

Memorable

VACATION RENTAL

To make your vacation rental shine in a sea of listings, you need to think beyond a comfy bed and fresh towels. Here's our standout **Design Approach** to help your property stand out and get booked:

- 1 Craft a Compelling Title**
Skip generic titles like "2BR condo near beach." Instead, try "Coastal Chic Retreat | Steps to Sand + Sunset Views." Make it scroll-stopping.
- 2 Design with a Theme**
Whether it's rustic cabin charm, boho beach vibes, or sleek modern minimalism, a cohesive, thoughtful aesthetic makes your space memorable — and Instagram-worthy.
- 3 Tell Your Story**
What makes your place special? Maybe it was your grandmother's cottage or a labor of love using reclaimed barn wood. Sharing these stories builds connection and warmth.
- 4 Offer Unique Amenities**
Think beyond the basics: a hammock under twinkle lights, a record player with vintage vinyl, or a welcome basket of local treats. Little touches create lasting memories.
- 5 Know Your Ideal Guest**
Design and message with intention — whether for families, couples, remote workers, or pet lovers. The more specific and thoughtful, the more appealing.
- 6 Invest in Professional Photos**
Good lighting and angles can transform a space. Consider drone shots or cozy twilight photos for an extra wow factor.
- 7 Create a Local Guidebook**
Share your favorite hidden gems, eateries, and off-the-beaten-path adventures. It shows you care and helps guests feel like locals.

Let's make your rental the one everyone's clicking on — and coming back to.

