



INCOME FROM PROPERTY

Maximising Bookings

Property owners wishing to reach a global audience can find a powerful yet inexpensive tool in Holiday Letting websites. For your listings to turn into bookings, you must pay careful attention to building a vibrant, appealing presentation by following time-tested guidelines that can lead to on-line success.

I. *Getting Ready*

- **Research** - Before you begin, research letting websites to understand the competition in your area and how your property compares.
- **Selling Points** - Ultimately, identify what your own property's unique selling points are – what makes it stand out from the rest?
- **Rental Rates** - Determine your rental rates and what you will charge depending on the time of year, taking into account the current market, your location and your property's facilities.
- **Targeting Customers** - Understand who are your potential customers (couples, families, etc.) What about suitability for small children or teenagers? Be sure to use language and words that appeal to these groups whilst trying to exclude others.

II. *Preparing your listing*

Most web sites allow you to enter information easily into a prescribed layout with forms:

1. **Photos, photos, photos** - Great pictures are crucial to show your property at an advantage:
 - More is better as long as they are relevant, taken well and in good light;
 - Include sunny photos of your facade, outside spaces as well as any views;



- It is worth paying extra for more photo space. Try to include one of every room;
 - Put away clutter before taking pictures – it is an appealing, spacious room, not its contents, that will lead to a let.
2. **Description** - The detailed description of your property should hold the reader's attention.
 - Don't exaggerate; be sure all statements can stand up to scrutiny.
 - Get editing help to make sure there are no spelling mistakes or grammatical errors.
 - Your listing's headline is important; it should give the reader the most relevant facts about your property and makes it stand out;
 - Avoid words that are repetitious or overused as well as any abbreviations when possible;
 3. **Information**- Provide as much information as possible in a fashion that is concise and easy-to-read .
 - Even relatively minor details attract renters if they are potentially interested in your property, i.e. the dimensions of the pool, a BBQ or outside eating area, a shower or bathtub, etc.
 - Take advantage of the websites free customer help lines and advice about how to make the most of your listing;
 - Use of special offers to fill gaps in bookings and to increase exposure of your property;
 4. **Consistency** - Descriptions should be coherent so as not to confuse potential customers.
 5. **Feedback** - Nothing promotes your property as well as positive comments from past visitors, so make sure you use any facility on the sites to elicit feedback or testimonials or do this yourself via a “*Guest Book*”.



6. **Calendar** - Your availability calendar should be kept up-to-date to maximise secure bookings. Don't risk annoying potential customers who do all the research only to discover their preferred dates are taken. Showing bookings also proves that your property is popular. Making changes to your listing and updating your calendar is used by some sites to keep your entry at the top of the search results so find out if this applies to you.

III. *Follow-up*

- **Quick Responses** - Answer inquiries as quickly as possible. Your prompt reply can make all the difference in your clients decision making.
- **Stay in touch** - Ask previous customers if you can email them in advance with the new seasons availability and prices.
- **Loyalty Discounts** - Consider offering your customers a discount when they repeat their booking in the following year.

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