

**Q**

**How does Shore Summer Rentals work?**

**A**

Shore Summer Rentals has been connecting owners and renters together to book direct and save since 2004. We cut out the middleman and the taxes and fees associated with that business model. We are the real deal and provide amazing results. Check out the below email we just received from an owner who listed with us just last week. We receive emails like this daily and it makes us so happy.



"Hey Maria and Raya, just wanted to let you know that we've booked 6 weeks over the last few hours. Whatever you are doing for marketing I have to say is working. 1 week on your platform was infinitely better than the 0 listings I got from the other company who has had it since January. Very pleased with the quality of service and responsiveness of you and your team! Best, Chad" [View all our Google 5 Star Reviews.](#)

**Q**

**How do you market your website?**

**A**

Shore Summer Rentals invests heavily in Search Engine Optimization (SEO), Google Ads, Facebook, Instagram and more. We also advertise with several media outlets to ensure that our website brings our listings tremendous exposure. Additionally, all listings are reviewed weekly to make sure they are being optimized effectively. We invest in several resources, so our listings are exposed to a large pool of qualified renters/guests. We are closing in on 20 years in business, so we must be doing something right!

**Q**

**Do you handle the distribution of keys?**

**A**

No. We highly recommend installing a keyless door lock where the code can be changed between renters/guests. If you can't do that, install a lockbox on your property somewhere and place the keys in there.

Q

**How do your renters/guests pay?**

A

Renters/guests pay owners/hosts directly. I require 50% to be paid upfront to secure the date with the balance due 30 days before arrival. Payments I accept are personal check, money order or certified bank check. I do not recommend accepting credit card payments because the guest/renter can dispute the charge for any reason and most times the credit card company sides with the purchasers. You are then out several thousands of dollars. Of course, if it is a last-minute rental, I require 100% upfront in cash, money order or certified bank check. If you want to accept credit card payments, you can create an account on Stripe.com. You would want to contact them with any questions about the process and fees they charge. I don't recommend accepting Venmo, Paypal or Zelle unless it is set up as a business account for tax purposes. To avoid scams and fraud, NEVER give anyone your bank information and never accept a wire.

Q

**Do I need extra rental liability insurance?**

A

Don't be fooled by the national websites scaring you into thinking you need \$1 million dollars in liability insurance. The insurance you currently have on your home should be more than sufficient. I do suggest calling your insurance to confirm how much personal liability insurance coverage you currently have in place for your renters just to be sure.

Q

**How do your owners/hosts save?**


A

Our owners/hosts pay us [one low yearly fee starting at \\$299](#), depending on the membership they choose. That's it! Owners/hosts on VRBO/AirBNB platforms pay more than that PER BOOKING, which adds up to several thousands of dollars per year. You do not have to! If you own less than 3 rental units, your renters are **exempt** from the 11.625% NJ Shore Tax. Renters are being educated and coming to us to book their shore rentals. [Read about the tax exemption here.](#)

Q How do your renters/guest save? Do I have to charge them the NJ Shore Tax?

A Booking a rental from an owner on Shore Summer Rentals is considered a private booking since we do not handle any of the rental transaction monies. As mentioned above, this exempts the renters/guests from having to pay the NJ Shore sales and lodging taxes to an owner who owns less than 3 rental units. Also, our owners/hosts do not charge made up service and booking fees. Combined, this saves our renters/guests over 25% on one booking, which can be anywhere from several hundred dollars to several thousand dollars, depending on the rental rate. Renters are being educated to this and flocking to us to reserve their next vacation rental. Check out the below real-life example of how much a renter and owner BOTH pay on a 1 week booking from AirBNB & VRBO.





### Pricing Breakdown

Booking summary

✓ Your dates are available


Check In Jul 9	Check Out Jul 16
Guests 3 guests	

\$575.00 x 7 nights	\$4,025.00
Service Fee ⓘ	\$443.00
Tax ^	\$467.91
State - New Jersey	
General Sales and Use Tax	\$266.66
Accommodations Tax	\$201.25
<b>Total</b>	<b>\$4,935.91</b>

Your first payment is only **\$2,970.21**  
Pay the rest by May 25, 2022 ⓘ **\$1,965.70**

TOTAL VRBO TAXES & FEES FOR GUESTS ON THIS 7 NIGHT RENTAL

\$1,378.76



### SHORE SUMMER RENTALS


### PRICING BREAKDOWN

Rental ID : 4109  
11704 Sunset Terrace 1st Floor  
Long Beach Island - LBI - Haven Beach, New Jersey


**Arrival Date:** 07/02/2022  
**Departure Date:** 07/09/2022  
**Rental Rate:** \$3,995.00  
**Cleaning Fee:** \$0  
**Additional Fee:** \$0  
**Pet Fee:** \$0  
**Sub-total:** \$3,995.00  
**Taxes:** \$0.00  
**Refundable Security Deposit:** \$0  
**Total Due:** \$3,995.00

TOTAL SSR TAXES & FEES FOR GUESTS ON THIS 7 NIGHT RENTAL

\$0.00



### airbnb Pricing Breakdown



Entire residential home  
Waterfront retreat, minutes from the beach!

★ 4.95 (58 reviews) • Superhost

### Price details

\$592.86 x 7 nights	\$4,150.00
Cleaning fee	\$150.00
Service fee	\$607.06
Occupancy taxes and fees	\$499.88
<b>Total (USD)</b>	<b>\$5,406.94</b>

TOTAL AIRBNB TAXES & FEES FOR GUESTS ON THIS 7 NIGHT RENTAL

\$1,107.04



**Q**

**Can you tell me how much I should be charging for rent?**

**A**

We can certainly guide you, but you will determine the rental rate for your vacation rental property. Per the NJ Real Estate Commission, we are not permitted to suggest rental pricing. Once you are up and running on Shore Summer Rentals, we can certainly guide you to rental comparisons for you to see what they are charging. When comparing rental rates, be sure they closely match your property size, age of home, amenities, appliances, furniture, distance to beach. etc. Our owners/hosts may update their pricing structure at any time. Obviously, homes that have updated kitchens, furniture, bedding, nice décor, etc. do very well. We are looking for owners who take pride in their homes.

**Q**

**Do you offer damage insurance?**

**A**

No. We are not fans of damage insurance. Being in the rental business coming on 20 years, we find that renters/guests who have a security deposit held by the owner/host, gives them more accountability to leave the place as found. They want that \$500 (or whatever amount the owner holds) back. When guests pay a \$59 damage insurance policy that they know they will not get back, most are less careful with your home and don't return it in the same condition as found. They have no skin in the game. Most damage insurance claims are denied and the only people making money is the insurance company and the rental platform offering the insurance. They both receive large cuts of every policy written. They are not looking out for your best interest, trust me! Plus, owners/hosts need to fight with the insurance companies, renters are off the hook. I still hold security deposits for my rental tenants.

If the owner needs to withhold any part of the deposit, be sure to send a detailed letter in writing within 30 days of their departure. You must include photos and receipts in the amount of money being withheld. If they return your home in good condition, it is NJ law that deposits be returned to renter/guest within 30 days of departure.

**Q**

**Do you coordinate cleanings between tenants?**

**A**

No matter what platform you use, the owner/host is responsible for hiring a cleaning service for rental turnovers. You want to find someone you trust and that will take photos between each tenant and forward to you, especially if something is broken or the place is left extremely dirty. We would be happy to send you recommendations in your area.

**Q**

**Do you coordinate handyman services if something breaks at the property?**

**A**

What happens if an appliance or the HVAC system is not working properly when the renter is there? No matter what platform you use, the owner/host is responsible to address any issues that arise. We can offer recommendations of handyman services, HVAC, plumbing vendors, etc.

**Q**

**How do renters find my property?**

**A**

We have designed robust [advanced search filters](#) that narrows down the exact beach house rental that meets your needs such as amenities, location, budget, availability and more. We are a rent direct platform where guests contact the owners directly. Cutting out the middleman saves our owners and renters thousands of dollars per year. Make sure to purchase the appropriate membership type for your home. Membership differences and pricing on the next page.

**Q**

**What are the differences in your Main Memberships?**

**A**

If your home is in a town with more than 25 listings, you should consider our Gold, Diamond, or Platinum membership. Our basic (Silver) membership is designed for rentals located in towns with less than 25 other rental listings. Listing placement and home page feature is the main difference between membership types. The higher membership types receive higher placement plus are displayed on the home page which increases visibility and rentals secured. Summary on next page.

Q

**Can you summarize the differences in your Main Memberships?**

A

**ALL MAIN MEMBERSHIPS INCLUDE:**

Direct Renter Access, Renter Contact Info, Renter Reviews, Interactive Google Maps, Rental Lead List Access, Best of the NJ Shore Facebook rental availability postings, Facebook owner page access, calendar with Ical syncing, rental rate section, renter email text notifications, free RENT DIRECT sign which comes with a tote cooler, 32 images.

**SILVER - \$299/365 days**

Bottom tier ranking: our basic Silver listings receive BOTTOM TIER ranking BELOW all other membership types.

**GOLD - \$399/365 days**

Lower mid-tier ranking: our Gold listings receive LOWER MID TIER ranking ABOVE Silver but BELOW Diamond and Platinum listings.

**DIAMOND - \$499/365 days**

Higher mid-tier ranking and displayed on home page: our Diamond listings receive HIGHER MID TIER ranking ABOVE Silver and Gold but BELOW Platinum listings PLUS display on our home page for the full term of the membership in the featured area.

**PLATINUM - \$999/365 days (\$5k value)**

Highest tier ranking, displayed on home page and more: our Platinum listings receive HIGHEST tier ranking ABOVE all other membership types, display on our home page for the full term of the membership in the featured area, PLUS receive a top spot, social media posts and much more.

Q

**Can you explain how the Add-Ons work?**

A

Yes, our Add-Ons are designed to supplement your Main Membership providing even more traffic to your rental listing to secure as much rental income as possible. We offer Top Spots, Special's pages, Social Media Postings, Newsletter Blasts and Welcome Guides. View details here.

**Q**

**How do I list my rental?**

**A**

Our system guides you through the easy process. If you haven't yet listed your rental home with us, you can do it now! We have two amazing offers below to get started. You can't go wrong with either so pick one now!

**Q**

**How long does it take for my home to appear on Shore Summer Rentals?**

**A**

Immediately! Once you follow the instructions and make payment, the system will walk you through creating an amazing rental listing. We will review your listing and request ownership verification within 24 hours, if we cannot verify on our end.

## **New Owner Blowout Offer #1 - \$5k value for only \$599**

[Check out our Blowout Offer here.](#) The link will guide you through the process.

This offer is valued at over \$4,800 but is being offered at \$599 (which is an 88% savings).

This offer includes our highest membership types, tops spots and all of our add-ons. Wow!

This offer expires 7 days from today.

## **New Owner Introductory Offer #2 - \$50**

**off**  
[Take \\$50 off any Main Membership here.](#) Pay as low as \$249 for a full 365 days.

This offer expires 7 days from today. Use promo code: **50offnew.**

Renting direct is easier than you may think once you have an organized system down. We are here to help you do just that to be sure you truly secure the highest profit margin possible! We look forward to having you as part of the [ShoreSummerRentals.com](https://ShoreSummerRentals.com) family! Sincerely, Maria Kirk