

# 10 REASONS WHY YOU SHOULD ADD SHORT-TERM RENTALS TO YOUR PORTFOLIO WITH



Short-term rental management is rapidly becoming one of the most exciting sectors of the property management industry. Whether it's a couple day stay for vacationers or a few weeks for travelling business people, travelers prefer staying at charming homes instead of being crowded into a small, generic hotel. If you are interested in getting into the short-term business, there is no better time and no better place than do it than with a Property Management Inc. franchise. PMI has the technology, support, and training you can use to start profiting from this business now. Here are ten reasons why you should start a PMI franchise in the short-term industry:

- 1 Increased revenue streams:** Property management is a service business. With many nights that can be rented out in a month, and additional service options, a short-term property presents many opportunities for added revenue.
- 2 Every guest is a potential client.** You could sell or manage a property for them or meet a member of the association board which you could manage in the future. Your work to successfully manage a client's asset can lead to referrals and opportunities across other property management areas.
- 3 Short-term rentals are more popular than hotel stays.** According to VRMB (Vacation Rental Marketing Blog), the short-term rental industry will have more bookings than the hotel industry combined in 2020, and they're not the only experts who think so.
- 4 Tested Processes.** There can be a lot to manage when renting a property. Why figure out what works the hard way? PMI has done the grunt work to ensure systems *really work*.

**5 Provide a service that is both wanted and needed.** Owners and investors want their properties to be professionally and effectively run. They are constantly on the lookout for the best partners to help them maximize the number of bookings they get.

**6 Gain a powerful advantage in your market.** Alone, even if you get started now, it would take you months (possibly years) to get to the same point as *day one* with PMI. With PMI, you will have technology, systems, training, and support to capitalize on the opportunity from the start.

**7 Maximize visibility of properties you manage and automate updates when bookings are made.** PMI's software syndicates your property listings so you can maximize the visibility of those listings to people who are looking for a place to stay at more than 85 individual sites including AirBnB, HomeAway, and VRBO.

**8 Use current and updated strategies as the short-term business changes.** The short-term business is a rapidly evolving business. With PMI, you'll ensure that you stay on top of what works. You'll stay current and be implementing the best strategies before most other short-term property managers even know they exist.

**9 Manage your business better without neglecting important details.** It can be easy to get overwhelmed and neglect important details with accounting and maintenance. PMI offers the training for you and your team, and support in accounting and marketing, to make sure your business is growing and rewarding.

**10 Fun! Putting smiles on faces is your daily job.** Whether for business or pleasure, a day or two or a few weeks, people enjoy travelling! Providing top notch customer experiences with PMI support and proven systems will put smiles on both their face, and yours!



**Property  
Management** INC.

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