

Luxury holiday home management

FULLY TAKEN CARE OF

Your home, perfectly managed.
Your time, completely *yours*.

Premium | Fully Managed | Holiday Beautifully

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The Birch Stays Difference



Birch Stays is a boutique management company, dedicated exclusively to luxury holiday homes. We partner with owners who want more than a standard letting service, a team that cares for their property as if it were our own, while maximising its potential with precision and professionalism.

From pricing and marketing to housekeeping, maintenance, and compliance, every aspect of your property is meticulously managed. Each home benefits from a dedicated account manager and 24/7 support, ensuring consistency and optimal performance.





With Birch Stays,
your home is
protected, cared
for, and positioned
to perform to its
full potential.

Why we stand out

- ✓ **Exclusive focus on premium homes:** We don't manage generic listings or homes.
- ✓ **Fully managed service:** Every detail handled, with minimal owner involvement.
- ✓ **Strategic marketing:** Professional photography, social campaigns, paid ads, influencer stays, and targeted promotions.
- ✓ **Flexible agreements:** 6-month initial contract, with just one month's notice to exit.
- ✓ **Bespoke arrangements:** Every homeowner and home is unique. Every agreement is bespoke to you and your home's needs.
- ✓ **Curated collection:** A distinctive brand offering fully managed holiday homes in the UK, overseas summer villas and winter chalets.

Who we work with

Birch Stays works with owners who want
**the benefits of a luxury holiday home
without the operational burden.**

Our clients typically:

- ✓ Own premium properties in sought-after locations.
- ✓ Value discretion, trust, and professional care.
- ✓ Expect a fully managed service, including housekeeping, maintenance, compliance, and marketing.
- ✓ Want consistent performance and peace of mind.

By working exclusively with us, owners benefit from a property that is always prepared, well-maintained, and performing to its fullest potential, leaving them free to enjoy the rewards of ownership.



Designed for
hands-off holiday
homeowners.

A photograph of a rustic living room. The ceiling features dark wooden beams. A stone fireplace with a black metal insert is the focal point, with a fire burning inside. Above the fireplace is a round mirror. To the left, a green leather sofa is adorned with patterned cushions. In front of the sofa is a dark wooden coffee table with a bowl of greenery. The walls are dark green, and a wooden door is visible in the background.

Our fully managed service

Birch Stays removes the day-to-day responsibility of holiday letting, providing **a fully managed service that elevates both guest experience and property performance.**

Our service covers all operational aspects, ensuring your home is consistently guest-ready, maintained to a high standard, and fully compliant with regulations.

- ✓ End-to-end management from bookings to guest communication.
- ✓ Professional marketing and dynamic pricing to optimise revenue.
- ✓ Housekeeping, linen, and changeover management.
- ✓ Property maintenance, upkeep and upgrades.
- ✓ Compliance, Health & Safety, and Security Management to ensure all properties are fully compliant with legal and regulatory requirements.
- ✓ Smart home integration and automation, linking in with our technology driven property management software.
- ✓ A dedicated account manager with 24/7 support.
- ✓ Access to our extensive, trusted and established trade network, allowing for discounted home improvement and maintenance services.

With Birch Stays, you
can relax knowing your
home is protected, cared
for, and performing
at its best, all without
lifting a finger.



Operations and property care

At Birch Stays, **every operational detail is meticulously managed, so your home runs flawlessly.** From professional changeovers and housekeeping to linen, laundry, and hot tub maintenance, each element is coordinated seamlessly. We work with trusted local cleaners and contractors, or your preferred suppliers, ensuring consistency, quality, and reliability at every stay.

Routine inspections, maintenance, and compliance checks are handled proactively, giving you complete confidence that your property is always guest-ready, safe, and perfectly maintained.

Our technology-led in-house systems allow for quick and efficient management of your property, ensuring your property is at the highest possible standard for each guest, ongoing property upkeep and relevant compliance.

We have smart home integration, allowing us to monitor and operate features like heating, lighting, and hot tubs remotely through our software. This ensures optimal comfort, efficiency, and peace of mind, leaving you entirely hands-off while your home performs at its best.

Reducing costs without reducing standards.

We typically target a 20–30% reduction in operational costs.

Technology driven hospitality



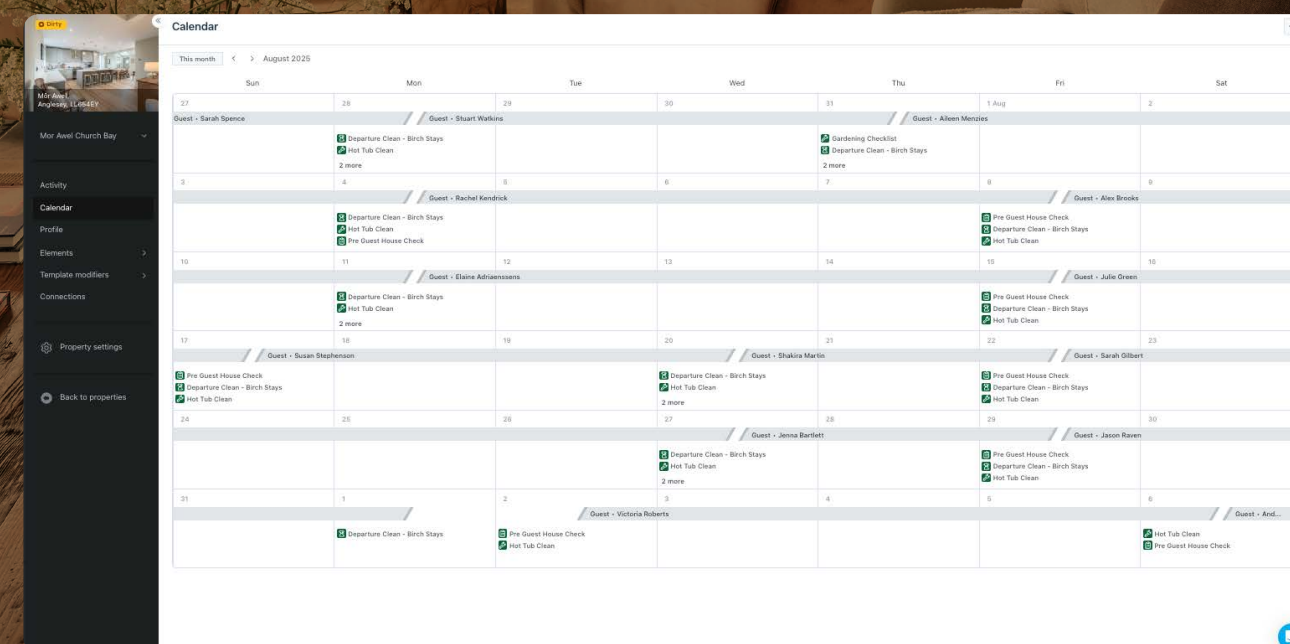
Technology plays a key role in how we manage homes efficiently and responsibly. From intelligent heating controls and system automation around guest arrivals and departures, to stock and inventory management, we reduce waste, control costs and ensure homes are always properly equipped. Damage deposits, issues and disputes are handled centrally and professionally, removing stress for owners.

We work closely with trusted cleaning teams using bespoke, checklists and photo-verified reports after every turnaround. Alongside this, our compliance portal ensures safety checks, documentation and certifications are monitored and kept up to date at all times.

Case study: We recently took over a well-performing, established holiday home and focused on further boosting booking performance. Alongside this, the team completely restructured the turnaround process by introducing new software, a new cleaning team, and revised procedures.

These changes have maintained the property’s excellent cleaning standards while delivering a minimum cost saving of 39% per turnaround. The new processes have also enabled same-day checks, which has further increased booking potential and overall performance.

THE NUMBERS	39%	£359
	Reduction in turnaround costs	Saved per clean
	£21,552	Total annual savings (based on an average of 60 stays per year)





Marketing and performance

At Birch Stays, we ensure your home is seen, booked, and appreciated by the right guests. We invest in **professional photography, compelling listings, and targeted digital marketing including social media campaigns**, to position each property as a premium, highly desirable destination.

Our approach goes beyond simple exposure. Using dynamic pricing, market insights, and seasonal trends, we optimise availability and rates to maximise revenue while maintaining guest quality. Alongside this, we continuously refine our website for SEO and have made a significant investment in AI-optimised search and discovery, ensuring our homes are well positioned as more guests use AI-led tools to plan and book holidays.

Every home benefits from a tailored marketing strategy, giving it the visibility and performance it deserves, both now and as booking behaviour evolves. Combined with our operational excellence and personal owner support, this ensures that your property is not just listed, it is fully managed, highly visible, and performing at its best.



Skip the flowers.
Book the getaway.

Do Valentine's properly

Valentine's plans that don't involve queues or set menus.

Let's be honest... red roses are a bit predictable, chocolates don't last long, and Valentine's dinner reservations are chaos. So this year, skip the guesswork and gift something that's way more enjoyable: time away.

Here's to switching off, reconnecting, or just escaping work, noise, and life for a couple of nights. No schedule, no distractions – just good walks, great pubs, maybe a hot tub, and the option to do absolutely nothing together.

Oh, and if you're staying with us over Valentine's weekend, we'll **pop a bottle of prosecco in the fridge for you** (or chocolates if bubbles aren't your thing). And if you want to stay a little longer, **we're running 3 nights for the price of 2** on selected hideaways - just book a weekend and get the Sunday night free!

Skip the clichés



Because red roses are predictable.
This isn't.

These homes are made for couples: smaller spaces, big comfort, and all the good bits you actually care about.



Free Sundays

Stanage Barn
PEAK DISTRICT



a slow Sunday by
the coast



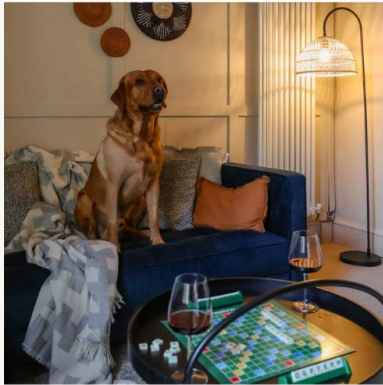
my kind of holiday



Planning ahead for 2026?

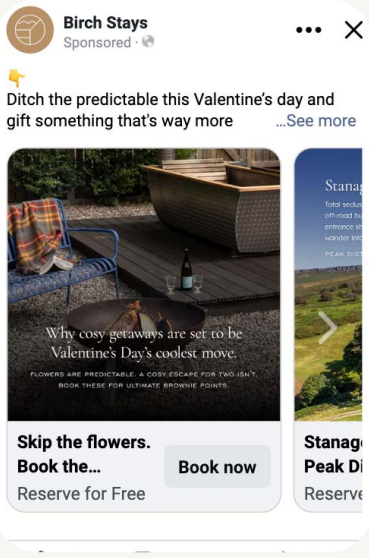
Meet The Old Tearoom, a

...See more



birchstays.com
Your Base for Snowdonia,
Betws-y-Coed & the Coast

Book now



Birch Stays
Sponsored

Ditch the predictable this Valentine's day and
gift something that's way more

...See more



Why cosy getaways are set to be
Valentine's Day's coolest move.
FLOWERS ARE PREDICTABLE. A COSY ESCAPE FOR ENOUGH.
BOOK THESE FOR ULTIMATE BROWNIE POINTS.

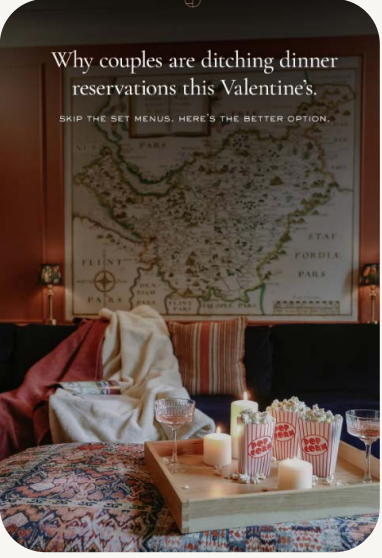
Skip the flowers.
Book the...

Book now

Reserve for Free



Stanage
Peak Di
Reserve



Why couples are ditching dinner
reservations this Valentine's.

SKIP THE SET MENUS. HERE'S THE BETTER OPTION.

Targeted marketing campaigns

Driving demand through a tailored social-led strategy.

For one of our larger homes in North Wales, we identified an opportunity to appeal to younger, celebration-led groups. We partnered with a well-known social agency who hosted their work Christmas party at the property, a natural fit for both the home and its ideal audience.

We enhanced the stay by curating a tailored programme of experiences, all of which were branded up, including a welcome hamper, cocktail recipes, a bar Olympics event, and a private chef. The result was a suite of high-performing social content, from reels and imagery to carousels and a giveaway, shared across multiple platforms.

This was supported by editorial-style reviews on the agency's website, paid advertising, and a collaboration with a local brand that amplified reach through its highly engaged Facebook audience. Together, this multi-channel approach reached several key demographics.

The campaign delivered immediate results, generating strong bookings within a single month and establishing the home as a go-to venue for group celebrations, with weekends booked back-to-back 8 months in advance.

£77,000 in bookings
generated during the
campaign month.

1.49M reach
367,600+ views
4,800+ shares
across Instagram.

All weekends booked up
8 months in advance.



Exclusivity and sole agency

Our highest-performing properties are those managed exclusively by Birch Stays. Sole agency allows us to market your home with confidence, invest in professional photography, dynamic pricing, targeted campaigns and paid social media advertising, as well as exclusive promotions and influencer stays.

Rather than being listed across multiple agencies and competing platforms, your home is positioned with clarity and intent, protecting its brand, rate integrity and overall desirability.

A focused strategy avoids overexposure and mixed messaging, ensuring your property feels considered and premium – never commoditised. This clarity allows us to target the right audience effectively, maximise exposure, and avoid conflicts between multiple platforms.

Exclusivity also lets us deliver more proactive management, optimise bookings, and attract guests who value and respect luxury properties. Homes under sole agency benefit from enhanced visibility and a consistently high standard of care.

A rustic living room with a large wooden gear sculpture in the center. The sculpture is made of dark wood and has a complex, multi-tiered design. It sits on a wooden base. To the left is a grey sofa, and to the right is a brown leather sofa with a patterned pillow. In the foreground, a round wooden coffee table with a metal frame holds a bowl of fruit and a magazine. The room has a high ceiling with exposed wooden beams and a tiled floor. The text "Your home is fully managed, carefully maintained and consistently performing – without the usual stress of holiday home ownership." is overlaid on the left side of the image.

Your home is fully
managed, carefully
maintained and
consistently performing
– without the usual
stress of holiday home
ownership.

Flexibility and support

At Birch Stays, premium service is paired with flexibility and reassurance. **Our agreements are designed to give you confidence without restriction:** a 6-month initial contract, with just one month's notice should you wish to leave, (as we know people don't want to!). No onboarding fees, admin charges or annual fees.

Every homeowner is assigned a dedicated account manager, who knows your property and is available 24/7. You'll always have a real person at the end of the phone, providing guidance, updates, and support whenever you need it.

Our approach combines this personalised support with seamless operational management and strategic marketing, so your property is consistently guest-ready, fully maintained, and performing at its best, all while you remain completely hands-off.



The Birch Clubhouse

Exclusive Discounts
Enjoy up to 20% off
when booking stays
in our Birch homes.

Your home is just the beginning.

The Birch Clubhouse is a new benefit for our valued homeowners. As a member of our growing community, you can now enjoy handpicked Birch Stays homes across the UK at special discounted rates.

By joining The Birch Clubhouse, you'll receive up to **20% off** other properties in our collection as a thank-you for being part of Birch. Whether you're planning a coastal escape, a countryside retreat, a big celebration, or now an overseas holiday, stay at a fellow club member's home for an unrivaled price and experience.

Throughout the year we will be evolving The Birch Clubhouse to be much more than discounted stays; it will be a real community with membership rewards, a referral programme, exclusive experiences to partner products and even a free gifting exchange of stays between community members.





Renovations and builds

Birch Builds specialises in renovating and building holiday homes designed specifically for the short-term rental market. From reworking layouts and improving flow, to full structural renovations and characterful finishes, we focus on creating homes that stand out, perform well, and deliver lasting value for owners.

Renovating a holiday home is very different from a standard residential project. Our team understands how guests use space, what features drive bookings, and how design choices impact long-term performance. Every decision is made with guest experience and return on investment in mind, ensuring your home becomes a destination in its own right.

Acting as principal contractor where required, we manage the entire process from start to finish, working with trusted local trades and suppliers. Our recent 16-month renovation of the Grade II listed Craig y Don in Anglesey saw the full restoration of a 44-room historic home. Whether a complete transformation or a smaller-scale project, our approach remains the same: thoughtful design, trusted delivery, and homes built to perform.

Interior design and furniture

A standout holiday home needs more than good taste, it needs a clear identity. **Our Interior Design Team creates considered, design-led spaces** that highlight your home's character, elevate the guest experience, and set your property apart in a competitive market.

We offer tailored interior design consultancy for both new and existing homes, guiding you from concept through to completion. Whether refreshing a tired interior or designing a space from scratch, we balance creativity with practicality, ensuring each home looks beautiful while working effortlessly for guests.

To make the process seamless, we also provide complete furnishing and styling packages. From furniture and lighting to soft furnishings, artwork and finishing touches, we create fully dressed, let-ready homes. Alongside this, we advise on practical essentials such as stock levels, bedding and layout flow, ensuring your property is ready to perform from its very first booking.



We manage every detail,
so you don't have to.





Ready to hand
everything over?

Whether you are exploring management for the first time, or considering moving your home fully under the Birch Stays umbrella, we would love to speak with you.

Get in touch

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