

we know

HOLIDAY LETTING



the
localagent
difference

Welcome to the exciting world of Holiday Letting!

While there are lots of places that investors can channel their resources, few will provide you with the same opportunities to be actively involved and influence the outcome as much as holiday property investment does.

Whether you are serious about turning your holiday property dreams and aspirations into a serious business venture, or you just want to make some extra money on the side - you will find the services our agency offers are second to none.

Our dedicated Local Agent holiday team is highly professional, multi-skilled and 100% committed to looking after your property while achieving the best possible financial returns.

Our partnerships with all the large booking agencies (Booking.com, Stayz, AirBnB, HomeAway, VRBO, Trivago, Wotif and more...), ensure your property gains maximum exposure, and is bookable by guests from across the globe, 24 hours a day, 7 days a week.

The key to our success over more than 20 years of holiday letting is pretty simple - *'Offer owners more but charge them less'*

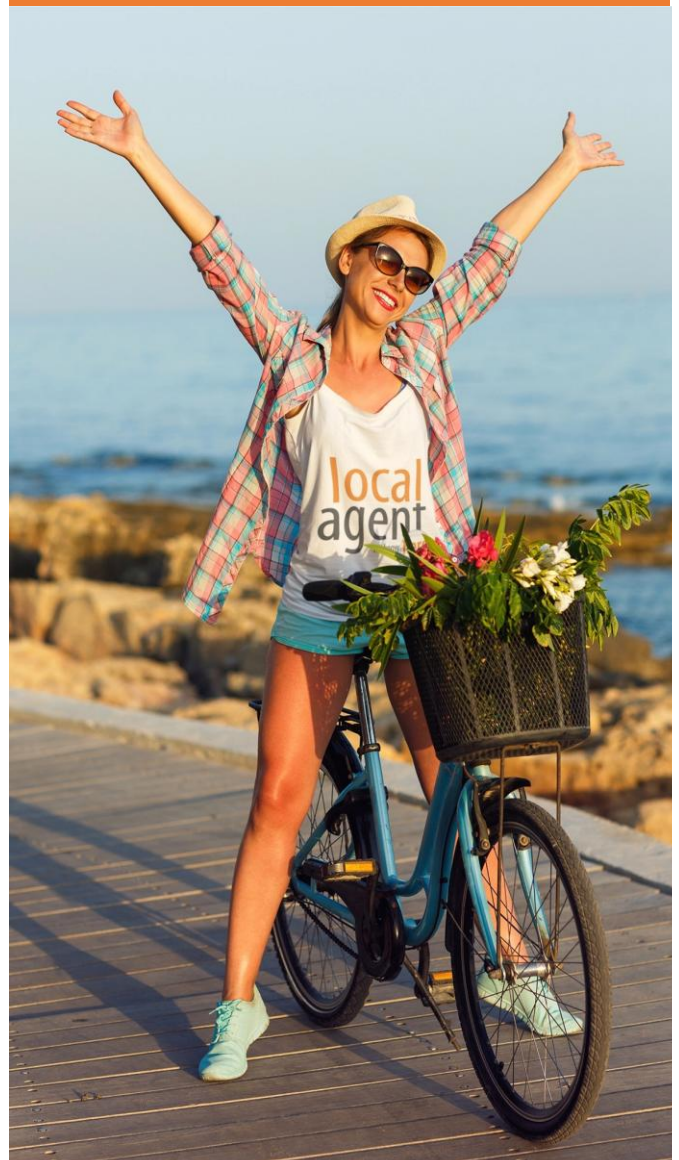
If, after reading this booklet there are other things you wish to know, do not hesitate to contact us - *we're here to help!!*



Eric & Tanya Sealey

*'offer owners
more ... but
charge them less'*

our key to success



'we offer a full and professional holiday letting service'

nothing to worry about

- ❖ Local Agent offers a complete 'end-to-end' holiday letting service, where owners can rest assured that everything is catered for.
- ❖ Whether you want to just throw us the keys, or you want to be actively involved, we offer the services that ensure your property maximises bookings and grows returns.

1. INITIAL CONSULTATION

Meet at the property and provide realistic feedback about suitability and potential earnings.

2. EDUCATION & ADVICE

Make sure owners are informed about holiday letting, how it works, the benefits & challenges.

3. PREPARATION & SETUP

Conduct initial detailed inspections, inventories, pricing, safety compliance checks and more...

4. PROFESSIONAL PHOTOGRAPHY

Professional photography is essential to maximise bookings and website rankings. We arrange it all!

5. MARKETING

Launch on all the major websites including AirBnB, Booking.com, Stayz, HomeAway and much more!

6. SECURE GUEST BOOKINGS

Take bookings from across the world 24 hours a day via our market leading booking partnerships.

what we do

... everything

7. MANAGE ALL GUEST MATTERS

Including all guest communication, keys, queries, lockouts, feedback, return bookings and more!

8. SUPPORT SERVICES – 24 HRS a DAY

Support from our office team, after hours staff members & essential trades is available 24/7.

9. MANAGE ALL FINANCES

Including guest tariffs, bonds, monthly owner payments, statement, payment of expenses etc

10. CO-ORDINATE CLEANING

Organise, trouble-shoot, pay and manage all aspects of contract cleaners.

plus:- COMMUNICATE WITH OWNERS

Via phone, email, in person or our online Owner Portal – we always look forward to a chat!

...plus heaps more



preparation

setting the scene...

This is your big chance to add your personal flair & set yourself apart from the competition.

- ❖ Bedrooms and bathrooms receive the most attention from guests. Don't skimp on making them clean, cosy and luxurious.
- ❖ Wi-fi, smart TVs and streaming platforms such as Netflix, Stan or Kayo will always be popular.
- ❖ Air conditioning always pays for itself by generating extra bookings.
- ❖ Quality, robust furniture is a smart long-term investment.
- ❖ A fresh coat of paint can make all the difference. Don't be afraid of bold colours and feature walls.
- ❖ Fix locks, latches, hinges, wall cracks and anything else that needs some love. Minimise window openings if your property is not at ground level. Secure blind and curtain cords as required.
- ❖ Quality lighting including bedside lamps makes things cosy and creates a warm and inviting atmosphere.
- ❖ A modern, well-equipped kitchen with quality utensils and appliances will be well received by travellers.
- ❖ A modern and clean laundry with washer, dryer, clothes airer, pegs, broom, mop & bucket, and vacuum cleaner.

getting ready ... the best part

- ❖ Decorate with a coastal theme. Colourful prints, wall hangings, shells, printed cushions, knick-knacks the choices are endless. Imitation plants work well.
- ❖ Boardgames, decks of cards, a small library of novels, colouring books and pencils for little tackers, DVDs and similar fun things families can do at night or on rainy days.
- ❖ Welcome gifts such as a bottle of wine, a small platter or chocolates in the fridge, a cute local memento, a free coffee voucher for the local café – guests love them all!

... create the 'WOW' factor...



pet friendly?

... or not!

Lots of people love travelling with their furry family members, and wouldn't consider a vacation without them.

- ❖ Pet friendly holidays are becoming more popular, and properties that offer pet accommodation are well poised to capture that market.
- ❖ Due to the high costs of accommodating pets in places such as dog kennels, pet friendly properties can often charge a premium as they enable pet owners to avoid kennel fees.
- ❖ The term 'Pet Friendly' usually refers to dogs, but on rare occasions a guest may wish to bring a cat or bird etc.
- ❖ Not every property is suitable for pets. Apartments aren't usually suitable, and owners who do not love dogs should not consider pooches running around their property.
- ❖ Pet friendly properties need to have things such as food and water bowls, bedding, some toys or balls, secure back yards, maybe a doggie door, and similar things that will make the pet stay more enjoyable for everyone.
- ❖ While some pet friendly properties have a rule about dogs staying outside, this is impossible to police and rarely upheld by the pet owners.
- ❖ Doggie treats are always appreciated by pet owners, and makes them (and their pet) feel welcome!
- ❖ Our agency requires all guests to declare pets before booking, and we scrutinise the size and number of pets to determine their suitability!



marketing campaigns

...where the magic happens!

We market our holiday properties on all of the major booking sites – meaning we can secure bookings from all over the world 24 hours a day!

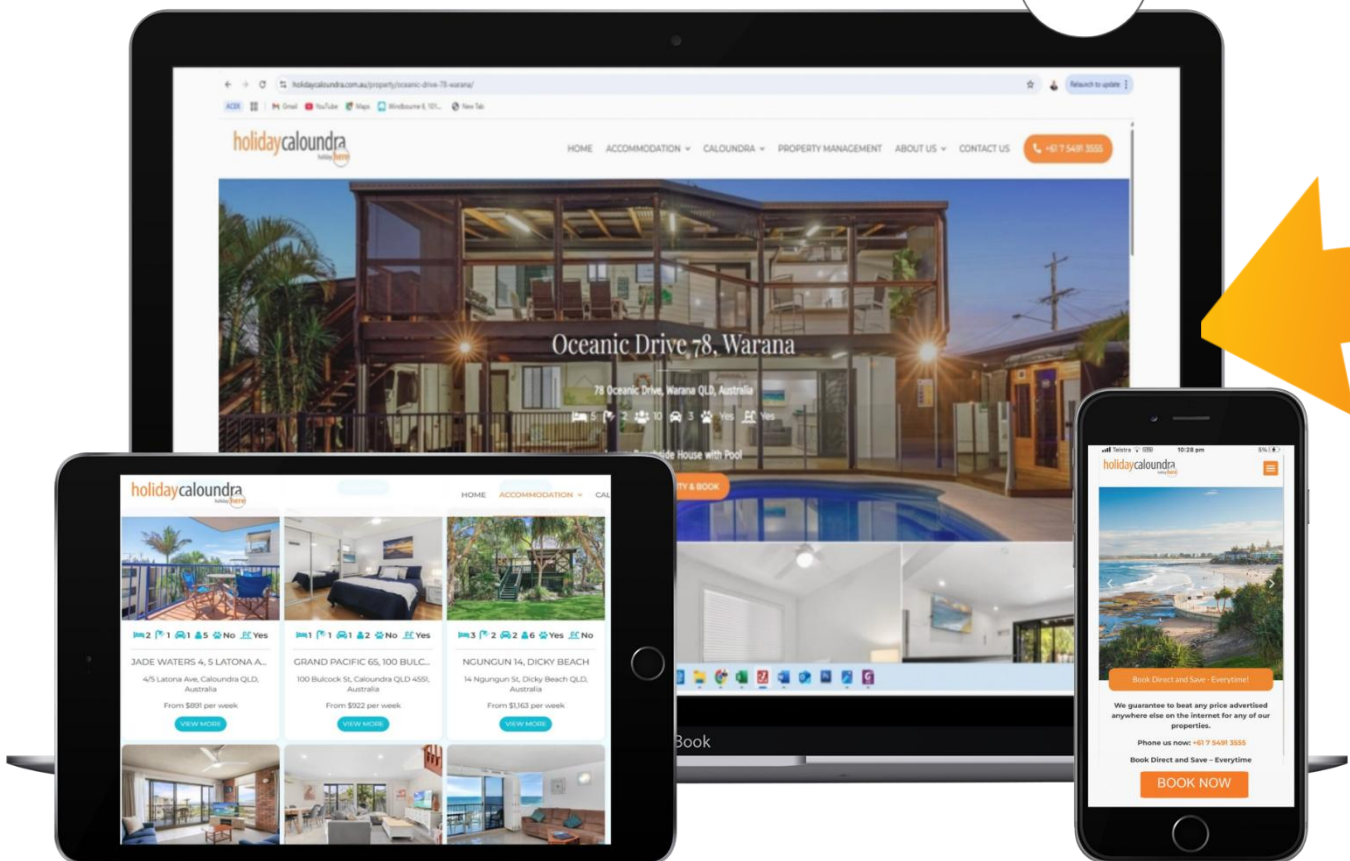
'you can't sell a secret'

so we're everywhere ...

- ❖ Listing your property on one booking site (eg: AirBnB) means you are missing a huge slice of the market and heaps of guests. That's why we list on **all of the major sites**, and use state-of-the-art software to coordinate and capture every booking opportunity that comes our way.
- ❖ We use **Social Media** and **Smart Escapes** to reach new and existing markets to maximise returns for investors.

holidaycaloundra

holiday **here**



www.holidaycaloundra.com.au

our major booking partners

and their booking contributions



The world's largest sharing economy booking platform. Generates about 16% of our total holiday bookings.



The world's largest accommodation booking site. Favoured by seasoned travellers and professionals. Accounts for about 16% of all bookings.



As part of the huge Expedia Group, HomeAway (also known as VRBO) specialises in vacation rental properties in more than 190 countries worldwide. Currently generates 7% of our total bookings.



Australia's original homestay online travel agency. Now part of the Expedia Group, Stayz generates about 4% of our total holiday bookings.



Our very own direct booking website. Combined with our reception services, Holiday Caloundra generates more than 57% of all bookings.



smart escapes



YouTube



... check out our very own booking website

www.holidaycaloundra.com.au



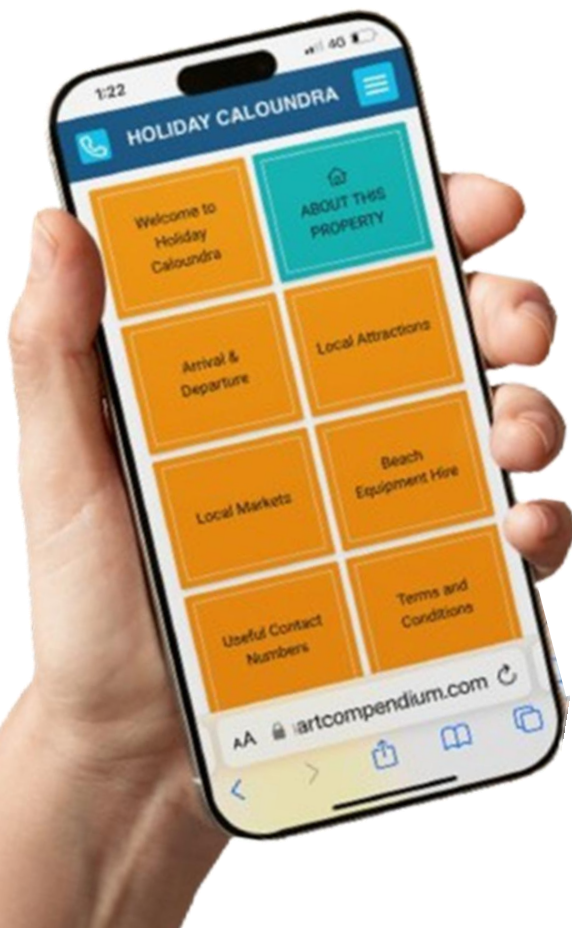
our extras

and why we're different ...

'never settle for ordinary'

unique extras

- ❖ Our very own **Linen Delivery Service** that provides quality linen to every property for every booking.
- ❖ Our Local Agent **Bed Making Service** that owners can engage for their properties at no extra cost to them.
- ❖ Whether it's boogie boards, cabanas, beach towels, camping chairs or more - our Holiday Caloundra **Beach Hire Service** provides guests with heaps of options to make their holiday even more memorable.
- ❖ Our Local Agent **Smart Escapes** partnership enables us to generate specials and discounts for individual properties on behalf of owners, and to promote them to thousands of past guests via regular newsletters– ensuring you are able to secure every booking opportunity.



Sunny Coast Platters

Options available for every guest and every occasion!!

coming soon ...



Exclusive ONLINE GUEST COMPENDIUMS

that provide guests with everything they need to know about your property and the local area.

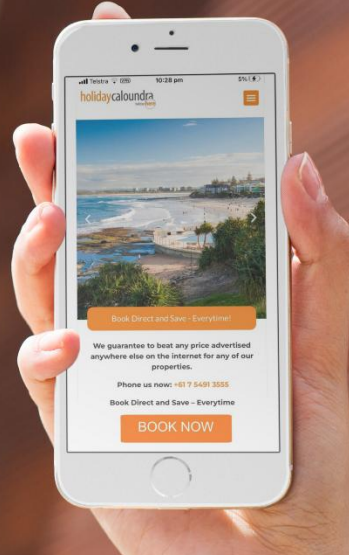
scan the QR code and check it out



communication

always connected 24/7 ...

'make everything available ... and easily accessible'



cutting edge

- ❖ Unique **online owner's portal** that delivers details about current and future bookings, earnings, monthly statements and expenses as well as enabling owners to make their own bookings – all available anywhere, anytime!
- ❖ **Experienced staff members** available forty hours per week waiting to take your calls and answer your queries.
- ❖ **Additional 'after hours' support** services to 9:00pm each evening - manned by our holiday letting team members who are able to assist you (and guests) in every way.
- ❖ **24 Hour emergency contacts** for essential services including plumbing, electrical and smoke alarm specialists.
- ❖ Quality **Newsletters** keeping you in touch and updated on the latest news and opportunities.
- ❖ **Facebook and Instagram** social media accounts and blog posts that owners can follow and keep abreast of initiatives, events and new ideas!
- ❖ Detailed monthly and End of Financial Year **financial statements** to communicate your income and expenses to both owners and their accountants.



Plenty of expert advice from our award-winning team members!!!

fees & charges

... simple

- ❖ Our holiday letting rates are 15% +GST based on the booking tariff, and \$5+GST per month admin fee. We charge a 'one-off' \$100+GST set up fee for new properties.

There are NO OTHER fees for owners

- ❖ Unlike the competition, we don't charge owners marketing or advertising fees, or fees to organise trades people, or fees to provide welcome packs to guests. We don't charge owners for guest credit card fees, and owners don't pay for covid cleaning, or pre-guest inspections or departure cleaning when guests leave (or anything else that is usually part of the 'fine print').
- ❖ We make money by securing bookings – not by gouging owners!



*'keep costs low
... always provide
great value for
money!'*



The responsibilities and legislative obligations for holiday letting owners can be daunting. Don't worry, we have the knowledge & systems to protect your interests:

- ❖ Owners must provide a completed POA Form 6 to the agent authorising them to manage the property.
- ❖ Evidence the property is fitted with interconnected photoelectric smoke alarms that are either hardwired or powered by a 10-year non-removable battery consistent with current legislation.
- ❖ The property must be fitted with safety switches in accordance with current electrical regulations.
- ❖ Mandatory standards apply to window furnishings such as opening widths as well as blind cords.
- ❖ A pool safety certificate must be provided if the property has a pool. Body corporates will provide certificates for communal pools.
- ❖ Property insurance specific for the purpose of holiday letting is a requirement. Including public liability insurance of at least \$10 million.

.... plus

your obligations

... *easy*

- ❖ Provide the agent with bank details to facilitate the dispersal of funds each month.
- ❖ Provide a copy of Body Corporate by-laws where appropriate.
- ❖ Provide 4 sets of keys including 2 garage door or entry gate remote controllers in required.
- ❖ Provide spare linen for each bed (mattress and pillow protectors, doonas and covers, (or quilts or blankets).
- ❖ Maintain properties with regular maintenance including air conditioning services, fridge filter changes, pool servicing, pest eradication and spring cleans etc.

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