


SAND & STONE

ESCAPES

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Sand & Stone is a top-drawer letting agent that specialises in desirable spots closer to home with a team that goes above and beyond to ensure the perfect holiday – whether a weekend or two weeks.

— COUNTRY LIFE

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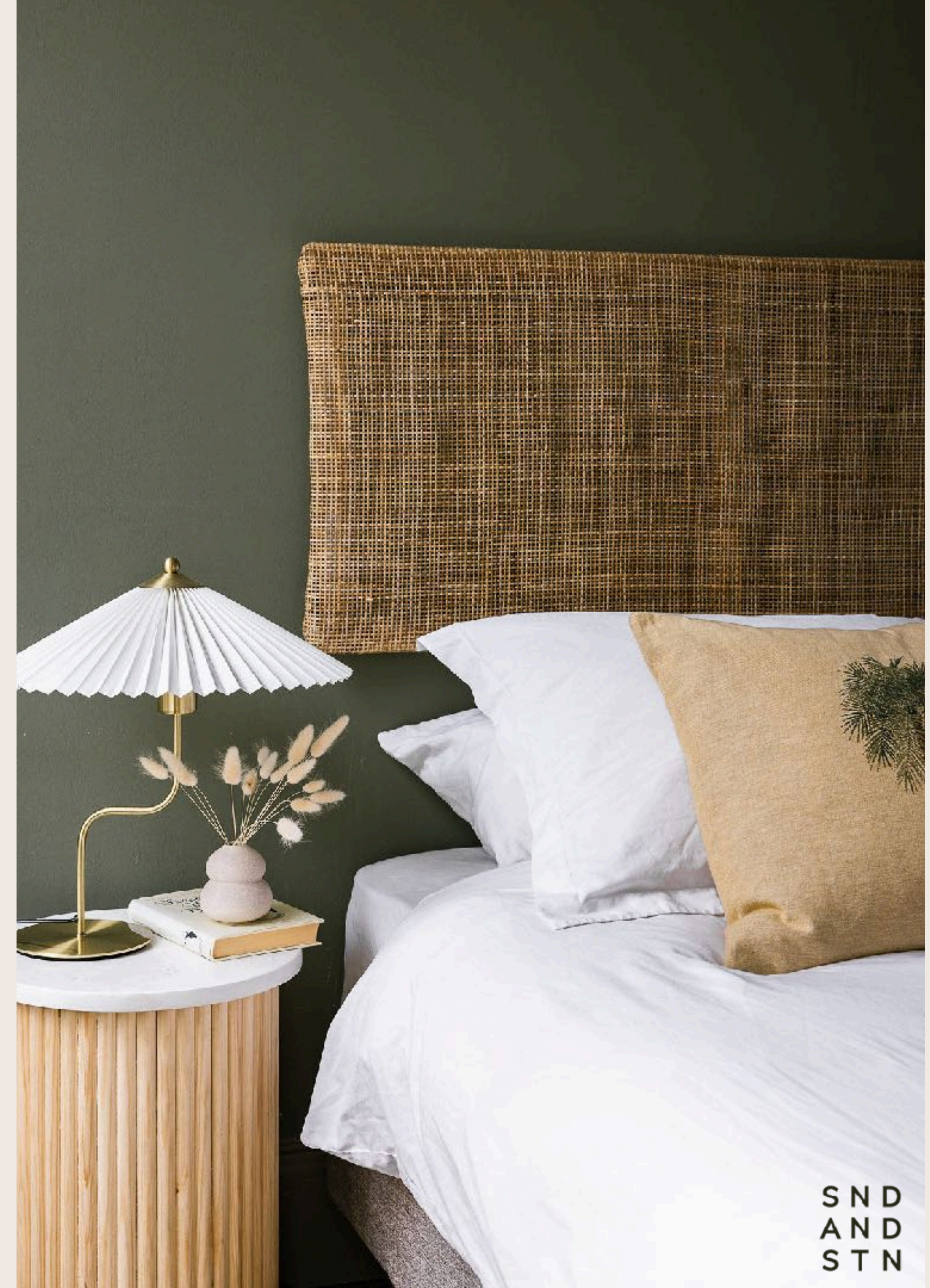
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Who We Are



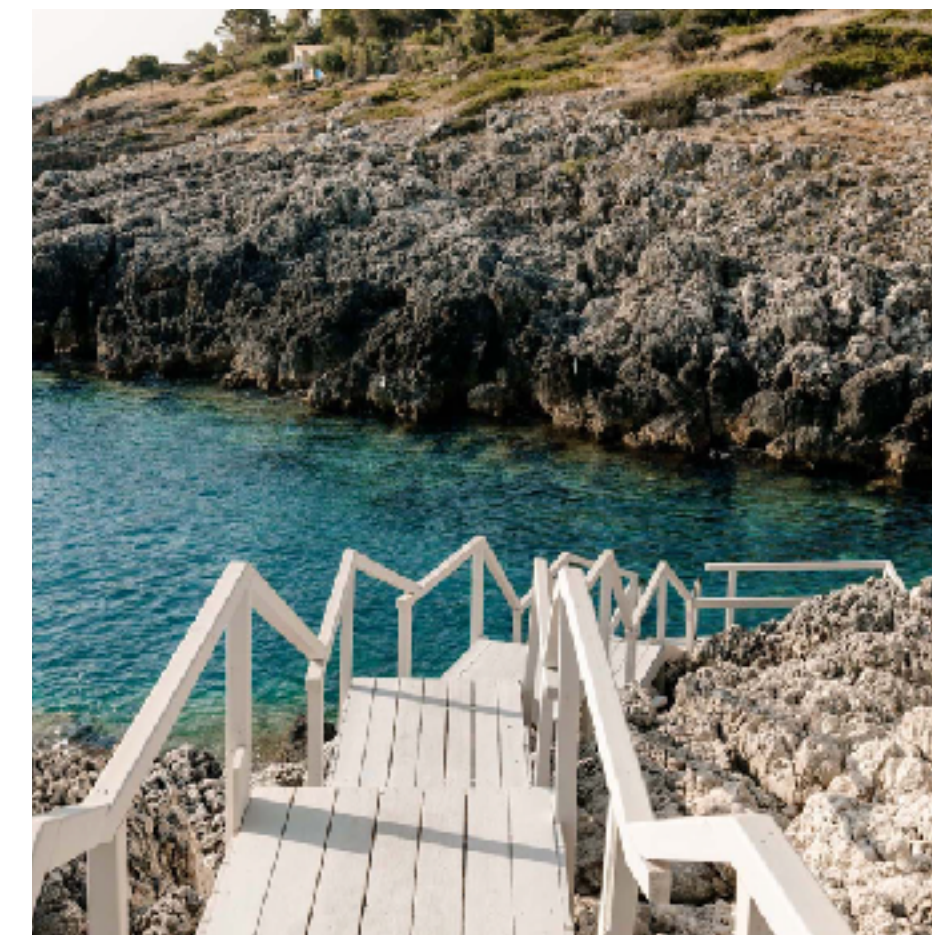
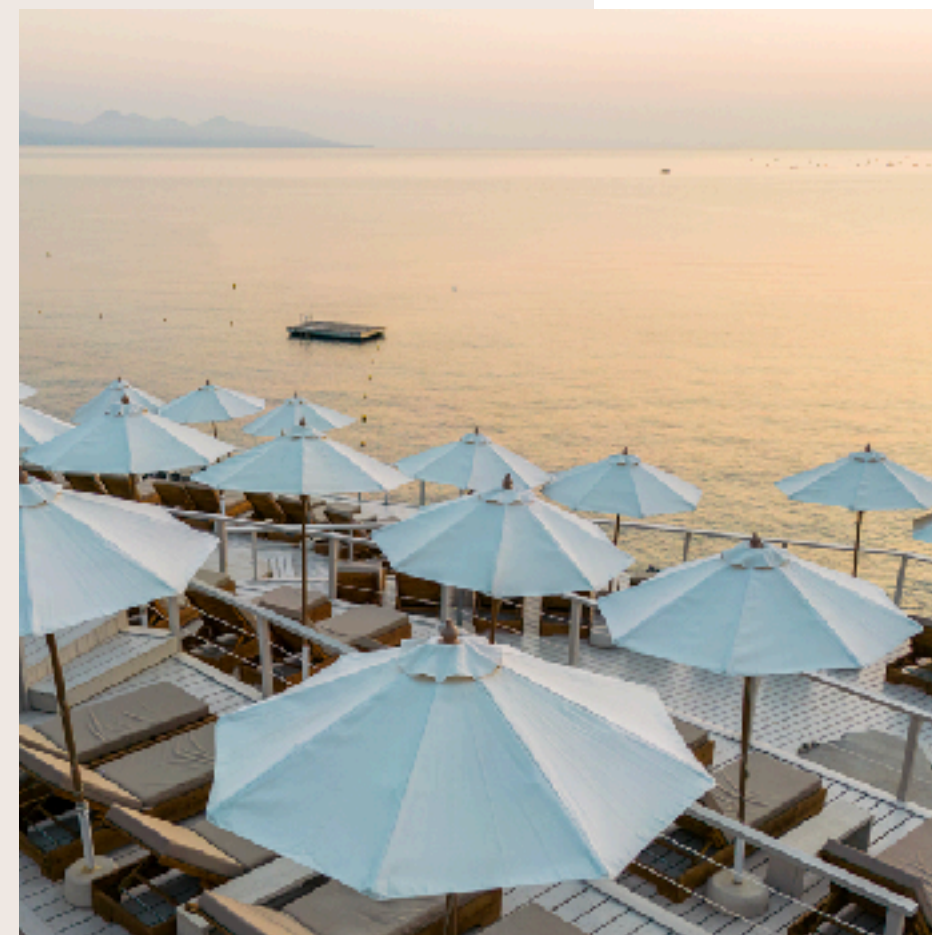
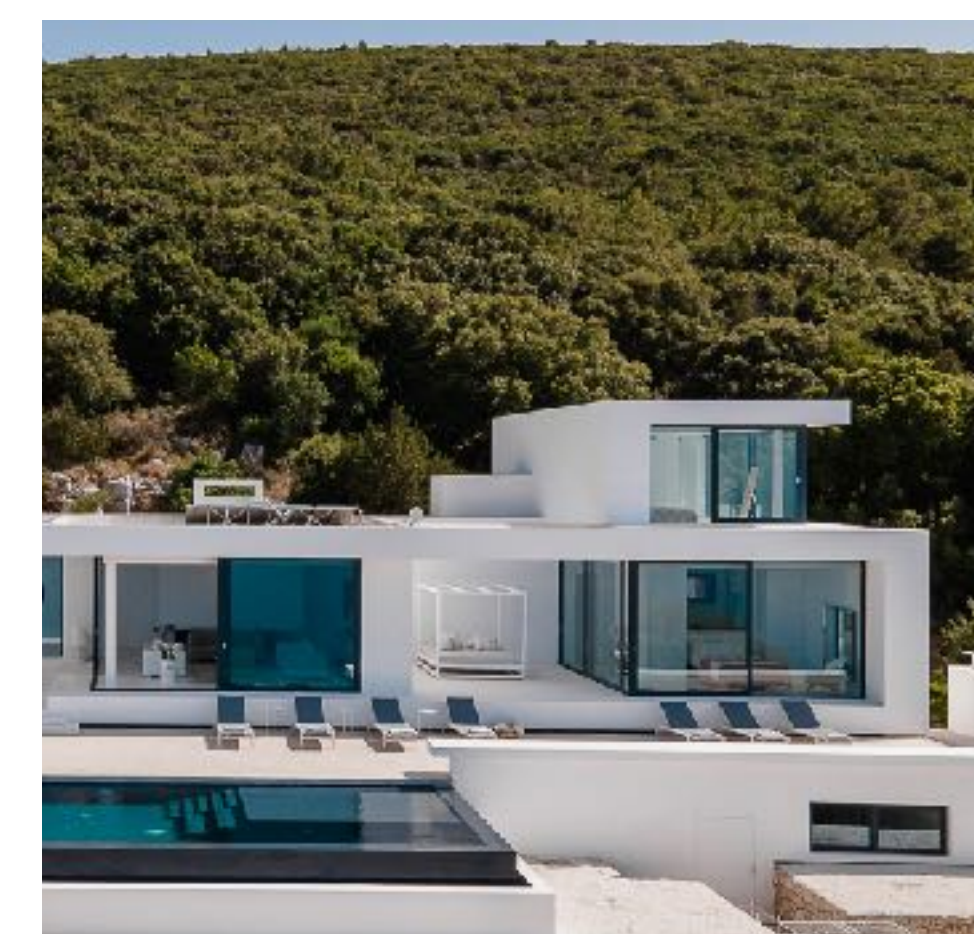
Welcome

Sand & Stone Escapes is a boutique holiday let agency with a dedicated team.

We proudly represent a collection of beautiful homes, handpicked for their blend of charming personality, peerless quality and quintessentially British locations.

We Know Travel

Sand & Stone is part of The Peligoni Group, a luxury travel collective run by the Shearer family. The group comprises three brands: Sand & Stone Escapes, The Peligoni Club and Indigo Rock Villas.





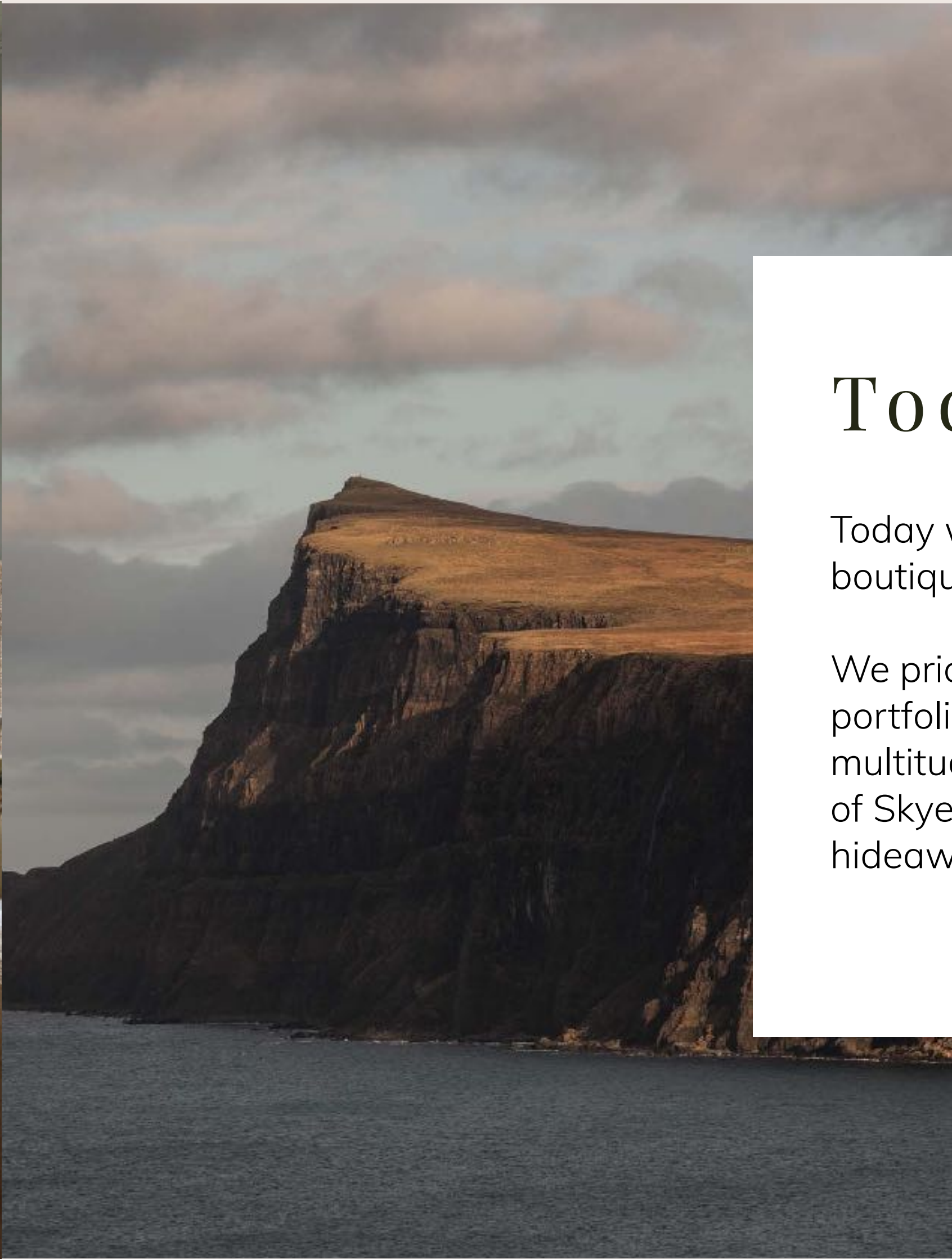
Our Story

Having successfully grown The Peligoni Club into a household name, we then turned our attention to the UK travel market.

Seeing an opportunity to curate something extraordinary amongst the tide of lacklustre, tired holiday let agencies, we launched Beachspoke in 2012.

Our flagship escape, Black Moon, changed the game with its opulent decor and hotel-standard details, and in the years that followed we built a small but stunning portfolio of equally exciting properties across the country.

In 2019, we rebranded to Sand & Stone Escapes to better reflect our portfolio.



Today

Today we are widely considered one of the top boutique holiday let agencies in the UK.

We pride ourselves on a carefully curated, high-quality portfolio that has grown to include properties in a multitude of UK destinations, from Cornwall to the Isle of Skye, and including options for both a romantic hideaway or a group getaway.



The Future

Our mission is to become the leading luxury holiday let agency in the UK, whilst continuing to deliver outstanding returns for owners and exceptional experiences for guests.

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What Makes A Sand & Stone Escape?

What Makes A Sand & Stone Escape?

Hotel standards in a holiday let, exciting locations, and an effortless experience.



Our Purpose

Our purpose is to consistently offer charm, quality and comfort, whether in the middle of nowhere or the heart of somewhere.





Our Values

Quality

From the bed linen to the bath products, quality is essential.

Authenticity

To be authentic in who we are, and true to our values.

Effortlessness

To provide a smooth & straightforward experience for owners & guests.

Time

We understand the importance of time & we work hard to ensure everything we do is efficient & done to the highest of standards.

Consistency

We offer consistency of service to both owners & guests, & within the quality of our curation.

Personalised Service

With a carefully considered portfolio, our friendly team is able to offer a tailored approach for each owner & every guest.

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Our Approach



How We Work

1

We charge 18% commission (+ VAT), taken on each guest payment. Owner funds are distributed at the end of the month. We do not hold any owner funds. A monthly statement is produced to summarise these payments.

2

We manage all bookings and payments and guests communications for your property. Our booking system offers an owner portal with live booking and payment information.

3

We offer unlimited owner bookings for all our escape owners, their families and their friends – we work with our owners to agree realistic expectations and set sales targets accordingly.

4

We work hand in hand with the house manager, keeping them informed of all bookings, amendments and important housekeeping details.



Marketing

1

Content Creation

We commission and create top quality photography, film and mobile content to accurately capture the soul and character of each unique hideaway. We take extra care to style our properties for shoots, so that we can showcase the lifestyle and experience to be had in and around them.

2

PR

Our brilliant PR agency work to secure coverage for Sand & Stone in a range of top publications from The Times to Conde Nast Traveller. They also connect us with relevant influencers and content creators who are skilled at bringing a property to life with the aim of inspiring their likeminded followers.

3

Digital Advertising

We work with an external digital agency on our digital strategy and execution. From PPC to paid social we aim to target and reach thousands of new potential leads to join our growing online community.

4

Nurturing Leads

Our organic social and content strategy aims to consistently showcase the value and experience of staying in your property, keeping our audience engaged and interested, so we are at the forefront of their minds when the intention to book a stay arises.

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Case Studies

Case Study 1

The Second Home

Covering overheads without sacrificing family holidays was the prime motivator behind letting this fabulous and stylish 3-bedroom cottage. Sand & Stone's flexible owner booking policy meant the house could be booked whenever they liked and rented out in between. This enables them to minimise the cost of second home ownership.

Average earnings	£74,000 pa
Average nights booked by guests	260 pa
Average occupancy excluding owner bookings	77% pa
Average nightly rate	£365





Case Study 2

The Investment

For this 2-bedroom chocolate box property, the owner wanted an investment they could both enjoy and earn from. After undertaking a full renovation of the property, it was advertised for lettings with the owner taking a limited amount of nights for personal use.

Average earnings	£48,000 pa
Average nights booked by guests	240 pa
Average occupancy excluding owner bookings	70% pa
Average nightly rate	£285

Case Study 3

The Conversion

For this unique and spacious one bedroom hideaway, the owner saw an opportunity to convert it into an additional income stream. The interior was carefully transformed into a stylish and exclusive retreat worth significantly more than was spent on it.

Average earnings	£44,000 pa
Average nights booked by guests	250 pa
Average occupancy excluding owner bookings	61% pa
Average nightly rate	£268





“

Sand & Stone offers owners the ideal combination of a carefully curated portfolio, strong brand reputation and competitive structure, while punching above its weight in terms of market reach. During three years of working with Sand & Stone, we've been very happy with the excellent level of occupancy and yield from our two holiday lets and find the team to be collaborative, helpful and flexible. ”

— Annabel Tremaine, Owner of The Coach House & The Tree House

“

I've been working with Sand & Stone for 18 months and they now manage two properties for me. My experience has been overwhelmingly positive. They are very proactive and addressed any issues very quickly and effectively. I have regular contact with them to discuss occupancy levels and pricing, making sure any adjustments needed due to market circumstances are met. It is worth noting that Sand & Stone is extremely good at marketing, using a mix of influencers, editorial articles with reputable outlets, and social media. They helped me set clear targets for occupancy levels and revenue at the outset, and have worked hand in hand with me to achieve these targets - which we have. Not only are they very successful at helping me achieve these targets - but they are all genuinely nice people to work with. I can highly recommend them for short term property let owners. ”

— Michelle McGowan, Owner of Fox Hollow Cottage

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Our Escapees

Our Escapes

Sand & Stone Escapes guests come to our properties for so many reasons. These vary from big milestone celebrations such as anniversaries, weddings, birthdays and proposals, to family holidays, short breaks with friends or just to escape for some rest and relaxation.





Our Escapes

Each of our guests have one thing in common - high standards and expectations of quality, comfort and charm in the places they book.

They choose Sand & Stone knowing they will get these elements no matter where they roam.

Groups of Friends

Who are they: Groups of couples or friends without kids

What do they want: Large stylish sociable spaces, bedrooms for everyone, private chef, close to pubs and places of interest.

Dog Owners

Who are they: Proud owners of small well-behaved pooches

What do they want: Pet-friendly places that don't compromise on style, within close distance of beautiful walks, and dog-friendly touches such as biscuits, dog-bowls and beds.

Romantics

Who are they: Young couples, retired couples, babymooners, honeymooners

What do they want: One-of-a-kind spots in spectacular locations with plenty to see, do and eat nearby for a memorable escape.

Families

Who are they: New families with babes in arms, the nuclear family, multi-generational families.

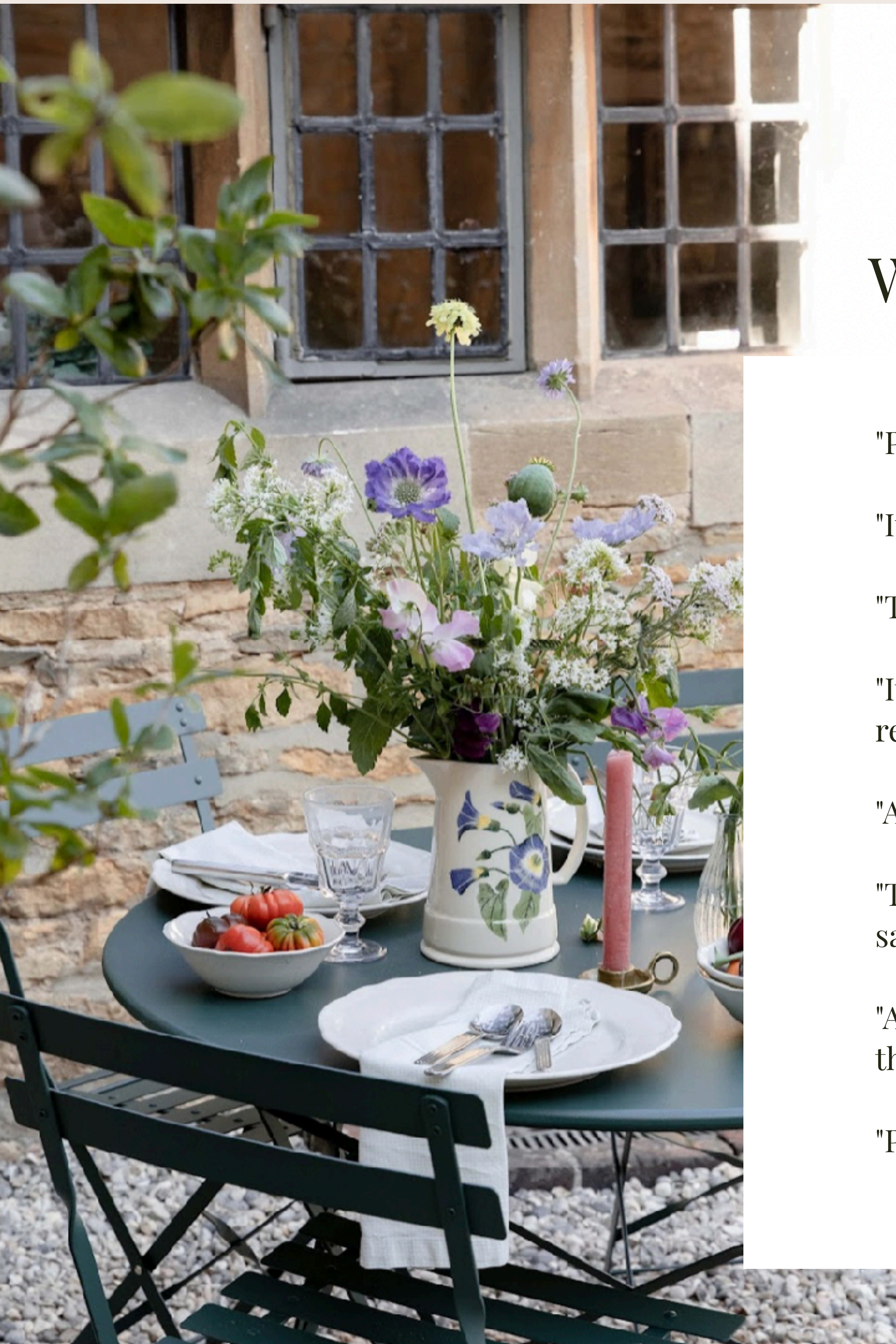
What do they want: Size-relevant and stylish spaces with communal rooms for adults and breakaway rooms for kids, travel cots, high-chairs and thoughtful touches that make travelling with kids easier.

Solo Travellers

Who are they: Writers, independent workers, solo travellers seeking a secluded spot for an inspirational and peaceful retreat

What do they want: Cosy properties with modern amenities to easily hunker down in with surrounding natural beauty for inspiration and exploration.





What Our Guests Say

"Properties you can only dream of"

"It was a total wow experience"

"The standards are just so exceptionally high"

"It's a luxury brand where you know you get what you pay for, I can't recommend highly enough to other people"

"Attention to detail and high quality properties"

"The team are excellent and accommodate all needs. We now want to visit more sand and stone sites with our dog and maybe the rest of our family too!"

"Absolutely first class, high specification properties, I have stayed 4 times now through Sand & Stone, and it never disappoints"

"Pretty and stylish cottages and quality service"

Why Choose Us?

1.

Flexible owner booking policy allowing you to use your property whenever you wish.

2.

Competitive commission rates.

3.

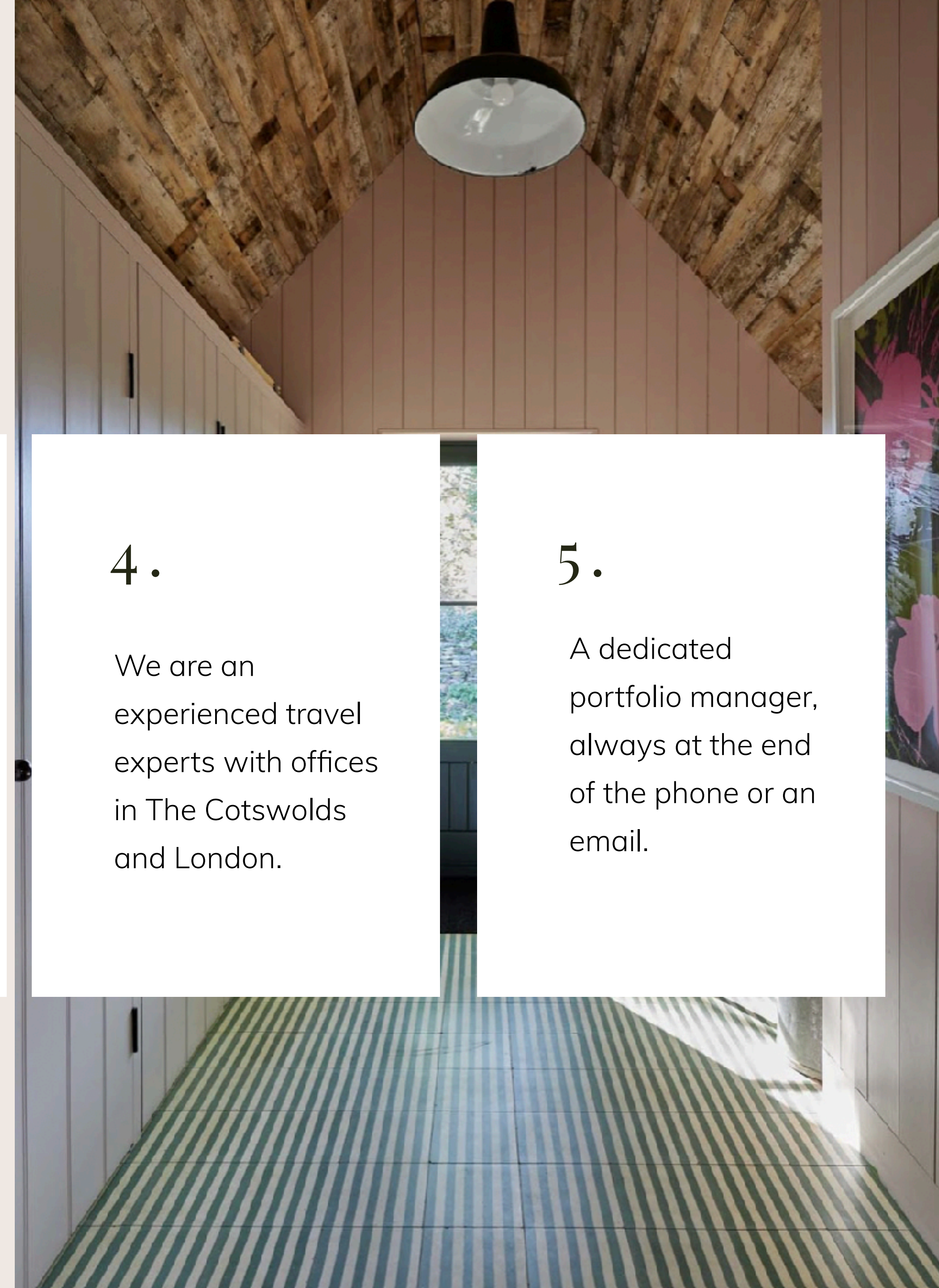
A tailored marketing strategy for each property.

4.

We are an experienced travel experts with offices in The Cotswolds and London.

5.

A dedicated portfolio manager, always at the end of the phone or an email.





“...an unbeatable selection of luxurious self-catering holiday homes to book.”

COUNTRY & TOWN
HOUSE