



Checklist for Turning Your Second Home into a Holiday Rental

Legal Prep

- Check the holiday letting laws for your country, region, town or city. Review requirements for business licenses and paperwork.
- Review safety requirements and health code regulations for your area.
- Research and purchase an insurance policy for holiday rentals.
- Create a rental Contract. Include clauses for the following:
 - Security deposit refunds
 - Total payment due
 - Instructions for Submitting Payment
 - Cancellation Policy
 - Extreme weather policy (if applicable)
 - Pet Policy
 - Smoking Policy and Penalties
 - Rental Restrictions
 - Maximum Occupancy
 - Minimum Stays

Tax Prep

- Review information on applicable tax deductions, capital gains, and the Tax on Furnished Holiday Lettings (if in the UK).
- Research sales tax or occupancy tax rate for holiday lettings in your county.

Payments Prep

- Determine your rental goals and break-even point.
- Set your pricing structure (nightly, weekly, monthly) and rates.
- Devise a method for tracking and recording payments and expenses.
- Determine your methods for accepting payment - credit card merchant account, PayPal, bank transfers, cheques, etc.
- Develop a payment schedule
- Create a deposit refund letter

Maintenance Prep

- Find a reliable housekeeper or cleaning service.
- Create a cleaning/housekeeping list. (See our cleaning and maintenance checklist download).
- Review cleaning checklist and process for check-in, checkout



- Give a copy of your keys to a reliable hired housekeeper.
- Develop any other possible key and lock solutions.
- Find a reliable maintenance person.
- Create a maintenance list. (See our cleaning and maintenance checklist download).
- Complete maintenance projects and renovations.

Household Prep

- Furnish your home based on target market. (See our facilities and furnishings download).
- Create a list of items to purchase.
- Purchase necessary items and save receipts!
- Create a property inventory list of items in your home.
- Purchase a guestbook.
- Gather vouchers, local attraction/activity brochures and menus from local restaurants and put them in a folder to create a local attractions book.

Advertising Prep

- Review advertising websites (like Holiday-Rentals.co.uk and OwnersDirect.co.uk) and specialty websites to determine options for advertising your property.
- Set up accounts with the sites that will attract your target market
- Create a headline, property description and location description
- Stage your home for photos
- Take multiple pictures with a digital camera at different times of day or hire a photographer.
- Upload the best photos onto your advert. Create captions for each photo.
- Set up a calendar on your advert
- Research virtual tour services
- Purchase domain/email address for personal site and professional email correspondence.
- Link to advertising site(s) from personal website.
- Have 3 people proofread your personal site and adverts on advertising sites.
- Send an email to everyone in your address book linking to your personal site and new advert(s).



Renter Prep

- Set up an auto-responder for enquiries.
- Create standard responses and a sample confirmation email (see our easily amendable downloads).
- Build a thorough set of directions.
- Build a list of instructions for using appliances, electronics and equipment at your property.
- Determine method for getting keys to your guests.
- Create an arrival procedure.
- Create a departure procedure.
- Set up an emergency contact sheet.
- Put together local vacation tips for your guests.

Note to Homeowner: You may edit and use this form as needed for your holiday rental business. If another homeowner wishes to use this form, please direct him/her to www.holiday-rentals.co.uk/info/owner-resources.

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