

Staging Your Vacation Rental

When advertising your vacation rental, the key goal you need to have is selling a dream and lifestyle that travelers will long for. One of the most effective ways to sell your property is staging your home for the photographs you take. Staging your rental property will reflect the comfortable lifestyle others can enjoy while vacationing in your rental home. Focusing on the things others want the most will greatly benefit your business. Below are some helpful ideas for staging your rental home.

- Make sure nothing in the home is outdated. Update the paint, furniture, and décor as needed so your home never appears antique or too old fashioned. Many travelers choose to stay in vacation homes that reflect what they desire their primary home to look like. I highly doubt having a home with old furniture, ugly paint, and no decorations will attract many guests.

- Keep everything shiny and spotless. No one wants to step foot inside a nasty rental home, so having photos that reflect this atmosphere would definitely hurt your business. Spend a couple of days cleaning EVERYTHING...inside and out. Be sure all beds are made and that the lawn is freshly mowed. If you don't have time to spend making getting everything done, hire a top-notch maid and landscaping service. You want every space of your home looking immaculate, as this will be the first (and possibly only) impression potential guests will have of your home.

- Generate a positive mood in each room. One of the most recommended atmospheres to create is a comfortable one, as many travelers are taking a week out of their busy and hectic lives to come relax at your vacation rental. Paint the bathroom a cool color, and load the towel racks with big, fluffy towels. Having oversized chairs throughout the home will also set a relaxing mood. A porch swing would also make a peaceful setting.

- Take plenty of photos of your dream home to get the best quality shots. Snap photos in different times of the day and with different lighting. Take exterior photos right after a rain, as the air will be clear which will allow for great photos. Select only the most excellent photos that reflect the tone of the home the best to use in listings.

- In your ads, convey the mood you are attempting to set with your photos. List all the important amenities that many travelers look for in their "home away from home". Make the words and pictures

work together to have a dream vacation instilled in the reader's mind. Having your potential guests imagining themselves already in your home is the tactic you want to perfect in your staging and advertising.

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