

SASCO

SERVICED ACCOMMODATION SPECIALISTS

Welcome to SASCO

Here is an insight to what we do at SASCO, Serviced Accommodation Specialist Company. We are a property investment and development company for Serviced Accommodation focusing on providing a full turn-key service for our clients from sourcing, refurbishing, furnishing to going live with SA. Our sole purpose is working on projects that are both sustainable and made to last.

We undertake the entire responsibility from liaising with our client, finding the criteria for the property they are looking for and their budget, whether this be purchase or rent to rent deal. Once the property is over the line we then move onto our next step. We now organise the refurbishment of the property and designing for SA starts where we offer you a variety of furniture packs to choose from. Once this has been set in stone, we are furnished and ready to go live. We now manage your SA unit taking all the stress and pressure away so you can receive your monthly income without having to lift a finger.

SASCO will cater for every itinerary whether this be for business or social. We aim to be a home away from home for all our guest, somewhere you can come to stay and not be limited to the resources of a hotel. A get away with friends or family for considerably cheaper. A place that creates a happy atmosphere.

About

Founded in 2018, SASCO aims to serve Blackpool area's need for new property and Serviced Accommodation projects through impressive integrity and a commitment to deliver results with the highest quality standards. Our professional team works closely with both investors and guests to ensure results which exceed expectations.

Our services

Do you have a project in mind? Bring it forward and find out if SASCO is the fitting property development company for you from advising during project development to helping find financial solutions. We are dedicated to put our experience into your idea to create a tangible and successful project.

Sourcing

We are constantly scouting for the next best, upcoming, below market value deal for our customers. We will always have a selection of deals to hand ready however if you are looking for something specific, we are more than happy to source these specialised for yourself within your budget.

Development

SASCO have a skilled, unique team dedicated to the development of your investment. Our goal? To ensure everything is in line before we start the refurbishment so it runs like clockwork. We are hands on with the council, working with them to make sure everything is how it should be.

Construction Management

We push to our full potential to ensure clients get the best from their investment. Do you have a specific project that requires our wealth of experience? Our services are designed to tackle the most complex projects.

Interior Design

We have a selection of furniture packs for your apartment or we can create a furniture pack from scratch, a drawing board of what you are looking for. We then create your unique apartment suited to your vision.

Marketing

We are now at the stage where we can go live! We create a profile for your apartment and promote on over 100 portals aiming to attract bookings from all over the country and overseas.

We ask all our clients at this point to sit back and watch your new project come to life, we offer a hands-off approach for our landlords as we take full management responsibility whilst providing a great service for guests.

Our Services

I'm sure you have wondered why would you hand your property over to a managing agency when you can do it yourself, well see below exactly what it is that we take off your hands and also what we offer you.

- Insuring your property (optional)
- Maintenance (optional)
- House keeping
- Linen
- Check ins and out
- Setting rates
- Booking management
- Business contracts
- Furniture packs
- Occupancy spreadsheets
- Rental spreadsheets
- EPCs, gas, fire and electric certifications (on request)

To breakdown the above, we will ensure that your property has the suitable insurance and is renewed when necessary.

We have our own in house cleaning team and our linen team and work very closely with each of them on a day to day to ensure all turn overs run smoothly.

We take care of all check ins and outs. This is such a vital part to the running of SA. The approach we like to take is to attend as many bookings as we can face to face, this makes the booking a lot more intermit and this reflects in the reviews. Eventually the property will get to a point where this isn't manageable and we move onto sending the guest the information to check in but always ensure that we have made contact and spoken with every guest.

We set all your rates for you, this is something we monitor on a daily basis. We will set the rates based on the day of the week, certain months of the year and any events which are taking place in the town. However, some landlords also like to have control of their rates, we will always advise from previous experience but will work alongside them and ensure

they are set to their request. Blackpool is a seasonal destination therefore changing the rates to reflect the peak times is key to getting the maximum amount for a booking. We will provide you with an events calendar so you can also monitor the rates with us if you wish.

In regards to booking management, from the moment we get a booking come through to when the guests check in we manage the whole process. We ensure that deposits are taken to cover any damage costs, ensure that no double bookings are occurring, monitoring the amount of bookings we have coming in to see if we need to alter the rates, organising the checks ins depending on the time of arrival and ensure the apartments are checked thoroughly before returning deposits.

We are constantly watching our calendar every day and manipulating the rates in order to get you the most occupancy.

There is always ongoing work in Blackpool to improve the town, this means there are always contractors coming from all across the country to stay whilst they are contracted here. We always approach this to get business contracts with apartments as this could get you a guaranteed 6 month booking. This is the same with events in Blackpool such as the dance shows, there are guests that can be staying for up to 2 weeks so we advertise to target these guests.

As well as the statement which will be provided by your channel manager we also give you monthly occupancy and rental spreadsheets. This allows you to clearly see when you took the most bookings, when the occupancy dropped, what you were getting on average per night each month and we can use these to help us continuously improve by seeing where bookings decrease and if we can improve this by adding deals or dropping the rates.

Before the property goes live we require all legal certificates are in place and up to date this includes, Gas Safety Cert, Electric Cert, Fire Cert and EPCs, as well as insurance policies. We have qualified contractors to hand to carry these out if required.

Our fees

Our management fee is 13.5%

Initial Set up Fee is £100 and this gets your property on all of the portals. See title 'Eviivo'.

Initial payment of £100 to guarantee linen on your property for the year.

These costs are taken from the gross total each month. Cleaning fees differ on the size of the unit ranging from £20-£50 and it is added onto the booking price.

Why we're different from other SA Operators

We understand it can be difficult to put the trust in our hands to take full management of your property, so we want you to know exactly why you can put that trust into us.

- We manage Serviced Accommodation and Serviced Accommodation only. This makes us unique to other management companies, as others also manage HMO and Residential lettings. We have been working in them industries before and know you can not run a successful Serviced Accommodation management company if your head is constantly being distracted by Blackpool Tenants! Serviced Accommodation is a 24/7 job, which takes your full energy and time and we are invested into only this.
- Sasco is our livelihood, therefore if we don't get you the bookings at the right rates, we do not make any money ourselves. We live and breathe Serviced Accommodation and I don't think you will find a young girl who is more invested in making sure your property is successful than Sasco is.
- Transparency is key. We strive ourselves on transparency, we ensure every property we go to visit, that we are honest with you, if it will succeed in serviced accommodation because like we have said above, it

is our livelihood. Therefore if it will not make you any money, it will not make us money either. We do not like to over promise anything if it is not the reality of things. Even if you do not go ahead with us for management, we are more than happy to help advice on any questions you may have as we appreciate how hard it is starting up on your own and would like to help others as much as we can.

- Whatsapp! We set WhatsApp groups up with all of our clients, we find this is the best form of easy communication, for any quick questions you may have and we can answer as quick as possible for you! Once we have you on board we also use whatsapp to stay personal and show you every booking you receive by pinging it over with how many nights and how much! Every one of our clients love this (making money when they sleep)
- We have previous experience in Serviced Accommodation before we started up Sasco. We originally set up a Serviced Accommodation management for another company and we were given all the responsibility with no help or guidance. This gave us the opportunity to make all of the mistakes and know what not to do. We took every hurdle that was thrown at us and found solutions to avoid this in the future. We use our past experience to ensure your property does not suffer from any of these hurdles. We have now been working in the industry for 3 years.
- We have recently recruited our own in house cleaning and linen team in order to make our clients the most money. We used to outsource our cleaners at a set fee for each unit, but now we just charge an hourly rate and whatever is left over from that set fee goes to the landlord. (The guests pay a set fee on top of the booking for the cleaning fee) This adds up nicely with the nights stay to make your net profit a substantial sum.
- With Sasco your property will appear on over 100 portals such as; Expedia, Airbnb, homeandaway, google, hotels.com, toprooms.com, booking.com, travelrepublic.com and more. They can also be put onto regional sites. We know our market, therefore we know what events we have on year round and we know what part of the world these events attract. So we also opt into portals in different countries too.

- All your bookings are put onto one statement which is shared with you and updated every time you have a booking, called the Occupancy Spreadsheet. You will also receive the monthly spreadsheets that we will provide you with. This allows you to clearly see the figures for the month from the gross to the net received.
- We have lots of traffic come through our website, social media and our mailing list from previous guests, where we offer a direct discount/ loyalty discount. Everyone loves to think they are getting a good deal, so this is very appealing to guests.
- We can add extras and packages to your bookings such as flowers, champagne and hampers. These things make the booking personal and also increase the volume of direct bookings, when a guest feels we have gone the extra mile this reflects in their reviews and reviews are extremely important in the success of your property. They will drive your property to the top of all portals.
- We set all of our events and season rates to ensure you are not losing out on any potential extra earnings. We also understand we might have high expectations of what your property can achieve so we are also watching the calendar every day and manipulating the rates to ensure you still get the bookings for a good rate even if we don't achieve the high rates we have set.

Our Current Team Structure

- Alexandra Cheston, Managing Director;
Alexandra is the Managing Director of Sascouk. Alexandra takes care of the whole entire operation of Sascouk Limited, Sascouk Linen Hire Limited, Sascouk Commercial Cleans Limited, Sascouk Interiors Limited and manages the teams that are in each business. Alexandra main focus is communicating with the landlords and making sure everything runs smoothly. She also does all of the rent sheets and pays landlords each month. Alexandra has been working in Serviced Accommodation for the past 3 years and also has 2 years background in Residential Letting. Alexandra has done a social media course and takes care of the social media for Sasco. She takes care of paid adds on Instagram and Facebook using algorithms to market the Serviced Apartments and Packages to the correct audiences. She also takes care of the Web page and any direct enquiries we get from that. Alexandra also takes care of any innovative ideas she thinks for packages that Sasco provide which is another reason we get a lot of direct bookings due to our most popular packages the.. 'Date night Package' & the 'Pamper Package'. Alex's job description is forever ending as she lives and breathes Sasco. She is never off the clock and is always at your service from just a call. She would be more than happy to have a call with you to talk you through the depth of what she actually does as this page would go on forever!
- Danielle Hester, Team Administrator - Sascouk;
Danielle is the Team Administrator of Sascouk. Danielle reports to Alexandra and she manages the day to day operation of Sascouk. She manages all guests enquires, organising the bookings, taking payments from guests. Communicating with cleaners and ensuring there has been no damage or anything stolen at properties and then refunding guests accordingly or dealing with any maintenance issues. During the check in process Danielle ensures she collects every email address and number from each guest (following GDPR Compliance) and inputs into our database where we send out weekly-monthly marketing emails to gain direct bookings. Danielle also sets up packages that are ordered as extras by the guests.

- Mia Canham, Team Administrator - Sascouk Linen Hire;
Mia is the Team Administrator of Sascouk Linen Hire. Mia reports to Alexandra and she manages the day to day operation of Sascouk Linen Hire. She takes care of doing a stock take of our linen, ensuring we have enough for the changeovers for the following week. Ordering linen if needed. Mia also liaises with the cleaners to ensure they are filling out each linen sheet for each property they clean correctly. This is done daily to ensure no cleaners miss a sheet as it is crucial every piece of linen is accounted for so the landlords do not get over or under charged. Mia will then process an invoice for each linen sheet which will then be taken off the rent sheets.

- Scott Mitchell, Chartered Accountant;
Scott is the accountant for all four companies, Sascouk Limited, Sascouk Linen Hire Limited, Sascouk Commercial Cleans Limited, Sascouk Interiors Limited. We outsource Scott and use a Chartered Accountants to ensure everything is done correctly by the books.

- Michael Vincent, Solicitor;
Michael is the solicitor for all four companies, Sascouk Limited, Sascouk Linen Hire Limited, Sascouk Commercial Cleans Limited, Sascouk Interiors Limited. We outsource Michael, his firm has more than fifty years combined experience in a wide range of areas of law and is on hand for anything we need and has never failed to provide an exceptional service.

- Daniel Maycock, Contractor;
Daniel is our handy man for Sascouk Limited and Sascouk Interiors Limited. He is on call to do any maintenance jobs we may need and also setting up furniture packs with his team. He is very reliable and loyal to Sasco and we appreciate him and make sure he is well looked after to ensure he is always there to help in case of an emergency.

- Cleaning Team;
There is a team of 10 cleaning staff who work 7 days a week under the management of Alexandra. We all know we are nothing without our cleaners. They are essentially the face of our business and your properties. They are the first representation of your property when guests walk in and for that reason it is crucial they are treated well. They work efficiently and because of that you are nearly always left with extra money

from your cleaning fee paid by the guests to contribute towards your linen. Sasco cleaners are a strong team of reliable, loyal people who are there at the drop of a hat for any last minute bookings and will always ensure they are done to a top standard with regular checks by Alexandra.

We hope this helps you understand why teaming up with SASCO will help you take your Serviced Accommodation units to their highest potential.

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