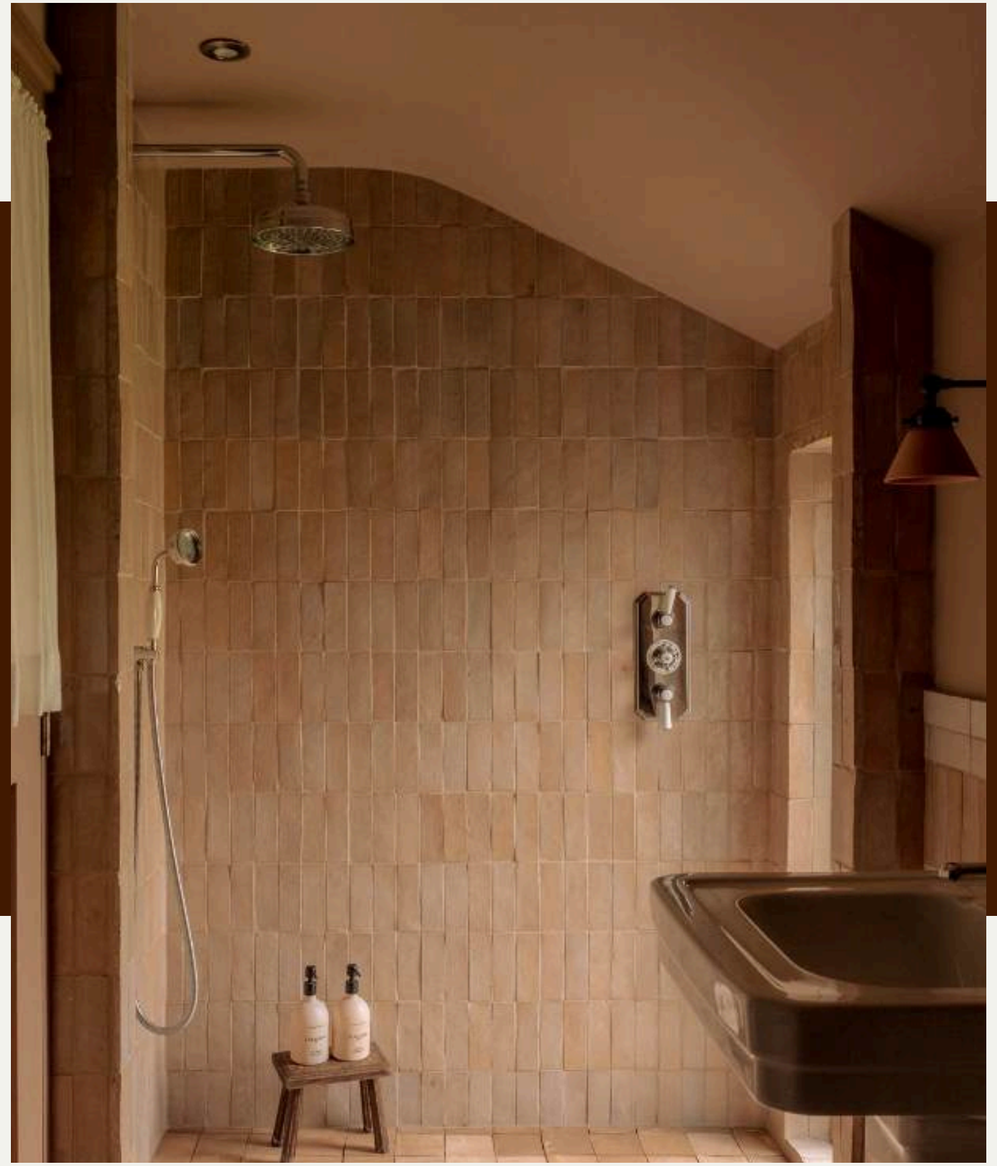


CASE STUDIES

SND AND STN

Case study 1

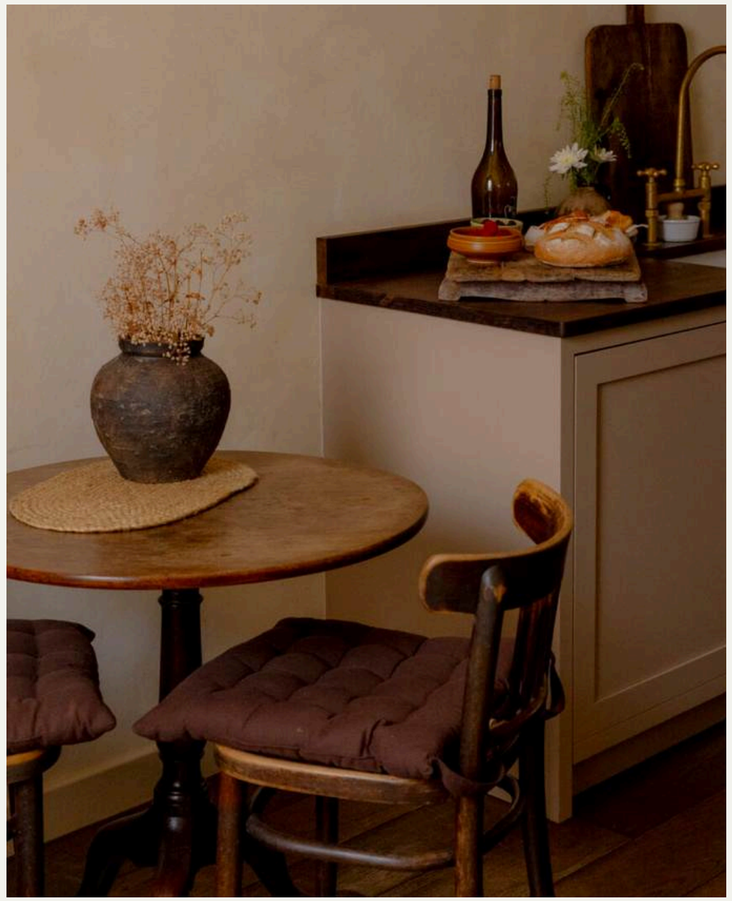
THE LONG-TERM INVESTMENT



This standout one-bed property was created as a long-term investment designed to generate income for life. Rather than simply owning a holiday let, the owner has built a retirement fund through the property, with its income forming a key part of her long-term financial plans. Since joining Sand & Stone in 2016, the property has generated an incredible **£912,000 in revenue**, with an average stay **value of £1,300** and **annual earnings of around £84,000**. It demonstrates how a thoughtfully designed investment property can deliver exceptional returns while continuing to appreciate as a long-term asset.

Case study 2

THE FAMILY HOME



This beautiful house is much more than a holiday home; it's a family property that has been passed down. By letting it through Sand & Stone, the owners have found a way to preserve the home and all the memories attached to it, while ensuring it continues to pay for itself. Rather than sitting empty for much of the year, the house welcomes guests who appreciate its character, allowing the family to keep enjoying it for years to come while creating a sustainable future for the property. Since launching in July 2025, the house has already secured **£202,477 in bookings** within its first year, with an impressive average stay **value of £2,109.** The property demonstrates how a much-loved second home can successfully balance emotional value with exceptional financial performance.

Case study 3

THE CITY INVESTMENT PROPERTY



Owned by clients who live overseas, this mews house was created as a high-performing investment property in the heart of the city. Beautifully designed with the feel of a boutique apartment, it reflects the growing demand for design-led urban stays. Unlike many rural holiday homes, the property benefits from far less seasonality, producing consistent bookings and a flatter revenue curve throughout the year. With an average stay **value of £1,600** and **average annual earnings in the region of £75,000**, performance continues to grow year after year, making it a standout example of how city-based holiday lets can deliver reliable returns.

Case study 4

THE STANDOUT LOCATION



Perched in a spectacular location, this house offers guests the feeling of escaping to the edge of the world. The striking, design-led home proves that an extraordinary location combined with exceptional accommodation creates a truly unforgettable stay. Since launching with Sand & Stone in 2021, it has generated over **£500,000** in revenue, averaging around **£90,000 per year,** with guests spending an **average of £1,200 per stay.** It's a dream home in the middle of nowhere that has become one of the most desirable escapes in the portfolio.

Case study 5

THE SECOND-HOME PROJECT



Launched in February 2026, this historic cottage has enjoyed an impressive start, already demonstrating the earning potential of a well-designed holiday let. Owned by an architect and an interior designer as a second home close to their own property, it was created to provide passive income after relocating from London. The project reflects a growing trend of investing available capital into high-quality holiday accommodation rather than more traditional investments. With an **average stay value of £1,100**, the cottage has already generated around **£40,000 year to date** and is on track to achieve an estimated **£85,000 in its first year,** highlighting just how quickly a thoughtfully executed project can become a profitable asset.

SAND & STONE ESCAPES