



 yourstays

BECOME A YOURSTAYS HOST

Welcome.

At **YourStays**, we specialise in providing stress-free short let management. Tailored to landlords who value trust, transparency and professionalism through our hands free service. Our mission is simple: to generate our clients the most income from their property whilst avoiding the pain points associated with self managing or tenants.

Founded in 2019 by Daniel Cheetham and Richard Screen, **YourStays** is built on their extensive experience in lettings, property management, and investment. Today, our team is perfectly placed to support landlords with expert insight and genuine care.

More than property management, we bring the hospitality that makes every short stay a success.



Meet the Team.



Dan Cheetham

As co-founder of YourStays, Dan brings his expertise as a developer, investor, and business owner to the team. With a sharp instinct for deals, negotiation, and landlord needs, he thrives in client-facing roles, building strong relationships and solving problems creatively. Dan's experience in lettings, investment, and development ensures landlords receive strategic advice and practical solutions that drive long-term success.



Richard Screen

As co-founder of YourStays, Richard combines his experience as a landlord, investor, and medical professional with a keen eye for detail and systems thinking. Focused on business development, optimisation, and team management, he builds the processes that keep YourStays efficient, scalable, and always improving — ensuring both landlords and guests benefit from a service that runs seamlessly.



Gabriela Stone

Gabriela oversees day-to-day operations at YourStays, making sure everything runs smoothly. From linen services and property staging to design and presentation, she ensures each property looks its best and performs at its peak. With her background as a business owner, Gabriela brings a practical, problem-solving approach that keeps standards high and landlords worry-free.



Gail Tirazona

Gail leads YourStays' guest communication and admin team, ensuring a seamless experience from booking to checkout. With a focus on customer care and clear communication, she makes sure every guest feels valued while keeping landlords fully supported. Her attentive and proactive style means nothing is missed and the guest journey is always improving.



Why YourStays?

Experienced Team

With 7 years of hands-on experience in serviced accommodation management and investment, we understand exactly what landlords need and want.

Compliance You Can Trust

We stay on top of all legal requirements, ensuring your property remains fully compliant and protected at all times.

Maximum Exposure for Your Property

We advertise on over 30 different booking platforms, helping the best guests see your property. We also work with a wide range of corporate booking agents who value our long term relationships.

Hands-Free Property Management

We handle everything - guest communication, bookings, check-ins/outs, housekeeping, maintenance, and more. Landlords enjoy passive income with complete peace of mind.

Strict Guest Vetting & Damage Protection

They use advanced guest screening tools and insurance options to protect your property from damage, misuse, or problematic guests.

Exceptional Guest Experience

Happy guests = 5-star reviews = more bookings. Here at YourStays we ensure guests receive hotel-quality experiences, leading to excellent ratings and repeat stays.

Case Study Stoke on Trent

4 bedroom terrace in Stoke on Trent.

Buy to let income comparison:

Market rent: £950
 Management: £95
 Voids (5%): £47.50
 Tenant find fee (1 PA): £20
 Net Rent: £787.50 (PCM)

**Cashflow increase with SA: £990.88
PCM**

It's important to remember that the landlord has to pay utilities when operating as short term rental.

For the Attention of:

Mrs Jane Bleggs
 123 Somewhere Avenue
 CD4 E56

YourStays Management Ltd

7-9 Macon Court, Crewe, CW1 6EA
 Reg number: 12131962
 VAT: GB410159636

Client Settlement Report: Average Month 2025

Property Reference: Stoke 4Bed

Total Turnover
£3,109.41

Settlement Paid
£1,778.38

Average Daily Rate
£103.65

Monthly Occupancy
100%

Income

| | |
|-----------------------|------------------|
| Guest Sales | £3,109.41 |
| Guest Refunds | -£0 |
| Total Turnover | £3,109.41 |

Cost of Sales

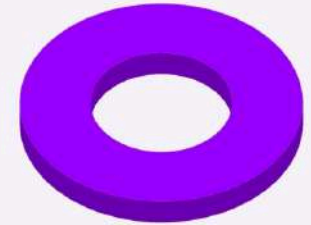
| | | |
|------------------|----------------|-------------|
| Booking fees | £305.52 | 9.8% |
| Card fees | £1.80 | 0% |
| Total COS | £307.32 | 9.9% |

Admin Costs

| | | |
|--------------------------|------------------|--------------|
| Consumables | £30 | 1% |
| Cleaning | £180 | 5.8% |
| Linen Service | £135.43 | 6.1% |
| Maintenance | £118.59 | 1% |
| Mgmt fee | £466.41 | 15% |
| VAT on mgmt | £93.28 | |
| Total Admin Costs | £1,023.71 | 32.9% |

Settlement Paid **£1,778.38** **57.2%**

Booking Sources



Direct | BDC | Airbnb

*True average income and costs 2025 *

Case Study Macclesfield

2 bedroom terrace in Macclesfield.

Buy to let income comparison:

Market rent: £850
 Management: £85
 Voids (5%): £42.50
 Tenant find fee (1 PA): £20
 Net Rent: £702.50 (PCM)

Cashflow increase with SA: £934.06
 PCM

It's important to remember that the landlord has to pay utilities when operating as short term rental.

For the Attention of:

Mr Joseph Bloggs
 123 Anywhere Street
 AB1 C23

YourStays Management Ltd

7-9 Macon Court, Crewe, CW1 6EA
 Reg number: 12131962
 VAT: GB410159636

Client Settlement Report: Average Month 2025

Property Reference: Macclesfield 2Bed

Total Turnover
 £3,062.39

Settlement Paid
 £1,636.56

Average Daily Rate
 £102.08

Monthly Occupancy
 87.8%

Income

| | | |
|-----------------------|------------------|-------|
| Guest Sales | £3,143.47 | |
| Guest Refunds | -£81.08 | -2.6% |
| Total Turnover | £3,062.39 | |

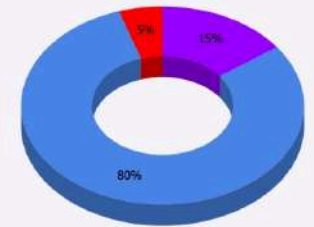
Cost of Sales

| | | |
|------------------|----------------|--------------|
| Booking fees | £491.48 | 16% |
| Card fees | £24.82 | 0.8% |
| Total COS | £516.30 | 16.9% |

Admin Costs

| | | |
|--------------------------|----------------|--------------|
| Consumables | £30 | 1% |
| Cleaning | £110.69 | 3.6% |
| Linen Service | £185.75 | 6.1% |
| Maintenance | £31.86 | 1% |
| Mgmt fee | £459.36 | 15% |
| VAT on mgmt | £91.87 | |
| Total Admin Costs | £909.53 | 29.7% |

Booking Sources



Direct | BDC | Airbnb

Settlement Paid **£1,636.56** **53.4%**

*True average income and costs 2025 *



Why become a host?

Higher Returns, Stronger Cashflow

Traditional rentals pay once per month. Serviced accommodation earns nightly multiplying your returns. Demand comes from multiple guest types, corporate travellers, contractors, relocations and families ensuring year-round occupancy. Dynamic pricing means you earn more in peak seasons while securing longer stays during quieter months.

Properties Maintained to Higher Standards

Properties are professionally cleaned and inspected multiple times per month. Issues are identified and fixed early, before they become costly. Guests stay short-term, preventing long-term wear and tear. Homes are staged to a "show-home" standard enhancing appeal and protecting value.

Less Risk, More Control

Guests are licensees, not tenants, they have no tenancy rights. Prepaid bookings eliminate arrears and give you immediate cashflow. You set house rules and we enforce them, so no waiting months for court.

Tax Advantages Landlords Love

Mortgage interest relief is fully deductible (no Section 24 pain). Capital allowances can be claimed on furniture, fixtures, and appliances. Business rates (with reliefs) replace council tax. Income can be structured efficiently — even helping with pension contributions.

Built-In Flexibility

Run it as high-yield serviced accommodation. Switch back to buy-to-let or HMO if needed. Secure long-term corporate stays for guaranteed stability. Sell fully furnished as a turnkey, income-generating asset.

How it Works.



Appraisal Visit

We start with a property visit to assess its short-stay potential. You'll receive tailored advice on guest demand, income projections, and the steps needed to prepare your home. This ensures you maximise returns while staying fully compliant.



Instruction & Paperwork

Once you're ready to proceed, we'll send you our Management Agreement and Property Form. These simple documents appoint us as your short-stay agent, allowing us to get started quickly and smoothly.



Compliance Checks

Our team ensures your property meets all safety and legal requirements. From fire safety to electrical certification, we check everything is in place. If anything is missing, we'll arrange trusted professionals to put it right.



Set Up & Staging

Haven't furnished your property yet? Don't stress - our setup team offers a complete staging service from start to finish. They'll ensure you have everything you need, from cutlery to bedside tables, and share expert advice on boosting occupancy with smart furnishing choices like zip-and-link beds.



Professional Photography

First impressions matter - that's why we use our professional short-stay photographer who knows exactly how to capture your property at its best. Their images create that "stop and scroll" effect, grabbing the attention of guests browsing for the perfect place to stay.





Listing The Property

We handle the entire process of listing your property on major travel platforms like Airbnb, Booking.com, and other key portals. From crafting compelling descriptions to selecting the best photos and setting up your profile, we ensure your property stands out and attracts maximum visibility to drive bookings.



Handling Bookings

Our expert team takes care of all guest communications and booking arrangements from start to finish 24 hours a day, 365 days a year. We respond promptly to enquiries, manage calendars across platforms, and use our industry contacts to secure longer-term stays - keeping your property booked and your guests well looked after.



Hospitality Management

We handle every detail of the guest experience - from scheduling professional cleaners to coordinating linen changeovers. Our team ensures each stay runs smoothly, with hotel-quality standards maintained throughout, so your guests enjoy a seamless and comfortable experience every time.



Ongoing Property Management

We provide full-service property management to keep your short-stay home running effortlessly. From routine maintenance checks to handling guest issues and ensuring everything stays in top condition, our team takes care of it all - giving you peace of mind while maximising your property's performance.



Reviews

We actively encourage and nurture guest reviews to build your property's reputation and boost visibility. Our team follows up with guests after their stay to gather feedback, ensuring positive experiences are reflected online - helping you stand out and attract even more bookings.



FAQ.

What monthly outgoings can I expect?

Running your hospitality business means operational costs in order to generate and host bookings.

Cleaning, linen, consumables, maintenance are all variable costs based on occupancy and length of stay.

There is also a management fee charged by YourStays and booking fees from online travel agents which range from 10-15% of the gross booking value. It's important you also factor in your utility bills, such as gas, electricity, water and Wi-Fi.

Should I still pay Council Tax?

The property would now be generating commercial income and therefore you should transfer from the residential council taxation to business rates. We offer full support during the transition, the process is simple but does take some time and should save you from any council tax liabilities.

How do you work out nightly rate?

We use a dynamic pricing software but also take a holistic approach based on experience. We regularly adjust nightly rates to ensure that both pricing and occupancy are maximised. Demand, area occupancy, seasonality, length of stay and guest demographic all contribute towards the pricing advertised.

Can I exit the agreement, and what's the notice period?

Our standard agreement runs for five years, but landlords retain the flexibility to exit with three months' notice at any time.

Why choose a managing agent?

By partnering with YourStays we remove the stress of operating your short stay home. Our hands free service means that all of the guest communication, finance, reviews, cleaners, linen, maintenance and pricing is done for you, so you can sit back and relax. Our expertise means that we can use our experience to focus on optimising your income. We have access to discounted services and have an impressive network of guests available to us. Our relationships with corporate agents is second to none, so aside from keeping the operations hassle free we can also access the best bookings ensuring you earn the most possible.

What happens if a guest damages my property?

Guest damage is rare, wear and tear occurs however we are quick to rectify issues like this to ensure your home is kept in perfect condition so that reviews are positive. Guests pay a deposit before accessing the property and any damage up to £250 is covered by this.

How do you handle guest screening and security?

We use a third party referencing system that all guests are required to complete. This collates ID, contact information and their address. It's very in depth and even allows us to see what location they have booked through. Guests are also then required to sign terms and conditions with us which provides our owners with maximum safety and assurance that the guests staying are the best quality.

Do I need planning permission or a licences to operate?

No, the short stay market currently does not require any change of use or licences for most properties unless they are aparthotels or guest houses. We anticipate future licensing, which we believe will bring valuable structure and new opportunities.

Are some months busier than others?

Certainly, the short stay market is seasonal. Our busiest months are between April - October. November, January and February are often the quietest months, whilst December still benefits from a lot of leisure guests. It's important to analyse your income over a 3 month period at least, but like with any investment we recommend using 12 months of data to collate average earnings.



What Our Clients Say.



YourStays has expertly managed my properties for a number of years, consistently delivering exceptional service and maintaining top-tier short-term accommodations. Their dedication to customer service for both property owners and guests is commendable, and I've gladly referred them to numerous individuals seeking management companies.

H. Jones - Landlord

Fantastic stay at Smithfield Apartment in Stoke on Trent. Very clean and well maintained, excellent location for my work commitments. Thank you to Gail for ensuring everything was perfect during my stay. Highly recommend!

C. Henshall - Guest

YourStays are our go-to experts for serviced accommodation. As another local based property business, we have referred a number of landlords and clients over to YourStays because we trust the service, transparency and support they offer the clients. It's highly important to us that any businesses we refer clients to, mirror the high level of service we provide and we can confirm YourStays match this every time.

L. Foden - Agent



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