

# Top 10



Questions to ask

## A Professional Vacation Rental Manager

### 1. Commission & Costs

Please explain your commission structure and any additional costs a homeowner might incur.

### 2. Marketing

Please detail the strategies you utilize to market properties to guests.

### 3. Cleaning & Maintenance

Please outline your property management services, including but not limited to cleaning, inspections and maintenance.

### 4. Differentiators

What unique aspects set your company apart from other property management companies, especially in terms of advantages to homeowners?

### 5. Financial Management

Please discuss how you handle financial management for the properties you manage. Do you follow trust accounting principles?

### 6. Technology

What kind of technology do you employ and how does this technology provide benefits to both homeowners and guests?

### 7. Communication & Reporting

How do you communicate with homeowners and what types of reports do you provide? Who will I be working with on your team? Will I have a dedicated representative or a team approach?

### 8. Guest Damage

What is your approach to managing damages caused by guests? Do you require a security deposit or offer damage insurance? If you opt for insurance, how do you establish the coverage details?

### 9. Revenue Management

Please explain your strategy for revenue management? How do you determine pricing to optimize earnings? Do you utilize dynamic pricing software, manage rates manually, or employ a combination of both methods?

### 10. Reputation

Are you involved in the local community and do you support local initiatives?

# VRM Comparison



Compare up to four Vacation Rental Management (VRM) companies in the 10 most important categories we've provided for you. Write the name of each VRM company at the top of the four columns. When talking with each company, use the questions from page one and rank the response you get for each question from 1 (least impressive) to 5 (most impressive). Tally up the total and see which VRM is best for you (50 is a perfect score).

CATEGORY	VRM	VRM	VRM	VRM
1. Commission & Costs	1-5	1-5	1-5	1-5
2. Marketing	1-5	1-5	1-5	1-5
3. Cleaning & Maintenance	1-5	1-5	1-5	1-5
4. Differentiators	1-5	1-5	1-5	1-5
5. Financial Management	1-5	1-5	1-5	1-5
6. Technology	1-5	1-5	1-5	1-5
7. Communication & Reporting	1-5	1-5	1-5	1-5
8. Guest Damage	1-5	1-5	1-5	1-5
9. Revenue Management	1-5	1-5	1-5	1-5
10. Reputation	1-5	1-5	1-5	1-5
TOTAL SCORE				

## Notes

