

THE ULTIMATE GUIDE TO CREATING A LICENSEE WELCOME PACK



It's great you are going to be part of the The 154th Open with us.

We want to help you create a welcoming and rewarding experience for your property licensees and hope the following advice on creating a welcome pack is a great way to get started.

WHY A WELCOME PACK MATTERS

A Welcome Pack is a great way of introducing your property.

It helps everyone to settle in, explains how everything works and creates an ideal first impression about what your licensee can expect.

- **Ease the introduction** for licensees
- **Reduce confusion** and unnecessary queries
- **Set a positive tone** for your licensee relationship

This is your first opportunity to show how much you care the licensee has a great experience.

WHAT IS A LICENSEE WELCOME PACK?

Think back to your own holiday experiences. Opening the door for the first time to be welcomed with an essentials basket with items such as tea, coffee, sugar, plus key dos and don'ts about the property. This is exactly the same, and we suggest the following is a really good way to start.

- A **physical basket** with items and documents
- A **folder of printed guides**
- A **digital pack** sent via email

Beyond being thoughtful, it's practical and ensures licensees have everything they need from day one.



WHAT TO INCLUDE IN YOUR WELCOME PACK

To help, we have created a little checklist of essentials you should consider:



1. A Warm Welcome Letter

Start with a personalised note introducing the property, neighbourhood and anything useful you may wish to share. This sets a friendly, welcoming tone and encourages open communication.



2. Copy of the Tenancy Agreement

Include a copy for easy reference. For guidance on tenancy agreements, visit the [National Residential Landlords Association](#) or use our **template provided**.



3. Essential Contacts

Provide a list of key contacts:

- **Your Property Management team** - this could be you, a family member/neighbour or anyone you wish to appoint. This dedicated contact should ideally be available at all times.
- **Emergency Utilities Contact Information:**
In the event of a utility failure, it is essential that homeowners know exactly who to contact for urgent assistance. Please ensure the following information is clearly included. If you would prefer the licensee to contact the utility provider directly, indicate this accordingly. If not, please provide your own emergency contact number this must be available and monitored 24/7 by you or an appointed representative.
- **Electricity**
Name of electricity provider
24/7 emergency outage number
Account/reference number (if applicable)
Use this contact if you experience a power cut, exposed wiring, or any electrical hazard.
- **Gas**
Gas supplier name
Emergency gas leak hotline: (e.g., National Gas Emergency Service in the UK: 0800 111 999)
Account/reference number
Contact immediately if you smell gas, suspect a leak, or have issues with supply.
- **Water**
Local water company
Emergency supply or leak reporting number
Use for burst pipes, loss of water supply, or outdoor leaks.
- **Heating** (if separate from gas/electricity)
Boiler or heating system service provider
Emergency repair number
Useful if heating fails during cold weather or if you notice boiler faults.

- **Internet & Phone Line**
Service provider
Faults and outage support number
Note: This is not an emergency service, but helps restore communication quickly.
- **Additional Useful Contacts**
Local council emergency line
Home insurance emergency assistance number
Preferred emergency tradespeople (electrician, plumber, heating engineer).
- **Local doctor and dentist** that will accept tourists for emergency appointments
- **Local emergency services** (hospital, police, fire department)



4. Local Area Guide

Your local area is likely to be new to your licensee so advice and directions to local shops, restaurants and key services is invaluable.

Personal recommendations are always perfect and shows you really value your licensee settling in.

Maps and information on how to get to Royal Birkdale Golf Club on foot, by car and public transport are also extremely useful.



5. Property Manual

Explain how appliances and systems work, plus troubleshooting tips for common issues. Make sure you include Wi-fi details, router location and any relevant password details.



6. Emergency Procedures

Outline steps for emergencies and include the location of main switches for water, gas, and electricity. Provide a clear emergency plan, including evacuation procedures and emergency contact information.



7. Expectations and Regulations

Clarify rules on waste disposal, parking, pet policies, and community guidelines. You may also wish to consider which rooms within the property are lockable and not available to tenants.



8. Essential Certificates

Provide copies of:

- Gas Safety Certificate
- Electrical Installation Condition Report (EICR)
- Energy Performance Certificate (EPC)



9. Inventory

Include a detailed inventory with photos for both parties to sign. This helps avoid disputes later.



10. Thoughtful Extras

Small touches like tea, coffee, household essentials (toilet roll, dishwasher tablets, hand soap etc) or a welcome card make licensees feel welcome.

WHY IT'S WORTH THE EFFORT

A welcome pack isn't just a nice gesture, it will do the following:

- Enhances satisfaction
- Reduces misunderstandings
- Promotes better care of the property
- Demonstrates your professionalism

Whether physical or digital, a well-prepared welcome pack sets the tone for a positive, cooperative rental experience and we are here to help should you need it.

Thank you,

The Open Experiences Team

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