

# Renting out your holiday home? Here's how to get started

This guide offers valuable insights and practical tips to make your property shine on Micazu and still be able to enjoy your oasis regularly, all the while knowing that your investment is working for itself.



# About Micazu

**Micazu has been a successful online platform since 2010, where owners rent out their own holiday homes in over 55 countries worldwide.**

Renters book the holiday home directly from the host. As a result, both parties know exactly what to expect.

And because bookings are made directly with the host, it's often much more cost-effective. Micazu has a unique billing model that does not charge booking fees, and lets renters pay directly to the host.



# You've finally done it: you've bought your dream home!



Now you can enjoy all the beauty your home and the surroundings have to offer. In addition, you'll be busy getting to know the neighborhood and building contacts. You'll regularly visit your dream home to keep everything in and around your house neat and tidy.

## What's next?

After a while, you'll realize that your house incurs expenses even when it remains vacant. Which is a shame, of course. A good way to cut costs and get a return on your investment is to rent out your house to others. That way, your dream home becomes someone else's dream holiday.

## Choices galore

Because it can be exciting to rent out your house to others, it's good to have a clear understanding of the various rental options before randomly deciding on one. In this whitepaper, we provide you with more information on the three different types of rentals so that you are well informed about the different forms and their pros and cons.

There are 3 different rental options:

1. Having your own website
2. Completely outsourcing rental
3. Renting out through a rental platform

# Having your own website

You might know someone who's good at creating a website. And they'd be happy to do it for you. Together, you can create a beautiful website with texts and photos. The advantage is that you can determine everything on your website, and all rental income is yours. To rent out

your house in this way, you'll need to invest a lot of time, knowledge, and energy in building it, without knowing beforehand if it will be successful. Here, we describe some important points that come into play after your website goes live and that you shouldn't underestimate.

## Online visibility

To ensure online visibility, it's essential to have your settings well configured, particularly for the (mobile) discoverability of your website. This is extremely difficult for an individual with only 1 website for a holiday home. Google has a complex algorithm that is updated every few months. So it's important to pay full attention to it.

## Google Maps

It's also essential for your website to display to your visitors where your house is located. To achieve this, it's necessary to create a link with Google Maps. Since this integration with Google Maps is subject to regular updates, it's crucial to ensure that you have a good understanding of it and know what adjustments to make when updates occur.

## Booking calendar & administration

To allow your renters to book, you'll also need to add a booking tool to your website. Since these are often complex systems, this can demand a lot of attention (and time!) from you. Naturally, you don't want your renters to abandon their booking because it's too difficult. In addition, the renter must also receive a booking confirmation. So you need to set up messages for that too. It's also crucial that your renters can pay securely online. How will you set this up? And what do you do if people don't pay?

## Reviews

Encouraging renters to share their experience by leaving a review about their stay in your house is immensely beneficial. Therefore, it's essential to facilitate this feature on your website, primarily to allow prospective renters to gauge the satisfaction levels of previous guests.



### Pros

- ✓ You determine who you rent to
- ✓ You're your own boss
- ✓ All income goes to you

### Cons

- ✗ You have to invest a lot of time in your own website (design, construction, maintenance, marketing).
- ✗ You pay startup costs for your listing (website hosting)
- ✗ You need to continue to invest a lot of time to keep up with the latest updates from Google
- ✗ You need to add a booking tool yourself
- ✗ You need to add an online payment tool yourself
- ✗ You need to add your own review tool yourself
- ✗ You need to manage your own administration

As you can see, there are pros and cons when you want to set up and maintain your own website. So we recommend that you think carefully about this before starting.

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2. Completely outsourcing rental →



# Completely outsourcing rental

For many property owners, the decision to entrust their holiday home to a rental organization (such as Belvilla or Interhome) is a deliberate one. This may be because they view their holiday home more

as an investment. It could also be because, as an owner, you may not want to deal with all the aspects of rental management. In that case, a rental organization is a good but expensive option.

## A house as an investment

If you are less inclined to focus on renting out your holiday home and would rather avoid dealing with all the associated tasks, renting out through a rental organization is a viable alternative. In this arrangement, you will receive your annual rental income from the rental organization.

## Staying in your holiday home yourself

If you want to stay in your holiday home yourself, you need to coordinate this with the rental organization in advance. They may decide that this is unfortunately not possible due to earlier received bookings. Additionally, the rental organization will prioritize renting out the best weeks (during peak season) themselves. Therefore, you cannot determine when you stay in your holiday home. It's wise to discuss this thoroughly with the organization in advance to avoid surprises.

## Communication with renters

You hand over the rental completely to a rental organization, which also means handing over communication with the renters.

## Costs and revenues

Rental organizations charge a high commission per booking for their services, typically around 30%. This significant percentage is due to the rental organization incurring costs for advertisements, marketing, all the tools embedded in their system, and on-site services. They deduct this from your payment, so you receive the rental amount minus the commission.

### Pros

- ✓ No work involved in rental management
- ✓ No need to maintain rental administration
- ✓ No need for your own website

### Cons

- ✗ No say in pricing
- ✗ No contact with renters
- ✗ No control over your own house
- ✗ High commission (30%) to the rental organization
- ✗ Not in your house when you want to be
- ✗ No say in the rental process (which platform and which renters)

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3. Rental Platform →



# Rental Platform

If you want to benefit from the expertise of large national and international rental platforms while maintaining complete control

over your rental at low costs, renting through a rental platform is a good option.

## International vs. National

As a host, you can choose to rent on a national or international platform. The type of guests you prefer to attract may play a role here. For example, if you are not proficient in English, a large international platform may be less suitable. If you speak multiple languages, you can reach many more interested renters on an international platform.

## Signing-up and renting out

Platforms like Airbnb, VRBO, Booking, and Micazu have extensive experience in matching supply and demand. Once you are online, thousands of visitors will see your listing. The more enticing your own listing is, with a competitive rental price, the more chances you have of attracting interested renters. The platform assists you with tips to create the most appealing listing possible through whitepapers, webinars, FAQs, and blogs.

## Marketing

All these platforms are fully equipped and have considerable expertise in online marketing. This ensures that these platforms are highly visible online and meet Google's latest standards. Additionally, they are active on social media platforms (Facebook, Instagram, TikTok). These platforms also utilize smart email marketing to inform renters about new listings or last-minute deals. This way, they reach interested renters with suitable offers, significantly increasing the chances of receiving a booking.

## Rates

You pay a commission between 10% and 20% of the total rental amount for the services offered by the various platforms. Some platforms partially charge the commission to both the renter and the host, while others charge it only to the host. Before making a choice, it's wise to first look at how the platform charges fees and what the costs are. This way, you know what to expect.



## Payments

All rental platforms operate with a secure online payment system. Renters can securely make payments using their preferred payment methods. You determine when payment is due and when the deposit should be refunded. You receive the full amount when the renter stays in your house.

## Pros

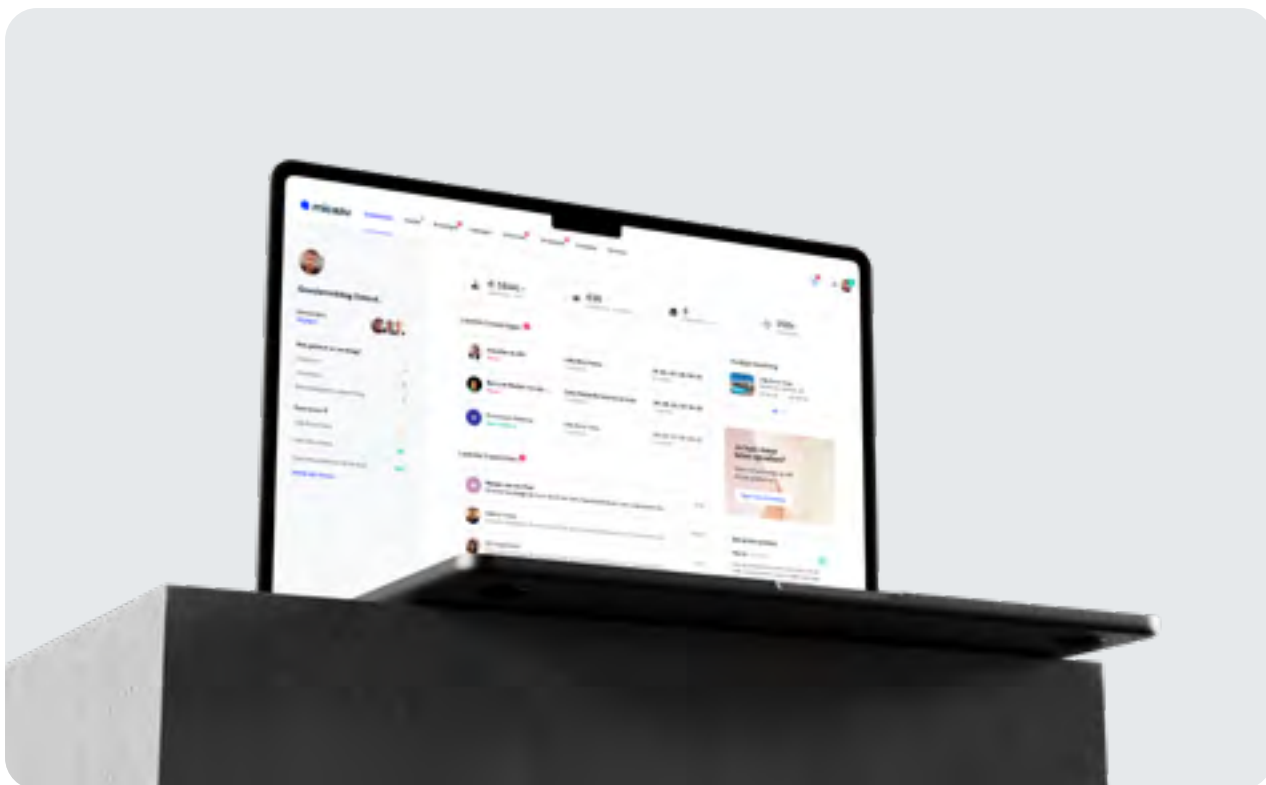
- ✓ You are part of a large online platform
- ✓ Creating your listing is very easy
- ✓ You receive tips to make your listing as appealing as possible
- ✓ You receive assistance from customer care when needed
- ✓ You are immediately highly visible online after going live
- ✓ Marketing is taken care of for you
- ✓ You decide who to rent to
- ✓ You manage your own rental administration
- ✓ You can easily adjust and manage your listing
- ✓ Higher rental returns

## Cons

- ✗ You need to keep your listing up-to-date yourself (it takes time)
- ✗ You need to arrange key handover and cleaning yourself
- ✗ You receive rental income after your renters check in

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[Compare Platforms](#) →



## Compare Platforms

Platform	Micazu	AirBnB	Vrbo	Booking
Offer	International	International	International	International
Commission costs	10%	15–25%*	15–25%	15–25%
Helpdesk	International	International	International	International
Communication	Multilingual	Multilingual	Multilingual	Multilingual
Organization	Family-owned	Publicly traded	Publicly traded	Publicly traded
Payment methods	iDeal, Credit Card, SoFort, etc.	Paypal & Credit Card	Paypal & Credit Card	Paypal & Credit Card
Cancellation policy	Self-determined	Established	Established	Established
Instant Booking**	No	Possible	Possible	Yes

\*Renter and host commission combined

\*\* With instant booking, you don't have the option to cancel a booking.

# Start renting out

Begin today by creating your listing and experience the convenience of renting out your holiday home through Micazu.

[Start renting out](#)

## Looking to buy a holiday home?

Find your dream home on Micazu

[View the listings](#)

## Looking to sell your holiday home?

Sell your holiday home with Micazu

[Start selling](#)



## Need more information?

If you have any questions after reading this whitepaper or would like to receive more information, please send us an email with your questions to [helpdesk@micazu.com](mailto:helpdesk@micazu.com). We will provide you with comprehensive answers to all your questions. For now, we hope we have provided you with more insight into the rental possibilities. Perhaps we will see you soon! We are happy to assist you further.

Best regards,  
Team Micazu

**Micazu B.V.**  
Waldorpstraat 17  
2521 CA The Hague  
+31 71 760 1650

[helpdesk@micazu.com](mailto:helpdesk@micazu.com)  
[www.micazu.com](http://www.micazu.com)