

Holiday Let Support Business Start-Up Course

Build your own holiday let support business from the ground up

COURSE OVERVIEW

A practical, step-by-step online course for anyone looking to build an independent service business providing professional support services to holiday let owners.

The course takes you from developing your initial business idea and deciding what services to offer, through to setting your pricing, finding your first clients, building strong client relationships, managing profitability and developing your business for the future.

It combines practical guidance, business exercises, checklists, templates and interactive business builders to help you turn your ideas into an organised and professional business.

You don't need to have run a similar business before, and you don't need specialist software or previous qualifications to get started.

WHAT'S INCLUDED?

The course includes:

- A Welcome section to help you understand the holiday let support sector and develop your business foundations
- Module 1 – Launch & Find Your First Clients
- Module 2 – Client Relationships, Retention & Profitability
- Module 3 – Grow Your Business
- 9 Interactive Business Builders
- Practical exercises and guidance throughout the course
- Checklists, worksheets and templates
- Pricing and profitability exercises
- Marketing and client development guidance
- Practical advice on setting up and running your business
- Guidance on developing services, systems and processes
- Ideas for building client relationships, referrals and repeat business

WELCOME – GETTING STARTED

The Welcome section helps you understand the holiday let sector and start shaping your own business. You'll explore:

Understanding the holiday let sector

Understand the holiday let market and the role that independent support businesses can play in helping holiday let owners.

Creating your service packages

Look at the different types of support you could provide and how to turn individual services into clear, attractive packages.

Developing your business model

Start building the foundations of your business, including how you want to work, who you want to support and how your business could generate income.

How to compete in the holiday let sector

Consider your competition, identify opportunities and think about how you can differentiate your business.

Identifying your services

Explore the types of services you could offer and decide which are appropriate for your business, skills, resources and target clients.

Key compliance considerations

Understand some of the key compliance areas to consider when setting up and delivering a holiday let support business.

Setting your pricing

Understand the importance of pricing your services correctly and consider your time, costs, value and profitability.

Practical business exercises

Put the learning into practice and begin developing your own business ideas.

MODULE 1 – LAUNCH & FIND YOUR FIRST CLIENTS

This module focuses on getting your business ready and finding those important first clients. You'll cover:

Your 90-day plan

Create a practical starting point for the first three months of your business.

Finding your first clients

Explore practical ways to identify and approach potential holiday let owners and generate your first enquiries.

Get your business ready

Work through the key foundations you need to have in place before actively marketing your services.

Local networking

Discover how building relationships with local businesses and people within the holiday let and hospitality sector can help create opportunities.

Marketing foundations

Develop the foundations of your marketing, including your message, positioning, target audience and the ways you can promote your business.

Setting up social media

Look at how social media can support your business and how to create a professional presence without needing to become a full-time content creator.

Sales enquiry process

Understand what happens when a potential client gets in touch, how to handle an enquiry professionally and how to move an enquiry towards becoming a client.

Interactive Business Builder roundup

Use the relevant business builders to put your learning into action.

MODULE 2 – CLIENT RELATIONSHIPS, RETENTION & PROFITABILITY

Getting clients is only the beginning. This module focuses on delivering a professional service, keeping clients happy and building a profitable business. You'll cover:

Building client relationships

Understand how to develop professional, positive relationships with your clients.

Client onboarding

Create a clear process for bringing new clients into your business and establishing expectations from the beginning.

Client retention

Explore ways to provide ongoing value and encourage clients to continue using your services.

Delivering consistent standards

Consider how to create reliable processes and standards so clients know what to expect from your business.

From sales enquiry to client

Look at the journey from initial enquiry through to agreeing the work and starting the client relationship.

Managing your time

Understand how to manage your workload, availability and client commitments effectively.

Pricing, value and profitability

Look beyond simply charging for your time and understand how pricing, costs, workload and perceived value affect profitability.

Professional client communications

Learn how clear and professional communication can help build trust and avoid misunderstandings.

Winning referrals

Explore how satisfied clients and professional relationships can become a source of new business.

Interactive Business Builder roundup

Use the relevant business builders to support your client and business processes.

MODULE 3 – GROW YOUR BUSINESS

Once your business is established, this module looks at how you can improve, develop and grow it. You'll cover:

Building systems and processes

Create practical systems that make your business easier to manage and help you deliver a consistent service.

Your business growth map

Consider where you want your business to go and the steps you may need to take to get there.

Developing new services

Explore opportunities to expand your service offering and create additional income streams.

Know your numbers

Understand the importance of keeping track of income, costs, workload and business performance.

Making your business more profitable

Identify ways to improve profitability by reviewing pricing, services, costs, efficiency and opportunities.

Review and improve

Develop the habit of regularly reviewing what's working, what's not and where improvements can be made.

Scaling up your business

Consider what growth could look like for you and how you could increase capacity without losing control of the business.

Seasonal marketing planner

Plan your marketing around the seasonal nature of the holiday let industry.

Using AI

Explore practical ways AI can support areas of your business, from ideas and marketing to communication, organisation and everyday tasks.

Interactive Business Builder roundup

Bring the learning together and use the relevant tools to support the next stage of your business.

9 INTERACTIVE BUSINESS BUILDERS

The course includes practical tools that help you turn the learning into actions for your own business.

1. Your Business Idea

Work through your initial business idea and consider what you want your business to offer, who you want to work with and how you want the business to operate.

2. Your Ideal Client

Define the type of holiday let owner you want to work with and understand their needs, problems and expectations.

3. Build Your Service Packages

Develop clear service packages based on the support you want to provide and the needs of your target clients.

4. Work Out Your Pricing

Work through the key factors that should influence your pricing, helping you develop prices that take account of your time, costs, value and desired profitability.

5. Research Your Competition

Research other businesses offering holiday let support and identify opportunities to differentiate your own business.

6. Set Up Your Business

Work through the key practical steps involved in getting your business ready to operate professionally.

7. Handle Sales Enquiries

Use a structured approach to dealing with potential clients, understanding their requirements and moving enquiries towards a potential sale.

8. Client Communication Templates

Create professional communication for different stages of the client relationship, helping you communicate clearly and consistently.

9. Client Proposal & Quote Builder

Turn a client enquiry into a clear, professional proposal and quote, setting out the services, pricing, inclusions, exclusions and arrangements before work begins.

These builders are designed to be practical working tools rather than simply information to read. You can use them as you work through the course to start building your own business.

WHO IS THE COURSE FOR?

The course is designed for anyone interested in creating a business providing support services to holiday let owners and businesses within the hospitality sector.

It could be suitable for:

- Someone considering starting a holiday let support business
- Someone looking for a flexible or independent service-based business
- Someone with experience in property, hospitality, tourism or customer service
- Someone already working with holiday lets who wants to develop their own support services
- Someone looking to create an additional income stream
- Someone who enjoys working with people and building local business relationships
- Someone who wants to provide practical, hands-on support to holiday let owners

HOW DOES THE COURSE WORK?

The course is delivered entirely online.

It is designed to be completed at your own pace, so you can work through the content around your existing commitments.

There are:

- No scheduled classes
- No requirement to attend in person
- No fixed timetable
- No specialist software required
- No requirement to complete the course within a set period

You work through the course content and practical exercises at a pace that suits you.

The Interactive Business Builders are designed to help you apply what you are learning directly to your own business idea.

Once payment has been completed, you receive digital access to the course and its included resources.

IS THE COURSE ACCREDITED?

No.

The Holiday Let Support Business Start-Up Course is not an accredited or regulated qualification.

It is a practical business education course designed to provide guidance, ideas, tools and resources for people interested in starting and developing a holiday let support business.

Completion of the course does not result in a formal qualification or professional accreditation.

WHAT CAN YOU DO WHEN YOU FINISH THE COURSE?

The course is designed to help you finish with a much clearer understanding of how to develop your own holiday let or hospitality based business.

By the end of the course, you can have worked through:

- Your business idea
- Your ideal client
- Your services and packages
- Your pricing
- Your competition
- Your business foundations
- Your marketing approach
- Your first-client strategy
- Your sales enquiry process
- Your client communications
- Your proposal and quoting process
- Your client relationships
- Your profitability
- Your systems and processes
- Your future growth opportunities

You can then use what you've developed to start putting your business into action.

The course could help you create opportunities to:

- Start your own holiday let support business
- Develop a new service business around your existing skills
- Work with local holiday let owners
- Build a flexible portfolio of clients
- Develop additional services over time
- Create an additional income stream
- Grow your business as your client base develops

The course does not provide clients, leads or employment and does not guarantee income or business success. The results you achieve will depend on how you apply the information, your circumstances, your market and the work you put into developing your business.

COURSE COST

£395 one-off payment

The course costs £395.

No monthly membership fees • No franchise fees • No licence fees • No ongoing course subscription

Your payment gives you digital access to the course and its included resources.

BEFORE YOU BUY

Before purchasing the course, you will be asked to confirm that you have read and agree to the Course Terms & Conditions and Privacy Policy.

Because the course provides immediate digital access, you will also be asked to acknowledge that:

- The course is supplied digitally
- You are requesting access to the digital content immediately after purchase
- You understand that, once digital access begins, you may lose your statutory 14-day cancellation right where permitted by applicable consumer law
- You have had the opportunity to read the Terms & Conditions before purchasing

You should only purchase the course if you are happy with these terms.

READY TO GET STARTED?

If you are interested in building your own holiday let support business, this course gives you a practical starting point, taking you from the initial idea through to finding clients, building relationships, managing profitability and planning for future growth.

Holiday Let Support Business Start-Up Course – £395

One course. Practical guidance. Nine business builders. Your opportunity to build something of your own.