

# ADVERTISE WITH US

## Waters' Retreats @Hopton

*Owners helping owners to privately hire their Hopton holiday home*

### Your Hopton Holiday Home from Home

Offering a wide range of privately owned, modern, immaculately presented holiday homes at Hopton Holiday Village



There's a Waters' Retreat to suit every taste and budget. Book your holiday through us and you are guaranteed the personal touch.

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*As owners ourselves we understand the commitment required to successfully let your caravan. We are experienced in marketing and promotion and run several other successful customer focused businesses based in Norfolk, we also own two caravans, which we, of course, hire out at Hopton. Our attitude is hard working, professional, approachable and efficient with a priority in providing excellent customer service.*

## Thinking of hiring out your holiday home? Join us!

Our portfolio of Hopton holiday homes is rapidly growing and we already have a high number of returning guests. With holiday homes across the park we are seeing the benefits first hand of collectively promoting them together, which enables us to offer our guests a great choice of caravans, prices, facilities and dates.

Whether you want to hire out short term or for the whole of the season we can help promote your accommodation for the dates you want. No matter how many days your holiday home is available with us, every one of

Waters' Retreats will receive the same level of marketing. Even if you want to carry out your own marketing we will work together with you to ensure that you obtain the maximum amount of bookings throughout the year. Simply let us know that you have a booking and we will no longer offer those dates on our website.

However you want to hire out your Hopton holiday home we can help – we offer two services for owners to choose from, depending on the level of commitment you want to make.

## FLEXIBLE MARKETING SERVICE

*Our Flexible Marketing Service is ideal for owners looking to provide a level of commitment to guests and those happy to arrange for their own cleaning and handle the arrival and departures of guests. This services works well alongside an owners' private marketing and hire arrangements.*

*We charge £35 per booking achieved and include the following:-*

- Professionally prepared listing on our Search Engine Optimised (SEO) website ([www.watersretreatsathopton.com](http://www.watersretreatsathopton.com))
- Professionally prepared listing on key booking websites such as Caravans 365, Rentmycaravan and UKCaravans4Hire
- Marketing of your holiday home in all of our marketing campaigns and cross promotion with Broadland Day Boats including attendance at local events
- Regular promotion on all our social media platforms
- A full enquiry service for customers including professional quotations
- Handling all bookings, administration and collection and retainment of secure payments via our state of the art booking software package and approved Client Account
- Collect security deposits to ensure against damage and breakages
- Notify you of all bookings with booking details so that you can prepare your holiday home for the arrival of our guests (please note that you need to arrange for the cleaning to be carried out by your nominated housekeeper and make your own arrangements for the arrival and departure of guests who will be advised by us at the time of booking that they are staying in an owner managed holiday home)
- A professional "Caravan for Hire" window sticker
- Automatic inclusion in the national GuestScan scheme so we can check your guests before they check in and the provision of small stickers to use in your holiday home
- Offer guests discounted day boat or canoe hire with our sister company Broadland Day Boats on the Norfolk Broads
- Inclusion in the independent Upfront Review scheme, which automatically sends a questionnaire to guests once they have departed asking for their honest review of their stay.

*Optional Chargeable Service (included in the Full Management Service):-*

- Guest Toiletries
- Signage (ie no smoking, maximum occupancy etc)
- Welcome tray (including tea, coffee, juice and biscuits)
- Welcome folder for the provision of park information, discount cards and tourist information

Have a happy Hopton holiday.

Come and stay.

[www.watersretreatsathopton.com](http://www.watersretreatsathopton.com)

*Ideal for those owners looking to commit to assisting guests, arranging their own cleaner and handling the arrival and departure of guests.*

## FULL MANAGEMENT SERVICE

*Our Full Management Services provides ALL of the marketing and promotion available on the Flexible Marketing Booking Service but includes a wide range of extras to ensure that you don't have to spend time maximizing the rental potential of your Hopton holiday home or provide any extras.*

*We charge just £85 per booking and include the following:-*

- Provision of all bed linen (we do ask that you supply duvets and pillows)
- Internal cleaning after guests departure
- Personal meet and greet of all guests
- Personal collection of keys upon departure
- Items available for your guests to hire such as hire chairs, travel cots and bed guards
- Provision of a range of special pre-bookable options for guests such as staples pack, celebratory pack, flowers, breakfast provisions
- 24 hour contact number for both you and your guests
- Arrange for any damage, breakages (accidental or otherwise) to be rectified as soon as possible (some charges may apply)
- Provision of supplies including:-
  - Toiletries for guests
  - Hand towels
  - Tea towels
  - Bath mats
  - Toilet rolls (one per bathroom per booking)
  - Signage, such as no smoking, maximum occupancy, no pets etc
  - Welcome tray including tea, coffee, juice and biscuits
  - Welcome folder including local information, discount cards and tourist information

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*Ideal for owners looking to privately hire without any outlay and be secure in the knowledge that our experienced team will take care of everything.*



## Frequently Asked Questions

*There's always lots of questions asked by owners considering private hire and we're pretty sure we've heard just about every one of them but read on and if there's something you've thought of that isn't answered in these pages then please get in touch. We are here to help you every step of the way and help to reassure you're making the right decision.*

**WHEN DO WE GET PAID?** The all important question! We can either pay the balances from all holidays taken by our guests by bank transfer or send you a cheque. This will usually be available on or around the 25<sup>th</sup> of every month for holidays completed (and guests departed) within the previous month. We will forward you the full amount less our fees and you will be notified by email and sent a statement for your records.

**WHAT HAPPENS IF A GUEST BREAKS SOMETHING?** Whilst accidents do happen, malicious damage should not and we always hold a £100 security deposit from every guest. If there has been any damage reported from our team of cleaners (or yours, if you are handling this yourself) then a portion is retained to cover the cost to replace or rectify.

**DO YOU CHECK GUESTS?** Unfortunately, we cannot vet all guests, however, we have signed up to GuestScan, which is a national scheme that automatically reads our database of guests as soon as they enquire or make a booking and checks against any recorded disputes, bad behaviour etc. from other accommodation providers in the scheme. We offer all our owners small stickers with the GuestScan logo on, this can be displayed to show that we are part of the scheme.

**DO WE HAVE TO SIGN UP FOR A MINIMUM PERIOD?** Absolutely not and we have some owners who only make their holiday home available for several weeks in the year. You can remove your caravan from our marketing at any time, although we do ask that you honour all bookings we have accepted on your behalf. We do reserve the right to charge an administration fee of £60 if you choose to leave us - this helps to cover our incurred marketing costs.

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**CAN WE RENT OUT PRIVATELY AND STILL USE YOUR SERVICES?** Yes, of course! We understand that some owners like to get involved and market their own caravan and that's perfectly acceptable by us! However, it is crucial that you ensure that we are kept up to date of any unavailable dates to reduce the risk of double booking.

**CAN WE STILL USE OUR CARAVAN?** Absolutely – even if it is a date that you have previously given us to market if we haven't received a booking you are free to use it! All we ask is that you let us know by email that you will be staying on the park. We will block off the dates on our booking system so that they are no longer available for the public to book.

**CAN WE LEAVE OUR PERSONAL ITEMS ON DISPLAY?** Many of our owners like to leave personal ornaments and items for guests. It makes for a more homely atmosphere and is much appreciated. We would advise that you don't leave anything of value incase it gets broken or mislaid but please note that any personal hygiene items (such as toothbrushes, razors etc) and any food (either in the cupboards, fridge or freezer) should not be left.

**SHOULD WE CLEAN BEFORE WE LEAVE?** **(Management Service Only)** Yes, please! We ask that you leave it in a clean and presentable condition so that all our team have to do is "prep" and make beds. If the team find that there is additional cleaning required to make it ready for guests then we will, unfortunately, have to charge.

**DO YOU PROVIDE A PERSONAL CHECK IN SERVICE?** If you choose the Management Service our Park Supervisor will meet and greet all guests. She will show them to the caravan when they arrive and go through how things like the heating works. On departure day she will also collect the keys personally at the caravan. We find that guests love the personal service that we offer.

**WE HAVE OUR OWN CLEANER, CAN WE STILL ADVERTISE WITH YOU?** If you would prefer to use your own cleaner, are happy to spend some time administering the bookings and arranging for your own arrival and departure procedures we would advise that you choose the Flexible Marketing Service. We can carry out the marketing and bookings for you, collect monies and give guests their arrival details, which will either be

the details of a key safe that you provide or your own representative who will greet them on the day. We would encourage you to provide an information sheet in the caravan so that they have a point of contact during their stay as we do not offer 24 hours assistance to guests or owners on this particular service.

**SHOULD WE LEAVE CLEANING ITEMS FOR GUESTS?** In our experience, if guests are provided with cleaning items they are more likely to leave it clean but obviously the choice is yours.

**HOW DO WE GET NOTIFIED OF A BOOKING?** Our fully automated booking system (SuperControl) will send you an email confirming that a booking has been received for your caravan. It will usually say "provisional" which simply means that the booking has been received. It wont change to a confirmed booking until we have received a deposit/full payment for the holiday but you can check the status of any booking at any time by logging into the system. You will be issued with a username and password once you have signed up for our marketing.

**WHAT ADDITIONAL ITEMS WOULD YOU SUGGEST WE LEAVE FOR GUESTS?** Guests love the extras left by owners, which help make it home from home during their stay. Some of our owners leave items such as BBQs, beach toys, slow cookers, golf clubs and umbrellas, which are warmly welcomed. We would advise items that help clean such as iron and ironing board, vacuum cleaner and, to keep the kids happy, toys and games. Books, DVDs, even old magazines (as long as they are in good condition) all go a long way to making a stay as comfortable as possible.

**WHERE DO YOU ADVERTISE?** Our website is extremely popular and we regularly update our social media with news and updates. We also undertake external advertising on some of the biggest caravan holiday websites such as ukcaravans4hire as well as advertising at local events and areas with excellent visitor footfall.

**WHAT HAPPENS IN THE EVENT OF A COMPLAINT?** If a guest complains about any aspect of the caravan or items within it we will always liaise with you. For owners on the *FLEXIBLE MARKETING SERVICE* we will pass on the complaint directly to you for response. Owners on our *MANAGEMENT SERVICE* will be notified and we will handle all correspondence and try to bring the complaint to a satisfactory conclusion.

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If you have a complaint about any of our services or procedures we would ask that you put it in writing. We believe that communication is key so we would urge you to contact us straight away to rectify any issue. Whilst we strive for perfection, mistakes can happen but we will always act upon any issues immediately.

**DO GUESTS LEAVE REVIEWS?** Yes and we find that they are an important aspect to ensure that we constantly strive to exceed customers expectations in the future as well as providing great feedback to potential guests. We work with an independent company called UpFront Reviews who contact guests by email after departure asking for their opinion on various aspects of their holiday. The reviews are then published on the UpFront Review website as well as ours. We always forward a copy of completed questionnaires to owners and are given 48 hours before the results go live to make any comments. For example, if we felt that a guest had made comments which were not justified we can provide our comments, which are viewable to the public.

**CAN WE OFFER OUT OF SEASON OR XMAS**

**BREAKS?** Yes! Whilst demand is very low because the park is shut we do have guests wanting accommodation out of season. These types of breaks are more popular with guests wanting a quiet break or those wanting low priced accommodation whilst visiting friends or family locally.

**SHOULD WE ALLOW DOGS?** The choice is yours but we have a huge number of potential guests looking for good quality caravan accommodation who want to bring their dogs with them. To date, we have not had a single problem with any of the dogs who have stayed with us and some of our most popular caravans are those that allow dogs. We charge the guests an additional fee of £20 per dog which is naturally passed on to the owners.

**WHO SETS THE PRICES?** You! We believe your holiday home should be marketed at the price you want. That doesn't mean that we can't or wont help you, simply that if you have a set price in mind then we'll be happy to use that. Although we will advise if we don't think it is achievable or too low. We like to work together with owners and are always happy to listen to their needs.

**DO YOU OFFER DISCOUNTS FOR GUESTS?** We like to encourage repeat bookings and offer all our guests a £20 loyalty discount. This is deducted from the hire charge and is applicable to any guests who have stayed with Waters' Retreats within the last 12 months but not necessarily in the same accommodation. Owners can, of course, decide to opt out of this discount – just let us know so we can ensure that returning guests aren't offered the option of booking your holiday home at the lower price. We can also offer discounts on certain dates or late availability – again, just let us know and we can carry out some additional marketing.

**DO YOU OFFER OTHER SERVICES?** Yes, we can usually arrange most things for owners including external cleans (eg decking or patio cleaning), deep cleans, (such as carpet or upholstery cleans), gas tests, drain downs or repairs. Prices available upon request.

**WE HAVE SPECIFIC REQUESTS FOR OUR CARAVAN – CAN YOU HELP?** We will always try our very best to accommodate any specific requests you have. For instance, if you would like us to ensure that your curtains are always closed when the caravan is left empty then please let us know.



## HOW DO WE SIGN UP WITH YOU?

*So, you've decided to join us and use our marketing services*

**WELCOME!**

We will ask you to complete our Listing Agreement with details about your holiday home and the items you include so that we can use the information on our website and in our marketing. This includes details of the prices and dates you would like to make available. We also request that you complete our Marketing Agreement.

Once both these items have been returned to us we can arrange to visit your caravan to take both internal and external pictures. Ideally, we would like the caravan looking its best to encourage bookings so it would be beneficial if it could be ready for pictures before we arrive. Alternatively, we often find that owners have some particularly nice photographs that they have taken so we are more than happy to use yours if you would prefer. We can usually get your caravan live on the website and ready to start taking bookings within 24 hours of our visit.

If you have chosen our Management Service then we require two sets of keys. One is kept in our office as a master set and the other is kept by our Park Supervisor and used by the cleaners and guests.

Once the listing is live you will be issued with login details for our booking system, SuperControl. This is where you will be able to view dates of any bookings that we receive for you. The system will also automatically email you once a booking has been received.

*If you have any further questions or would like to discuss our services*

*further please do not hesitate to contact us.*

## WHO ARE WE?

*Pam Waters* started the business several years ago after she purchased a Hopton holiday home with her husband, Tim. Initially planning on renting through Haven they ended up privately hiring and found that the caravan was getting so booked up that there wasn't any free time for the family to use it, so bought another one and rented it full time. It was such a big hit that other owners approached her asking for help in marketing their caravans and Waters' Retreats was born. Over the years it has grown extensively and continues to thrive. Pam owns and operates several other successful businesses including Broadland Yacht Brokers, Broadland Management Services and Broadland Day Boats. Pam can be contacted on 01692 631239 (office hours) or 07515 904946, alternatively email [pam@broadlandmanagementservices.co.uk](mailto:pam@broadlandmanagementservices.co.uk)



*Friendly, professional team – we're here to help*



*Jo Thurling* joined us in 2016 as the business began to grow. With a background in banking and hospitality she brings a wealth of invaluable experience to Waters' Retreats. Working on a part time basis she looks after our bookings, payments and arranges owners' invoices. Jo can be contacted on 01692 631239 (office hours) or by email [jo@broadlandmanagementservices.co.uk](mailto:jo@broadlandmanagementservices.co.uk)

*Tracey* joined us in the middle of the 2017 season and we are really glad that she did! Taking over the role of Park Supervisor she heads up the cleaning team, handles all the linen and looks after all our management caravans. It's Tracey that meets and greets all our guests as well as checking them out on departure day. She can be contacted through the office (01692 631239).

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*Waters' Retreats offer a wide range of immaculately presented static holiday homes for hire on the award winning Haven Hopton Holiday Village. Privately owned and offering the personal touch, great customer service and with a range of complimentary extras not found in Haven hire caravans.*

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## WATERS' RETREATS @HOPTON

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