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LETTINGS  
PROPERTY MANAGEMENT  
DESIGN & RENOVATION

SAND & STONE  
ESCAPES



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# ABOUT

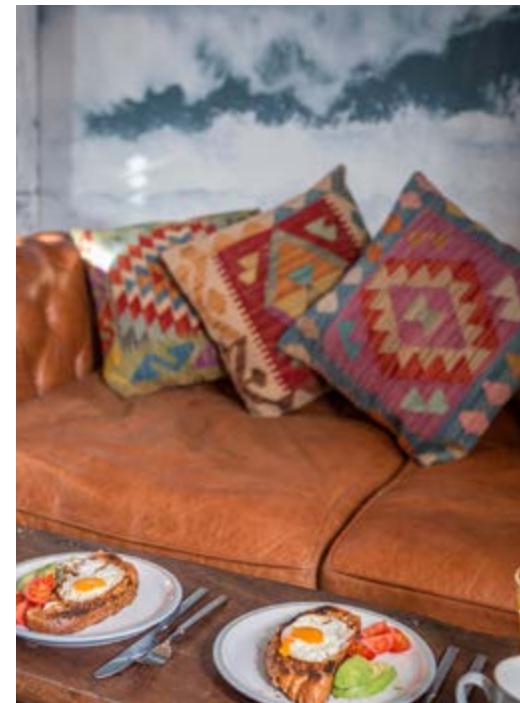
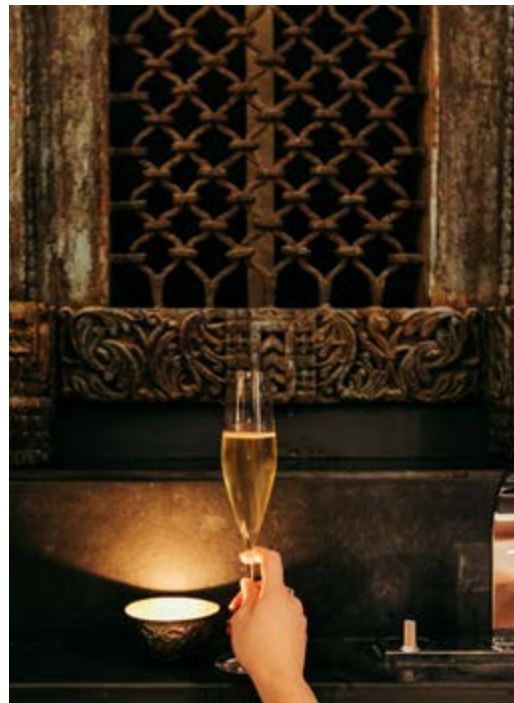
We hold the keys to a select number of boutique properties that are as individual as the people who own them and the guests who stay in them.

The management of our properties is tailored to the individual needs of each owner and each location. Each property is unique and managed as such.

Our selective portfolio allows us to devote unparalleled time and attention to each property, whilst creating truly memorable holiday experiences for our guests. Sand & Stone Escapes, formerly known as Beachspoke, over the years has worked with a top PR agency to garner press from publications such as The Times, The Telegraph and The Evening Standard. Our high standard of press and marketing have participated to our above industry average occupancy and return rates throughout the year.

If our approach to property management sounds suitable for your home, we would love to design a management plan that works for you.

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## OUR GUESTS

Over time, we have worked hard to retain a strong database of loyal guests, who have come to trust in the high standards associated with a Sand & Stone escape.

Our guest demographic includes young professionals looking for a retreat from the city, retirees looking for adventure and romantics searching for the perfect couples retreat. With the addition of larger properties to our collection, we have begun welcoming families and groups of friends to stay.

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# OUR CRITERIA

The main criteria for a Sand & Stone escape is that they fit the design-led aesthetic of our portfolio, or possess the potential to do so.

It is vital that we protect the unique and exclusive nature of our service and ask that owners adopt a sole agency policy when signing on with us.

We expect our property owners to support our high standards by investing in quality cleaners, luxury bathroom products and welcome packs for every stay. We partner with companies such as Roberson Wines and Bamford Bath & Spa to ensure we receive good rates on the quality products we provide.



# LETTINGS MANAGEMENT

We organise and manage all bookings and payments for your property, producing monthly statements of your rental income.

On booking, we take a 50% non-refundable deposit which is paid to the owner in the monthly statement, minus our commission. The remaining balance is paid 2 weeks prior to arrival of our guests.

We have a great relationship with our guests, they trust us to provide quality and unique properties and that their money is well spent.



# PROPERTY MANAGEMENT

We work closely with the individual house managers assigned to each property, keeping them closely informed of all bookings, amendments and operational aspects. For an extra monthly fee we can take all of the property management off your hands, we can work closely with the house managers and arrange the ordering, re stocking and maintenance.

We are unique in that we offer owners an unlimited amount of owner bookings for yourselves and your family and friends. We don't limit the nights or the time of year, and we will work with you to adjust booking expectations and targets accordingly.

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# VALUE FOR OWNERS

We understand that every owner is different and whilst some are looking to rent their second house for the majority of the year, being a part of Sand & Stone Escapes allows owners to enjoy their property whenever they like.



## EXAMPLE PROPERTY 1 THE FAMILY HOME

A 4-bedroom beach house that the owner still wants to use during the summer months and key holidays. Sand & Stone's flexible owner booking policy gives the owner the best of both worlds - monetary returns from low season bookings without sacrificing holidays with the family.

TOTAL NIGHTS BOOKED BY GUESTS / 167  
TOTAL VALUE OF BOOKED NIGHTS / £70,113  
TOTAL NIGHTS BOOKED BY THE OWNER / 107  
TOTAL VALUE OF OWNER STAYS AT LIST PRICES / £51,270  
TOTAL OCCUPANCY INCLUDING OWNER BOOKINGS / 75%  
TOTAL POTENTIAL EARNINGS / £120,000  
AVERAGE NIGHTLY RATE / £437



## EXAMPLE PROPERTY 1 THE WEEKEND RETREAT

A 2-bedroom countryside escape in the heart of the Cotswolds, where the owner prefers to prioritise business bookings over personal stays which are taken in last minute gaps and kept to a minimum in order to maximise the revenue potential.

TOTAL NIGHTS BOOKED BY GUESTS / 243  
TOTAL VALUE OF BOOKED NIGHTS / £58,000  
TOTAL NIGHTS BOOKED BY THE OWNER / 31  
TOTAL VALUE OF OWNER STAYS AT LIST PRICES / £8,100  
TOTAL OCCUPANCY INCLUDING OWNER BOOKINGS / 76%  
TOTAL POTENTIAL EARNINGS / £66,108  
AVERAGE NIGHTLY RATE / £241



## EXAMPLE PROPERTY 1 THE INVESTMENT

A 1-bedroom barn conversion by Sand & Stone Escapes on behalf of the owner to create maximum value on a property they rarely use. With minimum personal stays taken and a stand-out interior, this property's focus is about maximum financial gain for the owner.

TOTAL NIGHTS BOOKED BY GUESTS / 271  
TOTAL VALUE OF BOOKED NIGHTS / £45,893  
TOTAL NIGHTS BOOKED BY THE OWNER / 2  
TOTAL VALUE OF OWNER STAYS AT LIST PRICES / £400  
TOTAL OCCUPANCY INCLUDING OWNER BOOKINGS / 75%  
TOTAL POTENTIAL EARNINGS / £46,293  
AVERAGE NIGHTLY RATE / £170.82





# SAND & STONE'S PROPERTY REQUIREMENTS

- Nespresso machine and capsules
- Egyptian cotton bedsheets x 3 sets
- Dressing gowns and towels x 3 sets
- Matching mugs, wine glasses, champagne flutes, plates, bowls etc
- Hairdryers in every bedroom
- Cot & High Chair in properties that accept children
- Bluetooth speaker system
- Sparkling wine, 1 bottle per booking
- Welcome pack with butter, milk, bread, eggs for rural properties

SAMPLE COSTS FOR A 3 BEDROOM PROPERTY	
CLEANING FEES (PER STAY)	£80
LAUNDRY COSTS (PER STAY)	£44
WELCOME PACK	£4.50
BAMFORD BATHROOM PRODUCTS	£9.00
ROBERSON'S CREMANT SPARKLING WINE	£13.00
TOTAL	£150.50



# SAND & STONE DESIGN

The Sand & Stone aesthetic aims to bring the outside in.

We pay homage to the property's local surroundings with unfaltering attention to detail. From exposed stone walls, to sliding wooden doors, every property carries a glimpse of the outside whilst staying true to the owner's personality.

Our approach to each project is bespoke and we have 2 levels of management. Whether your property requires complete refurbishment, or just some added touches to enhance what's already there, our team of qualified design experts look forward to bringing your design vision to life, whatever the size.



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# PROJECT MANAGEMENT

If your property has potential in terms of its location and structure but requires renovations or refurbishments to elevate its standard, we can help, you can book in with our experts for our advice and guidance. A consultancy fee will apply.

This includes an initial advisory visit from which you would receive a detailed report, pricing projections and initial sketches and designs.

Non Refundable Advisory Visit Fee (incl VAT)\*  
£300

*\*Can vary on the location of the property*



# CONTACT

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