



WeNeedaVacation.comTM

where vacationers go

Homeowner Forums Fall 2012

Agenda

- Meet Staff and Network with Fellow Homeowners
- The 2012 Rental Season and a Look Ahead to 2013
- Guest Reviews: How They Are Changing the Rental Market
- How to Increase Your Bookings and Revenue
- New Resources and Enhancements
- Future Changes
- Open Discussion



How Guest Reviews Are Changing the Vacation Rental Market

- Play a vital role in the online purchasing experience
- Promote trust and alleviate fears of the unknown when shopping online
- The vacation rental industry demands them, vacationers expect them
- Provide *vacationer* verification that properties are accurately represented
- Give you a competitive advantage and increase your inquiries

Guest Reviews: Two kinds of reviews

- Homeowner entered vs. Vacationer entered
- Homeowner Entered - Submitted by you from tenant notes, emails or guest book entries. Good, but less credible/valuable than “Vacationer Entered”

We really enjoyed staying at your house. The rooms are quite spacious, the house very comfortable. The deck is fabulous for its spaciousness and view - very relaxing place to gaze from.

Date of Stay: September 2009 **Date Submitted:** September 2009

Bob S from West Lebanon, NH

(Homeowner Entered)

Guest Reviews: Two kinds of reviews

- “Vacationer Entered” – Submitted directly by vacationers. These include star ratings and are the most credible/valuable

A Little Slice of Heaven~



We had a FABULOUS time for a week in Sept. 2012!! The short walk to the beach in the morning was one of my highlights of each day and we tried to make it back every afternoon for a swim. The beach is perfect! LOVED the new outdoor shower, too.

Accuracy of listing: ★★★★★

Cleanliness of home: ★★★★★

Experience with homeowner: ★★★★★

Return to rental or recommend to friend: ★★★★★

Date of Stay: September 2012 **Date Submitted:** September 2012

Martha S. from Hartford, CT

[1 review by this vacationer](#)

Member since 8/25/2008

Keys to Getting Good Reviews & Preventing Negative Ones

- Manage your tenants' expectations. Make sure it's a good fit before they sign the lease.
- **Communication is key:** Contact them before, during, and after their stay
- Treat them as guests
- Security deposits:
 - Get them back to your tenants ASAP!
 - Think twice about withholding a deposit
- Check your lease:
 - Make sure yours covers all your check-out expectations of them
 - Include language about the exact circumstances under which you can withhold a deposit
- Cleanliness: the most common cause of complaints from vacationers

Soliciting Guest Reviews – The Guest Review Request Form

- Email feature to request your past tenants to submit an online Guest Review
- 95% of vacationer submitted reviews have received a 4 and 5 star rating
- Since Guest Review Policy change, no change in % of 4 and 5 star ratings

WeNeedaVacation.com™
where vacationers go

Property ID# 2007

Dear Paula,

We hope you enjoyed your stay at our property recently. We would really appreciate your taking a moment to provide feedback on how your stay was, what you enjoyed most, and any suggestions that could help us improve a future stay for you and other guests.

Please submit your feedback by clicking the "Write a Review" button below.

[Write a Review ▶](#)

Thank you for your time,
John



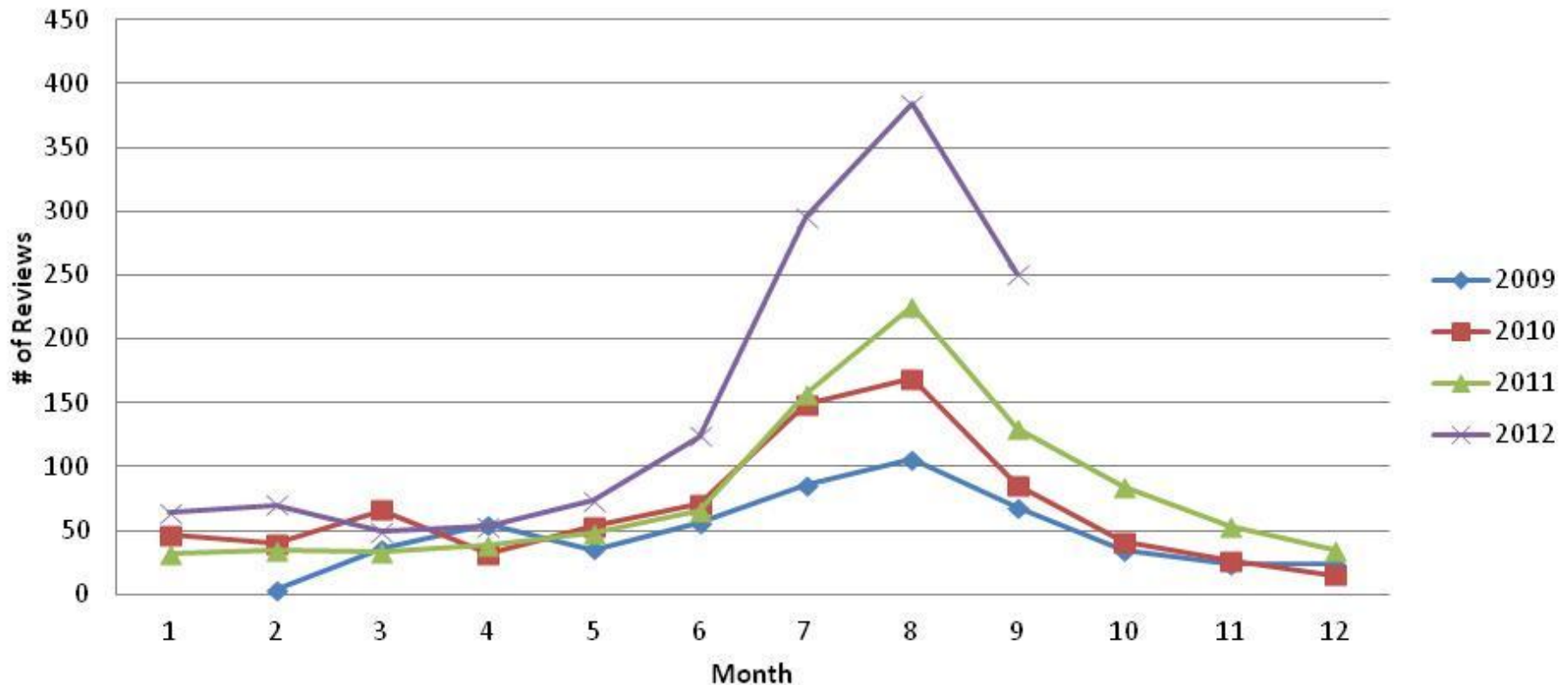
[Property ID #2007](#)

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Guest Review Requests

- Timing is critical: majority of reviews submitted less than 1 month after stay
- Send request soon after guests stay when possible

Vacationer Guest Reviews Submitted by Month



How to Increase Your Bookings and Revenue

- Improve your listing to increase its marketing power
 1. “Pictures & Guest Reviews, Pictures & Guest Reviews...”
 2. Property Description: An invitation to blow your own horn
 3. Pricing and Availability Calendar: Keep the date stamp current
- Use features available on our site
 1. Owner Specials and Last-Minute Availability Alerts
 2. Contact your past tenants

Good pictures and lots of them



Kitchen - Poor Lighting



Kitchen - Proper lighting



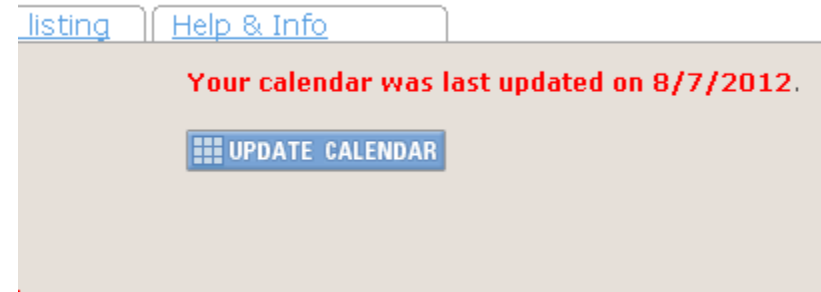
Unframed, over-exposed, grainy



Framed, proper lighting, crisp

Your Pricing and Availability

- Keep your calendar up to date
 - Update the date stamp regularly, even if there have been no changes
 - Vacationers can now sort by “most recently updated calendars”
- Pricing: customize your pricing



- Use your
Pricing and

Availability Audit

COLOR KEY: OK Information only Warning of potential problem An error

Season: Off-season 2012/13 (9/1/2012 to 6/21/2013).

1. Daily: **Your minimum stay of 4 days says you want rentals of less than a week, but you have no daily pricing. Add daily pricing.**
2. Weekly: **OK**
3. Monthly: **You have no monthly pricing, so we will not present your home in a monthly search.**

Season: Summer 2013 (6/22/2013 to 8/30/2013).

1. Daily: **You have no daily pricing, so we will not present your home in a daily search.**
2. Weekly: **Your minimum stay is 1 month(s), and therefore, we will not show your home in searches for one week, even in June or September, which we consider off-season. Less than 10% of vacationers seek more than a week. You should consider dropping the minimum stay to 1 week.**
3. Monthly: **Your minimum stay of 31 days says you want rentals of a month or more, but you have no monthly pricing. Add monthly pricing.**

Season: Off-season 2013/14 (8/31/2013 to 6/20/2014).

1. Daily: **You have no daily pricing, so we will not present your home in a daily search.**
2. Weekly: **You have no weekly pricing, so we will not present your home in a weekly search.**
3. Monthly: **You have no monthly pricing, so we will not present your home in a monthly search. You need to set up all pricing for this season.**


Post Owner Specials

- Owner Specials are free and enable you to highlight a price reduction, cancellation, or special offer.


Results: 28 matching properties Pages: 1 2 (displaying 1 - 25)

Save Selected to Favorites Click on these buttons to change any criteria.

1 - Where 2 - What 3 - When 4 - Amenities

Location	Price	Description (click blue title for more info & pictures...)	Sleeps	BRs	Baths
<input type="checkbox"/> East Orleans  VIEW	Summer: \$2,000/week, VIEW CALENDAR	Charming Home in Lovely Setting -- Walk to beach Lovely home in a quiet neighborhood and just a 4-minute walk to a private ocean beach. Bright and airy with a an open living/dining area and a wonderful screened porch. One bedroom and a bath are on the first floor and two bedrooms and a second bath are on the second floor.	8	3	3
Owner Special: <u>Week of August 21 - 28 reduced by \$500 to \$2000.</u>					
...ce, high speed internet, handicap accessibility ... on this website: 10 years, 5 months ... listed by: Joan					
Owner Special: <u>Week of August 21 - 28 reduced by \$500 to \$2000.</u>					

Post Last-minute Availability Alerts

- The **rose colored** text draws attention to your offer and to your listing on vacationers' search results pages:
- Last-minute Availability Alerts are fee based and promote an available week within the next 4 weeks.
- An Alert highlights your listing, displaying a  **LAST MINUTE** icon, and drawing attention to your Owner Special on vacationers' search results page.



East Orleans **Summer 2011:**
6/26: \$2,000

 [VIEW CALENDAR](#)
[SAVE TO FAVORITES](#)

[VIEW VIDEOS](#)

 **LAST MINUTE** **6/26 - 7/3**

[Charming Home in Lovely Setting -- Walk to beach](#)
Lovely home in a quiet neighborhood and just a 4-minute walk to a private ocean beach. Bright and airy with a an open living/dining area and a wonderful screened porch. One bedroom and a bath are on the first floor and two bedrooms and a second bath are on the second floor.....
Distance to beach: 4/10 mile to private section of Nauset Beach
Extra amenities: on water, deck/porch/patio, outdoor shower, washer&dryer, dishwasher, linens included, cable TV, VCR or DVD, fireplace, high speed internet, handicap accessibility
Time active on this website: 10 years, 5 months
[Property ID# 13743](#), Listed by: Joan

Owner Special: Week of June 26-July 3 reduced by \$500 to \$2000.

8 3 3


Contact Your Past Tenants

- Past Tenant Email Feature
- Prior to the next rental season, we encourage you to reach out to your past tenants and inquirers using the Past Tenant Email form.
- Emails are customized by you, the homeowner, include a link to your property listing, and may include your 1st property photo and a 4-month calendar preview

Email Creation / Edit
Preview & Send
Email History


Displaying 1 of 32 emails Send All

Subject: Cape Rental for Summer 2010


Property ID# 8727

Dear Jim,

We are offering our vacation rental home in Brewster to our previous tenants first at a discounted price. Book by February 15th and take \$250 off the weekly rental price. Please see our calendar availability below.



Price	JUNE 2010							Price	JULY 2010							
	Sa	Su	M	Tu	W	Th	F		Sa	Su	M	Tu	W	Th	F	
\$2,000				1	2	3	4	\$2,700							1	2
\$2,000	5	6	7	8	9	10	11	\$2,700	3	4	5	6	7	8	9	
\$2,000	12	13	14	15	16	17	18	\$2,700	10	11	12	13	14	15	16	
\$2,700	19	20	21	22	23	24	25	\$2,700	17	18	19	20	21	22	23	
\$2,700	26	27	28	29	30			\$3,000	24	25	26	27	28	29	30	
								\$3,000	31							

Price	AUGUST 2010							Price	SEPTEMBER 2010								
	Sa	Su	M	Tu	W	Th	F		Sa	Su	M	Tu	W	Th	F		
\$3,000								\$2,700							1	2	3
\$3,000	7	8	9	10	11	12	13	\$2,000	4	5	6	7	8	9	10		
\$3,000	14	15	16	17	18	19	20	\$2,000	11	12	13	14	15	16	17		
\$3,000	21	22	23	24	25	26	27	\$2,000	18	19	20	21	22	23	24		
\$2,700	28	29	30	31				\$2,000	25	26	27	28	29	30			

For more information and photos, please click here: [PropertyID #8727](#)

Please call or email me with any questions.

Best,

Mark Jones
508-222-1212
mark.jones@email.com

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Market with Social Media

Why do we recommend that you choose social media sites to market your vacation rental?



Social networking is the fastest and least expensive way to market on the Internet. WeNeedaVacation.com is actively leveraging this movement to:

- Empower you to encourage your friends to spread the word about your listing
- Encourage vacationers to remember your listings via "share" and "favorite"
- Encourage a medium for you to communicate with other homeowners
- Drive traffic to WeNeedaVacation.com

New Resources and Enhancements

- Booking Management System
- Home Services Directory
- Homeowner Blog – focusing on relevant and timely news, recommendations, and marketing advice specific to the Cape & Islands vacation rental market

Booking Management

Email Inquiries

Bookings

User Settings

 [View Calendar](#) [Edit Calendar](#) [Feedback](#) [Help](#)

Future Bookings
 Past 6 Months
 Specific Range
  to
 
 Status: 

Enter Booking: [Quick Entry](#) | [Full Entry](#) View: [Source/Price](#) | [Tracking](#) | [More Tracking](#) | [Guest Reviews](#) | [Notes](#)

Arrive ▲	Depart ◆	Status ◆	Name ◆	Source ◆	Price ◆	Actions
7/28/2012	8/4/2012	Booked	Smith, Jim	WeNeedaVacation	\$1,800.00	Edit Copy
8/4/2012	8/11/2012	Booked	Calderwood, John & Mary	WeNeedaVacation	\$2,000.00	Edit Copy
8/11/2012	8/18/2012	Booked	Blake, Edward	WeNeedaVacation	\$1,800.00	Edit Copy
8/18/2012	8/25/2012	Booked	Talmadge, Doug and Jan	Family / Friends	\$0.00	Edit Copy
8/25/2012	9/1/2012	Booked	Fuoco, Paulo	WeNeedaVacation	\$1,800.00	Edit Copy

- For more information, go to <http://weneedavacation.com/Help/Bookings.aspx>

Booking Management

- View which items have been completed, their due dates, and any that are overdue

Email Inquiries | Bookings

[View Calendar](#) | [Edit Calendar](#) | [Feedback](#) | [Help](#)

Filter By: Date Range: to Status:

Enter Booking: [Quick Entry](#) | [Full Entry](#) View: [Source/Price](#) | [Tracking](#) | [Notes](#)

Arrive ▲	Depart ▼	Status ▼	Name ▼	Lease Sent	Lease Rec'd	Deposit Rec'd	Balance Rec'd	Security Rec'd	Info Sent	Keys Ret'd	Sec. Dep. Ret.	Actions
6/4/2011	6/11/2011	Booked	Smith, Joe	✓	✓	✓	✓	✓	✓			Edit
6/18/2011	6/25/2011	Tentative	Newman, Mary	✓	3/1/11							Edit
7/2/2011	7/9/2011	Booked	Blake, Julie	✓	✓	✓	✓	✓				Edit
7/9/2011	7/16/2011	Booked	O'Leary, Michael	✓	3/31/11	3/31/11	6/1/11	6/1/11	7/1/11	7/23/11	8/9/11	Edit
7/9/2011	7/16/2011	Cancelled	Izzicupo, Jon									Edit
8/6/2011	8/20/2011	Booked	Ulrich, Joanne	✓	2/5/11	2/12/11						Edit
9/3/2011	9/10/2011	Booked	Piacenti, Nancy	✓	✓	3/31/11	6/1/11	6/1/11	8/27/11	9/17/11	10/1/11	Edit

Key for Tracking Items: ✓ Completed item | Due Date | Overdue item

Booking Management – Recently Added Features

- Additional tracking elements including additional Cleaning, Linens and Pet fees
- Customizable tracking elements where you define the name (e.g. 2nd payment, beach pass fee)
- Quick setup of a new tenant – apply default due dates to all tracking items
 - For example: Lease due 1 week after booking, Balance due 1 month prior to stay
- Opt-in to receive Weekly Booking Update Emails and Overdue Alerts

The Homeowner Blog

A great new resource for all vacation rental marketing and managing issues.
Enables you to search by specific topics of interest to you.

Provides an opportunity for homeowners to engage and interact

- Submit your own comments or questions
- Request a specific issue to be written about
- Network with fellow homeowners to share ideas

Easy to access

- From your listing (link in Homeowner Center)
- Subscribe via email or via an RSS feed
- Bookmark/Save to Favorites the Blog's url
- Often linked to from our monthly Homeowner Newsletters



Home Services Business Reviews

- Benefit from sharing your opinions with fellow homeowners
- Directory includes businesses from home maintenance, repairs, painting, house cleaning, to home watch

Mayflower Homemakers



Keeping Cape Cod Klean

★★★★★ 1 review

PO Box 1906, N Falmouth MA
(774) 392-3203
www.mayflowerhomemakers.com

Servicing: Upper Cape Cod, Mid Cape Cod
Categories: House Cleaning, Property Management



James K.
Falmouth, MA
[1 review](#)

Member since
Dec 2010

Full-service company!

★★★★★
8/3/2012

Dan and his crew take great care of your summer home; he checks in on our property regularly and is ready to help out with special requests anytime. We've used his company for two years and he takes great care of us.