

WINTER PARK INVESTMENT GUIDE

7 TIPS & TRICKS for Maximizing Your Vacation Rental Income



Vacation rentals are booming in Winter Park and homeowners want to maximize their investment. Differentiating your property from the next, while creating an unforgettable guest experience, is the key to your success. Use these tips for listings that shine, guests that are happy, and an investment that sees a higher return.

1 | PROPERTY LAYOUT

Size and occupancy matter, but how the home is laid out is the secret to a higher return. Guests like a variety of bed sizes that can work for kids or adults, and multiple lounge areas to spread out in. King beds still reign supreme, but new trends are emerging like perpendicular Twin over Queen bunk beds. In this configuration, the room appeals to a wide range of guests including families and couples alike.

2 | DESIGN & DECOR

Did you know that over 50% of bookings now come from a mobile device? Guests are swiping quickly over photos to find something they like. It is essential that design, photos, and listings reflect the experience guests want. Right now, Mountain Modern design rules the roost!

3 | PROFESSIONAL MINDSET

Once you start renting, your home becomes a place of business with many moving parts. With increasing rules and rental regulations, it is paramount to choose a professional vacation rental management company for peace of mind, to ensure you are maximizing your rental revenue, and to maintain high quality upkeep of your property.

4 | GUEST EXPERIENCE

As vacation rentals become more mainstream, meeting growing traveler expectations is the name of the game. Responsive communication is a must for luxury vacation rentals, and guest expectations are lofty. Hotel-like quality assurance, high-touch service, and prompt solutions to issues are critical for five-star reviews.

5 | LOCATION

A high-end guest wants to know all the goodies that are around their home. Ski in / ski out is highly sought after, but luxe townhomes and private homes with privacy and mountain vistas are seeing revenue growth year over year.

6 | ENVIABLE AMENITIES

High value amenities for this market are key. We are in a ski town, so hot tubs are a must, but heated garages, air-conditioning, and office spaces are also sought after. More than ever, guests want to bring their dog on vacation, so check with your Realtor on pet-friendly properties and HOA rules.

7 | RETURN GUESTS

Steps 1-6 don't mean squat without bookings and repeat guests! To compete, choose a management company that knows the Winter Park market and can maximize your return through comprehensive marketing and loyal customers. Having a foundation of repeat guests is critical to sustainability.

FIVE-STAR SERVICE



"The folks at Winter Park Lodging Company do much more than optimize revenue and maintain our property. They truly care about our family and making our investment carefree."

- Maurice & Callie Mitchell
Cozens Pointe A-102



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