



Traditional Dorset Cottages



Traditional Dorset Cottages is a website created by Dorset property owner Philip Beale, who, frustrated with the lack of bookings from agents and paying high commission rates, decided there must be a more cost efficient - yet equally effective - way of promoting his rental properties. Philip, who owns a marketing consultancy business, teamed up with other local property owners and created traditionaldorsetcottages.co.uk.

The idea is that owners can share the cost of marketing their properties by displaying them all on one website. By pooling our budgets we can use marketing – such as search engine campaigns and mailshots - to increase our visibility to people looking to rent properties in the area.

This opens the internet as a promotional tool to property owners who don't happen to be web-designers or marketing executives. And for those of you who already have a website for your property, we'll add a link to your website from your cottage details to generate even more site visitors.

Traditional Dorset Cottages was started as a co-operative for property owners and our objective is to provide a cost effective marketing solution. The fee we charge you will contribute directly towards our marketing campaigns and maintaining and hosting the website.

The website will accept entries from any owner who wishes to increase their bookings but please note this is not a property letting agency; we will market your property but not manage your bookings.

Every property owner will be provided with a unique log in and password for their property which enables you to update prices and availability from any online computer.

How does the website work?

On the homepage there is a photo and brief summary of each cottage which visitors can click on. The photos link through to the property details. Additionally there is a 'cottages' page which lists all of the cottages available. Again, this links through to the individual property's page. Each cottage will have its own web page and website address (www.traditionaldorsetcottages.co.uk/yourcottage.htm).

Your page will typically contain the following:

- Three or four images of the property. These may be interior and exterior photos of the property
- A full description of your property, which should include a summary of the history of the building and an overview of the surrounding area and local amenities
- Room by room description of interior – which should detail the facilities downstairs and upstairs (if applicable)
- Availability and prices which will be updated by you with a unique user name and password
- Your contact details for bookings

How do I join?

Simply complete the property submission form provided and email it back to us with photos of your property, we will then use this to create your web page. When your page is completed, you'll have the chance to make any amendments to the details before publication. Once the page is published you will be able to enter your property's prices and availability for the year.

How much will it cost?

The cost per property is £100 per year plus VAT. Your money will contribute to marketing the website and cover the administration fees. Discounts are available if you have more than one cottage to market.



Terms and conditions – please sign that you have read and agree to the following

Legal terms: 'We', 'us' and 'the website' refer to traditionaldorsetcottages.co.uk. 'You', 'your' and 'the owner' refer to the property owner wishing to list his or her property on traditionaldorsetcottages.co.uk.

1. Please remember we are not an agency (and do not charge agency fees) so we will not take bookings or amend prices/availability for your property. This will be your responsibility and please consider that prompt responses to enquiries will lead to more successful bookings.
2. It is the owner's responsibility to describe the property fairly and accurately and we will not be held responsible for any misrepresentation of the property to your clients. To this end, all complaints will be dealt with by the owner. In the event of deliberate inaccuracies or misrepresentation by the owner, we reserve the right to withdraw your listing from the website.
3. We are happy to make initial changes to the text and details that you have provided before publishing your page. After publication you are entitled to one change per year. We reserve the right to charge a fee if additional editing is required to your page (except if there is an error which is deemed to be ours). It is therefore in your interests to make sure the details you provide are correct. To avoid unnecessary delays we must ask that you provide your full details in the electronic format requested to avoid misunderstandings, misinterpretations or inaccuracies.
4. We will provide a link to your property's website, if applicable. We will not, however, provide links to a website that is not owned by you, is not specific to your property, or is considered inappropriate. We also cannot provide links to your agent's website or email address as the purpose of this website is to benefit property owners by enabling them to take direct bookings.
5. The price for marketing your property with Traditional Dorset Cottages is £100 plus VAT for one year. This payment is non-refundable. Your listing may be renewed with us annually. If you do not renew your listing we will remove your page and all mention of your property from our website.
6. We do not charge commission on any bookings made through marketing your property with us and will not make charges to you other than the yearly fee, unless you request us to make changes to your page (other than as stipulated in '2').
7. We undertake to successfully market your property through the website, however we cannot guarantee bookings. Bookings can depend on a variety of factors – including your response to enquiries and your description and photographs of the property.

We are always open to suggestions on ways to improve the website and would welcome your comments and look forward to working with you.

I agree to the conditions above. Signed..... Date