



# Working With Solmar Villas

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## Supplier's Guide

2022 Season



# Who are Solmar Villas?

Solmar Villas is a family run, UK based Tour Operator with over 27 years' experience in arranging high quality, tailor-made villa holidays.

We are ABTA members and ATOL license holders who have won multiple British Travel Awards, including 21 in the last 7 years.

With a large client base of over 75,000 customers, we currently provide around 10,000 holidays per year to both UK based and international passengers.

We currently feature over 700 villas in our portfolio across 22 destinations in Europe and the Mediterranean.

We have a dedicated team of over 60 staff based at our UK head office and in resort.



WINNER OF 21 AWARDS



[Find out more about us](#)

# Working with us in 2022



**Guaranteed Income**

The amount agreed for the period contracted is guaranteed. If weeks remain unsold you will still receive the full amount.



**International Clients**

Our established international presence, including listings across all major booking sites including Airbnb, Expedia and Booking.com ensure we are not reliant on UK clients.



**Hassle Free**

Leave us to manage sales leads, complaints and damage claims as well as in-resort support for your guests.

## The Benefits



**Dedicated Marketing Campaigns**

We'll promote your villa across a range of channels including our brand-new responsive website, email campaigns, social media, TV and more – all at no cost to you.



**Professional Photography**

We work with a team of select photographers to help raise the profile of your villa (for Committed Contracts only) - again at no cost to you.



**Loyal Customer Base**

We've built up a strong reputation over the last 27 years, and many of our customers re-book with us year after year.

# Stability

## Our Awards

### British Travel Awards 2014

Best Villa/Self Catering Holiday Booking Company **GOLD**

### British Travel Awards 2016

Best Villa/Self Catering Holiday Booking Company **GOLD**  
Best Small Holiday Company for Customer Service **BRONZE**

### British Travel Awards 2017

Best Villa/Self Catering Holiday Booking Company **GOLD**  
Best Holiday Company to Hellenic Europe **SILVER**

### British Travel Awards 2018

Best Holiday Company to the Iberian Peninsula **GOLD**  
Best Villa Holiday Company **SILVER**  
Best Family Holiday Company **SILVER**  
Best Holiday Company to East & South East Europe **SILVER**  
Best Holiday Company to Hellenic Europe **SILVER**

### British Travel Awards 2019

Best Holiday Company to the Iberian Peninsula **GOLD**  
Best Holiday Company to Central & Northern Europe **SILVER**  
Best Holiday Company to East & South East Europe **SILVER**  
Best Villa Holiday Company **BRONZE**  
Best Holiday Company to the Italian Peninsula **BRONZE**

### British Travel Awards 2020

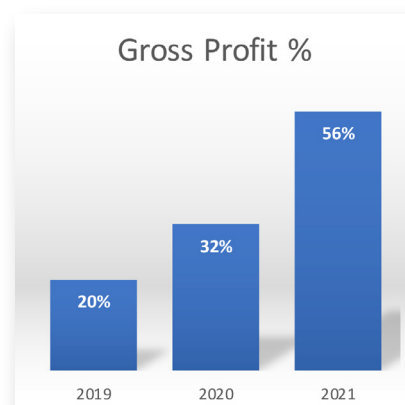
Best Family Holiday Company **GOLD**  
Best Holiday Company to Western Europe & Ireland **GOLD**  
Best Holiday Company to East & South East Europe **GOLD**  
Best Holiday Company to the Iberian Peninsula **GOLD**  
Best Villa Holiday Company **SILVER**  
Best Holiday Company to Hellenic Europe **BRONZE**

## Our Journey

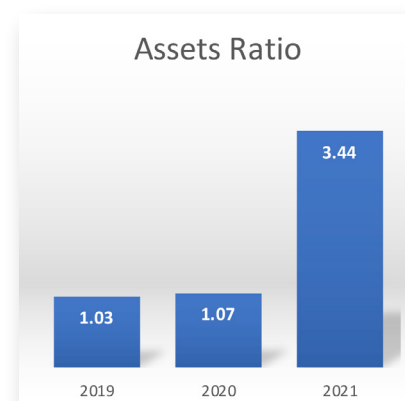
In the early 1980s, founders John and Maria bought a two-bedroom apartment in Menorca and decided to rent it out. A few years later they purchased a three-bedroom villa and quickly began to help friends rent out their own properties too.

As the opportunities grew, John and Maria saw potential and in 1994, Solmar Villas was born! Family is still very much at the heart of Solmar Villas with John, Maria and their daughter Julie making Solmar Villas recognised as one of the leading villa holiday providers in the UK.

## Company Growth



Our gross profit is increasing each year



Our asset ratio is increasing each year

To view our accounts:

<https://www.gov.uk/government/organisations/companies-house>



We are ABTA members and ATOL protected, providing full financial protection and peace of mind for our clients.

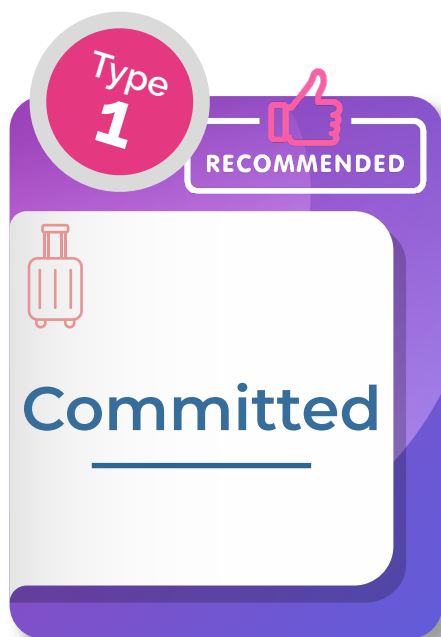
# Partners

We're proud to be working with some of the most established and well known travel agents and booking portals, meaning you don't need to worry about advertising your villa. Solmar continues to expand its partner presence with some exciting additions to be announced very soon!




# Our Options

We offer a range of contract options to suit your requirements:

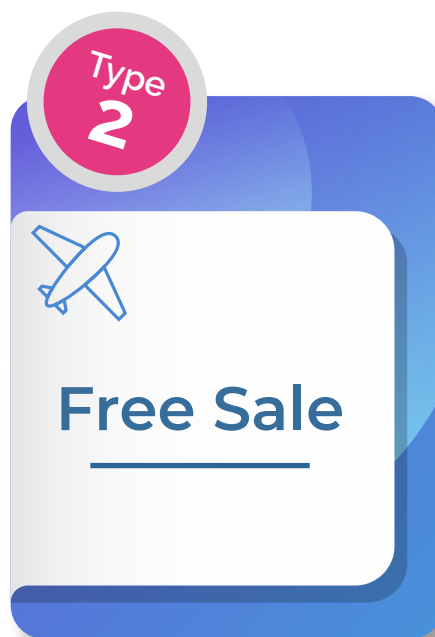


**Type 1**  
RECOMMENDED


  
**Committed**

This card is purple and features a 'Type 1' badge in a pink circle, a thumbs-up icon, and a 'RECOMMENDED' label. It includes a suitcase icon and the word 'Committed' in a large, bold font.

- Guarantee Income irrespective of occupancy
- Local representative support and checks
- Damage cover included
- All enquiries managed by us
- Full exposure to all partners\*



**Type 2**

  
**Free Sale**

This card is blue and features a 'Type 2' badge in a pink circle. It includes an airplane icon and the words 'Free Sale' in a large, bold font.

- You are still able to take their own bookings
- You set Customer Terms and Conditions
- You set nightly rates
- Local representation in most destinations
- Damage Claim cover
- Premium price paid for calendar control



**Type 3**

  
**Adhoc**

This card is light blue and features a 'Type 3' badge in a pink circle. It includes a briefcase icon and the word 'Adhoc' in a large, bold font.

- You can set Customer Terms and Conditions
- Solmar request and pay for booked nights only
- You set nightly rates
- Local representation in most destinations
- Damage Claim cover

\*subject to H&S approval

# Commitment Contract



## HOW IT WORKS

- We agree a set price for a specific period of the year with you
- Payments are made throughout the year in advance to an agreed payment schedule
- Our local and UK team handle all the enquiries, complaints and issues in resort
- Damage Cover included to protect your fixtures and fittings

## Conditions

- Villa is advertised exclusively by Solmar Villas including on booking portals and through travel agents.
- Any required contract conditions as well as Health and Safety conditions must be completed in advance of the season.

## Payment Schedule

- Payments are made based on the agreed payment schedule. These can be split equally or in varying amounts across the season.
- Compensation/Damages adjustments will be made at each payment.
- Last payment is end of year reconciliation which is made after the contract end date.

## BENEFITS OF THIS CONTRACT

- Guaranteed Income.
- Agreed payment schedule.
- Principle status ensures Solmar handle all complaints and damages.
- Hassle free –
  - No enquiries
  - No advertising costs
  - No complaints handling
  - No losses from damages
  - Regular income
  - Regular property inspections
  - Continuation of repeat bookers
  - Investment programme
  - International client base



# Pay as you go (Free Sale)

ICAL or XML integration



## HOW IT WORKS

- We agree nightly sell prices and commission with the villa owner/agent.
- Solmar takes principal legal status (subject to H&S).
- **Solmar hold the availability calendar control** so you have to check availability with Solmar before accepting any bookings of their own.
- Suppliers are able to advertise locally as well as with Solmar.
- Supplier sets the booking terms and conditions.

## Conditions

- Owner/Agent can sell weeks locally (Free Sale need to request dates with Solmar via live online portal).
- Owner/Agent must respect price parity (ie not advertise the villas for less than the agreed sell price unless also passing the same discount to Solmar Villas).
- Owner/Agent must respect agreed changeover day and minimum stay rules unless also offering changes to Solmar.
- Any required contract conditions must be completed in advance of the season first payment.

## Payment Schedule

- Deposit and Balance dates are negotiable.
- Balance can be paid in advance but only on the understanding it is reimbursed less cancellation charge if booking doesn't go ahead.

## BENEFITS OF THIS CONTRACT

- Premium nightly rate paid (usually 5-10% more than for adhoc)
- Able to distribute to wide network of Partners\*
- Principal legal status means less hassle for the owners having to deal with complaints, enquiries and damage claims.
- Solmar's international presence and client base spreads the risk of a single country lockdown.

\*subject to H&S approval





# Adhoc Request

Type  
3

## HOW IT WORKS

- We agree nightly sell prices and commission with the villa Owner/Agent.
- Solmar acts as an agent only and has no legal liability.
- The Owner/Agent holds the availability calendar control so Solmar have to check availability before confirming bookings.
- Not passed through to connected partner sites as it doesn't meet minimum criteria for accuracy of availability.
- Supplier sets the booking terms and conditions.

## Conditions

- Owner/Agent must be able to confirm and supply booking reference by return within 48 hours.
- Owner/Agent must respect price parity (ie not advertise the villas for less than the agreed sell price unless also passing the same discount to Solmar Villas).
- Owner/Agent must respect agreed changeover day and minimum stay rules unless also offering changes to Solmar.
- Any required contract conditions must be completed in advance of the season first payment.
- Owner/Agent own cancellation charges and terms and conditions will be provided to the client upon booking. If not provided to Solmar by the agent/owner, Solmar's standard terms and conditions will apply.
- Owner/Agent responsible for client complaints, damages, and any other issues. Solmar will facilitate communication between the two parties only.

## Payment Schedule

- Deposit and Balance dates are negotiable.

- Balance can be paid in advance but only on the understanding it is reimbursed less cancellation charge if booking doesn't go ahead.

## BENEFITS OF THIS CONTRACT

- Owner/Agent set the terms of the contract.
- Owner/Agent control the availability calendar so don't need to check before confirming own bookings with Solmar.
- Still benefit from Solmar client handling while in resort.

## NEGATIVES

- Can't be passed to international partners/sites due to lack of accuracy and delay in confirming bookings.
- Miss out on the increased nightly rate offered for Free Sale.
- Owner/Agent has to deal with damage claims and complaints handling.



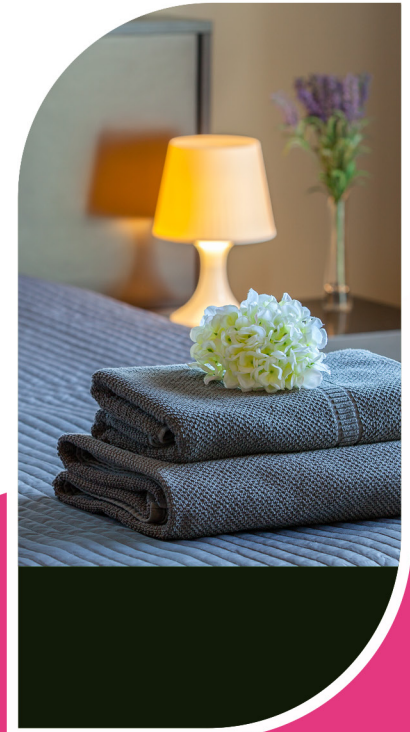
# Our Villas

We take great pride in the villas we feature, and would generally need to meet the following criteria to be considered for our Exclusive portfolio:

- Detached property with a private pool
- Not be overlooked
- Be within 1.6km (1 mile) of the nearest beach, shops and restaurants
- Have air-conditioning (in all bedrooms at a minimum) and Wi-Fi
- Decorated and furnished to a good standard with the usual modern convenience (flat screen TV, dishwasher, washing machine etc.)

## Health and Safety

We have an expert Health and Safety Team who will assess your property and confirm what is required to meet the FTO regulations for holiday rentals. Our in-resort Representatives are also fully trained so that they can carry out audits on your property, meaning less hassle for you.



## How do we value your property?

After many years' experience in contracting villas and monitoring their performance, we have a good idea what clients are after and what they are willing to pay for their perfect villa holiday. We also learn a great deal from the performance of similar villas featured by our competitors, and the continuous analysis of our selling prices and availability versus theirs.

We base the value of your villa on a range of factors including location, size, features, occupancy and its quality of furnishings.

# What do we need from you?



While we'll do a lot of the hard work in marketing, selling and looking after clients in your villa, there are a few things we will require from you to make a successful partnership:

- Maintain the villa to a good standard, ensure all lights working etc.
- Ensure the cleaning team complete the task fully and well.
- Ensure the villa photographs and description remain accurate. If there are any changes, let us know.
- Provide for any maintenance or repairs to be undertaken within 24 hours where reasonably expected.
- Villas are to be cleaned and prepared before arrival then have a mid week towel and linen change and floors swept/mopped and bathrooms/toilets cleaned as a minimum.
- Maintain the basic itinerary list of equipment in the villa shown in your contract terms and conditions.
- Prepare the villa by 4pm for the next arrivals.
- Ensure the villa adheres to the agreed Health and Safety requirements.
- Ensure the villa and associated teams adhere to local Covid-19 protocols.

# What happens next?

We'd love to hear from you. If you would like to discuss any of the information in this guide, we'll be more than happy to discuss your property and the options with you.

Visit our Villa Owners page to find out more about us and how to contact our Product & Contracts team:

[www.solmarvillas.com/information/villa-owners](http://www.solmarvillas.com/information/villa-owners)

## Head Office Contact Information



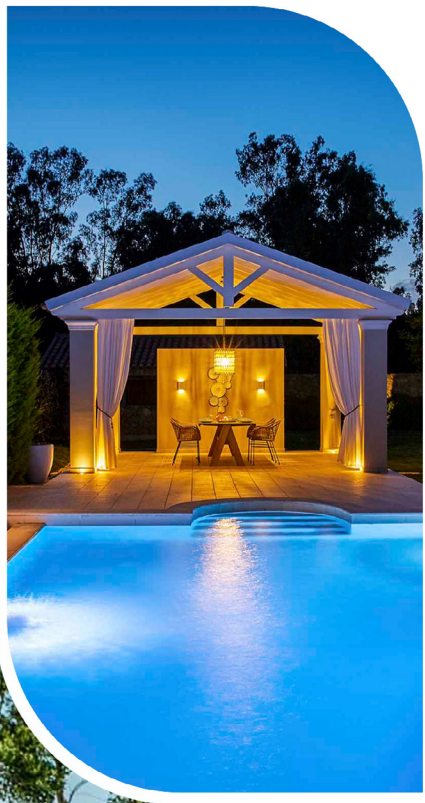
**Call:** 0044 1283 505710



**Email:** [contracts@solmarvillas.com](mailto:contracts@solmarvillas.com)



**Visit:** [www.solmarvillas.com](http://www.solmarvillas.com)





#FeefoTrusted  
Platinum  
Trusted  
Service  
Awards  
winner!  
★★★★★  
2021 feefo

WINNER OF 21 AWARDS



ABTA  
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 solmarvillas

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