

How to Rent, Manage & Market Your Florida Vacation Home...for Profit!

Generate More Bookings & Increase Your Rental Income



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About Vacation Rentals?

Vacation homes are gaining in popularity with travelers because a rental home allows you to live like a local, enjoy more living space, and rent at a lower price than a hotel room. Whether you are looking for an extended family vacation, quick weekend getaway, or luxury romantic hideaway, vacation rentals are a great alternative for a brand new travel experience.

Interesting Fact:

There are over 12,000 vacation rentals throughout the state of Florida alone, and over a 100,000 vacation homes, villas, & condos for rent around the world.

Introduction:

In today's world of Vacation Rentals, our guests expect to be one click away from finding their ideal vacation home. As a vacation home owner, you need to tap into this global market to ensure your property is seen amongst the thousands of vacation rental options. VacationRentalHotSpots.com is one way to do just that & what better way to introduce our service than with this guide to renting your vacation home.

We hope that you find this guide interesting and helpful. We also wish you the best of luck with your investment and hope that you get some personal enjoyment out of your vacation home too!

Happy Renting,

Kenny Doucette
Owner

www.VacationRentalHotSpots.com

Renting:

First things first, you need a vacation home to rent! You've got two simple options: If you already own a second home, you can start renting it out. If you don't, turn to a real estate agent and buy one. No time like the present to take advantage of a sagging real estate market and buy yourself an investment you can live in!

All right, so you've got the property – let's get started!

There are several important steps to take before you open the doors of your cozy vacation rental to travelers.

Rental contract

One of your first steps – and this is a VERY important step – is to write your rental contract.

At a minimum, your contract should include provisions covering each of the following:

- Your contact information
- Security/damage deposit
 - How much
 - Under what conditions will the deposit be kept
 - Within what time frame will it be returned
- Pet policy, including amount and terms of pet deposit if you choose to allow pets
- Smoking policy; if your rental is non-smoking, be sure to include a provision stating the applicable charge if evidence of smoking is found
- Check-in and check-out times
- Age restrictions (if any)
- Maximum occupancy (if any)
- Cancellation policy
 - Time frame for cancellations
 - Amount of deposit that will be retained
- Provision clearly stating that bad weather does NOT void the contract

Those are the general provisions. Individual contracts should include check-in and check-out dates, an itemized bill, and the contact information of the renter(s).

Housekeeping and maintenance

Also, before you start renting out your property, you need to decide if you're going to hire a housekeeper and/or maintenance person, or if you're going to do the work yourself. Both ways will work. It just depends on whether you want to save time or you want to save money. If you do decide to hire out some or all of the work, enter into a formal contract with each person/company you hire.

Get the house ready

These are the basic steps for getting your vacation rental ready for your first renters:

- Furnish
- Decorate
- Stock up with supplies (toilet paper, towels, dishes, etc)
- Make sure appliances are in working order
- And clean!

It's even a good idea to spend a night or two in the house yourself. Is all the furniture comfy? Did you find yourself needing something that the house doesn't have?

Miscellaneous (but important!) tasks

A few last steps to complete before you officially open for business:

- Familiarize yourself with applicable laws:
 - Tax
 - Zoning
 - Health codes
- Obtain the necessary insurance
- Set up a bank account (including the ability to accept credit cards)

Managing:

If you're looking to get the most bang for your vacation rental buck, self-management is your best bet. Management companies take a slice of the pie, charging a commission for the rentals they book – usually around 20%. Managing your rental yourself also puts you in complete control. Importantly, you'll have the opportunity to screen renters yourself.

Additionally, by managing yourself, you've got some wiggle room. That is, you can lower your rates when you run into a dry spell. And you can tack on extra days for renters who decide they'd like to extend their trip at the last minute.

Remember, when you decide to manage your own vacation rental, 100% of the responsibility lies with you.

One of the great things about self-management is that it's completely up to you how much (or how little) you work. Depending on your income and budget, you can decide to rent year-round or just a few months of the year.

Typically, managing your vacation rental will take less time than holding a part-time job. Below is a list of some typical tasks you'll be performing. Some are daily, while others are weekly or even monthly:

- Checking and responding to emails
- Answering and returning phone calls
- Screening guests
- Finalizing bookings
 - Sending directions
 - Getting the contract signed
 - Obtaining a security or damage deposit
- Keeping financial records
- Keeping your Internet listing(s) up to date
- Overseeing housekeeping and maintenance work (or performing those duties yourself if you choose)
- Banking (cashing checks, processing credit card payments)
- Mailing back security/damage deposits
- Handling complaints
- Responding to maintenance issues

Marketing:

You've got your rental property, and everything is organized and in place. Now all you need is renters! The best way to market your vacation rental is through the almighty Internet.

Rates for property listing sites are incredibly affordable, and you don't have to know a thing about building a website to use them. Several excellent companies run sites where rental owners can advertise their properties to potential customers. Costs range from \$99 to \$300 a year. Of course, we believe the best option for your Florida Vacation Rental is: VacationRentalHotSpots.com

If you're looking at renting your vacation home from a business point of view, you have to look at the "Return on Investment" when it comes to advertising your vacation home.

The bottom line is that if you advertise on 5 different vacation rental sites with the average listing costing you \$150...you've made a \$750 investment in your vacation rental business. Let's assume that the average weekly rate for your rental is \$750...you can cover your entire annual advertising expense with just 1 booking!

What if you get 5, 10, 20 rentals from your initial \$750 investment? You've made a 400%, 900%, or 1900% Return on your Investment. Not a bad ROI for any business in any industry!

Here's the essential info every good listing should have:

- Description of the property (features, type of home – condo, villa, etc)
- Rental rates
- Amenities
- Calendar showing availability
- Your contact information
- Areas of local interest, attractions
- Good quality Photos!

The photos you provide in your listing will be a major factor in attracting renters. Some website packages only include 3 photos, others allow as many as you want. The simple rule of thumb...The more pictures the better!

Give the photos careful thought and attention. Make sure each room looks its best, and make sure the exterior of your property, including landscaping, is in tip-top form.

Here are some tips for taking photos that will land you rentals:

- Every room should be clean, clean, clean!
- Hide electrical cords
- Make sure rugs, throw pillows, and wall hangings are straight
- No guest appearances – keep Fluffy and Fido out of the room, and make sure you're not reflected in a mirror or other shiny surface
- Beds should be neatly made
- Keep the TV off, but light your fireplace if you have one
- Add some personal touches, such as candles and plants

Potential renters will want to see at least one photo of every room in the house. Also, be sure to take separate pictures of any special amenity you offer, such as a hot tub or pool table.

When writing your description, bust out the thesaurus! Words like “great” and “nice” are ever so boring. Use colorful, vibrant adjectives, for example: delightful, exquisite, captivating, serene, cozy, refined, immaculate, and tranquil.

Last but not least, post your listing on several sites! Not every Renter searches for vacation rentals the same way and the more exposure you have, the better your chances are that you will be contacted by an interested guest.

Conclusion:

Getting into the vacation rental business can be a rewarding experience – both personally and financially. You'll earn extra income, and have the chance to meet people from all over the country, maybe even the world!

Start Marketing Your Vacation Home Today!



Free Advertising for Your Vacation Rental
Generate More Bookings and Increase Your Rental Income
Guaranteed Results... 100% Risk Free... Limited Time Offer!

With over 12,000 vacation rentals throughout Florida and millions of potential renters from around the world looking for travel accommodations...

How will your guests find you?

If you're serious about improving your vacation rental business, generating more bookings, and increasing your rental income...Join VacationRentalHotSpots.com today and get results...**GUARANTEED!**



Special Offer Includes:

- ➔ FREE 12 Month Featured Listing (\$179 value)
- ➔ FREE 30 Day Spotlight Rental Advertising (\$29.95 value)
- ➔ FREE 60 HotSpot Rental Deal Credits (\$49.95 value)

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