

OWNER'S GUIDE

# Your Property. Its Potential. Our Expertise.

A complete guide to holiday letting  
on the Isle of Wight — from one  
beautiful bedroom to a country estate.

INSPIRATION | PRACTICAL ADVICE  
REAL OPPORTUNITIES

BEAUTIFUL  
STAYS.  
BRIGHTER  
POSSIBILITIES.

## 01 / WELCOME

# A home for every kind of stay

*A thoughtful approach to holiday letting*

**THE OPPORTUNITY**

A spare room with a lovely view. A peaceful garden annexe. A much-loved coastal cottage. Or a remarkable country estate. There is no single definition of a wonderful place to stay.

**OUR PHILOSOPHY**

At Alder & Vale, we believe every property deserves exceptional care. The right guests, honest presentation, reliable standards and attentive service matter more than square footage.

**WHERE WE BEGIN**

We start by understanding your property, your goals and how involved you would like to be. Then we explore whether holiday letting could be a good fit.

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*FROM ONE BEAUTIFUL BEDROOM TO AN ENTIRE COUNTRY ESTATE.*

## 02 / THE COLLECTION

# Every space has potential

*Different properties. One standard of care.*

**PRIVATE ROOMS**

A welcoming bedroom within a host's home. We make shared facilities, privacy, host presence and house rules clear from the start.

**STUDIOS & ANNEXES**

An independent or semi-independent space, ideal for visitors who value a little more freedom.

**HOLIDAY HOMES**

Cottages, apartments and family houses for memorable breaks, with carefully described facilities and guest capacity.

**SIGNATURE PROPERTIES**

Distinctive larger homes and estates, requiring a considered approach to guest expectations, upkeep and presentation.

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*THE BEST STAYS ARE THOUGHTFUL, NOT NECESSARILY EXPENSIVE.*

## 03 / YOUR POTENTIAL

# What could you earn?

*Understanding the numbers behind a successful stay*

**START WITH REALISTIC ASSUMPTIONS**

Location, seasonality, accommodation type, amenities, pricing and availability all influence bookings. A high nightly rate is not the same as high annual income.

**A SIMPLE ILLUSTRATION**

At £65 per night and 12 booked nights per month, a room would generate £780 in monthly gross accommodation receipts — £9,360 across a full year.

**KNOW YOUR ACTUAL RETURN**

From gross receipts, account for management commission, cleaning and laundry, booking platform fees, utilities, maintenance, insurance and tax as applicable.

**MAKE IT PERSONAL**

Our website income estimator is a starting point. A tailored conversation can help assess the opportunities and responsibilities for your particular property.

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*GOOD DECISIONS BEGIN WITH CLEAR FIGURES.*

## 04 / PROPERTY READINESS

# Beautifully prepared

*The details that make guests feel welcome*

**SAFE & COMPLIANT**

Check relevant safety duties, suitable insurance and any permissions required before accepting bookings.

**CLEAN & COMFORTABLE**

Provide a good mattress, fresh linen, hygienic facilities, reliable hot water, heating and working essentials.

**CLEAR & HONEST**

Describe the property accurately — including accessibility, pets, parking, shared facilities and whether a host lives on site.

**READY FOR ARRIVAL**

Agree check-in arrangements, provide useful house information and make sure guests know how to obtain help.

**CONSISTENCY MATTERS**

A single well-prepared room deserves the same attention to guest comfort as a substantial holiday home.

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*EVERY STAY SHOULD FEEL CONSIDERED.*

## 05 / THE ESSENTIALS

# What owners need to know

*The right preparation protects everyone*

**PERMISSIONS & PROPERTY TERMS**

Check your mortgage, tenancy or lease, freeholder requirements and any relevant planning restrictions.

**SAFETY & PROTECTION**

Fire safety obligations can apply to paying guest accommodation, including rooms in a home. Consider gas, electrical and carbon monoxide requirements, as applicable, and appropriate insurance.

**TAX & LOCAL CHARGES**

The tax position for a room in your main residence can differ from that of a separate holiday property. Check eligibility for the Rent a Room Scheme, council tax or business rates.

**STAY UP TO DATE**

Rules and registration requirements can change. Obtain specialist advice where needed; owners must ensure their property meets applicable legal obligations.

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*WE'LL HELP YOU ASK THE RIGHT QUESTIONS.*

## 06 / HOW WE HELP

# Support on your terms

*A practical service built around the owner*

**BOOKINGS ONLY**

For owners who enjoy hosting and prefer to manage cleaning, access and on-site arrangements themselves. Proposed support includes professional listing presentation and booking administration.

**BOOKINGS & HOUSEKEEPING**

For owners seeking additional help, we can explore cleaning coordination and guest preparation through trusted local partners, subject to availability.

**A TAILORED PROPOSAL**

Responsibilities, service scope, commission and extra charges are agreed in writing before work begins. Full management is not assumed or promised as standard.

**THE SAME CARE, APPROPRIATELY DELIVERED**

One room and a large estate have different operating needs. Our service should reflect those differences while maintaining consistent standards.

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*PERSONAL SERVICE. CLEAR EXPECTATIONS.*

## 07 / OUR APPROACH

# Marketing with purpose

*Helping the right guests discover your property*

**A BEAUTIFUL FIRST IMPRESSION**

Thoughtful photography, well-written descriptions and accurate listing details help visitors imagine their stay.

**MORE THAN A LISTING**

We aim to combine accommodation discovery with useful Isle of Wight inspiration, seasonal stories and clear guest information.

**BUILDING LASTING VALUE**

Excellent stays encourage recommendations and returning visitors. We want owners to benefit from an enduring, trusted accommodation brand.

**NO EMPTY PROMISES**

Marketing creates opportunities, not guaranteed occupancy. We will discuss realistic expectations and report clearly on results as our services develop.

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*BEAUTIFUL STAYS BEGIN WITH A GOOD STORY.*

## 08 / YOUR NEXT CHAPTER

# Let's explore what's possible

*Your property. Your ambitions. A conversation.*

**01 — TELL US ABOUT YOUR PROPERTY**

Share its location, accommodation type, facilities and what you would like to achieve.

**02 — EXPLORE ITS POTENTIAL**

Discuss likely demand, preparation, management preferences and a realistic financial picture.

**03 — AGREE THE DETAILS**

Confirm requirements, responsibilities, services and fees before any listing goes live.

**04 — WELCOME YOUR GUESTS**

Prepare an accurate listing and establish dependable guest and property processes.

**START WITH A CONVERSATION**

Visit Alder & Vale online to explore our property income estimator and request a personalised assessment.

General introductory information only, not legal, tax, safety or financial advice. Services are subject to confirmation.

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*EVERY PROPERTY MATTERS. EVERY STAY COUNTS.*