

Claire Anthony HOMES

OWNER'S BROCHURE



WWW.CLAIREANTHONYHOMES.COM

ABOUT US

Hello and thank you for your interest in Claire Anthony Homes. My name is Nina and alongside Derek, we are the owners of Claire Anthony Homes. We are a father-daughter team; I handle most of the day-to-day operational management while Derek provides advice and oversees the business's back-end operations, including future marketing and sales.



After receiving a rather impersonal and frustrating management service from one of our now-larger competitors:

- Low bookings
- Expensive management fees
- Not managing to speak to someone who knew us or our property
- Double and even triple bookings
- Maintenance issues not being relayed
- Parties being thrown and annoying our neighbours
- Cleaners not being notified or paid for changeovers.


We decided to found the company in 2021. We took on the challenge of managing our own property, and since then, we've assisted a select few others in doing the same. Our team has gradually expanded as we have prioritised excellence over growth.

Although we are constantly searching for new properties, keeping our portfolio small allows us to provide the high level of service that each guest and owner expects. We work hard to develop strong bonds with each of our owners, making communication easy and stress-free.

Claire Anthony Homes is a small, family-run business offering a truly personal service that larger agencies often miss. We commit to looking after your home as if it were our own, whilst also finding considerate and lovely guests to fill your calendar all year long.

We hope we can welcome you to the team soon.

*Nina
& Derek*

A background image of a living room. On the left is a fireplace with a dark mantel. In the center is a wooden coffee table with a glass top. To the right is a tufted armchair with a cushion featuring a pinecone design. A large window with a diamond-patterned leaded glass pane is on the far right. A small lamp is visible on a shelf in the background.

We've been around the houses with multiple other agents before finding Claire Anthony Homes who have done a great job of demonstrating how managing holiday lets should be done. They are efficient, organised, anticipate problems and have a sense of humour. So nice to be dealing with people as opposed to a computer system.

- David

A Service That's Tailored To You

Your home is important to you. We want to make sure it is taken care of just like you would.

I personally inspect each property before we take it on. I like to spend time with the owners to get a better idea of how things should be presented, maintained, and if the house has any unique quirks that we might need to explain to guests. We then carry out routine checks on a regular basis to make sure that all cleaners and handymen maintain our very high standards. To continue to provide the next guest with the best possible experience, we are constantly providing the owners with feedback from ourselves, the cleaners, and the guests about minor improvements that could be made.

For me to provide our lovely guests with precise and accurate information, I like to make sure I am an expert on the property and the surrounding area. This enables us to personalise recommendations for future guests, ensuring that they have the best stay possible and leave glowing reviews to encourage future bookings!

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Absolutely beautiful, everything we could have wanted and more. Nina and Steph have thought of everything. Décor was absolutely beautiful and unusual. The hosts were so kind and friendly in communication. 5-star accommodation and hosts. We will definitely be back.

Morag, stayed in April 2023



We are always the first point of contact. For guests before and during their stay, for cleaners and for handymen. We prioritise having someone on call 24/7 should any issues arise. Most problems we face are trivial and can be sorted over the phone. However, we do ask you to have a local contact should someone need to come and help in person. We manage 99% of all communication so you are only contacted when we need specific permission or to inform you of a situation. We do ask that two lockboxes be installed at the property, the second used as a backup should guests lock themselves out at 3am!



”

I've been a client of Claire Anthony Homes now for around 15 months. I would highly recommend Nina and her team to anyone looking to short-term let their properties. I've had my holiday rental business for 15 years and the two previous agents did not perform anyway near as well as Claire Anthony Homes. The quick response to any situation that arises has always been straightforward and none problematic. The communication between myself and the agents is second to none. I can't praise Nina and her team highly enough. I will be looking to expand my business due to the confidence I have in working with them. Please feel free to call or email me if you would like any further assurance on working with Claire Anthony Homes.

-Suzanne



Meet The Team



Nina Gray
Managing Director

I have a background in management in the film and TV industry, working as an assistant director. I travelled a lot with work living in many serviced accommodations across the UK, I know first-hand what makes a property feel like home. I have a real love for interior design and marketing through photography and videography. Combining both my love of interiors with my love of filmmaking. Whilst those are my passions my real talent has always come from management. I'm based in Glasgow but am often on the road visiting lots of lovely houses.



Derek Gray
Managing Director

Derek has a very strong background in business. After running his own successful company in agriculture for 10+ years his business was bought out in 2020. He reinvested in property, his first being Clovelly House which kickstarted Claire Anthony Homes.



Stephanie Lloyd
Property Manager

Steph is our newest member of the team. In 2021 she completed her qualification in Residential Letting and Property Management. Steph works from her home in Doncaster and is a warm and friendly first point of contact for guests. Between Steph and myself, we ensure someone is always available for guests should they need it.



What's Included with CA Homes' Full Management Package?

Marketing

Marketing on all relevant platforms: Airbnb, Booking.com, Vrbo, Cottages.com, Instagram, Facebook and our own website.

Maintenance and Safety

Arranging any maintenance or safety checks on your behalf, ensuring the property remains to a high standard for guests.

Securing Bookings

Securing bookings, collecting funds, arranging access, liaising with guests, and providing them with information about the accommodation and surrounding area.

Managing Money

Collecting funds from guests, arranging payment for suppliers/cleaners and paying booking and commission fees.

Changeovers

Arranging changeovers with cleaners or yourselves to ensure the schedule runs smoothly. Dealing with any issues that may arise or items guests have left behind.

Commission

Our commission is charged on the Net Income from the booking channel. Phone us today to discuss our very competitive rate, on: 07470037219

The best thing about dealing with Claire Anthony Homes is that when I phone it doesn't matter who picks up, they know instantly it's me and everything about my property. My bookings are significantly higher since joining them. This is as close as you can get to serviced accommodation ownership.

The Next Step...

After speaking to us on the phone and agreeing to proceed forward, I will personally arrange a visit to the property. This is a great opportunity for me to get to know yourselves or any cleaners and handymen that work on maintaining the property. I'll do a full inspection which allows us to be able to create detailed and accurate adverts and guides for guests. I'll also recommend if there's anything worth adding to the property to attract more bookings or to comply with licences and safety guidelines.

If you are currently with another agency then we can discuss a crossover period, selecting an agreed date that our adverts will go live.



Estimated Income

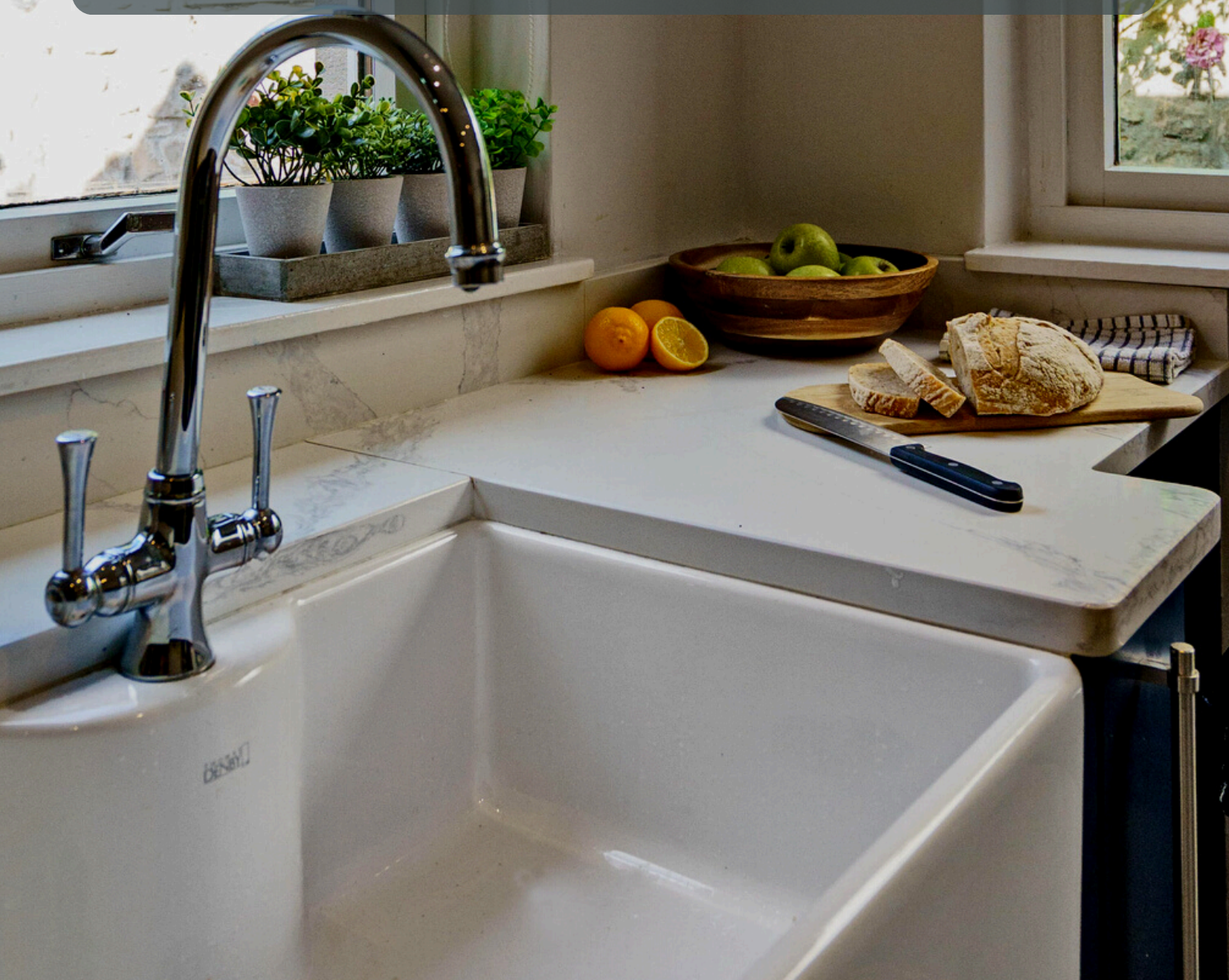
Once I've visited the property and researched the demand and local area, we will be able to discuss a minimum and maximum nightly rate. The majority of our platforms give you the option to add a cleaning fee; depending on the size of the property, I can advise what would be a reasonable charge. Even if you do the cleaning yourself, we know that washing linen is expensive and that your time is valuable. This is also a good time to talk about the minimum length of stay, which is typically 2 or 3 nights.

We believe in complete transparency and are happy to make changes as we go if necessary.

Photography

When marketing your property professional photos are our strongest tool. In fact, many guests book without fully reading the advert. Good photos will boost your bookings immensely. If you don't have professional photographs of your home, I can arrange for a photo shoot on your behalf. If required, I can attend the shoot to dress and stage the home properly. This includes setting tables, stacking logs, adding fresh flowers, fruit or even some wellies to the back of the shot. If you're pet friendly, my dog Finlay (an adorable cockapoo) can feature as a model and capture the hearts of future guests.

Depending on the size of the home and location, you can expect the photographer to cost between £250 and £450, this is paid directly to them.



Our Marketing Strategy

Once we have onboarded your property, an advert will be created for our main website. This is then synced to all major UK booking sites ensuring your home receives maximum visibility.

Partner Platforms

- Claire Anthony Homes
- Airbnb
- Booking.com
- Cottages.com
- VrBo
- Visit Scotland
- Trip Advisor
- Comfy Workers
- And more!

Social Media

We then use Facebook and Instagram to boost our direct bookings and last-minute availability. This is a great way to reach out to local groups such as walkers or golfers for upcoming trips. As well as keeping old guests in the loop should they wish to stay again.

We also work with a range of companies offering business stays which often bring brilliant repeat bookings usually during offseason. With my connections in the film industry, we often accommodate cast and crew travelling to local areas for location filming work.

Reviews and Vistability

We work extremely hard to continue receiving brilliant reviews. Reviews create a huge amount of trust between past guests and future guests. We have had our Airbnb Superhost status for over a year now as well as receiving awards on Booking.com. This helps the algorithm prioritise our adverts to ensure your property pops up first when people want to stay in the area.



You're a Superhost!

4.9 ★

Overall rating
Criteria: 4.8

✓ Doing great!

100%

Response rate
Criteria: 90%

✓ Doing great!

276

Stays, 937 nights
Criteria: 10 completed stays
or 100 nights over 3+ stays

✓ Doing great!

0.0%

Cancellation rate
Criteria: Less than 1.0%

✓ Doing great!

Very professional and friendly at the same time. Great communication and always on time. Wouldn't hesitate to recommend to anyone.

-Damian

Contact us

If you're wanting to discuss your property or have any further questions, please reach out to me directly over the phone or via email. We're always happy to help!

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www.claireanthonyhomes.com



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