



Rent out a holiday home?

this is how you start

THE TIME HAS COME

The time has come: you've bought your dream home! Now you can enjoy all the beauty that your home and the surrounding area have to offer. In addition, you'll be busy getting to know the neighbourhood and building your contacts. You'll be visiting your dream home on a regular basis to make sure everything is spick & span.

Over time, you'll become aware you have incurred costs on your house, even though the property is often left empty. Which is a shame, of course. A good way to reduce costs and get returns from your property is the opportunity to rent out your home to others. That way, your dream home can be someone else's dream holiday accommodation.

Though it can be exciting to rent out your home to others, it's good to have a clear picture of the various rental options in advance before you settle on a particular type of rental. We offer more information about the three different types of rentals below so that you can be well informed of the different forms and their advantages and disadvantages: own website, outsourced rental and rental platforms.



1. YOUR OWN WEBSITE

Surely you know someone who is adept at building websites. And they'd be more than happy to do this for you. Together, you can create a beautiful website with text and photos. The advantage here is that you get to decide everything on your website. And all rental income is yours.

In order to rent out your house in this way, you will have to spend a lot of time, knowledge and energy to build it up, whilst not knowing in advance whether it will be successful. Setting up a website yourself seems easy, but there is a lot involved. We've assembled a number of important points that come into play after your website is online that you should not underestimate.

ONLINE VISIBILITY

In order to be found online, it is very important to have the best settings possible, especially with regard to the (mobile) findability of your website. This is extremely difficult for a private person with only one website for their holiday home. Google has a complex algorithm that is updated every few months. It is therefore important to pay full attention to this.

GOOGLE MAPS

On your website, it is necessary to show your visitors where your house is located. For this, it is necessary to create a link with Google Maps. This link with Google Maps changes regularly, so you will have to make sure that you also have a good insight into this and that you know what you have to adjust in the event of an update.

BOOKING CALENDAR & ADMINISTRATION

To get your visitors to book, you will need to add a booking tool to your website. Since these are often complex systems, this can demand a lot of attention (and time!). Of course, you don't want your guests to give up because it's too hard to make a booking. In addition, the guest must also receive a confirmation of the booking. So you'll have to set up messages for that too. The most important thing is that your guests can pay safely online. How are you going to set this up? What do you do when people don't pay?

REVIEWS

Reviews written by guests about their stay in your property benefit potential guests as well as you. You should make this possible on your website. This mainly serves to let potential guests read about how satisfied your previous guests have been.

ADVANTAGES

- + You decide who you rent to
- + You are your own boss
- + You keep all income

DISADVANTAGES

- You have to invest a lot of time in your own website (design, construction, maintenance, marketing).
- You pay start-up costs for your listing (hosting of the website)
- You have to spend a lot of time on the website to comply with the latest updates from Google
- You need to add a booking tool yourself
- You must add an online payment tool yourself
- You need to add your own review tool
- You have to do your own administration

As you can see, there are advantages and disadvantages to setting up and maintaining your own website. We therefore recommend that you think carefully about this before getting started.



2. OUTSOURCED RENTAL

The choice to place your holiday home in the hands of a rental organisation (such as Belvilla or Interhome) is a conscious choice for many owners. This is usually for those who see their holiday home more as an investment. It can also be a good option for owners who don't want to be busy with all the demands that come with the rental. A rental organisation is a good, but expensive option.

HOUSING AS AN INVESTMENT

Do you want to be less involved in renting out your holiday home? And don't want to deal with everything that comes with renting? Then renting through a rental organisation is a good choice. You'll receive an annual return on your rental property from the rental organisation.

STAYING IN YOUR OWN HOLIDAY HOME?

If you want to stay in your holiday home, you must arrange it with the rental organisation in advance. They may decide that this is unfortunately not possible due to confirmed bookings. In addition, the rental organisation itself will want to rent out the best weeks (in high season). You may not be able to decide for yourself when to stay in your holiday home. It is therefore wise to coordinate this in advance with the organisation, to avoid any disappointment.

CONTACT WITH GUESTS

You'll completely hand over the rental to a rental organisation, so you'll also give up any contact with guests.

COST AND REVENUE

Rental organisations charge a high commission per booking for their services. On average, this is around 30%. This significant percentage is due to the fact that rental organisations also incur costs for advertising, marketing, the tools they have embedded in their system and on-site services. This will be deducted from your pay outs. So you'll receive the rent minus the commission.

ADVANTAGES

- + No work on the rental
- + No need to keep track of rental administration
- + No need for your own website

DISADVANTAGES

- No involvement in setting rates
- No contact with guests
- No control over your own home
- High commission (30%) paid to the rental organisation
- Not being able to stay in your property whenever you want
- You have no say over the rental process (which platform and which guests)



3. RENTAL PLATFORMS

If you want to make use of the expertise of major national and international rental platforms and also want to have full control over your rental at a low cost, renting through a rental platform is a good choice.

INTERNATIONAL VS. NATIONAL

As an owner, you can choose to rent on a national platform or an international platform. The type of guests you would like to receive can play a role in this. For example, if you don't speak English well, then a large international platform may be less suitable. If you speak several languages, you can reach many more interested guests on an international platform.

SIGN UP AND RENT

Platforms such as Airbnb, VRBO, Booking and Micazu have a lot of experience in bringing supply and demand together. After your listing is placed online, it will be seen by several thousands of website visitors. The more appealing your listing looks, and the more competitive the rental price, the more likely you are to get bookings from interested guests. The platform will assist you with tips to create the most attractive listing possible. They do this through whitepapers, webinars, frequently asked questions and blogs.

MARKETING

All these platforms are optimally equipped and have a lot of expertise in the field of online marketing. As a result, these platforms are easy to find online and meet the latest Google standards. In addition, they are also active on social media (Facebook, Instagram, TikTok). These platforms also use smart email marketing, where they inform their guests about new listings or last-minute offers. In this way, they can reach out to interested guests with suitable offers. As a result, the probability of receiving a booking increases significantly.

RATES

For the services that these platforms offer, you usually pay a commission of between 10% and 20% of the total rent. Some platforms deduct commission costs from both guests and hosts, other platforms only take a commission from the host. Before making a choice, it is wise to take a look at how the platform charges its commission and how high these costs are. That way, you'll know where you stand.

PAYMENTS

All rental platforms work with a secure online payment system. Guests can then pay securely with their chosen payment method. You can set when payment is due and when the deposit should be refunded. You'll receive the full amount when a guest stays in your house.

ADVANTAGES

- + You are part of a large online platform
- + Creating your listing is relatively simple
- + You'll receive tips on how to make your listing as attractive as possible
- + You can benefit from the support of customer service teams
- + Your property can be found immediately online after going live
- + Marketing is taken out of your hands
- + You decide who you rent to
- + You manage your own rental administration
- + You can easily customise and manage your listing
- + Higher return on rental

DISADVANTAGES

- You need to keep your listing up-to-date (takes time)
- You have to arrange key transfer and cleaning yourself
- You'll only receive the rental proceeds after check-in from your guests

Platforms	Micazu	AirBnB	Vrbo	Booking
Offer	International	International	International	International
Commission costs (total)	10%	15-25%*	15-25%	15-25%
Helpdesk	International	International	International	International
Communication	Multilingual	Multilingual	Multilingual	Multilingual
Organisation	Family business	Listed	Listed	Listed
Payment options	o.a. iDeal, Creditcard, SoFort	Paypal & Creditcard	Paypal & Creditcard	Paypal & Creditcard
Cancellation policy	Decide yourself	Set	Set	Set
Instant booking**	No	Possible	Possible	Yes

* Guest and host commission combined

** With instant booking, you have no option to cancel a booking.



NEED MORE INFORMATION?

As you can see above, there are several big differences between the three rental options. Now that you're aware of them, you can choose to take a closer look at your most suitable options, so that you can ultimately make an informed choice.

If you have any questions after reading this whitepaper or would like to receive more information, please send an email with your questions to helpdesk@micazu.com. We can then provide a helpful answer to all your questions. For now, we hope we've given you more insight into rental types. Now the choice is yours. Perhaps we'll be hearing from you!

We're always happy to help.

Sincerely,

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