

Staycations

by Unique



Airbnb Management Made Simple

Turn Your Property Into a Profitable Holiday Let

Let us handle your short-term lets while you enjoy hassle-free income

About Staycations By Unique

proudly part of Unique Estate Agency

Our Story

Suzanne Hedley is the founder and driving force behind the Unique group, combining strong mortgage expertise with a hands-on approach to leadership across all areas of the business.

Before launching her own company, Suzanne built an outstanding career as one of the UK's leading corporate mortgage advisors, known for her high level of service, knowledge, and consistent results. In 2014, she took the step into business ownership and founded Unique Mortgage & Life Solution, creating a more personal and client-focused mortgage and protection service.

Her success and reputation quickly led to expansion. In 2016, she launched Unique Estate Agency and Unique Lettings, broadening the business into a full property service covering sales, lettings, and financial advice under one brand.

Today, Suzanne continues to work actively as a mortgage advisor, supporting clients directly while also overseeing the smooth running of all four offices across the Fylde Coast. Her hands-on approach ensures that the same standards of care and professionalism are maintained throughout the entire group.

Alongside her professional life, Suzanne is also a proud mum of two children and enjoys spending time with her grandchildren. Family remains a big part of her life, and she values her time away from the business making memories with them.



Our Offices - Four Locations Across the Fylde Coast

We are proud to have four offices serving the local community, ensuring we are always accessible and able to provide a hands-on, local service wherever you are

- **Thornton** - Our head office on Victoria Road East
- **Fleetwood** - Serving the Fleetwood and surrounding areas
- **St Annes** - Covering Lytham St Annes and the South Fylde
- **Kirkham** - Our newest office, serving Kirkham and the rural Fylde



What We Offer

Unique Sales

Thinking of selling your home? Our experienced sales team offer a professional, proactive service to help you achieve the best possible price. From accurate market appraisals and high-quality marketing to skilled negotiation and sale progression, we handle every step with care. We understand that selling your home is one of the biggest decisions you'll make, and we're here to make it as smooth and stress-free as possible.

Unique Mortgage & Life Solution

Our dedicated mortgage team - Suzanne, Cara, and Lisa - offer expert, whole-of-market mortgage advice tailored to your individual circumstances. Whether you're a first-time buyer, looking to remortgage, or a buy-to-let investor expanding your portfolio, our advisors will search the market to find the most suitable deal for you. With decades of combined experience, you're in safe hands from application through to completion.

Unique Lettings

At Unique Lettings, we pride ourselves on delivering professional, reliable, and personable property management services across the North West. With offices in Fleetwood and St Annes, our dedicated team of six experienced professionals brings together over 50 years of combined experience within the property industry. Having successfully supported landlords and tenants for many years, expanding into Airbnb and serviced accommodation was the natural next step in our journey. Our extensive knowledge of property management, guest expectations, and local markets enables us to provide a seamless, hands-off experience for property owners while maximising occupancy, revenue, and guest satisfaction. Whether you're new to short-term lets or looking for expert management of an existing property, Unique Lettings offers a tailored, trusted service you can rely on.

Staycations

by Unique

Why choose to **Self Serviced Accommodation**?

We will manage it for you!

- ✓ Fully Managed Service
- ✓ Increased Income Potential
- ✓ Local, Experienced Team
- ✓ Hassle-Free Hosting



Professional Airbnb & Serviced Accommodation Management

Why Rent Short-Term Over Residential & Benefits for landlords!

Higher Earnings

Short-term lets typically earn 2-3x more than traditional rentals.

Long-Term Asset Growth

Short-term lets can add value and increase your ROI over time.

Maximise Occupancy

Appeal to business travellers, contractors, relocation stays and leisure guests.

No Tenant Headaches

We handle guest communication, cleaning, and maintenance.

Flexible Bookings

You're not tied into long-term tenancies.

Property Protection

We look after your property like it's our own.



- Guest marketing & booking management
- Check-in / check-out
- Professional cleaning & linen
- 24/7 guest support
- Property maintenance

- Want higher returns
- Prefer a hands-off approach
- Own a property in a high-demand area
- Want a trusted partner to manage it all
- Regular reporting & income updates

What We Do

Self Serviced Accommodation Management

At Staycations by Unique, we take the hassle out of running a short-term let. From listing creation to guest checkout, we manage every aspect of your property so you can enjoy a hands-off income.

Listing & Marketing

We create optimised listings across Airbnb, Booking.com, VRBO and more. Professional photography, compelling descriptions, and smart pricing to maximise your bookings.

Guest Management

From initial enquiry to post-stay review, we handle all guest communications, vetting, and support. Your guests get a 5-star experience every time.

Check-In & Check-Out

We coordinate seamless arrivals and departures with remote registration, key lock codes, and in-person meet-and-greets where needed.

Cleaning & Linen

Professional cleaning and fresh linen between every stay, ensuring your property is always guest-ready to the highest standard.

Maintenance & Repairs

We coordinate all maintenance, from routine upkeep to emergency repairs, keeping your property in top condition year-round.

Revenue & Reporting

Monthly statements, income tracking, and price optimisation so you always know how your property is performing.



Ready to earn more from your property?

We handle everything so you don't have to.
Get in touch today for a free, no-obligation chat.

Fully Managed Package

% per booking
upfront set-up fee

+ commission on price optimisation

What's Included:

- ✓ Create listing of property
- ✓ Guest communications
- ✓ Management of guest selection
- ✓ Advertise on all platforms
- ✓ Price optimisation
- ✓ Professional photography
- ✓ Remote guest registration
- ✓ Guest guide app
- ✓ In person check-in / check-out (if applicable)
- ✓ Property audit
- ✓ Regular key lock code changes
- ✓ Name places
- ✓ Monthly statements
- ✓ Owner app
- ✓ Guest welcome pack creation
- ✓ Hassle-free service



Additional Chargeable Services

Cleaning Fee	To be confirmed
Linen Service	To be confirmed
Key Lock Safe (we will fit these to all properties if not already)	£35
Bin Service	£10
Gas Safety Certificate	£75
Electrical Installation Condition Report (EICR)	From £165
PAT Testing	From £30
Key Cutting	£5
Emergency out of office hours call out	£70
Emergency in office hours call out	£25
Meter Readings (per check)	£5
Property lock change	From £40
Property maintenance	To be confirmed
Replacement of items	To be confirmed

WE HANDLE EVERYTHING. YOU ENJOY THE RETURNS.

At Staycations by Unique, we take care of everything involved in managing your short-term rental, so you can sit back and relax while we maximise your income and protect your investment



LANDLORDS PAY FOR

Mortgage & Property Costs

(mortgage, council tax, insurance)

Repairs & Maintenance

(boiler, leaks, structural issues)

Major Replacements

(carpets, appliances, furniture)

Management fee

(comes from the monthly income from your property)

STAYCATIONS PAY FOR

Included in the management fee

Guest Cleaning

(paid for by the guests)

Marketing & Listing

(photography & listing creation)

Guest Communication & Support

24/7 communication with us & guests

Consumables

(eg. toiletries, tea, coffee, toilet)

Damage protection & Guest Issues

(within our guest services protection)

HOW CLEANING WORKS

Guest Checks Out

We're notified immediately when a guest checks out.

Professional Clean

Our trusted cleaner attends the property, cleans to our high standards and resets for the next guest.

Inspection & Restock

We inspect the property and restock essentials (tea, coffee, toiletries, toilet roll, etc.).

Photos & Update

We take fresh photos and update the listing if needed.

Ready for Next Guest

Your property is spotless, stocked, and ready to impress.

What You Should Do As a Landlord

Setting your property up for success from day one



Furnish Your Property

A well-furnished property attracts more guests and commands higher nightly rates. Think comfortable beds, quality linens, and a homely feel that makes guests want to return.

Provide Consumables & Extras

Coffee machines, quality toiletries, fresh tea & coffee, and welcome touches make a huge difference. These small details generate glowing reviews from happy guests.

Positive Reviews = More Bookings

Great reviews boost your listing's visibility on platforms like Airbnb and Booking.com. The better the guest experience, the more 5-star reviews you receive, and the more bookings follow. It's a cycle that builds your income over time.

Your Legal Responsibilities

As a landlord, you're responsible for annual gas safety checks, electrical inspections (EICR), a valid EPC, and ensuring smoke & carbon monoxide alarms are fitted and working. These are legal requirements and must be kept up to date.

Furnish &
Add Extras



Positive
Reviews



More
Bookings

*The better the experience, the better the reviews.
The better the reviews, the more bookings you'll receive.*

OUR FOUR STAGES TO GETTING YOU BOOKINGS

01

Value your property

An agent will come to the property to value your property and go through everything you need to know to get it ready for air bnb.



02

Furnish your property

Get your property ready, we do offer a service where we stage the property for you if you give me your budget, next pages is a list of items we recommend



03

List your property

We will come & market your property, professional photography, create the welcome pack for guests and get the property live!



04

LIVE & BOOKINGS

Now sit back and relax & let us do all the work getting your property booked with guests!



FURNITURE CHECK LIST

Living Room

Furniture

3-seater sofa

2-seater sofa or 2 armchairs

Coffee table

TV unit

Side table

Console table (optional)

Floor lamp

Table lamp

Rug

Large wall mirror

Wall art

Artificial plants

Electronics

55" Smart TV

TV remote

HDMI cable

Extension lead

Wi-Fi router

Hallway

Console table

Mirror

Coat hooks

Shoe rack

Umbrella stand

Bench

Dining Room

Furniture

Dining table (6 seats)

6 dining chairs

Sideboard

Mirror

Artwork

Plant

Accessories

Table runner

Centrepiece

Coasters

Crockery

(Minimum 8 of everything)

Dinner plates

Side plates

Bowls

Pasta bowls

Mugs

Wine glasses

Champagne flutes

Gin glasses

Pint glasses

Tumblers

Children's cups (optional)

Cutlery

Knives

Forks

Dessert spoons

Teaspoons

Steak knives

Serving spoons

Safety

Smoke alarms

Carbon monoxide alarm

Fire blanket

Fire extinguisher

First aid kit

Emergency torch

Spare batteries

Kitchen

Appliances

Fridge freezer

Oven

Hob

Extractor

Microwave

Kettle

Toaster

Dishwasher

Washing machine

Tumble dryer (if possible)

Small Appliances

Air fryer

Coffee machine (optional)

Hand blender

Iron

Ironing board

Saucepans (3)

Frying pans (2)

Wok

Roasting trays

Baking tray

Oven dishes

Colander

Mixing bowls

Measuring jug

Chopping boards (3)

Knife block

Kitchen scissors

Wooden spoons

Spatulas

Whisk

Ladle

Tongs

Potato masher

Peeler

Can opener

Corkscrew

Pizza cutter

Grater

Sieve



FURNITURE CHECK LIST

Master Bedroom

Furniture
Double/King bed
Mattress
Mattress protector
Headboard
2 bedside tables
2 bedside lamps
Wardrobe
Chest of drawers
Full-length mirror
Desk (optional)
Chair
Rug
Artwork
Clothes hangers (20)
Electronics
43" Smart TV

Bathrooms

Main Bathroom
Bath mat
Toilet brush
Toilet bin
Soap dispenser
Toothbrush holder
Mirror
Hairdryer
Towel rail
Toilet roll holder
Shower caddy
Ensuite (if applicable)
Mirror
Bin
Toilet brush
Soap dispenser
Towels

Technology

Smart lock or key safe
High-speed Wi-Fi
Smart TVs (4 total – living room plus one in each bedroom)
USB charging sockets (or USB plug adapters)
Alexa or Google Nest (optional)
Extension leads
Phone charging cables (USB-C, Lightning and USB-A)

Bedroom 2

Double bed
Mattress
Mattress protector
Wardrobe
Chest of drawers
Bedside tables
Lamps
Mirror
Rug
Artwork
20 hangers
43" Smart TV

Towels

Per guest:
Bath towel
Hand towel
Face cloth
Extras
Spare towel sets
Tea towels (4)
Oven gloves

Cleaning Supplies

Multi-surface spray
Glass cleaner
Bathroom cleaner
Toilet cleaner
Kitchen spray
Floor cleaner
Washing-up liquid
Dishwasher tablets
Washing machine pods
Bin bags
Sponges
Microfibre cloths
Rubber gloves

Bedroom 2/3

Two single beds
Mattresses
Mattress protectors
Bedside table
Lamp
Wardrobe
Chest of drawers
Mirror
Rug
Artwork
20 hangers
32" Smart TV

Utility

Vacuum cleaner
Mop
Bucket
Broom
Dustpan & brush
Clothes ailer
Laundry basket
Cleaning cupboard

Hallway

Console table
Mirror
Coat hooks
Shoe rack
Umbrella stand
Bench

Bedding (Per Bed)

Mattress protector
Pillow protectors
4 pillows (double beds)
2 pillows (single beds)
Duvet
Duvet cover
Fitted sheet
Flat sheet (optional)
Bed runner
Throw
Decorative cushions

Guest Essentials

Wi-Fi information
Welcome book
Local guides
Emergency contacts
House rules
Spare keys
Guest folder
Welcome basket
Tea
Coffee
Sugar
Hot chocolate
Biscuits
UHT milk
Salt & pepper
Cooking oil



When Instructing

Please provide the following information when instructing Staycations By Unique

Property & Access

☐ WiFi code

☐ House manuals

☐ House rules

☐ Bin collection

☐ Gardens

☐ Parking instructions

☐ Cleaning

☐ Amenities

☐ How many beds / how many guests can stay

☐ Licensing required

☐ Available from

☐ Minimum night rate

Pricing & Fees

☐ Nightly base rate

☐ Additional fees

☐ Commission to Staycations By Unique

☐ Set up fee

☐ Agreement for Staycations to use dynamic pricing

Payments & Supplies

☐ Landlord bank details

☐ Consumables

☐ Pot of money for consumables to be deducted from monthly income

Signed by landlord

Dated by landlord