



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

The summer season of 2011 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 2<sup>nd</sup> 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.



