

Top tips for increasing your property rentals?

1. A photo says a thousand words. Getting them right is a key part of advertising your property. As a guide, take photos on a sunny day. It will make your property look more appealing. Try to de-clutter your property so that the property looks spacious. Get as much natural light into the property on the day of taking the photos. Open all the doors and windows (or shutters) to the property and move curtains to gain the maximum light.
2. Emphasise the 'wow' factor of your holiday home for rent. Does it have luxury finishing, stunning views, designer furniture, all day sunshine, close to the beach, a fabulous swimming pool?
3. Be honest with your description of the property. Don't promise something you cannot deliver. Clients renting your property will prefer honesty and it will help repeat bookings.
4. Anticipate your clients. If you are aiming to rent to the more luxury end market, include things they may expect, such as a dvd machine (a cheap one) or a small hi-fi system. Alternatively, if you are looking for the 18-30 market or to rent to groups of young girls or boys, keep things nice, clean but basic (as it is likely to experience more wear and tear).
5. Answer enquiries quickly. If you don't the person enquiring might find another holiday home to rent elsewhere.

