



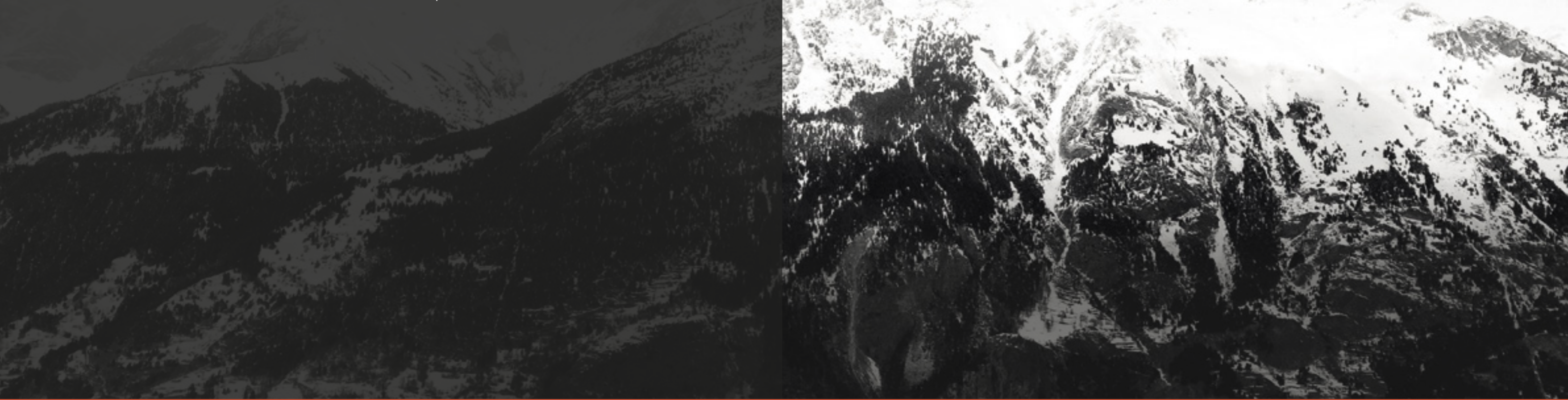
**CHALET and APARTMENT RENTALS**

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[www.meribel-chalets-apartments.com](http://www.meribel-chalets-apartments.com)  
[www.valthorens-chalets-apartments.com](http://www.valthorens-chalets-apartments.com)



# Owner's Manual

How we can help you achieve your goals





# About us

**Chalet and Apartment Rentals was established in 2009, our journey began in Courchevel and we have since expanded to Meribel and Val Thorens.**

Our business is run by an experienced, dedicated and passionate team who provide expert advice to property owners and holiday clients. Our core values are honesty, transparency and customer service. Due to this we have generated thousands of bookings for our owners and our business continues to grow every year.

We believe that owning and renting a property in a ski resort should be fun, financially rewarding and hassle-free. Our aim is to ensure owners maximise these benefits whilst retaining full control over their properties. Ski holidays are an extremely important break from people's hectic lives and we want our guests to

have the best possible experience in the mountains. We speak to every client to find out their definition of a perfect holiday and make recommendations based upon their requirements. We have built and maintained strong relationships with the best companies in resort and negotiated some of the best discounts for everything from ski hire to airport transfers.

Our partnerships ensure clients get great value and they remove a lot of the hassle that comes with booking a self-catered ski holiday. This encourages new clients to book with us as well as creating a strong repeat client base. All of our discounts are also available to our owners as well as their friends/family.



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## Why work with Chalet and Apartment Rentals

**Total flexibility and control** – We have no restrictions on when you can use your property, you are free to enjoy it whenever you please.

**Maximum exposure** – We work on a non-exclusive basis, you can promote your property on any other platform you desire however we usually outperform other available platforms.

**Hassle-free** - We manage everything from the initial enquiry to returning security deposits. All an owner needs to do is confirm their property is available at the agreed price.

**Risk free** – There are no fees to list on our website, we simply charge a commission when we successfully rent a property. Meaning you only ever pay for a successful service.

**Aligned interests** – As we work on a percentage commission basis our interests are totally aligned. Therefore, we maximise every sale and give the best advice.

**Meet financial goals** – Whether you want to generate as much revenue as possible, or just cover local taxes and charges. We can advise you on the correct pricing levels to meet your goals.

**Huge existing client base** – We have brought thousands of guests to the Three-Valleys and many return each year. Many of our clients enjoy booking different properties each visit meaning new owners will also benefit from our existing client base.

**Exploiting a huge market** – English-speaking rental demand is enormous across the Three-Valleys. However, there are limited options for owners to generate hassle-free revenue from this market. Our English websites attract an array of English speakers from across the globe.

**Local experts** – All of our team are passionate about skiing/ snowboarding and have lived in resort making us experts in the areas we work in. This passion, enthusiasm and local

knowledge is evident when we speak to clients and results in more bookings for our owners.

**High occupancy levels** – As we only generate revenue when we are successful, we are extremely pro-active in ensuring we sell as many weeks as possible for our owners. We often use special offers and discounts to help fill empty weeks and as we work on a percentage basis we are only incentivised to give advice that increases revenue. All decisions are made by owners.

**In resort staff** – During the winter season we are on call 24/7, if there is an issue with your property we liaise with cleaners/property managers/tradesmen to get issues resolved quickly.

**Targeted marketing** – We invest heavily in Google Adwords and as a result our website ranks very high on google. We therefore get a lot of traffic to our websites which translates to revenue for owners.

**Exclusive discounts** – We offer discounts on lift passes, equipment hire, ski lessons and airport transfers. Most companies take all the commission from their suppliers; we forward this on to our clients.

**Ethical** – Our website listings are very detailed with lots of photos, a virtual tour and floor plans. We ensure guests only book a property that is suited to their requirements. This results in high levels of customer satisfaction, more trust and more repeat business.

**Online booking system** – Our secure system allows clients to manage their booking, pay securely and order their lift passes. Our owners and their cleaners can log in to see up-to date information including bookings, the group make-up and room configurations.

**Strong Network** – We have a network of cleaners, property managers and tradesmen in resort who we can recommend to our owners.





# Owner's Journey

The following 8 simple steps explain fully how we can work together to maximise your financial returns, as well as your personal enjoyment, from your property.



**We are flexible and non-exclusive**  
 We only sell the weeks you want to make available, and you can promote your property on other platforms.

**No upfront Costs**  
 We only take commission when we take a rental booking. There are no other hidden costs or fees and it is easy and hassle free for you to list your property with us.

**Transparent and Honest**  
 All of our listings are very detailed and accurate. We aim to provide as much information as possible and speak to each of our clients to ensure the property is right for their group. Our listings also now include a Matterport virtual tour so our clients can look through the property before they book.



## Step 1: Initial Discussions and First Visit to Property

We believe it is important for you to have all the facts before renting your property with us. Before we sign a contract, a member of our team will meet you to discuss how we work. If you are not in resort, we can Skype or call you. We will;

- ✔ Gain an in depth understanding of what it is you would like to achieve from owning your property.
- ✔ If you are not in resort, organise a visit so our team can fully gauge your property and its features.



## Step 2: Expert Advice and Pricing

Setting the correct prices for your property is essential to generating target sales revenue. We will;

- ✔ Create a weekly pricing schedule showing your property's rental prospects and achievable earning potential.
- ✔ Provide recommendations on how to enhance your property to maximise future earnings.
- ✔ Help you build a relationship with our network of trusted tradespeople, who will ensure your property is well maintained.



## Step 3: Listing your Property

Transparency is at the core of our business. It is important for us to know every property individually, so we can recommend it to the right clients. We must also ensure our listings are accurate, so our clients know exactly what they are booking. We will visit your property again to complete the following;

- ✔ Create a detailed list of the property's features, unique selling points and benefits
- ✔ Take and enhance high-quality photographs.
- ✔ Bring your property to life with a Matterport Virtual Tour or promotional video.
- ✔ Produce a high-quality floor plan including bed configurations.
- ✔ Locate the property on Google Maps, and its proximity to local amenities and ski lifts.



## Step 4: Generating Enquiries and Sales



Once you have viewed and checked the listing, we ask you to sign our owner's agreement. We will then begin to actively promote your property.

We generate traffic and enquiries through various methods and platforms. Our main marketing expenditure is Google AdWords, we also use other local websites and social media.

When we receive an enquiry, we:

- ✔ Contact each client that enquires in order to gain a full understanding of their ideal holiday/property.
- ✔ Use our expert knowledge to make recommendations and convert the enquiries to sales for our owners.
- ✔ Confirm the gross price and availability with the owner before taking the reservation. We will usually finalise the booking within 48 hours. On receiving the deposit, we will confirm the reservation with you.

If sales are slow, we will:

- ✔ Recommend offers and sale boosting marketing techniques to ensure you make extra revenue from your property.
- ✔ Use special offer campaigns to maximise our sales and increase occupancy. It is completely optional for you to take part in our special offer campaigns.

## Step 5: Deposits and Pre-Arrival



Once the client has paid their final balance we take a pre-determined security deposit in order to protect owners, we then:

- ✔ Collect all the pre-arrival information from the client and make holiday extra recommendations.
- ✔ Send the client pre-arrival information including how to get to the property and what to do on arrival.
- ✔ Send your cleaner/property manager the booking information a week prior to the clients arrival, to allow them to prepare for the bed configurations and linen required.
- ✔ Deliver lift passes and check everything is ok with the property when the client arrives.

## Step 6: In Resort



We believe it is important that owners and clients feel reassured that their property/holiday is being cared for and someone is available in resort to visit the property should something go wrong.

If there are ever any issues we will:

- ✔ Contact you and/or your property manager immediately
- ✔ If a tradesman needs to be called out we will always confirm this with you first and you can instruct your property manager, or we can arrange this for you depending on your preference.
- ✔ In the case of absolute emergencies we will step in and make necessary arrangements to limit damage to your property and disruption to the client's holiday.

## Step 7: Post-Holiday Follow Up



After the clients leave we will:

- ✔ Liaise with the cleaner/property manager to check for issues with the property.
- ✔ When we have the all clear from the cleaner we will return the security deposit to the clients.

In the unlikely event that the property is damaged, we will:

- ✔ Ask your cleaner/property manager for photo evidence and an invoice for the damage.
- ✔ We will then contact the client on your behalf to confirm the deductions from their security deposit with documentary proof and justification. Funds will be deducted from the security deposit and included in your monthly payment.

## Step 8: Results



During the season we focus heavily on selling low weeks as well as peak weeks. We will:

- ✔ Constantly monitor prices and the amount of enquiries we are receiving for all of our properties.
- ✔ Monitor the market in order to remain competitive.
- ✔ When necessary we will contact you to invite you to take part in special offer campaigns to create interest and generate more revenue.

At the end of each month we will:

- ✔ Send you an Owners Payment Summary for all bookings finalised during that calendar month.
- ✔ You approve the figures, and we will transfer the funds to your bank account. Following approval this is done almost immediately.