



SCHOOL FOR

BUTLERS &  
HOSPITALITY

# RESIDENTIAL TRAINING

# TIME IS FREE, BUT IT IS PRICELESS

Dear reader,

acquiring a new home is a special moment in ones life. Living up to the moment to decorate it and spend time with family in friends, nothing comes close.

Nevertheless, a home needs care, and caring takes time. Combining a large household with personal and professional activities can be daunting.

Allow us to take that burden away. Training or finding the right staff is what we do best. In a short amount of time your house will become a home. Efficiently managed, so you can spend time with the people closest to you.

Kind regards,

Vincent Vermeulen  
Managing director





# TURN YOUR HOUSE INTO A HOME

*Real estate rarely comes with highly trained domestic staff and yet, that is what it makes it a home.*

**EXPERIENCE** **134 YEARS** - It started back in 1884, when Frans Vermeulen, the great grandfather of the current founder, became butler in a castle... and it has never stopped since.

**UNIQUE** **21ST CENTURY STAFF** - The days of “Downton Abbey” are gone. Nowadays principals expect their staff to be world savvy. Know the best of restaurants and brands. We don’t train staff for the past but for the future. We teach them how to handle the latest vehicles or clean the most trendy sneakers.

**ORDER** **YOUR PEACE OF MIND** - There is a lot to organize in a household: the daily meals, laundry, transportation, staff and of course the personal service to the principal. To communicate in every possible direction, we have created our own domestic management system. This system allows you to keep track of expenses, guest history, procedures, staff files and much much more. Combined with technology at its best.





# HOUSEKEEPER TRAINING

*This training teaches your staff all the secrets of efficient housekeeping. Laundry, cleaning and overall tidying up is the focus here.*

**WHAT YOUR STAFF WILL LEARN** **BACK TO BASICS** - The first thing we do in this training is teaching your staff the basics of being a great housekeeper. It's not only about how to clean a room but also how to behave within someone's home. Delivering a maximum service with a minimum of intrusion.

You should feel comfortable in your home and this program will allow just that. Where other programs solely focus on the hands, we add this small module to make an amazing difference in how your staff represents your household.

**WHAT ELSE ?** **BED, FOOD, WARDROBE** - The 3 most important things in any home to manage. A beautifully made bed, food nicely prepared and presented but also a well maintained wardrobe. The daily recurring challenges are easily overcome by your staff as of now.

**HOW DO WE DO IT ?** **WE WORK WITH THE BEST** - Our instructors are highly experienced butlers or executive head housekeepers. Not only have they worked in several high net worth homes but their international experiences in some of the best hotels of the world put them at the top.

Our trainers previously worked in domestic environments such as The Lanesborough (London), Joël Robuchon, Alain Ducasse, Burj Al Arab (Dubai) and Bellagio (Las Vegas), just to name a few.

Of course being a great trainer is not enough. Our curriculum is second to none. By using the ISO 29993:2017 principles, we guarantee the most complete training around.

Our clearly defined learning outcomes will ensure that you will notice a result very quickly.

Our clients reside from Gstaad to London, from Monaco to Beijing. Is your team next?

————— *Training ranging from 2 days to bespoke duration*

## NON-EXHAUSTIVE LIST OF SUBJECTS

- anticipating guest needs
- 5 steps to efficient laundry
- Housekeeping techniques
- Packing and unpacking
- Zoning the house
- Caring for fine antiques
- Stain removal
- How to handle art
- Using the right products at the right time
- Wardrobe management
- How to reorganize kitchen cupboards
- Working with a high net worth wardrobe
- Avoiding spillage and waste
- meeting and greeting guests
- Answering the doorbell
- greeting considerations
- dining room setup
- how to behave with the principal
- body language
- basic service of food and beverages
- department
- wardrobe care
- guest psychology
- introduction to etiquette
- valeting secrets
- mbwa
- the 3 essential bio products
- serving exercises
- housekeeping emergency kit
- self confidence
- ...





# SERVICE EXCELLENCE TRAINING

*How you welcome guests is a reflection of your personality. This program is for butlers, junior butlers, yacht stewards or anyone delivering domestic service.*

**STRESS FREE ENTERTAINING** **EVENTING** - We can fully understand that organising an event can be quite stressful, for principal and staff. There are so much details to be considered.

In this training we work together with your service staff to create a new experience for you and your guests. An elegant, yet spontaneous, service is the result.

Oh, it's not limited to serving at the table! Making sure flowers are kept fresh, fruit baskets are replenished or the fridge is always stocked in a professional way... it's all in this training.

**BESPOKE** **UNIQUE HOMES** - Not one home we have worked with so far is the same. Therefore we can not just pull out a training program and fit it onto your home.

Different surfaces or special climates can have a great impact on how the household is organised. Our worldwide experience allows us to have procedures for homes all around the globe and for every culture.

We just need to incorporate the things that makes your house your home.

**WHAT AFTER THIS TRAINING ?** **FOLLOW UP** - Will staff go back to old habits? Most likely some standards will drop over time or when staff changes. To support this fact, we have a secret ingredient to avoid this, but we will tell you that in a private conversation...

————— *Training ranging from 3 days to bespoke duration*

## NON-EXHAUSTIVE LIST OF SUBJECTS

- what is service
- what is hospitality
- the language of a 21st century butler
- anticipating guest needs
- first impressions
- meeting and greeting guests
- Answering the doorbell
- greeting considerations
- dining room setup
- laying a perfect table
- napkin presentation
- synchronized service
- dining protocol
- body language
- service of champagne and wines
- offering refreshments
- deportment
- guest matrix
- introduction to etiquette
- eventing inspiration
- what is valeting
- 7 powerful butler techniques
- serving exercises
- butler emergency kit
- self confidence
- the guest matrix
- different styles on different continents
- napkin folding
- how to serve an early morning beverage
- how to wake up guests
- how to enter a room
- the breakfast tray
- newspapers
- service documents
- the table plan
- the visitors book
- decanting wines
- guest care procedures
- flower arranging
- chauffeur techniques
- serving cheeses
- vip considerations
- how to handle paparazzi
- building self confidence
- personal grooming and the importance of it
- domestic staff plan
- staff inspection
- room checklists
- care of fine fabrics
- time management
- the art of conversation
- telephone etiquette
- concierge services
- handling guest complaints

# PREVIOUS TRAININGS

*Kitchen management*



*Ward robe care*

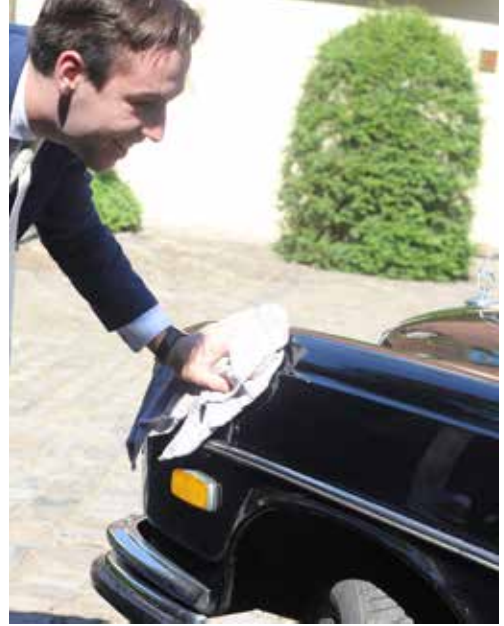


*Shoe care*



*Living room organisation*





*Laundry training*





## DON'T TAKE OUR WORD FOR IT...

*listen to what former clients and students are saying*

*“Very professional training! Nice to have a professional that has been in the field and knows the little things that are life-changing.”*

————— Dirk V. - March 2017



*“What a make over! Thank you for giving me  
back an organised home”*

————— Alistair S. - May 2016



*“A great experience I will always remember. I am sure this training will certainly change my life.”*

——— *Butler student Martine S. (Italy) - November 2015*



*“The training is an incredible experience full of fascinating and highly interesting information, also for our daily lives.”*

——— *Matthew C. (Gstaad) - July 2018*

*“The attention to detail was above and beyond”*

——— *G. Descamps (Saint Tropez) - September 2014*



*“Home is not a place,  
it’s a feeling”*



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