



Introduction to Vacation Rentals On-Line

Results Oriented interior design and marketing services
to increase vacation home rental income,
and improve owner satisfaction
with rental properties

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The On-Line Vacation Rental Owner Market

- Its Big... and growing
- Increasing numbers of owners are attempting to supplement their rental income by marketing their own units on large “vacation rental” websites (VRBO, HomeAway, etc)
- Renters are learning about these sites, and using them to have a more educated, more widely varied selection process
- Over 300,000 rental listings exist on the largest websites
- Owners who do not leverage these channels to recruit renters are missing out on a large and growing base of potential customers

... and with more renters moving to these sites to find properties, those that do not advertise on them are sourcing their renters from a decreasing pool of customers

The Vacation Rental Owner Market

- People with rental properties want more income
(empty units drive owners crazy...)
- Rental Owners are competitive
(why is my neighbor getting more rentals than me?)
- Notable percentage of owners are dissatisfied with the efforts of their rental management teams
(why can't you get me more rentals; your rotational system favors others over me)
- Property values, when selling, are directly related to average annual rentals (a selling price approximately equal to 18.5x annual rentals is a general rule of thumb, so a \$5,000 increase in consistent annual rentals can translate to an increase in property value of over \$80,000)

When a Property is vacant...

- The owner continues to incur numerous expenses when a property is vacant:

	<u>Monthly Avg</u>
– Mortgage Interest	\$0 – 5,000
– Property Taxes	500 – 1,500
– Insurance	50 – 150
– Association Dues	400 – 800
– Association Assessments	0 – 200
– Utilities (phone, A/C, etc)	100 – 200
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• Total Monthly Expenses	1,050 – 7,850
	(average \$4,450 / mo)

Higher Unit Rental Rates are Directly Related to :

1. Updated, compelling **Interior design**, decoration & features
2. High quality, high impact **photos** available on the Internet
3. **Optimized presence** on the large vacation rental websites
4. Targeted **promotional campaigns** run on a selective basis
5. Quick, **convincing responses** to inquiries from potential renters searching the rental sites
6. **Follow-up emails** and calls to people who don't book within one day after inquiring about a property
7. Direct Mail, email, and telephone calls to **former renters**, encouraging them to return for another stay
8. **Email campaigns** to people who have inquired about the property, but never rented in the past

Summary of Services:

1. Interior Design Consultation & Improvement Assistance
2. High Quality Digitally Enhanced Photography
3. Creation and maintenance of listings on 15+ major rental websites
4. Timely, Informative Responses to potential guest Inquiries
5. Promotional Campaigns
6. Reporting & Analysis

For an annual fee of \$1,795 (with a guaranteed return on your cost)

Leading U.S. Sites:

[VRBO](#)

(Vacation Rentals By Owner – “the original”, and largest)

[Vacation Rentals](#)

(A top producer for us, and very good for running specials)

[HomeAway](#)

(Fastest growing vacation rental site in the U.S)

[Cyber Rentals](#)

[Great Rentals](#)

Leading Translated European Sites:

[Holiday Rentals UK](#)

[FeWo Direct Germany](#)

[Italy](#)

[Spain](#)

[Sweden](#)

[Netherlands](#)

[Norway](#)

[Denmark](#)

[Portugal](#)

[Finland](#)

Popular Classified Listing Sites:

[Craigs List](#)

(Good for last minute specials)

[VFlyer](#)

(A leading “e-brochure” site)

[Kijiji](#)

(Popular classified site)

(others include Vast.com, HotPads, Geebo, and BackPage)

Image Marketing:

[Google Picasa Web](#)

(a “soft sell” of your

[Panoramino](#)

property with searchable
images on Google)