and distributed FREE throughout the UK, it is also advertised in all the specialist interest magazines and weekly national newspapers.

10) **Imagine France** is the only agency to offer flexible agreements : you can advertise your property anywhere provided you can work within our terms.

11) **Imagine France** sends you a FREE brochure and a Booking chart.

12) **Imagine France** provides you with a hassle free friendly service by a dedicated, competent and experienced owners team.



Imagine France: Direct Line (France) 0 826 620 522 (€0.15/min)

Owners line (UK): +44 (0)870 0663345 Email: owners@imaginefrance.com

Embsay Mills, Embsay, Skipton, BD23 6QF, UK

WHAT CRITERIA ATTRACTS THE HOLIDAYMAKER?

LOCATION, LOCATION, LOCATION is the most important single criteria.

If you are looking to buy a property in France to rent, **LOCATION** is your main concern. Look out for properties that are easily accessible:

- by boat: new ferry routes opening,
- by plane: existing and new low-cost airline routes,
- by train: new high speed links etc.

This will ensure that you maximise your rental potential by attracting holidaymakers out of season and for short breaks.

Generally speaking, properties in coastal areas, near tourist activities, places of interest are the most sought locations.

If you already own a property that isn't located in the above areas, it is important that your property is portrayed as attractive and individual as possible.

DO HOLIDAYMAKERS HAVE A PREFERENCE FOR A PARTICULAR TYPE OF HOLIDAY PROPERTY?

In our experience the UK holidaymaker has a preference for the detached house/cottage in its own grounds followed by a semi-detached house, terraced house and finally an apartment. Some key features that will be a great advantage are:

- pets welcome,
- enclosed garden,
- sea views,
- close to a beach,
- close to a village,
- within walking distance of a café/bar,
- a four poster bed,
- a Jacuzzi bath,
- a thatched roof,
- half-timbered houses,
- central heating and all mod cons.



WHAT ARE THE ACCOMMODATION STANDARDS EXPECTED?

Holidaymakers expect the same level of comfort as in their own home. Forget the idea of furnishing your property with your own household rejects! It is essential that you create a style that reflects the character of your property. This can easily be done without spending too much. Therefore we recommend that you talk to us prior to investing in costly furnishings. We will supply you with a property check-list of everything you will need.

First impressions are most important.

Please find a few tips to make your property as attractive as possible:

- a nice well-kept garden is a window into the soul of any property,
- a safely fenced garden will appeal to pet lovers and families with young children,
- occupancy must equal seating capacity. If you sleep six, your property should seat 6 at the dining table and 6 in the lounge,
- windows should have shutters or at least opaque curtains to keep out the light when closed,
- bedrooms should be a combination of doubles and twins with well-sprung mattresses, mattress covers and headboards,
- properties that accommodate 6 people or more should have two toilets and preferably a shower over the bath or a bath and separate shower,
- two single beds are preferable to a bunk bed,
- an open fire is deemed a supplementary heating source to oil or gas central heating,
- bathrooms must also have a heating source.



Imagine France: Direct Line (France) 0 826 620 522 (€0.15/min)

Owners line (UK): +44 (0)870 0663345 Email: owners@imaginefrance.com

Embsay Mills, Embsay, Skipton, BD23 6QF, UK

But don't forget! The basics are now taken for granted. It is the finer things that attract the holidaymaker. Most holidaymakers confirm their choice of property by viewing internal photographs on the website so the quality of fixtures and fittings and the coordination of furnishings are important. Nowadays, ensuite bedrooms, the convenience of a dishwasher and microwave and the enjoyment of a video tape player, CD player or satellite TV are common facilities in the majority of holiday homes.

However, what cannot be seen in an internal picture could be the essential ingredient to encouraging repeated visits to your property and having holidaymakers recommend it to others are those 'Little Extras':

- a welcoming tea tray of teabags/coffee, milk, sugar,
- the provision of cling film, tin foil, toilet paper, salt and pepper,
- a couple of dishwasher tablets,
- a couple of video tapes,
- a deck of cards, chess board, books.

Not forgetting the invaluable 'Visitor's Book' and Information pack to include instructions on how to use the equipment in addition to brochures from the local tourist office. It is also appreciated when you include personal comments/advice about your area such as:

- which restaurant serves the best food,
- which restaurant offers the best value for money,
- where one can find the nearest video/DVD rental shop.

We will happily provide you with a laminated sheet to note those all important telephone numbers e.g. doctor, hospital, etc.



WHO IS RESPONSIBLE FOR MAINTAINING THE PROPERTY?

'Cleanliness is next to Godliness!' It is up to you to ensure that your property is ready and cleaned thoroughly for every arrival.

If you provide a high standard property holidaymakers will respect it and treat it with care. Ensure that you provide your guests with the tools to leave the property in an acceptable condition (vacuum cleaner, broom, dust pan and brush, bucket for the ash from the fire-place).



THE TRUTH ABOUT RESTRICTIONS APPLIED BY SOME OWNERS

Some owners impose restrictions on the type of holidaymakers they are willing to accept. Please think carefully when making such a decision as you are considerably limiting the potential number of bookings for your property.

One in three holidaymakers travel with a toddler so properties that provide a cot and highchair, safety gates and an enclosed garden will sell better.

If you decide not to allow pets in your property, once again you reduce your bookings potential.

But what really puts holidaymakers off are security deposits, slot meters and gas/electricity charges by meter read. It is preferable to offer an 'All inclusive' price or a fixed fee for charges as they remove the concerns of hidden costs.



Imagine France: Direct Line (France) 0 826 620 522 (€0.15/min)

Owners line (UK): +44 (0)870 0663345 Email: owners@imaginefrance.com

Embsay Mills, Embsay, Skipton, BD23 6QF, UK

WHAT ARE THE LEGAL REQUIREMENTS FOR LETTING?

PUBLIC LIABILITY INSURANCE:

You must have Public liability insurance in order to be taken on by Imagine France.

The holiday booking contract is between the cottage owner and the holidaymaker therefore any accident on your premises will be your responsibility.

We can provide you with details of insurance companies to give you the best economical rates. Just ask for details.

FIRE AND SAFETY REGULATION:

The furnishings of every property must comply with the current legislation. Every property must have fire extinguishers, smoke alarms and a first aid kit.

If your property has bunk beds, they must comply with the current legislation : Décret no 95-949 du 25 août 1995.

SWIMMING POOL REGULATION :

Since January 1st 2006, every swimming pool must have a security cover, be fully enclosed with a fence and have a child proof gate or have an alarm system

WHO DECIDES THE PRICE OF THE RENT?

Every owner believes that their own property is worth a certain price and whilst we won't argue about this, it is nevertheless the price the market is prepared to pay that will dictate the success of your property.

We believe that given our experience we are better placed to make the pricing decision, having command of the whole portfolio and being aware of competitors' products.

Each property is individually assessed according to its location, the type of accommodation and its facilities. For each and every property there is a price band that will attract the highest number of customers.

Each month, we will provide you with a schedule detailing the rental payments that you will receive from us for each week booked. You will also receive a booking chart to keep track of your bookings.

We are constantly monitoring both the demand and sales to ensure our prices represent what customers are willing to pay. However, no matter how effectively we market your property, unless you act on our advice your property will not perform as well as it should.



HOW AM I NOTIFIED OF A BOOKING?

Confirmed bookings are advised immediately to you by Text message to your mobile phone, Email and Post. This ensures that you are always up to date with the bookings on your holiday property. Availability is also 'Live' on our website www.imaginefrance.com The text message will be brief, stating the name of the holidaymaker and the holiday dates.

The email and postal confirmations will also specify the holidaymakers' travel arrangements and bedroom requirements.

Every month you will receive an Arrivals Report outlining all your bookings in addition to a Newsletter updating you on current events/issues. Also on a monthly basis and provided you have bookings for that month, we will send you a statement of payments outlining each booking against each payment. The cutoff for the statement is the first of every month. Therefore last minute bookings will be paid the following month.



Imagine France: Direct Line (France) 0 826 620 522 (€0.15/min)

Owners line (UK): +44 (0)870 0663345 Email: owners@imaginefrance.com

Embsay Mills, Embsay, Skipton, BD23 6QF, UK

HOW DOES THE AGENCY MAKE ITS MONEY?

Once we have agreed the rent with you we add our commission + VAT. This finances all the sales and administration overheads associated with your property.

The marketing fee varies from year to year depending on the market.

Our objective is to offer the best value for money holidays in the market place and in return gain competitive advantage. It is this competitive advantage that will deliver higher booking levels than other competing agencies.

WHAT ARE THE COSTS OF JOINING AN AGENCY?

There are no upfront fees to be paid. Imagine France generates the business first to prove to you that you have made the right choice to go with Imagine France. An annual registration fee is only payable upon receiving an agreed number of bookings. Once achieved it is then automatically deducted from your statement.

WHAT IS AN AGENCY AGREEMENT?

The agency agreement gives us your written consent to allow us to let your property on your behalf. It outlines exactly what you can expect from us and what we can expect from you. It is signed by both parties to signify that both parties are in agreement with the terms and conditions offered and it is written on duplicate paper so that you can keep a copy for your records.

HOW FREQUENTLY ARE DETAILS UPDATED?

Properties featuring in the main brochure are re-registered on an annual basis giving you the opportunity to revise price, brochure text, add extra facilities and update pictures.

And of course throughout the year we can update your property details on the website, literally at the press of a button. Our Internet site is immediately updated in conjunction with our reservation system.

HAVE WE CONVINCED YOU? THEN THIS IS WHAT TO DO NOW.

If you are happy with this preliminary introduction to Imagine France and you would like us to visit and assess your property for inclusion in our brochure and on our website.

Then simply call us on
+44 (0)870 0663345

Or on our French number
0 826 620 522

to book an appointment.

Or send us an email to
owners@imaginefrance.com

For a no obligation FREE visit. We will be delighted to meet you at a mutually convenient time.

We are open 7 days a week, from Sunday to Friday between 10:00 and 22:00 and Saturdays between 10:00 and 20:00.



Imagine France: Direct Line (France) 0 826 620 522 (€0.15/min)

Owners line (UK): +44 (0)870 0663345 Email: owners@imaginefrance.com

Embsay Mills, Embsay, Skipton, BD23 6QF, UK