



Marketing Your Property

We are a fresh, modern, experienced, dedicated and multilingual holiday rentals agency in Marbella ready to support property owners to make the most of their holiday apartments, houses and villas. We care for your property and your investment as if it is our own and always provide you with a personal service.






Our Philosophy - **why are we different?**

- You will receive a personal, professional and modern service tailored to your needs, priced fairly and delivered with the utmost integrity.
- We understand and will manage for you the difficulties and challenges that can be associated with owning a holiday home in a foreign country.
- We treat your property as if it were our own, at all times, and this will be reflected in the level of service you receive.
- We pride ourselves to have an integrated solution that allows all properties that we market to be automatically transferred to and listed with all the greatest holiday home portals, web-sites and organisations. Hereby you immediately reach millions of potential clients per day and never risk a double booking.
- You can at all times log in to our system to see a full overview of the booked periods for your property and the income that you will receive for this.
- We speak 8 different languages so you can – most probably – discuss all items with us in your own language

You define what you need – **We provide the service!**

We understand that all property owners have different requirements and expectations from an agency. For this reason we aim to be refreshingly different and offer you a bespoke package that gives you total peace of mind that what you're receiving from us is exactly what you want and nothing you don't want. A few examples:

- **Availability as you define it:** It is important for you that your property still feels like your 'home away from home' when you visit. For that reason we work with your home for the periods that you like to make it available to us and do not set any limitations for you to use your own holiday home.
- **Return on Investment:** We know that sometimes property owners look at their holiday homes purely as investments, who perhaps don't want to spend much time holidaying there themselves. When we rent out your property we always seek to provide all our customers with the best return on their investments and we will work tirelessly on your behalf to maximise your bookings and returns.
- **Peace of Mind:** Some property owners will be looking for a total 'hands-off' arrangement, looking to hand over all the day to day running and management of their property to an agency they can trust. We have a wide network and good team and will be happy to provide you with your own specific tailored solution.
- **Support as required by you:** We understand that different people live in different circumstances and are flexible to discuss and more or less support that you would desire.



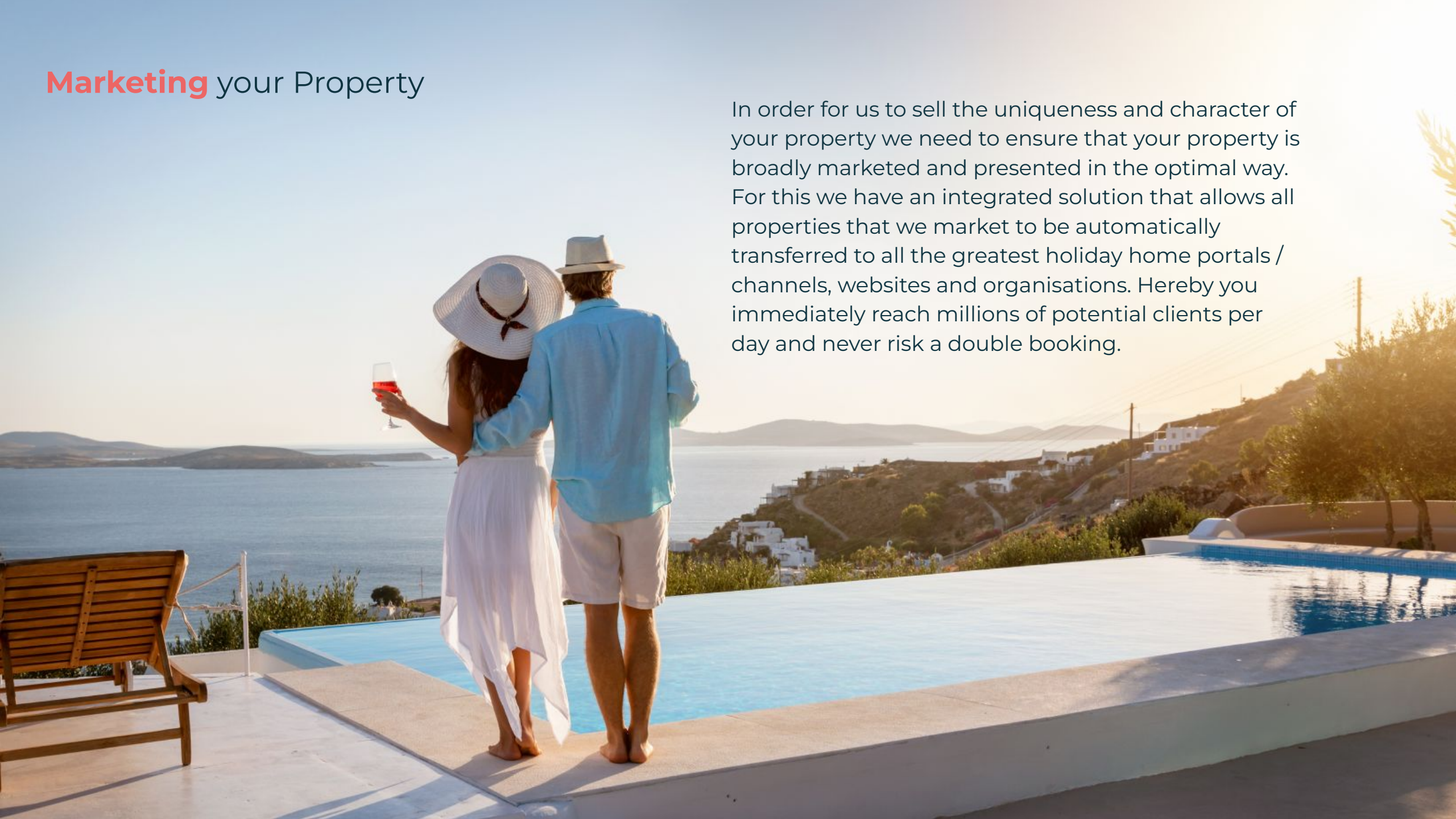
Whether you fit into any of the categories above, or
you're at one of the many points in-between,
**JustRent Marbella will provide you with your tailored
solution to making the very best of your property.**



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In order for us to sell the uniqueness and character of your property we need to ensure that your property is broadly marketed and presented in the optimal way. For this we have an integrated solution that allows all properties that we market to be automatically transferred to all the greatest holiday home portals / channels, websites and organisations. Hereby you immediately reach millions of potential clients per day and never risk a double booking.



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- **Professional Representation:** In our team we have professional photographers who will photograph your property in the best possible way and in some cases we will also make property videos. We know that this extra effort will go a long way in helping your property stand out from the rest.
- **Individual Pricing:** We will put time and effort into pricing your property individually. We don't believe in the one-size-fits-all approach of using 'price bands'. Your property is individual and there are many factors that go into deciding at what price to offer it throughout the year. We will work with you if you have strong feelings about the pricing but ultimately we will seek to price your property fairly and in such a way as to generate a good volume of bookings - this will bring repeat business in years to come. Also, we are of course happy to advise you on how to set the optimal price and how this can be raised over time following success..
- **Tailored Marketing & Offers:** Our dynamic and proactive marketing strategy will squeeze the very best out of your property's potential. In consultation with you we will tailor the type of bookings offered on your property - our sophisticated 24 hour online booking system allows us to offer late deals, earlybird discounts, short-breaks and other bespoke special offers, none of which are accepted without your final approval.
- **Promotional Campaigns:** As well as offering special deals, our entire client database is emailed on a monthly basis to introduce new properties and special offers. Not only does this generate more bookings it also enables us to bring back a lot of clients that have already proven themselves to be good clients.
- **Channel Marketing:** JustRent Marbella will promote your property through the premier and largest holiday home portals/channels such as HomeAway, VRBO, Spain-Holiday, Airbnb as well as our very own network of local agents.

What can we **offer** you?

Based on the principles outlined above we offer you...

Rental Management Services

Services Included:

- All marketing and payment services
- Professional Photo shoot
- Meet and greet & Check in / out of clients
- Arrange cleaning after departure of holiday guests
- Proof check of holiday clients and collection of details
- Caretaker service – we will be the first point of contact for your guests and any emergencies/repair issues
- Recommendations and assistance in points of improvement around the home with rental performance optimisation in mind
- Key Holder Service



What are the **costs**?

- For our Rental Management service there is a mild start-up fee to get up and running with us and we charge **20% commission on all bookings** made through us.

Cleaning: The cost of cleaning will be charged directly to the holiday client, so you never have to worry about it.

- **Other Services:** In addition to the services above, JustRent Marbella will happily arrange other services at the owner's expense that may be of use such as extra cleaning and laundry, repairs and maintenance, gardening, window cleaning etc... A small admin charge will be added to the cost of organising these services for property owners as well as for call outs.



What **doesn't** JustRent Marbella do...

- We don't restrict the number of 'owner bookings' you can make and we certainly don't charge you commission on them. It is your house so you or your family and friends should feel free to use it when you like!
- We don't have any hidden costs.
- We don't make rash promises or guarantees about the number of bookings or level of income you will receive. We trust in our marketing strategies and will price your property appropriately to achieve a good volume of bookings. We don't make money if you don't so we are always open and transparent to you.
- We don't put properties into 'price bands' - your property is individual and it should be priced as such; depending on its location, facilities and size etc.

Some **questions** that we're frequently asked...

When will I be paid?

- At all times you can see the rental income in your statement online. Your statement will list all payments that we have taken on your behalf and all deductions made by us for commission and possibly management fees and any other services. The balance of payments will be transferred into your nominated bank account within the 1st week of the month following the rentals. If the 1st week occurs on a weekend the sum will be transferred over the course of the week from the following Monday.

How will I find out about any bookings you take?

- You will be made aware immediately when a booking is received as well as confirmed via our super easy group chats which include you, your designated check in manager as well as a few other members of the team. Furthermore you can always log into our system to see an actual overview.

When can I use the property myself?

- Anytime! Remember our booking system is always live so please block the dates in the online system or notify us as soon as possible of any owner bookings so we can block the dates off for you - this will help avoid any awkward situations where a potential booking might come through for a date that you intended you use your property.

Do you charge deposits?

- Yes, we always charge a deposit to all our holiday guests. This is to be paid upfront and the amount of this deposit is decided in agreement with you. In case of any damage or electricity abuse the cost of this will be deducted from the deposit. That way you do not have any additional costs. On some platforms that we use to market your property there is no direct deposit charged, however we have agreements in place with these platforms to facilitate additional charges to the guests in case it is ever required.

How do you prevent electricity abuse?

- If desired and agreed we can grant clients a maximum for electricity usage per week. This is measured over a spread of time and can be difficult to police, however in case the usage exceeds the granted amount significantly this will be deducted from the deposit and the excess amount transferred to the owner.

Can anybody rent our property?

- We always thoroughly check who would like to rent your property. That way, if you would prefer not to have groups of young people or stag parties, we can make sure these people will not rent your property.

Thank you very much

