

Cornish Business Has Gem Of A Year

Cornish Gems - an award winning Cornwall wide holiday lettings specialist is announcing expansion plans and the launch of a new service following an extremely successful year.

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CORNISH BUSINESS HAS GEM OF A YEAR

A Cornwall wide holiday lettings specialist is announcing expansion plans and the launch of a new service following an extremely successful year.

Cornish Gems, which launched in February 2007, has quickly grown to manage a portfolio of over 70 luxury holiday homes, cottages and apartments across the county. They are on target to reach £1.3million worth of holiday sales by the end of this year, with a target of £2million for 2011.

In line with growth and expansion plans, Cornish Gems has just moved to a new head office at Threemilestone Industrial Estate, near Truro, utilising a centralised location which is well placed for accessing their properties throughout the county.

The new site spans over 3000 square feet, which will also facilitate the launch of their brand new housekeeping division ready for the start of the 2011 season. The housekeeping team will service and manage the four and five star properties to an extremely high standard. In-house services available for property owners will include thorough cleaning services and checking procedures, along with linen/towel hire and the provision of welcome hampers for guests on arrival.

Co-owner, Julianne Shelton explains why the launch of this new service is vital to continued growth for the award winning business:

“The lettings market is highly competitive and we base our excellent reputation on a low turnover of properties and high customer satisfaction and retention. To strengthen our market position and sustain our business during these challenging times, we felt that it was vital to offer an in-house housekeeping and servicing solution.

“Until now we provided a fully managed housekeeping service to property owners via third party contractors. By pulling this in-house we can deliver even higher service standards whilst also reducing hassle for owners, and importantly keeping costs competitive.”

Nadia Durrant, co-owner with Shelton added:

“The launch of this new service will cement Cornish Gems as a true one-top solution for holiday letting and management which will result in further employment opportunities. The current team of four, which includes myself and co-owner Julianne, will be bolstered three-fold to a twelve-strong team, ready for the 2011 season.”

One of the new positions includes a Sales Manager for Cornish Cribs which launched back in April and has reached national press. The Cornish Cribs collection offers the crème de la crème of dream destinations in

the Duchy. Boasting features such as hot tubs, swimming pools, gyms, home cinemas, private beach access and dramatic views, each property is complemented with a holiday concierge service dedicated to creating dream escapes to Cornwall.

Fighting the recession, Cornish Gem's growth and achievements look set to continue through the rest of this year and into the next.

For further information, or if you are interested in finding out more about the employment opportunities and joining Cornish Gems' progressive business, please visit www.cornishgems.com or contact Julianne Shelton on 0844 8002812

EDITOR'S NOTES:

Contact: Helen Mulhern on 01326 376273 / info@eventy.co.uk

Julianne Shelton, Managing Director of Cornish Gems on 0844 800 2813

Photo: Please find attached a photo of co-owners Julianne Shelton (left) and Nadia Durrant (right), both quoted. Higher resolution or alternative images available on request.

Further Info – Having won the prestigious silver award for Best New Business in Cornwall, Cornish Gems has gone from strength to strength since its launch in 2007, growing from 3 hand picked properties in their first year to over 70 at present, all in sought after Cornish hot spot locations.

Cornish Gems provide homeowners with peace of mind through their complete management package and have a proven track record of achieving high occupancy rates and rental incomes. Their cottages meet four and five star standards for quality and most have been accredited by the Quality in Tourism scheme run by Visit Britain in conjunction with the Cornwall Tourist Board. Dog friendly accommodation, short breaks, weekend breaks and last minute deals are all available.

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