



Brackenborough
LAKES RESORT

Sublet Scheme & Flexi Scheme

Exclusive Service for Lodge Owners 2022/2023

About Subletting

By using our Sublet scheme you can use your holiday home as little or as often as you want whilst making money towards some or all of your running costs.

At Brackenborough Lakes Resort we are more than a 'middle-man'. We are committed to delivering a 5-star sublet service to ensure we maximise your earning potential and look after your holiday home investment lifestyle.



What We Do

Our team at Brackenborough Lakes Resort will advertise your holiday home for you, removing all the hassle that comes with subletting your holiday home. Included in our sublet management we ensure the following;

- We monitor demand and analyse booking trends to maximise the occupancy and revenue of your lodge.
- Full booking management.
- Marketing of your lodge on 3rd party partnerships like Booking.com/Classic British etc.
- We have a dedicated sublet team to look after your lodge and your guests during their stay.
- 24 hour guest services.
- We implement procedures to ensure your lodge is in pristine condition throughout your sublet period. These include, Cleaning of your lodge, all linen, hot tub maintenance (drop, clean, refill, chemical, testing), welcome packs, pre and post lodge inventory checks.
- Managing all Payments. Such as taking a customer pre-authorisation prior to their access to your lodge to cover any accidental damages.
- Landscaped grounds.
- Security.
- Repair Plan – We will repair or replace any missing items up to a value of £150 such as crockery, glassware under our sublet scheme.
- Quarterly report on the performance of your holiday home.

We will also manage the key handling, take all booking enquiries, clean your home and have it ready for either yourself or one of your guests to enjoy their hassle free break.

We conduct pre – changeover checks, ensuring everything is present and correct and that all light bulbs, gas and electricity are working.





How Much Can I Earn?

Your earnings will reflect the amount of time you use your Holiday Home and the time of the year you wish to let it out. Peak weeks such as half terms, summer holidays and long bank holidays will bring the best return of Investment.

However we work with you to develop a letting approach that works for you and your needs.

Earning Potential

Below is a typical example of how easy it can be to retrieve your running costs on a 2-bedroom Silver Birch Lodge

Gross Turnover	£45,000.00	84%
Commission @18% Ex Vat	£8,100.00	
Costs Ex VAT	£10,660.00	
10% management fee Ex VAT	£4,500.00	
VAT – Costs, Commission, Management	£4,652.00	
Total After Costs, Commission, Management, VAT	£17088.00	
Based on 46-week sublet	£15116.31	
Based on Annual Sublet	£17088.00	
After Ground Fee On 46 Week Sublet	£13,088.00	
After Annual Ground Fee	£11,116.31	

Based on 2022 this returned an 9.7% return on investment

- Costs include – linen, cleaning, hot tub clean and chemicals



Earning Potential

Below is a typical example of how easy it can be to retrieve your running costs on a 3-bedroom Woodbury Lodge

Gross Turnover	£48,000.00	84%
Commisson@18% Ex VAT	£8,640.00	
Costs Ex VAT	£13,260.00	
10% management Fee Ex VAT	£4,800.00	
VAT	£5340.00	
Total After Costs, Commission, Management, VAT	£15960.00	
Based on 46-week Sublet	£11663.08	
Based on Annual Sublet	£15960.00	
After Ground Fee On 46 Week Sublet	£7663.08	
After Annual Ground Fee	£15960.00	

Based on 2022 this returned an 7% return on investment



* Costs include – linen, cleaning, hot tub clean and chemicals, contribution to utilities

Calculating Your Earnings

Opposite is an overview of how we calculate your earnings.

PEAK SEASON
2 Bed - 1 Week Rental

Example figures based on August 2021

Price of Customers Holiday = £1680
Minus VAT (20%) @ = £1680 - £336 Vat = £1344

Cost & Maintenance

£98.40 Cost and maintenance fee will be charged including VAT per stay to cover all linen, cleaning and hot tub maintenance – drop, clean, refill, chemical dosing and testing, to ensure your lodge is in perfect condition ready to be sublet.

All costs are subject to increases. You will be notified of any changes in writing no less than 1 month before any increases are incurred.

Management Fee and Booking Commission

£201.60 Management Fee of 10% plus Vat. Our team of revenue specialists manage your booking, analysing booking trends and flexing rates to ensure your lodge is booked for the best rate for that time of the year.

18% Commission is paid as our route to market, utilising market leading companies like Booking.com etc. @ £302.40

TOTAL

After Charges, A customer will be credited £741.60 for a 7 night stay

Calculating Your Earnings

Opposite is an overview of how we calculate your earnings.

OFF SEASON
2 bed - 3 Night Stay

Example figures based on March 2021

Price of Customers Holiday = £400
Minus VAT (20%) @ = £400 - £80 Vat = £320

Cost & Maintenance

£98.40 Cost and maintenance fee will be charged including VAT per stay to cover all linen, cleaning and hot tub maintenance – drop, clean, refill, chemical dosing and testing, to ensure your lodge is in perfect condition ready to be sublet.

All costs are subject to increases. You will be notified of any changes in writing no less than 1 month before any increases are incurred.

Management Fee and Booking Commission

£48 Management Fee at 10% plus vat. Our team of revenue specialist manage your booking, analysing booking trends and flexing rates to ensure your lodge is booked for the best rate for that time of the year.

18% Commission is paid as our route to market, utilising market leading companies like Booking.com etc. @ £72.00

TOTAL

After Charges, A customer will be credited £101.60 for a 3 night stay

50/50 Flexi Sublet Option

How does it work?

A flexible approach to maximize your holiday dates and benefit from a managed sublet rental income. We manage all your marketing, bookings, meet and greet, key handling, cleaning, linen change and post-rental checks to ensure your holiday home is looking perfect and ready for your next customer. After commission and costs, the remaining total is split 50/50 between us and you.

This scheme is ideal for someone looking to use their holiday home more than 20 weeks of the year.

Rental Return Average Per Month Based On A Silver Birch Lodge

- *Based on 3-night stay/ Weekend in 2021/2022
- January – Total Sales = £305.00
- -Costs £98.40
- -18% - 3rd Party Marketing Commission *booking.com £54.90
- = £151.70 shared 50/50
- Balance to customer = £75.85

- August – Total Sales = £899.00
- -Costs £98.40
- -18% - 3rd Party Marketing Commission *booking.com £161.82
- = £638.78 Shared 50/50
- Balance to customer = £319.39



No Hidden Charges 2022/2023

Linen

2 Bed - £22

3 bed - £32

Clean

Full lodge clean & Lodge inventory/maintenance check,
2 Bed - £35

3 Bed - £45

Hot Tub

Drop, clean, re-fill, chemical dosing, daily checks
£25

All costs are subject to VAT

Electricity Rate

(01.06.22) Day Charge 17.03p

Night Charge 12.915p

Gas Charged

5p over Market Value

Annual Fees

Rates

£250.00

Includes sewage and refuse collection

Site Fees

Non-Lake £4000

Lake View/Lake Side £5000

Insurance

Customer Own

All Prices are subject to change



Repair Plan

Subletting made worry free with our £150 repair plan.

Every lodge owner who signs up to one of our sublet schemes automatically benefits from our repair plan

In the event of intentional or accidental damage, we will always charge the guest, but should anything happen, and these costs cannot be recovered, Brackenborough Lakes Resort will replace these items, up to the value of £150.

The repair plan up to £150.00 includes cover for the following:

- Accidental crockery and glass wear damage.
- Light-Bulb Replacement during the sublet.
- Minor Repairs. (Less than ½ hour repair time & Subject to Park Managers discretion). Does not include additional callouts for Plumbers or Electricians.
- Essential deep cleaning required at the management discretion.

Excludes:

- Major electrical goods and white goods, the owner is responsible for the replacement.
- Annual wear and tear.
- Free standing furniture.



Sublet Terms & Conditions

Requirements	Cost	Details
Three sets of key	£7.00 per key	To be given to our Sublet team
Sublet Cleans	£98 Plus Vat	After your stay lodges will need to be prepared for subletting, we can organise this for you for £98 plus Vat. Adequate third-party liability insurance to cover any repairs that may arise. Documentation required prior to Sublet commence date. Minimum 2-million-pound Public liability.
Insurance		Gas Safety Test, Fire Extinguisher Test, must be checked annually
Gas and Fire Safety	Enquire with Lodge Aftercare	PAT testing must be completed every 3 years.
Electrical Safety (PAT TESTING)	Enquire with Lodge Aftercare	Should any unfortunate damage occur, or anything is stolen we will replace. If applicable these items will be covered by the repair plan up to £150.00.
Inventory and TVs		All Sublet Lodges will require a Lodge Subletting Pack. Includes 2 x TV 1 x 40 inch, 1 x 32inch. Full Crockery & Cutlery Pack, 1 x Cot, 1 x Iron, 1 x Ironing Board, Full kitchen package (knives, pans, serving trays etc) 1 x Kettle, 1 x Toaster, Microwave, Door mats, Full bedding Set – Pillows, Mattress protectors, Pillow protectors, duvets.
Subletting Inventory Pack	£3000	
Repairs		Repairs will be fixed, and you will be charged accordingly. If damage occurs or anything is stolen, we will replace and charge accordingly. Please note we will always try to recover funds for damages made by a customer, in the event this isn't possible you will be advised to claim through your insurance. Failure to repair/replace products that may affect the ability to sublet your lodge will incur penalty charges on lost revenue on booked business that cannot be serviced. Notice to remove from a sublet scheme will require 3 months written notice.



Owners Benefits

At Brackenborough Lakes Resort we offer a special membership for our owners...

Here are a just a few of what you can look forward to as an owner on our park.

- 15% Discounts in our on site restaurant & bar
- 10% Discount in our on site salon – Salon Carina
- 15% Discount in our other venues
- The Ashbourne Hotel, North Killingholme
- The Counting House Cocktail bar & Restaurant, Cleethorpes
- Discount on Louth Golf Club
- Discount on gym memberships
- Family function discounts including holiday breaks in our hotel and in our rental lodges
- Members only VIP events





Brackenborough
LAKES RESORT

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