

Step 1: The Right Investment Home

Here are some important guidelines to follow as you search for the **right investment home** for you:

1. Purchase a home in a **popular vacation home community**. If possible, find one in a guard-gated community with a lot of fun amenities (i.e., clubhouse and water park) that is not too far from Disney World and the other theme parks.
2. The home should have an **adequate number of bedrooms** to generate your rental income goal.
3. The home should ideally have a roof, HVAC equipment, and pool equipment that **will not require replacement for a number of years**.
4. **Make sure it's within your budget**. Keep in mind your cash situation. You will need cash for the deposit on your loan (usually 20%), for closing costs, and for renovations/upgrades.

The best tool to use to determine which vacation home will be the best investment home for you is a **pro forma statement**. Pro forma statements include your total investment costs (including renovations), all rental income and expenses including mortgage payments, and a forecast of profit. [Contact us](#) so we can create the pro forma statements for you.

Step 2: The Right Furnishings & Amenities

To maximize rental income, **your investment home must stand out against all other vacation homes**. It must be a memorable fusion of modern comfort and fun. Each room and space must be designed to cater to vacationers of all ages using engaging colors, themes, and furnishings. The most popular amenities that generate the most rentals are themed kids' bedrooms and themed movie theatres and game rooms that include 3D design elements that take you to another place.

The money you spend on furnishings and amenities for your investment will be the most consequential to maximize your home's rental income.

Step 3: The Right Property Manager

5 ★ reviews by vacation home guests are critical for the success of your investment home because reviews are a significant part of vacationers' decision-making process when choosing which vacation home to rent. 5 ★ reviews boost rentals. Two huge contributing factors to a review of a vacation home are:

1. **Upkeep**- preventive maintenance and cleanliness; and
2. **Customer Service**- handling vacationers unique needs and issues.

Both are the responsibility of your property manager. It's imperative that you hire the best property manager who will generate 5 ★ reviews by excelling in these two areas.

Step 4: The Right Marketing

Maximizing short-term rentals requires maximum exposure on the major vacation rental websites such as VRBO and Airbnb. Your investment home will also need its own website that is promoted on social media and other media and travel outlets. Investment homeowners have 3 options to choose from to implement the short-term rental marketing of their home:

1. **Property Manager**- normally charge 15-25% commission + website and social media advertising
2. **3rd Party Marketing Firm**- normally charge 10-15% commission + website and social media advertising
3. **Self-Market**- costs will be the prices of your listings, website, and advertising on social media

If you have the time and can quickly respond to inquiries, you should handle your own rental marketing and save on your marketing costs. *If you are not able to handle your own rental marketing*, choose a marketing company that will give your home the individual attention required to maximize its exposure and income with costs that work within your pro forma statement for your investment home.

Need assistance with any of the steps above? [Contact us](#).