



Suggestions To Homeowners On How To Make Your Home "Stand Out" In A Crowd

The summer season of 2009 taught us that the "consumer" or "today's renter" is looking for more options with regard to the summer rentals than ever before. Location and price are not the only issues anymore. Tenants are doing their homework. With our world becoming more internet savvy, tenants are searching all the websites, checking all the photos, amenities and bonus options and comparing the homes with much more scrutiny than ever before. With that in mind, we would like to give you, the homeowner, some suggestions on how to make your home more competitive against other properties and get your home rented and keep those customers coming back next year.

Tenants this year also had some specific requests that we would like to pass along. More tenants than ever were interested in whether or not a home provided beach tags, beach chairs and wireless internet. With so many people bringing their laptop computers, wireless internet is a big bonus!

Tenants also had another big request, looking for homes that are "pet friendly." We realize that this is not for everyone but if you would consider taking a pet, please indicate on your rental agreement that you may be interested. Our history shows that if a tenant is allowed to bring their pet, most have no problem paying an increased security deposit. While research shows that families are staying closer to home for their vacations, they also want to bring the "whole family."

The following list covers basic suggestions to make sure your home is comparable to others on the rental market and ideas to keep your home fully equipped and ready to go:

1. Please make sure the rental agents have current keys and photos in their office so that we can have easy access to the home and put current photos on the website.
2. Make sure all rental agreements are filled out properly with the specific bed sizes and amenities.
3. Cable TV's, VCR'S and DVD players; Televisions in the main living area are a must and a television in the master bedroom is highly recommended. Many owners also offer TV's in all of their bedrooms. We also suggest providing 2nd tier cable service.
4. Seating; Whether it's the dining room or living room, we suggest you have appropriate seating for at least the number of people your units sleeps.





5. Kitchen appliances and supplies; Prior to the start of the rental season, please make sure you review your stock of glassware, utensils, pots and pans, etc. and everything is in working order. Again, we suggest you have appropriate place settings for the occupancy of your unit. Tenants also expect basic appliances and conveniences such as coffee maker, blender, microwave, etc.
6. Cleaning supplies; If you provide cleaning products, brooms, mops, vacuums, tenants will use them. Most tenants will not go out and buy the products, so we suggest they are available in the unit.
7. Deck furniture and grills; Grill use and placement is regulated in Ocean City and we suggest you contact the City with any questions. You might consider providing a grill if permitted by City ordinance and deck furniture where possible. Outdoor living and dining is always important to tenants.
8. Games; Tenants like to have board games, video games, movies and books on hand.
9. Trash containers; Making sure you have adequate trash containers is a necessity.
10. Cleaning; We cannot recommend anything more strongly than your home is clean and tidy for check ins. Please contact our office if you need any help finding a cleaning service. Tenant's #1 concern is that the home is clean upon their arrival. We also suggest that each spring and fall you have your carpets cleaned.

Even though many of these suggestions seem basic, they are the most important issues to tenants. Keeping your home well stocked and clean is very important! Because consumers are weighing their options, we suggest you provide anything you can in your home to set yours apart from the rest. This gets your home rented and keeps it rented! If there is anything particularly interesting about your home (example. Roof top deck, view of the sunset etc.) please let us know so that we can advertise your home with all of the specifics that make your home special.

We look forward to helping you rent your home for the next season and will do everything in our power to get those rental weeks filled. If you should have any questions or need any further suggestions regarding your home, rates, security deposits etc. please feel free to contact our office.

