CUSTOMER STORY / SEPTEMBER 2026

Cotswold Serviced Homes

Every booking covered. No Stripe. No chasing.

How a long-term Tokeet customer connected Guestflow to its existing PMS and turned a five-step deposit process into an automated guest journey.



WEEKLY DEPOSIT ADMIN

Under 30 minutes

Previously 3-4 hours

Property photograph: Cotswold Serviced Homes / cshomes.uk

Seven years of homes. Three years on Guestflow.

Cotswold Serviced Homes runs twelve fully furnished homes across Cheltenham, Gloucester, Stroud and Stonehouse, taking bookings from Airbnb, Booking.com and direct. Lee Cookes started the business in 2019 and went on to manage homes for local landlords.

A long-term Tokeet PMS user, Cotswold has used Guestflow alongside it for three years. Tokeet manages the property operation; Guestflow manages the guest journey. In June 2026, automated deposits removed another manual step.

THE CHALLENGE

Five steps. A person at every one.

With Tokeet already managing the property operation, the remaining challenge was manual deposit handling: registering cards, placing holds, chasing failures and returning to Stripe after departure.

The old deposit routine

1. **The guest registered their card.** They paid £1 through a link.
2. **Someone matched the payment.** They checked Stripe, found the booking in Guestflow and ticked the checklist.
3. **The hold was placed by hand.** On arrival day, someone found the guest in Stripe and placed a £200 hold. A declined card meant ringing the guest, sending a new link and trying again.
4. **Someone returned after departure.** Back into Stripe to release the hold or capture a charge.
5. **The hold could expire mid-stay.** Stripe holds lasted seven days and were not renewed. Longer stays could lose cover when damage was most likely to be found.

Guests questioned the £1 payment, so Lee began refunding it. With Stripe's fee on top, each deposit cost the business around 79p.

Where it broke

In the twelve months before the switch, 55 long stays ran past their seven-day hold. Lee lost at least one claim: a repeat guest, extra cleaning to charge, and "I was a day out."

A Booking.com group flooded a house so badly the ceiling came through. Damage ran well over £1,000. With no deposit in place, everything went to Booking.com. "We just gave up in the end."

On Airbnb, workers smoked through a whole stay. Lee claimed just over £100; Airbnb declined it as extra cleaning.

With a deposit in place

Two weeks before the interview, a three-night booking turned into a party: a ruined mattress and eight bin bags out of the house. This time, £200 was already held through Guestflow. Lee captured it, sent the photos, and the argument went nowhere.

> **"If I had done that through Airbnb, I don't know what I would have got."**
>
> Lee Cookes, Founder & Director

THE TECH STACK

Tokeet at the centre. Guestflow alongside it.

A connected setup for a long-term Tokeet customer, from managing the portfolio to guiding each guest through their stay.

Tokeet / Property management

Listings, rates, reservations, booking messages and the multi-property calendar.

Guestflow / Guest journey

Deposits, online check-in, signing terms, property information, guides, access instructions, controlled code release and checkout communications.

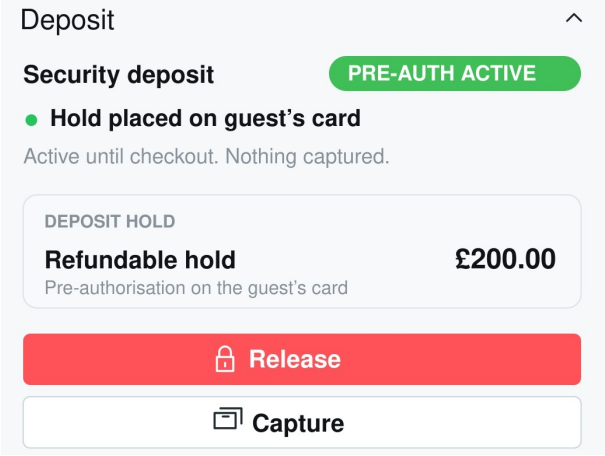
Bookings sync from Tokeet into Guestflow, where rules determine the required guest steps and follow-up. Deposit-related OTA messages are triggered through Tokeet.

Deposits that follow the booking

Stays of six nights or fewer use a pre-authorisation hold; longer stays use a full payment. Guestflow applies the configured rules and chases failed cards automatically.

Deposit readiness is part of access control: codes wait for the required guest steps and release time. Lee retains control of exceptions.

At checkout, Lee releases or captures the deposit beside the booking. He made a £50 pet-fee capture on the morning of the interview - without hunting in Stripe.



Guestflow deposit controls beside the booking.

£3.50

net per hold

£3 on full payments, after fees.

ON THE RETURN FROM DEPOSITS

"It pays for the system, really, doesn't it."

Lee Cookes, Founder & Director

THE RESULTS AND THE NEXT STAGE

Deposits that run themselves.

DEPOSITS	BEFORE	TODAY
Admin per week	3-4 hours	**Under 30 minutes**
Deposit handling	5 manual steps	**Automated; release or capture at checkout**
Stripe visits per booking	Up to 3	**None**
Cover on longer stays	Lapsed after day 7	**Full stay**
Net position per deposit	79p cost	**£3.50 per hold; £3 per full payment**

Before/after figures reported by Cotswold Serviced Homes. Net amounts are after Guestflow and Stripe fees.

Since deposits went live

153 bookings covered. Across 153 deposit requests: 147 holds and 6 full payments. **14 of 16 failed cards resolved automatically.** Four deposits captured for damage or extras, totalling **£322.**

Source: Guestflow platform, 26 June - 22 September 2026.

Long stays with lapsed cover fell from 55 in the twelve months before launch to zero since go-live. Codes released before a deposit was in place remained at zero.

Little pushback from guests

At the interview, Lee said only two guests had questioned who should pay the handling fee. Otherwise, he reported no pushback and said he had not seen a dip in bookings using Guestflow.

Where it goes next

As Cotswold expands, Tokeet remains the PMS at the centre of the operation, with Guestflow supporting the guest journey and further automation alongside it.



Would you recommend Guestflow?

"100% get Guestflow, for sure. Just the thought of doing them manually now..."

Lee Cookes / Founder & Director, Cotswold Serviced Homes

Already using Tokeet?
See how Guestflow connects to your operation.

Book a call