



WeNeedaVacation.comTM

where vacationers go

Homeowner Forums Fall 2013

Updates to the navigation bar on our Home Page

The screenshot shows the homepage of WeNeedaVacation.com. At the top left is the logo "WeNeedaVacation.com™ where vacationers go" with a "Since 1997" anniversary badge and "15 YEARS" text. To the right of the logo is a search bar with "Find by Property ID" and a magnifying glass icon. Further right are social media icons for +1 (+74), Tweet (116), and Like (826). Below the logo is a yellow navigation bar with the following links: Cape Cod Rentals, Martha's Vineyard Rentals (circled in red), Nantucket Rentals, MyVacations, Vacation Planner, Homeowner Center, and About Us. The main content area features a large image of a beach path leading to the ocean. A white box on the right contains the text "Finding a rental is as easy as 1 - 2 - 3" and "Quickly find what you want, when and where you want it, and at a price that fits your budget." Below this is a green button labeled "Get started!" and another green button labeled "CAPE & ISLANDS POWER SEARCH". Below the image are four buttons: "FIND A VACATION RENTAL", "SAVE, SHARE & BOOK", "PLAN YOUR ACTIVITIES", and "RENT YOUR HOME". Below these buttons is a section titled "Cape Cod, Martha's Vineyard & Nantucket Vacation Rentals since 1997" with a map of the region. The map shows various towns including Provincetown, Truro, Wellfleet, Eastham, Sandwich, Dennis, Brewster, Orleans, Harwich, Chatham, Yarmouth, Sandwich, Bourne, Falmouth, and Martha's Vineyard. To the right of the map is the text "Cape Cod, Martha's Vineyard & Nantucket: from small cottages to grand homes!" and a green button labeled "CAPE & ISLANDS POWER SEARCH". Below this is a search bar with "Find by Property ID" and a magnifying glass icon. At the bottom of this section are two small images of vacation homes. To the right of the map and search bar are three promotional boxes: "MyVacations" with a camera icon and the text "Save and Share your Favorite Rentals", "Vacation Planner" with a bicycle icon and the text "Your Cape & Islands Guide", and "Homeowner Center" with a house icon.

WeNeedaVacation.com™ Since 1997 15 YEARS
where vacationers go

Login: Homeowner | Vacationer | Business Find by Property ID

+1 +74 Tweet 116 Like 826

Cape Cod Rentals **Martha's Vineyard Rentals** Nantucket Rentals MyVacations Vacation Planner Homeowner Center About Us

Finding a rental is as easy as 1 - 2 - 3
Quickly find what you want, when and where you want it, and at a price that fits your budget.

Get started!
CAPE & ISLANDS POWER SEARCH

FIND A VACATION RENTAL SAVE, SHARE & BOOK PLAN YOUR ACTIVITIES RENT YOUR HOME

Cape Cod, Martha's Vineyard & Nantucket Vacation Rentals since 1997

Click on an area to zoom in

Kingston Provincetown Truro Wellfleet
Plymouth Cape Cod Bay Eastham
Wareham Sandwich Dennis Brewster Orleans
Marion Bourne Sandwich Yarmouth Harwich Chatham
Falmouth Nantucket Sound
Martha's Vineyard

Cape Cod, Martha's Vineyard & Nantucket:
from small cottages to grand homes!

CAPE & ISLANDS POWER SEARCH

Find by Property ID

MyVacations
Save and Share your Favorite Rentals
Start a new vacation on the Cape & Islands
Login Not signed up yet? Sign up

Vacation Planner
Your Cape & Islands Guide
Plan what to do during your vacation. Find the best dining, activities, shopping and more!
Get started!

Homeowner Center

Our new Brewster office at 15 Cape Lane



Adapting to the New Vacation Rental Marketplace

- Our redesigned listings
- Photo & video advice from the pro, Becky Fischer
- Social media
- Guest reviews: Post 'em or weep
- Marketing & managing in the new vacation rental marketplace
- Homeowner resources available to you
- Sneak peek at an upcoming website enhancement
- Open discussion

The Evolving Vacation Rental Marketplace

- Today's online vacation rental marketplace
 - New advancements in pictures
 - Vital importance of guest reviews
 - Assuring your tenants' happiness before, during and after their stay
- Our redesigned listings
 - GoogleMap zoom option – 97.8% of vacationers say it is very important to see the home's exact location
 - Bigger pictures, better displayed

Pictures

Large Photos



Small Photos



Need help? Contact Becky Fischer
becky@weneedavacation.com

Vacationers want clear, bright, large pictures

56% of vacationers would not even inquire about a home with dark or grainy pictures!



Market with Social Media

Your Homeowner Homework



- “All the cool kids are doing it”
- It is FREE
- Facebook and Pinterest – visual sites
 - Thumbs up property listing
 - Pin your best pictures
- Monitor and engage
- Be human, honest, accountable, and responsive (not too salesy!)

Guest Reviews and the Vacation Rental Market

- Listings with 6+ reviews are nearly twice as likely to book fully as those with none.
- Vacationers don't just *like* reviews, they *demand* them. In a recent survey, 94% of vacationers say that guest reviews are essential or important.
- Guest reviews will soon be a new sort option for viewing search results.
- Guest reviews:
 - Provide ***vacationer*** verification that properties are accurately represented.
 - Promote trust and alleviate fears of purchasing sight unseen.
- The number of reviews increases every year – don't be left behind!

Soliciting Guest Reviews – The Guest Review Request Form

Vacationers are 75% more likely to submit a review if a homeowner asks.

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



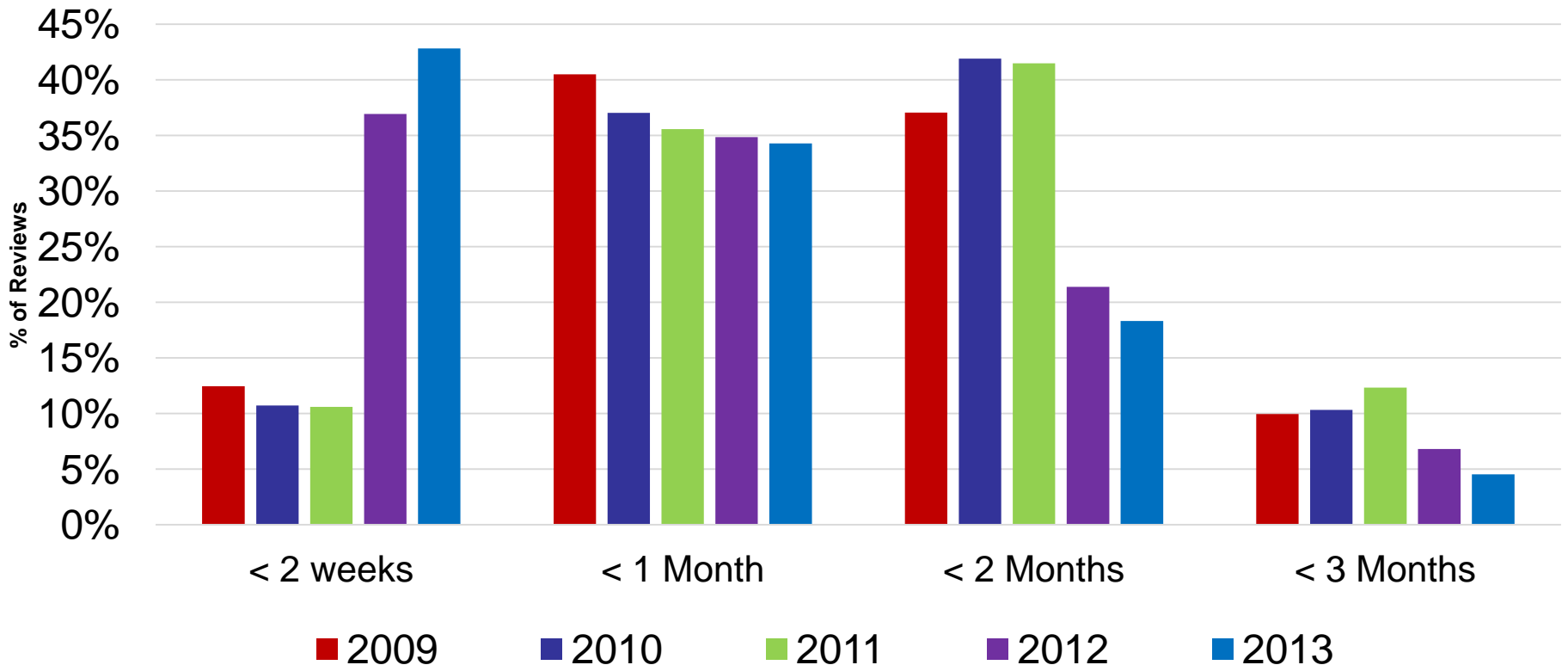
[Property ID #2007](#)

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Guest Review Requests

- Timing is critical: majority of reviews are submitted less than 1 month after stay
- Send requests as soon as possible after guests' departure

How much time passes between stay and review?



Marketing to Increase Bookings and Revenue

The Ideal Listing

- Is your listing as effective as it can be?
- Take a look at our Ideal Listing and Marketing Checklist handouts

The importance of maintaining your calendar

- Keep the date stamp current
- Vacationers can sort their search results by “calendar updated date”
- Enter your 2014 pricing and availability

Maintaining a current date stamp on your calendar

Calendar and pricing update -- Property ID# 6524

UPDATE DATE STAMP

Calendar last updated 8/13/2013.

Click 'Update Date Stamp' to confirm that your calendar information is accurate as is, or, if changes are needed, update your calendar below.

VIEW CALENDAR

VIEW BOOKINGS

PRICING HISTORY

****Select a minimum stay for each season:**

Off-season 2013/14 8/31/2013 - 6/20/2014	Summer 2014 6/21/2014 - 8/29/2014	Off-season 2014/15 8/30/2014 - 6/19/2015
3 Nights	**Pick**	**Pick**

Selected criteria:

SearchID: 8109209, 8568869, SessionID: 25049609
 1: Location: Cape Cod, The Islands
 2: Bedrooms: Sleeps 8
 Price: Max \$4,500 per week
 3: When: 1 week starting 6/29/2013 or 7/6/2013 or 8/3/2013 or 8/10/2013
 4: Amenities: outdoor shower, cable TV

Update saved search criteria for this vacation:

cape cod now 2013 **SAVE SEARCH**

Create a new vacation name using these search criteria:

CREATE

Results: 145 matching properties (no new matches) (want fewer matches?)

Pages: 1 2 3 4 5 6 (1 - 25)

Click on these buttons to change any criteria.

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

Location	Price	Description (click blue title for details)	Sleeps	BRs	Baths
 North Chatham	Summer 2013: 6/29: no info 7/6: no info 8/3: no info 8/10: no info	Spacious Custom Cape, Private Sandy Ocean Beach, Remodeled Ideal custom Cape vacation home located on a cul-de-sac in a beautiful, quiet neighborhood includes a private sandy ocean beach. This spacious (just remodeled) four bedroom home has a large combina... Distance to beach: 3/10 mile walk to private beach (deeded beach)	8	4	2

- Calendar Updated date
- Price: high to low
- Price: low to high
- Calendar Updated date

Adapting to the New Vacation Rental Marketplace

Communication – vitally important throughout the process

Before your tenants' arrival:

- **Screen tenants** to assure a good fit & manage expectations
- Try to offer as many most popular **amenities** as possible
- Make sure your **lease** protects you adequately
- Use a fair **payment schedule**

Adapting to the New Vacation Rental Marketplace

Just prior to and upon your tenant's arrival:

- Be compulsive about **cleanliness**
- Provide those **extra touches** as you would for a guest
- Leave a **welcome letter/book** with info on your home
- Check in with them after their arrival

Adapting to the New Vacation Rental Marketplace

After their departure:

- **Return security deposits** as soon as possible
- **Request guest reviews** immediately after the deposit return

Using our Vacation Planner & Guidebooks to Market Your Location



Welcome to the Cape & Islands
Vacation Planner

Browse our guide by region
SELECT YOUR REGION

Vacation Rentals
CAPE & ISLANDS POWER SEARCH

Dining

Activities

Shopping

Fitness & Beauty

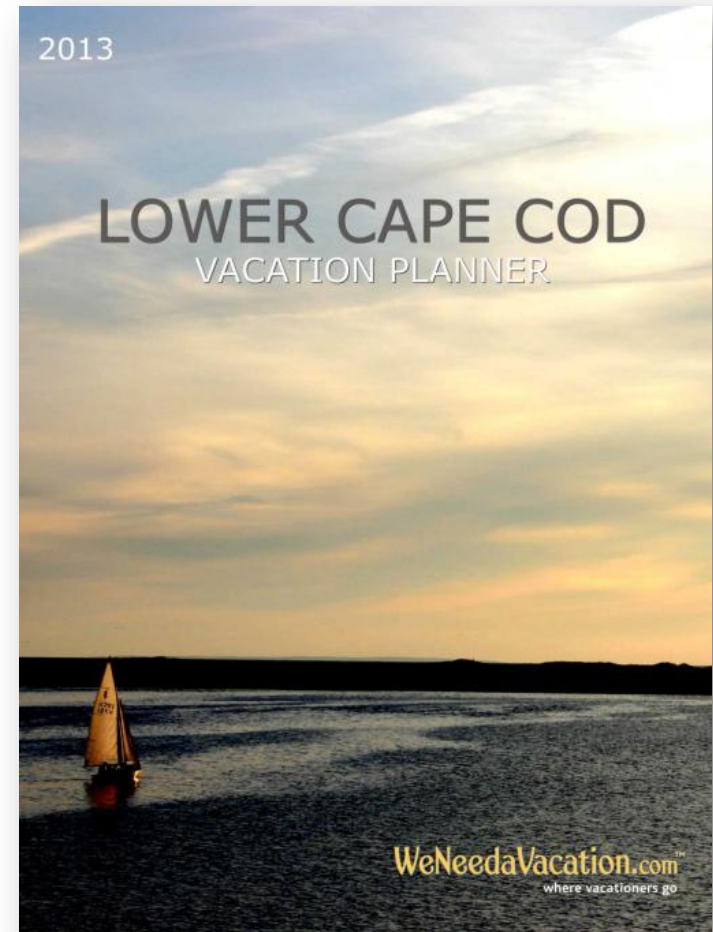
Art & Museums

Services

Transportation

Town Guides

Beaches



Perfect your Booking Management Process

Keep track of your bookings

Email Inquiries
Bookings
User Settings

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

Future Bookings
 Past 6 Months
 Specific Range

 to

 Status:
Find

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

Homeowner Resources – 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

Homeowner Resources - Blog

A great 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

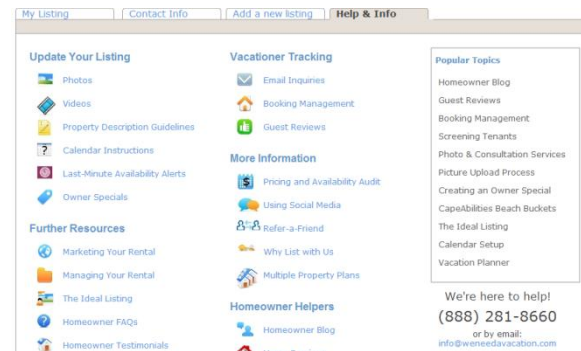
- Submit your own comments or questions
- Request a specific issue to be written about
- Network with fellow homeowners to share ideas

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

Homeowner Resources – Tips, Advice & Tutorials

- New! Homeowner Tutorial Videos
- Newsletters
- Help & Info page in your Homeowner Center





Homeowner Resources – Home Services Directory

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

Mayflower Homemakers



Keeping Cape Cod Klean
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.

Our Homeowner Consulting Services

- **Vacation Renting 101**

New to renting a vacation home or to marketing one online.

- **Vacation Renting 201**

A refresher course for the veteran.

- **Competitive Analysis**

We will look at your listing carefully and compare it with similar properties in your area.

- **Calendar Assistance**

We help you set up your calendar at the start of each season and then maintain it for you throughout your subscription.

Open Discussion