

VACATION HOME SUCCESS

DELIVERING THE BEST RENTAL EXPERIENCE TO YOUR GUESTS



NAPLES
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WELCOME

The amenities that your vacation rental property offers can make all the difference between a one-time guest and a guest who returns again and again. Your amenities should reflect the location of your rental property, the type of accommodation you offer, and the type of guest you expect to host.

As a vacation rental homeowner, you know that keeping your home stocked for guests can be a tedious and ongoing task, even if you are providing only the essentials. Simply put, a properly stocked vacation rental can make the difference between a one-time rental and a repeat customer. It can also give your guests some incentive to pay a higher price. Every guest likes to feel like they are somewhere special when away from home, and the atmosphere you create and the things you provide will play a big role in this.

5 QUICK TIPS

1. Create a Guide to your house and the area. (We do this for you as part of our service!) Personal touches like these are what help elevate the popularity of your property and keep your guests coming back for more. We create this once—then update it periodically as needed. Your “Welcome Book” remains in the property as a reference and will include such things as your WiFi passwords, check-in and check-out procedures, house rules, trash pick-up days, neighborhood or building rules and regulations and simple instructions for your TV and streaming devices. It will be part of a packet that includes maps and information about nearby beaches, drug stores/pharmacies, supermarkets, fun things to do, and emergency contact information. It will also include recommendations for local dining. This is also the ideal place to jot down your local recommendations and secrets to help guests explore their destination.

2. Adequately stock your kitchen. One of the major draws of staying in a vacation rental is the amenities, and the kitchen is arguably the most important. Amply provision your kitchen so as to not make your guests feel as if they should eat out a restaurant every night. Having a properly stocked (and cleaned) kitchen will also encourage your guests to feel at home and use it. Your guests will notice if you go the extra mile when stocking it and they will also be far more likely to leave positive reviews about your rental and return in the future.





— 5 QUICK TIPS *Cont.* —

- 3.** Provide the latest technology. Guest today travel with all of their devices in tow. Make sure your internet speed is adequate and your network name and WiFi password are easy to find. Include instructions how to reset the router in case of any glitches. Invest not just in high internet speed, but updated hardware that can handle online gaming and playing videos all throughout your home. Having either Netflix, Hulu, or another streaming platform is a plus. Invite guests to log in to their own streaming accounts to watch their favorite shows or movies. This can save you from paying for cable, as guests pay for their own streaming subscriptions. Also consider leaving behind an HDMI cable so guests can connect their laptop to your TV. Don't have a smart TV? Buy a streaming device, such as a Roku or Amazon Fire TV Stick, that gives guests access to several streaming services. Remember to jot down instructions in your house manual. You may need to add internet boosters in the rest of the house to make sure there are no dreaded dead zones.

4. Don't forget your Outdoor Area. Florida is all about indoor/outdoor living spaces. Whether it's a BBQ on the deck or a poolside picnic, if your vacation home has opportunities for outdoor entertaining, maximize it! Think about how you are setting up your lanai, screened deck or porch and provide adequate outdoor seating and dining furniture. If possible, have a BBQ grill and, if you really want to wow them, have an outdoor TV! Keep your bed blankets safely indoors by providing plenty of durable outdoor blankets. These blankets are made of fabrics like fleece or wool, are often waterproof, and come in "outdoorsy" palettes and patterns like plaid. Stash them in a visible place so they're easy to grab and go, like beside the patio door.

5. Beach Essentials. Providing beach towels (recommend four), beach chairs (recommend four) beach umbrella, and any other beach toys, rafts, balls and games will be greatly appreciated by your guests. If your home is in an area with bike paths, having some bikes available for guests' use is also a huge plus!





LIVING ROOM

FURNITURE:

There is more to consider here than sofas and coffee tables. Think of all the activities that will be happening there: TV watching, game playing, nap taking, book reading, working, and more. Then, intentionally position your furniture so guests face and focus on each other, not the walls or the TV.

Sofas-For the best investment, purchase couches with performance fabrics and hardwood frames that won't sag or pill after just a few years. Is your living room too small for a traditional couch? Consider just a loveseat or a pair of comfy armchairs with footrests. Want your living room to truly stand out? Get creative with alternatives, such as comfy floor cushions or a chaise lounge.

Vacation rental living room design tip-Increase your occupancy by turning your living room into an optional extra bedroom—opt for a sofa bed instead of a regular couch. Tuck extra sleeping pillows, clean sheets, and blankets in one of the bedrooms or in a basket nearby.

Coffee table- Give your guests a spot to set down their drinks, laptops, books, and your remote control. If your home attracts families, opt for a more kid-friendly round coffee table and avoid glass.

AREA RUGS

An area rug laid over hardwood or tile floors brings instant warmth, color, and texture to your living room. A rug can also complete your design aesthetic since it covers the most surface area. Some tips: Place a rug pad underneath for even more comfort, buy a color and texture that doesn't show dirt easily, and consider a machine washable rug for hassle-free cleaning.

ARTWORK

Guests are looking for a memorable place to spend their vacation, so it's worth investing in statement art pieces to make the living room extra special. If you haven't shopped for artwork for your home before, it can be helpful to start by thinking about the type of market you are in. For instance, beach markets may want to play up the local beachfront with artwork that showcases a well-known ocean, sunset, or scene in the area. Additionally, if your walls are white, artwork is a great way to begin adding pops of color to the room.

WINDOW COVERINGS

Outfit your windows with either curtains or blinds. This gives guests control over their privacy and the amount of light that streams into the living room. However, avoid vertical blinds or mini plastic blinds, as they can break easily.

ACCENT WALL AND PLANTS

One of the most fun interior design trends in vacation rentals is a stand out accent wall that adds texture, color, or both to one wall. Accent walls are a great way to upgrade your vacation rental quickly, and shows your guest that your rental is modern and keeping up with modern home design. Adding a statement plant or plants all around are an easy way to add that modern touch and another way to upgrade your existing rental.

LIGHTING

Prioritize good lighting. Just as glaring fluorescent lighting can make a room feel stark and unpleasant, soft lighting puts guests at ease and sets a relaxing ambiance. Include a floor lamp or smaller table lamps when guests want to read or have a movie night.





BEDROOMS

Transforming your vacation rental into a luxe retreat starts in one room—the bedroom. More than just a place for your guests to unwind and get a good night's sleep, this is also where they'll stash their belongings and get ready for the activities ahead each day. Most importantly, your bedroom photos can help guests decide if your vacation rental is worth booking or not. It takes more than a comfy mattress and soft sheets to reel in visitors. That's why, when creating or sprucing up your vacation rental bedroom, think beyond the bed.

Here's a bedroom furniture checklist and recommended inventory and accessories to give guests a sumptuous stay worth every cent:

- ❑ **Thick mattress.** A comfy bed may seem like an obvious place to start, but it's worth repeating. Memory foam mattresses are surprisingly inexpensive and are more durable than spring mattresses (no more broken coils).
- ❑ **Waterproof mattress protection.** Wear and tear just happens. As do spills, dirt, and dust. A mattress protector, a fabric cover that zips around your mattress, is your first line of defense that will help you extend the life of your mattress. Cleaning is simple. Just toss it in the washing machine with the rest of your bedding at the end of each stay.

- ❑ **Soft sheets.** Looking for the best bed sheets for your vacation rental? Take a cue from hotels. They dress their beds with high-thread-count and 100 percent cotton sheets that make guests want to stay in bed all day. The key is using crisp, all-white sheets, which are also easier to wash and replace. Have an extra sheet set (per bed) tucked away in case of any spills or accidents.
- ❑ **Duvet or comforter.** Top the bed with a warm duvet or comforter to treat guests to a luxurious night's sleep. Or mimic the pristine beds in luxury hotels by using triple sheeting. We suggest keeping a spare clean duvet or comforter in your closet or tucked into a dresser for those extra chilly nights.
- ❑ **Two pillows (per person).** Guests are particular about their pillows. So much that luxury hotels have even gone as far as offering pillow menus to their guests to customize their sleep experience. While you don't have to go that extra mile, consider offering both firm and soft pillows to give your vacation rental guests choices. Layer your pillows for the most luxurious effect. Start with large square Euro pillows, followed by your sleeping pillows, then add decorative throw pillows to pull your look together.
- ❑ **Air conditioning or electric fan.** When guests arrive during the hot season it'll greatly improve their comfort to be able to cool down the area where they lay down to rest. In case your property has no air conditioning installed you should at least have one fan per bedroom to provide them with a cooling breeze at night.
- ❑ **An updated flatscreen television.**
- ❑ **An iron and clothing storage.** An iron and an ironing board are must-haves for wrinkly clothes coming out of suitcases. Provide a simple suitcase stand in the closet so guests don't have to bend to the ground to sort through their suitcase. Leave plenty of empty hangers in the closet. A chest of drawers is an added benefit for many guests unpacking their belongings.

You could also provide the following:

- ❑ A backup comforter set
 - ❑ Extra blankets and throws
 - ❑ A full-length mirror
 - ❑ An alarm clock
 - ❑ Extra clothing hangers- Wood or Black
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BATHROOMS

While stocking your vacation rental bathrooms, you should provide a small starter set of complimentary toiletries, in addition to wash cloths, bath mats and towels. Soft, matching towels can also help make the bathroom look modern and clean. Homeowners should consider using white towels, to mirror the hotel experience and to make cleaning easier.

In the bathroom, the inventory checklist should include:

- Bath towels – new/matching 2 sets for each guest
- Toilet paper (plus a couple of extra rolls)
- Hand soap
- Bath soap and face soap
- Shampoo and conditioner
- Small garbage can and trash bags
- Hand sanitizer and antibacterial wipes

PERSONAL ITEMS

Even though it's likely that your guests dream of and plan their beach vacations for months in advance, it's very likely that one of them will forget some essential personal care item while packing. Help to make their experience as stress-free and relaxing as possible by providing some of these items yourself.

Your guests are rushing out the door to catch a flight. They're checking for boarding passes, passports, phone chargers, the kids' favorite video games, and the stuffed animal that will cause a toddler meltdown if it gets left behind. Toothpaste is often the last thing on their minds.

So, if you want to really impress your hurried guests, stock high-quality, travel size extras in a drawer in each bathroom (sealed for safety). You can buy them in bulk and then at each turnover, we can have the house cleaners replace as needed. In our experience, 50% of guests won't use the extras, but here's the secret: they'll appreciate the gesture either way! I cannot tell you how many thankful messages we get about these small touches.

Appreciated extras:

- Hair dryer
- Toothpaste
- Disposable razors
- Shaving cream
- Mouthwash
- Air fresheners





KITCHEN & DINING

Make sure that all of your appliances are in good working condition and squeaky clean. Opt for matching, minimalist dinnerware, such as all-white bowls, plates, and mugs. It's a simple, smart way to make at-home dining feel more streamlined and sophisticated for your guests. A jumble of mismatched pieces will make every meal look messy and cluttered. Choosing matching tableware is also more efficient—you'll find it easier to purchase replacements.

SMALL KITCHEN APPLIANCES

Even in the smallest of vacation home kitchens, guests rely on certain appliances to cook up basic meals (or simply reheat them). Here's what we recommend stocking to make your kitchen a fully functioning space when hunger strikes.

- ❑ **Coffee maker (plus coffee filters and instructions).** Here is a word about coffee makers. Today, there are endless options to satisfy every type of coffee drinker, from those who want a quick jolt of caffeine to coffee gourmands. To narrow down your choices, we recommend first considering the amount of available counter space in your kitchen and your maximum capacity. Plus, how much are you willing to spend? Traditional drip coffee makers could be best for brewing coffee for several people at a time, while pod-style coffee brewers are great if you'd like to give each guest their own choices. Just remember to provide the appropriate-sized filters, operating instructions, and a starter supply of coffee pods.

- Coffee grinder (optional)
- Toaster
- Microwave
- Blender
- Slow cooker (optional)
- Waffle iron (optional)

TABLEWARE AND FLATWARE

A general rule to follow: Provide twice the number of glasses, bowls, and plates that accommodate your vacation home's maximum capacity. For instance, if your home sleeps 4, then provide 8 plates. This allows guests to enjoy more meals before having to run the dishwasher, while also leaving enough tableware and flatware for entertaining.

- Spoons (set of 8)
- Butter knives (set of 8)
- Forks (set of 8)
- Steak knives
- Water glasses
- Wine glasses (we recommend stemless, which are harder to break)
- Large plates
- Small plates
- Kid-friendly dishes (sippy cups, small utensils, cute plates & bowls)
- Bowls
- Coffee cups
- Plastic cups
- Plastic plates
- Pitcher
- Large serving bowls and plates
- Serving platters (at least 2)

OTHER VACATION HOME ESSENTIALS IN THE KITCHEN

- Sharp knives (at least 3)
- Ladle
- Slotted spoon
- Whisk
- Kitchen shears
- Cutting boards (2)
- Knife sharpener
- Spatula
- Tongs
- Mixing spoons
- Mixing bowls
- Measuring cups
- Measuring spoons
- Oven mitts
- Strainer
- Can opener
- Cheese grater
- Potato masher
- Potato peeler
- Pizza cutter
- Wine/bottle opener
- Beer bottle opener
- Cooking thermometer

COOKWARE AND BAKEWARE

Cooking meals together is faster, easier, and a lot more enjoyable when you have the right vacation rental kitchen supplies. Provide your guests with a variety of pots and pans so they'll be ready to create whatever they're craving. But, first consider how much storage space you have. Start off with a non-stick pan, an essential for basic cooking, like scrambling eggs, pan-searing fish, or making pancakes. Plus, look for dishwasher-safe items and spare yourself the hassle of scrubbing off your guests' leftovers after every stay.

- 1 1/2-quart covered saucepan
- 3-quart covered saucepan
- 8-quart covered stockpot
- 4-quart covered sauté pan
- 10-inch non-stick skillet
- 8 1/2-inch skillet
- Baking dish
- Muffin pan
- Casserole dishes
- Roasting pan
- Cookie sheets (2)
- Pizza pan
- Colander
- Thermometer

STARTER SPICES, CONDIMENTS AND PANTRY SUPPLIES

No guest wants to run out to buy salt or a new bottle of cooking oil, only to use a small portion and leave the rest behind. Go above and beyond to help make your guests feel at home (and not dashing off to a convenience store) by stocking on a few basic staples. It's a major convenience that your guests will be grateful for.

- Salt
- Pepper
- Sugar
- Cooking oil





LEFTOVERS

Leftovers are inevitable, so supply your guests with a few ways to store their food. Plus, make it easy for them to carry meals on the go. We recommend labeling your containers clearly on the bottom so that guests don't accidentally take them home.

- Plastic or glass food containers
- Plastic wrap
- Sandwich bags
- Aluminum foil

OUTDOOR COOKING AND DINING

If your vacation home has opportunities for outdoor entertaining, arm your guests with sturdier kitchen tools and dinnerware so they won't be tempted to use your indoor kitchen items. Outdoor grilling uses extreme heat, which requires utensils that are larger, more durable, and made of heat-safe metal. Plus, avoid broken glasses and plates outside by providing a set of plastic, melamine, or unbreakable tableware for alfresco dining.

- Grill brush
- Metal spatula
- Metal tongs
- Metal fork
- Lighters
- Dishwasher-safe plastic plates
- Dishwasher-safe plastic bowls
- Dishwasher-safe plastic cutlery



THE ESSENTIALS

HOME ESSENTIALS/CLEANING SUPPLIES

Help guests keep things clean and free of germs and grime. Stock your kitchen with the essentials for wiping down countertops, tables, and other dirty surfaces. As an extra measure to keep children and pets safe, consider keeping cleaning solutions and toxic cleaners either on a high shelf or under the sink with child safety locks.

- Hand soap
- Dish soap
- Dish towels
- Dishwasher detergent
- All-purpose cleaner
- Sponges
- Cleaning gloves
- Kitchen towels
- Paper towel holder
- Disinfectant wipes
- Garbage can and trash bags

IN THE CLOSETS AND STORAGE, THE INVENTORY CHECKLIST SHOULD INCLUDE:

- Vacuum
- Mop
- Broom/dustpan
- Pack N Play
- Step ladder
- Extra bulbs/batteries
- Nightlights
- Iron/ironing board
- Drying rack
- Extension cord
- Lint roller

GENERAL EXTRAS

- Guest book
- Charging station
- Bluetooth speakers
- First aid kit
- Fire extinguisher
- CO2 Alarm

DVDS AND BOOKS

If you're not too keen on getting cable or Netflix for your vacation rental, providing guests with a collection of films and literature is another great option. Just make sure you have something appropriate for everyone, including something to keep young children entertained on a rainy afternoon.

FAMILY-FRIENDLY GAMES

Spare families from having to pack their entire pack 'n' play for their vacation. Provide free kids' amenities like crayons, books and bathtub toys. You could even offer some board games and cards for extra family fun! Pictionary, Trivial Pursuit, Chutes & Ladders, Twister and Uno are all-time family favorites.

ELECTRICAL ADAPTERS AND CHARGERS

Most guests will carry their own adapters, but sometimes even the most seasoned travelers may forget, lose or break them. Having a stockpile of universal adapters and chargers will make them see you as a lifesaver!

A COMPLIMENTARY WELCOME BASKET

For extra flair, offer a welcome basket when every guest arrives at your rental property. This doesn't have to be an expensive basket in any way, but a simple collection of local goodies – candies, coffee, wine, postcards – is a compelling way to welcome your guests to the area and leave a lasting first impression. Your welcome basket can include:

- A candle
- Local snacks
- Personalized gifts
- Bottle of wine

We deliver Welcome Baskets to all of our rental guests as a complimentary service to our clients.

IN CLOSING

When it comes to the vacation rental industry, providing an optimal guest experience is king. Using the tools available to us not only increases guest satisfaction but your bottom line as well. Whether it's digital guidebooks, providing local recommendations, or being accessible for emergencies and communications, the experience we provide your guests immediately impacts your business and our reputation as vacation rental professionals. We are here to help you prepare your home for the best rental experience possible. Hopefully, this Preparation Guide Book will give you some ideas and checklists to work from.

We pride ourselves on giving personal service and welcoming your guests like family. Upon arrival, we greet them in person and have a Welcome Basket waiting for them, full of goodies. We show them around and point out where things are and make sure they are comfortable and connected with wifi, television, etc. We walk through your home with them and fill out a Condition of Property Inspection Report that will document any items that are found to be damaged, and they sign off on it. When they depart we meet them again to go through the property and make sure the condition is left as they found it, prior to returning their damage deposit. In between, we are always available to be their local resource.

It is our pleasure to assist you in every way possible, from start to finish, in presenting your vacation property in the most ideal condition that will generate the highest income and greatest guest satisfaction. We love Naples and we love sharing it with others. We take pride in protecting the properties that we lease and serving our clients at the highest level.

Enthusiastically,



Jo Ellen Nash

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