

Memorable Stays, Exceptional Management.

Glasswing Stays

Short stay property management for boutique properties across
Yorkshire & Northumberland.



07968 443831



glasswingstays.co.uk

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Welcome

A Note from Nikki...



I founded Glasswing Stays with a simple belief: that beautiful spaces deserve equally thoughtful care.

As a property investor myself, I understand the balance we're all striving for
- honoring the character of a space while ensuring it performs financially.
That sweet spot where strong returns meet integrity and ease.
Glasswing was born from my own journey.

I started by managing our family's coastal home and quickly learned how much detail goes into a seamless guest experience. One property became two, then three - and before I knew it, owners were reaching out, asking if I'd bring the same level of attention and warmth to their property.

Today, we're a boutique management team with a handpicked portfolio of high-end cottages and apartments across Yorkshire and Northumberland.
We're small, agile, and incredibly close to the business and, to you.



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Here's what you can expect with us:





Full-Service Holiday Let Management

From listing creation to linen changes - everything's taken care of.



Luxury Housekeeping & Maintenance

Impeccable 5-star standards, reliable trades, and prompt issue resolution.



Timely, Friendly Guest Communication

Fast replies and personal touches ensure guests feel valued.



Monthly Owner Reports by the 10th

Detailed earnings, performance insights, maintenance logs, and market overviews.



Multi-Platform Listings

Airbnb, Booking.com, VRBO, Expedia, Google, Silverdoor, Comfy Workers, TradeStays & our own curated booking site.



Dynamic Pricing

Live, responsive price optimization based on occupancy, demand, and local events.



Swift Owner Payments

Timely remittance with detailed monthly breakdowns.



Our Fee: 15% Commission (Full Management)

Transparent pricing with no hidden extras - just meticulous care, exceptional communication, and strong results.



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Why Our Owners Choose Us



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We Understand What Matters

With backgrounds in investment, sales, and operations - we bring a uniquely rounded perspective to property performance. We know what it means to seek returns -and to want them achieved ethically and with care.

We work best with owners who cherish their properties and expect a high standard of stewardship. If you're looking for a faceless agency, we might not be the right fit. But if you value:

- Clear, regular communication
- Meticulous presentation
- Hands-on attention to detail
- Respect for your space
- Ongoing optimization and results

...then we believe you'll feel right at home with us.



“ What Our Owners Say ”

"Just wanted to say thank you for our first monthly update. It's a refreshing change from the previous management approach, and I'm pleasantly surprised by the April statement. Thank you for going the extra mile to make this property an SA success."

- Sarah, Newbiggin Beach House

*"You're doing a stellar job.
It's totally noticed and appreciated, I don't think I've made that clear!
You've been fab."*

Milly, Joey's Cottage- Alnwick.

An amazing boutique management company that truly cares. Nikki is great, she does what she says she will do and has delivered an excellent service. I highly recommend Nikki to any other holiday let owners looking for a company that cares to look after their property. 5!*

Joe Davies.



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Owners Portal

Stay in control with our Owner Portal:

- Real-time access to your booking calendar, room rates, and monthly income.

Need a personal stay?
Simply block off your dates in seconds.



Why Glasswing Stays?

- Full-service management (from listing to linens)
- Luxury housekeeping & trades
- Dynamic pricing for max revenue
- Multi-platform visibility
- Owner portal with real-time updates
- Monthly reporting & fast payments
- 15% management fee – no hidden costs



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Case Study: Joey's Cottage, Alnwick

From Forgotten to Fully Booked-



Joey's Cottage had everything going for it: a picture-perfect stone terrace in the heart of Alnwick, a cosy interior full of character, and a location just a short stroll from the castle and town square. But when the owners approached us, the cottage was in trouble.

After months of neglect under a previous management company, Joey's had fallen sharply down the rankings on all major platforms. It hadn't received a single booking in over three months. Reviews had become negative, calendar management was inconsistent, and guests were clearly left disappointed. For the owners, the cottage had become a source of stress – and zero income.

When Glasswing Stays took over, we began with a full audit and reset:

- Rewrote the listing descriptions to capture its warmth and charm
- Implemented dynamic pricing to stay competitive year-round
- Brought in our trusted housekeeping and maintenance team to ensure quality and consistency
- Launched across Airbnb, Booking.com and VRBO with full calendar sync
- Delivered a 5-star guest experience from the first booking

The result?

Joey's Cottage went from invisible to fully booked. It regained 'Superhost & Guest Favourite' status, received glowing reviews, and earned more in its first 2 months under Glasswing than in the previous seven months combined. The owners now receive regular, transparent income reports and can relax knowing their property is in expert hands.

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Let's Talk



We're not here to scale endlessly. We're here to build **lasting partnerships** with owners who care as much as we do.

If you'd like to see how your property could thrive with Glasswing Stays, we'd love to hear from you.

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 Yorkshire & Northumberland

 @glasswingstays

