



Holiday Lets | Property Management | Renovations



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We are Ridgestone.

Our mission is to create exceptional and unforgettable experiences for our guests & clients. With an unwavering commitment to approachability, attention to detail, and personalized service, we curate luxurious accommodations that go beyond expectations.

Ridgestone was founded in 2018 by our Director, Jack, inspired by a simple yet powerful question: “Can we increase earnings while reducing the hassle of managing a holiday rental?” The answer, we discovered, is a resounding yes. Simplifying and streamlining processes is possible, but the real challenge is transforming that idea into a practical, effective plan.

By Leveraging our extensive experience and connections in the hospitality industry, we set out to bring innovation to a stagnant market. We aim to help property owners like you to develop and efficiently manage your rental bookings.

We believe there's always an effective way to achieve your goals. By combining ambition, ingenuity, and determination, we help our clients create new opportunities and build a more successful, sustainable future.

“
Everything we do, we do to
elevate our owners and support
them *in achieving success*.”

Jack Serginson - Director

Director

Jack, our seasoned director, is the cornerstone of our leadership team. His dedication and expertise have been instrumental in driving our continuous growth. He embodies our commitment to innovation, collaboration, and exceeding expectations.



Jack Serginson

Get in Touch

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E: info@ridge-stone.co.uk

Core Team

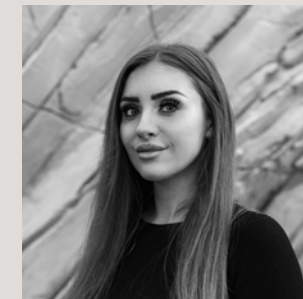
From property management experts to customer service specialists, each member of our team plays a vital role in upholding our commitment to elevating both your property and your experience as a property owner. As our dedicated staff continues to grow alongside our brand, we remain steadfast in delivering the highest standard of service to you, our valued clients.



Morgan
Reservations Manager



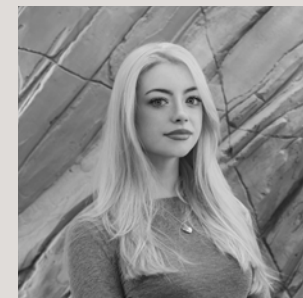
Megan
Executive Assistant



Jynayer
Developments



Catalin
Operations



Órla
Interior Design



Ethan
Marketing



Florence De Orellana
Photographer



Kieron Mannix
Graphic Designer

Maintenance Team



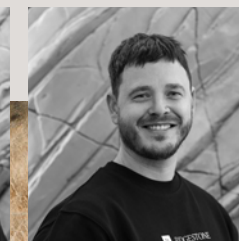
Ian



Przemyslaw



Jonathan



Ross



Jake



What We Offer

Discover the power of our experienced team, *dedicated to advising, guiding, and supporting you at every stage*. With our expertise, we'll help you establish a *stronger online presence, boosting long-stay tourism year-round* and *ensuring a steady stream of guests* for your property.

We provide comprehensive, year-round maintenance services, managing everything from reservations and guest communication to overall property management. Our goal is to maximize your investment returns while ensuring the long-term health of your property.

Navigating legalities and government requirements can be complex, but we're here to make the process as smooth as possible. Our team is ready to provide the necessary guidance and support every step of the way.

For your convenience, we offer simplified monthly billing and are always available for one-on-one conversations to address any questions or concerns.

Trust our team to unlock the full potential of your property and embark on a successful, rewarding partnership with us.



Ridgestone Benefits

Choosing the right team to support your goals is crucial. To help you determine if Ridgestone is the right fit for you, *here are just a few of the benefits you'll enjoy as one of our property owner partners:*



Online Owner Portal

Personalized access to your property information with 24/7 online access through the Ridgestone Owners Portal.



Ridgestone Online

Generate millions of views by utilising our website, active social media presence, and OTA listings.



OTA Partners

We collaborate with over many OTAs, including Booking.com, Airbnb, Expedia, VRBO, and HomeAway, to maximize your property's exposure.



Property Pricing

Our experienced team creates personalized property pricing based on expert analysis, ensuring you get the pricing your property deserves.



Stress-free Bookings

We manage bookings, guests, payments, and OTAs (Online Travel Agents), so you don't have to.



Professional Photography & Marketing

We utilize experienced professional interior photographers to showcase your property at its best. In addition, we offer comprehensive marketing services, leverage our online channels and social media presence to enhance your property's visibility and appeal.



Managed Services

Cleaning and maintenance service recommendations are available across the UK, with a deep pool of contacts to address any issues.



Development

Benefit from our long-term business relationships to elevate your property.



Dedicated & Local Team

Our dedicated team is available 7 days a week. Based in the Lakes, we bring a wealth of local knowledge, contacts, and experience.



Flexible Contract

Enjoy a flexible contract with a 3-month trial period (terms and conditions apply).



Health & Safety

We offer support and evaluation advice on health and safety regulations.



No Upfront Fees

Join us immediately and start earning with no upfront costs. We only make money when you do.



Influencers & Celebrities

We work with an ever-growing pool of influencers and celebrities that help market your property to the masses.

A rustic living room with a stone fireplace, a large mirror, and a leather sofa. The room features exposed wooden beams, a stone fireplace with a wood-burning stove, and a large mirror reflecting a bedroom. A leather sofa with a fur throw is in the foreground, and a stone coffee table is in the middle ground. A wicker basket of firewood sits on the hearth.

Made to Make Memories

R

Revenue Reporting

Owner Revenue Reports are generated and issued monthly alongside the Owner Revenue Payment. These reports provide a detailed breakdown of all maintenance and additional fees, along with a clear record of Ridgestone's commission and the Owner Revenue for each property.

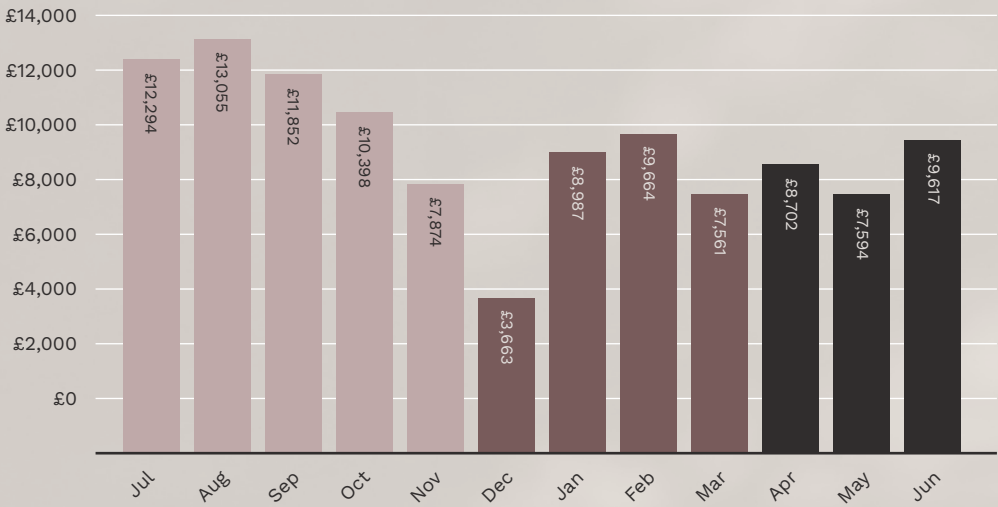
Payments may vary from month to month depending on the season, number of bookings, and demand. Below, we've provided an example breakdown for high, mid, and low seasons for two properties: Woodlands Family Retreat and Ellerthwaite Place in Windermere.

“

Our commitment to transparency and excellence is evident in our Owner Revenue Reports, providing a comprehensive breakdown of each booking's revenue and our commission. It's about ensuring a successful partnership with our property owners.

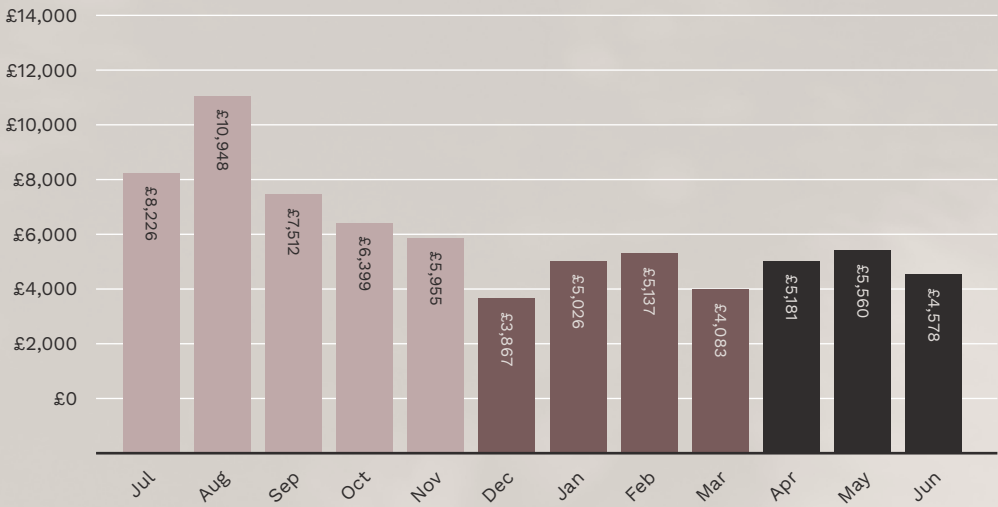
Jack Serginson - Director

Woodlands



High Season (Monthly Average)	£11,095
Low Season (Monthly Average)	£7,468
Mid Season (Monthly Average)	£8,604
Annual Total	£111,261

Ellerthwaite



High Season (Monthly Average)	£7,808
Low Season (Monthly Average)	£4,528
Mid Season (Monthly Average)	£5,106
Annual Total	£72,472



Enjoy the homes you've created, without living inside the admin – *we handle the chaos so you can enjoy the calm.*

Letting with Ridgestone is about stepping into a calmer, higher-end way of owning holiday properties. The team takes on the day-to-day work, the nitty gritty and the bigger picture, so you can stay focused on the things that really matter to you, whether that is your family, your work or creating that next exciting project to bring to the Ridgestone collection. Your properties are positioned as part of a curated, premium collection, supported by sophisticated marketing across all OTAs, direct channels and social media campaigns that speak to the kind of guests your home deserves.

Working with Ridgestone feels more like having a trusted partner than a managing agent. The structure is simple and aligned with your success, so you do not have to second-guess the details, your success is our success. There is a steady sense that someone is on your side. Knowing there is an enthusiastic, local and proactive team protecting and elevating your assets to give yourself permission to step back from the day-to-day noise and enjoy the bigger picture of your portfolio and your lifestyle. Ridgestone is the personal, solutions-focused partner you have been searching for.

“

We go above and beyond to deliver exceptional results, whether it's managing properties or executing full renovation. Our owner-centric approach and attention to detail is what sets us apart.

Jack Serginson - Director



Luxury *Redefined*

R



Property *Development*

Renovating Your Property

Whether it's your home or a holiday property, renovating today comes with more challenges than ever before: finding reliable and qualified tradesmen, sourcing the right materials at reasonable prices, coordinating around delayed deliveries, and understanding how much to invest for optimal value.

Full Property Renovation Package

At Ridgestone, we're proud to offer a Full Property Development Package. We work closely with you from the initial design stage through to project completion. Or, if you prefer, you can step back and leave the entire process in our hands—we'll handle everything, from design to build.

A Team You Can Trust

Our team consists of loyal and driven qualified tradesmen who are passionate about design and dedicated to seeing every project through to the end. We take pride in our work, ensuring every detail is finished to the highest standards.

Simple & Transparent Pricing

Our approach is straightforward and transparent. We charge a 20-30% management fee on all materials (purchased at our discounted rates) and on our contractors' hourly rates. We maintain a detailed log of all payments and provide invoices throughout the development, keeping you informed and offering full clarity at every stage.

Summary of *Development Terms*

Bespoke Solutions for Every Project

We recognize that every project is a unique endeavour with specific requirements, and we tailor our solutions accordingly. To get started, we request an upfront retainer. This payment allows us to begin gathering essential information, including measurements, design details, and pricing breakdowns.

This retainer allows us to start the design elements of your project.

“ Navigating the complexities of property renovation can be a challenge. With our full property renovation package, we offer a hands-on approach from design to completion. Ensuring a high standard of finish and value investment.

Jack Serginson - Director

For the procurement of materials and interior items, which we source through our trade accounts offering discounts of up to 70% off retail prices, a 20-30% commission fee is applied. For example:

Retail Market Cost of Sofa	Cost of Sofa With Ridgestone	Total Cost (Including Commission)
£1,000	£300	£550

Labour contracts engaged during the project are invoiced at the contracted labour rate, with a 20-30% commission applied to Ridgestone.



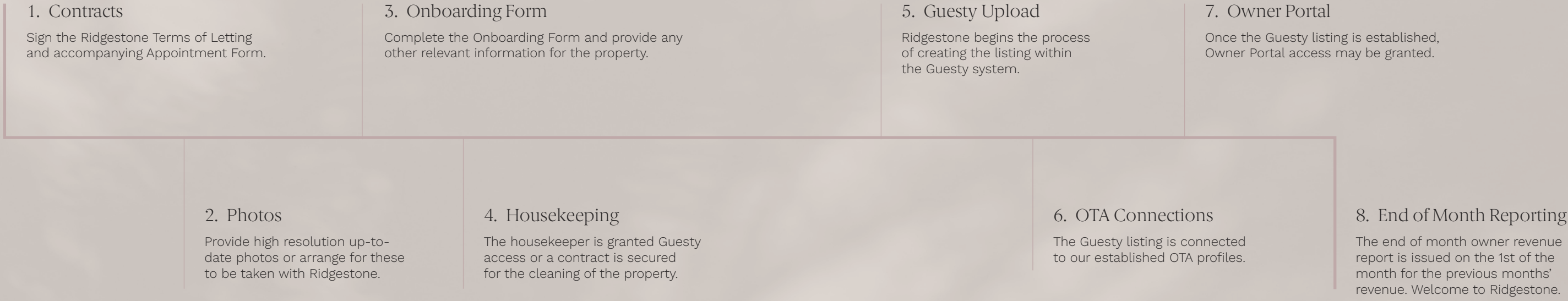
Onboarding

In our journey of welcoming new owners to Ridgestone, the first step is to establish contractual terms and secure signatures from both the Owner and Agent. Once this foundational step is completed, we proceed to gather comprehensive property information. Utilizing the Onboarding Form to capture owner details and high-quality property photography, we create compelling marketing materials that maximize your property's appeal to potential guests.

Our team can arrange for a reliable housekeeping service to maintain your property, or if you prefer, we can seamlessly integrate your existing trusted team to stay informed about upcoming bookings. Once your property is added to our Guesty system, we begin distributing this data across our established Online Travel Agent (OTA) profiles and our website. This allows us to manage guest inquiries, handle confirmed bookings, and provide ongoing support.

You will also receive exclusive access to the Owner Portal, offering you real-time insights into your property's progress and booking updates. This platform enables you to make personal bookings, track occupancy, and generate guest reports based on your preferences.

At the end of each month, we provide a detailed Owner Revenue Report, typically issued on the 7th working day of the following month, with allowances for bank holidays or other annual holidays.





Get in Touch

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