JULY 2025

ÖÖD Mirror Houses UK Landowner Pack

savills

Introduction

Savills are delighted to be working with ÖÖD House to find new sites across the UK for the ÖÖD Mirror Houses.

Founded in 2016 ÖÖD House is a family-owned company that designs and constructs renowned mirror houses and saunas. There are now more than 600 Houses across 28 countries. There are currently 18 Houses in the UK across 5 locations, with plans to introduce another 7 Houses across 2 of these existing locations in 2025.

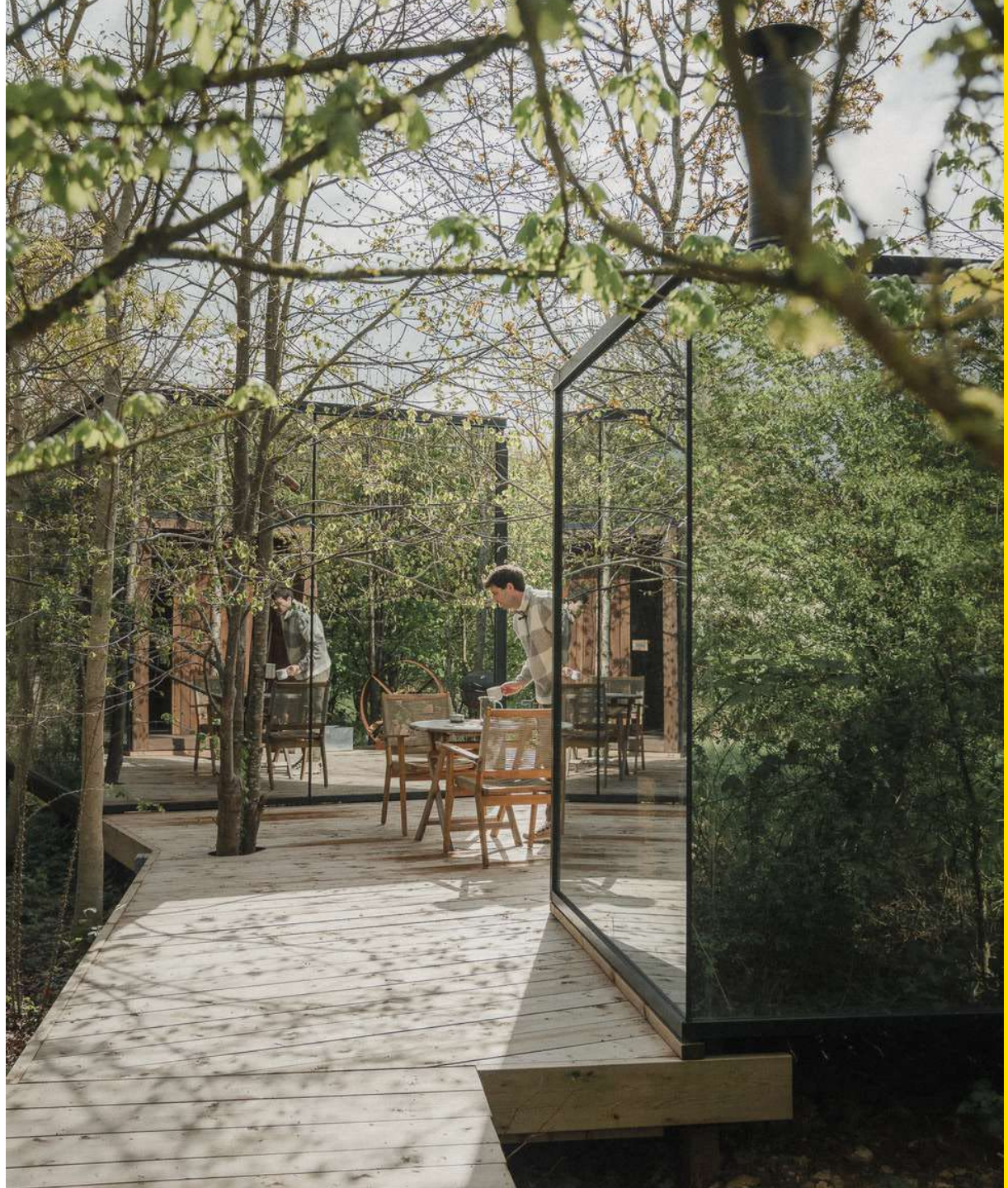
Further details can be found be found via the ÖÖD website and the *ÖÖD Hotels Partnership Program 2025 document.*

ÖÖD House are looking for rural landowners and/or established leisure business owners to either enter a partnership agreement or to purchase the Houses outright.

The ÖÖD Partnership Model

ÖÖD will provide the House (including transportation) in return for a revenue share.

The headline details are set out on the following pages.



Requirements & Benefits

ÖÖD are looking for the following in a partner:

- Scenic location, offering privacy and sense of uniqueness
- Ability to manage the day-to-day requirements of a premium accommodation business
- An established and well functioning leisure business (preferable but not essential) e.g. wedding venue, visitor attraction, golf course, distillery, vineyard, farm shop etc.

Partnership Benefits:

- Proven record of strong revenue generation
- Highly unique and experiential product
- Adding a USP to existing operations
- Low investment / high return on investment
- Flexibility to scale up as demand dictates
- Benefit of ÖÖD Hotels booking platform and marketing expertise

Business Model

Partner (Landowner)

Development

- Owns suitable land
- Obtains necessary consents (planning, building warrant)
- Develops access and utilities to site location
- Develops foundation for Houses
- Landscaping

Platform / Sales / Bookings

- Sets the nightly price
- Option to use multiple booking platforms (Air BnB etc.)

Operations

- Client communication
- Cleaning
- Maintenance & repair
- Additional services (options) e.g. hospitality, activities etc.

ÖÖD House

Development

- Provides ÖÖD Mirror Houses
- Provides sauna and furniture (optional)
- Transportation of the houses

Platform / Sales / Bookings

- ÖÖD Hotels booking platform
- ÖÖD Hotels social media
- ÖÖD Hotels brand
- Marketing support

Operations

- ÖÖD Hotels booking platform operations
- Warranty
- Partnership network for House supplies

Business Model

PARTNER

Has a working business model

Owns suitable land

Operates the hotel

	Partnership fee from monthly revenue	Package includes
Model 1	30%	
Model 2	32%	
Model 3	34%	
Model 4	36%	

ÖÖD Mirror House Furniture ÖÖD Mirror Sauna

ÖÖD HÖTELS

Provides ÖÖD mirror house

Organises delivery

Supports sales and marketing

Financials

Set out below is a worked example of annual income and profit to the Landowner (Parter) based on existing UK ÖÖD sites.

	Model 1 Partnership fee 30%	Model 3 Partnership fee 34%
No. of ÖÖD Mirror Houses	1	1
No. of ÖÖD saunas	0	1
Nightly rate (ex. platform fees)	£225.00	£300.00
Occupancy	65.00%	65.00%
Annual revenue (inc. VAT)	£53,381.25	£71,175.00
VAT @ 20%	£10,676.25	£14,235.00
Annual revenue (ex. VAT)	£42,705.00	£56,940.00
Partnership fee	£12,811.50	£19,359.60
Cleaning	£8,295.00	£10,665.00
Administration	£1,659.00	£1,500.00
Utilities	£1,200.00	£1,260.00
Cleaning and maintenance supplies	£960.00	£1,100.00
Amortisation fund	£1,200.00	£1,400.00
Insurance	£150.00	£200.00
Unexpected costs	£500.00	£600.00
Total costs	£26,775.50	£36,084.60
Estimated annual profit	**£15,929.50**	**£20,855.40**

savills

Partnership testimonial

"Bringing the ÖÖD House experience to our farm was a fantastic decision. It's generated new revenue for us without taking away from our core farming activities. Guests love the feeling of immersion in the Scottish countryside and the wide expansive views, and the house itself is low-maintenance and durable. Great concept, well executed."

The View at Lahill Craig Farm, Angela & Hugh Duncan

Partnership testimonial

“The ÖÖD Houses at Lough Neagh have been a game-changer for us. We reached 80% occupancy in our first month and have seen a steady flow of bookings ever since. The mirrored design draws guests seeking a unique escape in nature, and the response—both on social media and in the press—has been phenomenal. Being featured in the Irish Independent Fab 50 as one of Ireland’s top places to stay, alongside iconic castles and hotels, was a real highlight.”

Chloe & Andrew at Lough Neagh

Contact us

Adam Davies

DIRECTOR

TOURISM, LEISURE & EVENT CONSULTANCY

+44 7929 854 314

ADAM.DAVIES@SAVILLS.COM

Simon Foster

DIRECTOR

TOURISM, LEISURE & EVENT CONSULTANCY

+44 7855 999 486

SFOSTER@SAVILLS.COM

savills.com

Disclaimer: The material in this presentation has been prepared solely for informational purposes and is strictly confidential. Any disclosure, use, copying or circulation of this presentation (or the information contained within it) is strictly prohibited, unless you have obtained Savills prior written consent. Neither this presentation nor any part of it shall form the basis of, or be relied upon in connection with, any offer or transaction, or act as an inducement to enter into any contract or commitment whatsoever. NO WARRANTY OR REPRESENTATION, EXPRESS OR IMPLIED, IS GIVEN AS TO THE ACCURACY OR COMPLETENESS OF THE INFORMATION CONTAINED HEREIN AND SAVILLS IS UNDER NO OBLIGATION TO SUBSEQUENTLY CORRECT IT IN THE EVENT OF ERRORS. Savills shall not be held responsible for any liability whatsoever or for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this document or any errors therein or omissions therefrom.