

aspects holidays

# owners guide



[www.aspects-holidays.co.uk](http://www.aspects-holidays.co.uk)

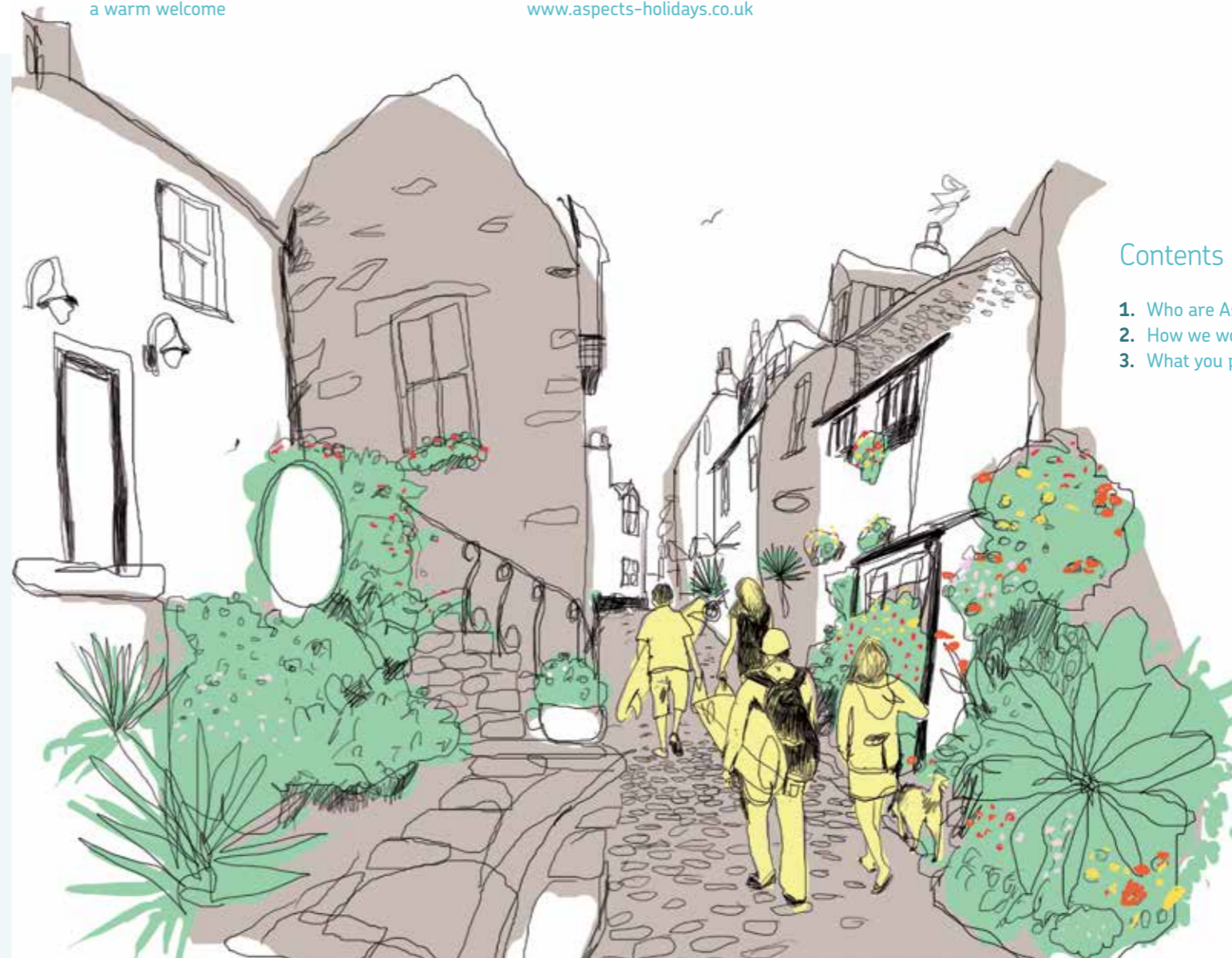
# a warm welcome from aspects...

...and thank you for finding out more about us. This guide provides you with essential information on holiday letting; it explains who Aspects are and how we can help you get the best from your holiday home. After reading this guide, why not have a chat with one of our friendly Property Managers who, in a jargon free way, will answer any questions and give you valuable tips specific to your property.

Your partnership with Aspects will be very important to us as, together, we work towards the shared goal of ensuring returning, happy guests.

**We look forward to meeting you and hearing all about your property – after all, our passion is holiday homes.**

*Everyone at Aspects Holidays*



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# What makes aspects holidays

Aspects Holidays provides, and continually aspires, to offer the very best self catering holiday cottages in Cornwall, expanding from its birth place in St Ives to top destinations such as Falmouth, Porthleven and Looe. Our portfolio of self catering accommodation suits all needs; luxury apartments, cosy traditional cottages, spacious town family homes and stunning eco-style beach houses.



Aspects Holidays first launched in 1989 with just 25 properties and since then has added almost 300 properties to their portfolio whilst retaining many from the formative years. We host thousands of holidaymakers coming to Cornwall every year, and are tailoring holidays to reflect the demand in out of season short breaks.

We acknowledge how important these visitors to Cornwall are and, for this very reason, we offer a warm welcome and useful information point from our prominent showroom office on The Wharf in St. Ives whilst the engine behind our efficient service and organisation is based in our open plan and vibrant office in Hayle.

Although guest expectations and requirements have increased significantly over the years, Aspects remain ahead of the game, working with owners so that their property caters for all needs, including classic family holidays to romantic weekend breaks.

## What makes Aspects Holidays?

Business values are often written down and overlooked, but Aspects Holidays' values underpin everything we do. Providing a great service, for both customers and owners is at the heart of our working day and we strive to create honest and valued relationships.

## Engaging

We are proud of the high percentage of returning, satisfied customers to Aspects Holidays but acknowledge it is vital for us to remain appealing and attractive to existing and new audiences.

## Honest

The cliché that 'honesty is the best policy' is actually part of Aspects policy and we never knowingly deceive a customer or owner. If your second home would be better used as a long let or it needs work to make it a more profitable holiday home, then we'll let you know and help along the way. Our property managers will guide you through the letting process and will advise you on furnishings, proven letting tips and any industry changes that could be made to maximise your property's earning potential.

## Bright

Staff welfare is extremely important to Aspects and we understand that with happy and healthy staff business aims can be achieved. Staff training courses are encouraged and implemented to aid personal development and you'll never hear a grumpy voice on the end of the phone when you speak to a member of Aspects staff.

## Proactive

It is easy to remain in the safety of a profitable business, but to become the best, there needs to be change. At Aspects we are constantly moving forward and making effective decisions to aid growth for the benefit of our owners and stakeholders. We have historically been a St Ives centric business, but over the past two years have expanded into new areas such as Porthleven, Porthtowan, Falmouth and Looe to meet the demand in domestic holidays. Our admired website is new yet we are continually making changes to improve the usability and design for all of our web visitors.

## Fun

Take a browse through our Facebook photos and it won't take long for you to see that we have a lot of fun at Aspects. It's something that hasn't changed in the 23 years that we've been running. We love getting involved in community events such as raft races and cookery competitions as well as sponsoring key events and festivals to increase our brand awareness. This year we continue to be one of the main sponsors for the St Ives Food and Drink Festival and last year we were the entertainment sponsors for the Falmouth Oyster Festival.

## Exceptional

Standards have changed and guest expectations and requirements have increased significantly over the years. To remain ahead of the game, we work extremely hard with owners so that their property caters for all needs, including classic family holidays, active or recuperative autumnal breaks to romantic weekend breaks.



# How we work

## Offline marketing

In a world of advanced technology and information as-it-happens, Aspects Holidays realises that sometimes the nicest feeling in the world is to turn off the PC (or Mac to all you iUsers!), mute the TV and sit down on the sofa with a good old fashioned book. That's why this year we printed 10,000 of our beautiful paperback brochures and will continue to do so for as long as demand exists.

As well as an annual customer brochure we also print supplement twice a year to include properties that have joined us part way through the year. Not forgetting our valued Owners, we also print an informal, aptly named 'Lookout' leaflet to keep you updated on all the latest regulations as well as news of what's happening at Aspects.

Advertising in magazines and newspapers continues to be an expensive venture, but by carefully selecting paper publications with high-readerships we target

our audiences in the best way we can. We tailor our adverts to record its effect on bookings and continue to think of new ways of making the most of our 'soft marketing' activities.

Sponsorship is a big part of our marketing plan and this year we continued to sponsor annual favourites such as the St Ives Food and Drink Festival as well as trying out new events like the World Bellyboard Championships to promote areas where we have newly acquired properties.

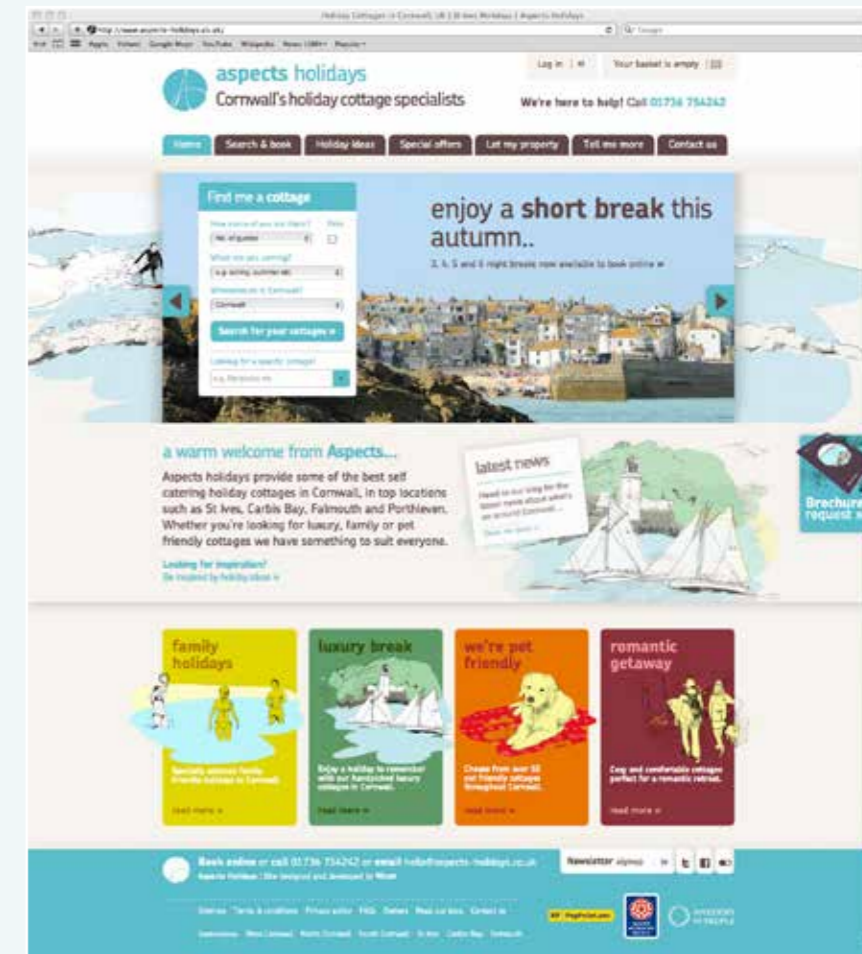


## Online marketing

Although we appreciate the value of staying visible in the 'offline world' we are also aware that over 76% of UK homes are now connected to the internet, which means a new avenue of advertising and a whole new way of communicating.

Last year Aspects employed a dedicated member of staff to deal solely with online activities which included diving into the world of social media! We now regularly produce content for Facebook, Twitter and the Aspects blog as well as keeping an eye out for new social media hypes, such as the recent ascent of 'Pinterest'. We have over 470 followers on twitter and regularly interact with customers to tell them about our newest properties and the latest events around Cornwall.

We have been participating in paid advertising on Google, Bing and Yahoo for years, but this year we will be investing even more time and money into making sure our adverts appear on the first page for the most commonly used search phrases. We appear top of the local listings for many of the most popular search phrases and rank in the Top 5 for key phrases such as 'holidays in St Ives'. We are also continuing work with a dedicated SEO business to help us climb the Google rankings for broader search terms such as 'holiday cottages in Cornwall'.





BEING NEW TO HOLIDAY LETTING AND ALL THAT IT ENTAILED, I NEEDED TO FIND THE RIGHT AGENCY TO MANAGE MY PROPERTIES AS I LIVE A FEW HUNDRED MILES FROM CORNWALL. I WANTED THE WHOLE PACKAGE OF APPROACHABILITY, FRIENDLINESS, PROFESSIONALISM AND BOOKINGS WHICH ASPECTS NEVER FAILS TO DELIVER”

David Jacques  
Number Two Trenventon



#### Photography

There is never a truer word than ‘a picture is worth a thousand words’. The power of effective photography is ten-fold in depicting the lay-out of a home and creating that special sense of holiday ambience putting web visitors in a holiday mood with a real desire to book there and then! Rest assured, Aspects Holidays’ property managers know what makes a good photo and go a long way to tempting guests through the door with alluring photography.

#### Creativity

Nothing ever stands still in holiday letting whether it’s in reaction to the weather, an event attracting visitors to Cornwall in their masses or the pound regaining its strength against the euro. With this constantly at the forefront of our minds Aspects Holidays keeps its finger on the Cornish tourism pulse using creativity, flexibility and flair to ensure our portfolio of properties remain booked for as much of the year as possible.

#### Partnership

Harmonious and long-lasting partnerships succeed when each party shares common aims and values. With your first rate property and our holiday letting experience we strive to work closely with you to make sure we get it just right for your guests. From the start of the customer’s journey to their departure from your holiday home, together we work to offer the best service possible.

#### Tailored advice

From your first contact with Aspects Holidays you will feel looked after. Our property managers will listen to your needs and wants, they frequently offer help in finding that perfect holiday home investment, recommend how best to internally dress it, provide comparable income forecasts and be as involved as you need them to be on making sure every angle is covered before your guests arrive. A lot is involved in turning a house into a holiday let from titivating the soft furnishings, filling the cupboards to finding the best public liability insurance provider so you can count on Aspects Holidays’ property managers to make that journey as simple and hassle-free as possible.

#### Peace of mind

When you leave the keys to your holiday home in either a key safe, with housekeepers or at our front desk, you want to know it will have the best possible care. Our duty to you and your guests is to ensure your home is looked after; this we take seriously. You also want to know that your holiday home will ‘pay its way’; by giving you log-in details to the ‘owner’s’ part of our website, you will see financial statements breaking each booking down to include income vs deductions letting you know what and when it will be in your bank account. Guests cancel holidays, that much is guaranteed (unfortunately) so we will ensure that when that happens, you receive the rental regardless of whether we can re-book your holiday home or not.



# What you pay

A commission fee is charged per booking, this fee is subject to VAT. This covers all booking and service administration for your property. Discounts may apply for owners who manage their own property maintenance or housekeepers and for owners have two or more properties they wish to market through Aspects Holidays.

As mentioned, we constantly strive to promote properties to their best potential; photography updated, constant innovative web improvements, brochure re-design, visible sponsorship of local events and for this we ask a nominal annual advertising fee.

Quality and safety is of paramount importance to Aspects Holidays therefore throughout the year your property will be visited to ensure standards of cleanliness and order is maintained. A nominal annual fee is charged for this invaluable service plus your property will be recognised as part of Visit Cornwall's QAA (Quality Accredited Agency) Accreditation scheme.



EACH WEEK YOU IMPRESS ME WITH A 'NOTHING'S TOO MUCH TROUBLE' AND PROFESSIONAL ATTITUDE

TO CUSTOMER CARE... AS AN OWNER AND I AM SURE TO OUR MUTUAL GUESTS

**Mike Pick**  
Hideaway and 1 Seawall Court



WE REALLY APPRECIATE THE HELP AND ADVICE GIVEN TO US BY ASPECTS. THEY WERE THERE TO HELP

BEFORE WE EVEN PUT IN AN OFFER, AND THEIR EXPERTISE WAS VITAL IN GETTING EVERYTHING IN PLACE FOR LETTING THE PROPERTY. I PARTICULARLY LIKE THE FACT THAT THEY RECOGNISE THAT IT IS YOUR HOME RATHER THAN JUST A HOLIDAY LET.

**Dave Bennett**  
Bay View Escape



# aspects of your journey



# appoint aspects

If you feel we hit the nail on the head and could be the right agency for you and your holiday home, whichever stage you are at, our Property Manager will be delighted to talk to you and go through the easy steps to getting your property open for bookings.



Last December, we came down to St Ives to realise a long held ambition and find a holiday home that would generate an income for our retirement and be a retreat for us, off season.

We fell in love with the fantastic view at 9 Piazza, which is right on the beach, but it only had one bedroom... should we go for more bedrooms and a less appealing location? Enter Sam, at Aspects – her sound advice and knowledge of the location reassured us that we had found the perfect property.

On completion in March, Sam had lots of helpful advice for kitting out the apartment to maximise its potential and helpfully suggested that Aspects could start to advertise the property on their website to take advantage of the summer season, while we implemented our first stage refurbishments. We are now drawing to the close of a very successful season – within about three weeks from our first appearance on the website, we were fully booked from July, our first rental, to the end of October!

During the summer season, we found everyone at Aspects to be very helpful when problems arose, important for us as we live 400 miles away. Also, we love the new website – the gallery of photographs really helps to show off the properties to their best advantage and there is plenty of room for description. The more you tell, the more you sell!

We think Aspects are a very approachable, friendly and professional company with lots of local knowledge and very attractive marketing tools. We have no hesitation in recommending them to other holiday home owners.”

**Pat & Bob Wallace**  
9 Piazza



## Contact

### telephone

01736 754242

### email

enq@aspects-holidays.co.uk

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