

## Q How does ShoreSummerRentals.com work?

**A** At Shore Summer Rentals, we've been facilitating direct bookings between hosts and guests since 2004, marking our 20th anniversary this year. By eliminating middleman fees and taxes, we offer genuine savings and exceptional results. Below is an excerpt from an email recently received from a satisfied host who listed with us just last week. Such testimonials are a daily source of joy for us.

“ 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. Just one week on your platform was infinitely better than the zero bookings from the other company, who has had my listing for 4 months. I am very pleased with the quality of service and responsiveness of you and your team!



[View all our Google 5 Star Reviews](#)

## Q How do guests find your website?

**A** Shore Summer Rentals places significant emphasis on Search Engine Optimization (SEO), Google Ads, Facebook, Instagram, and other advertising channels to promote our listings. We also collaborate with various media outlets to maximize exposure for our website and listings. Furthermore, we conduct weekly reviews of all listings to ensure they are optimized effectively. With substantial investment in resources, we ensure that our listings reach a broad audience of qualified guests.

## Q Do you check-in the guests?

**A** We do not oversee key management or tenant access. Our recommendation is to install a keyless door lock with the capability to change the code between guests. If this isn't feasible, installing a lockbox on your property and securely storing the keys inside is another option.

## Q Do you come to our home to take photos?

**A** We leave that task to photography professionals. Instead, we can suggest real estate photographers who specialize in capturing high-quality images. Professional photos play a crucial role in the success of vacation rentals and typically come at a cost of under \$200. It's a minimal investment that yields returns year after year, as listings featuring professional photos have proven to secure more rentals.

## Q Do you collect payment from the guest?

**A** Guests make direct payments to our hosts, avoiding any intermediary fees. We do not facilitate rental transactions. As this falls under private rental arrangements, most guests are exempt from paying taxes/fees.

## Q What payment types/terms do you recommend for bookings.

**A** I suggest requiring 50% upfront from guests to secure their booking, with the remaining balance due 30 days before their arrival. Recommended payment methods include cash, personal check, money order, certified bank check, or Zelle. I advise against accepting credit card payments due to the potential for charge disputes. For last-minute rentals, I recommend requesting 100% upfront payment in cash, money order, or certified bank check. If you opt to accept credit card payments, you can set up an account on Stripe.com. Any questions regarding associated fees is best to reach out to Stripe directly. NEVER send or receive monies by bank wire and NEVER disclose your bank information to anyone.

## Q Do you offer rental liability insurance?

**A** Don't be misled by VRBO and Airbnb's scare tactics, which may lead you to believe that you need \$1 million in liability insurance. Your existing home liability insurance should generally provide adequate coverage. However, I recommend contacting your insurance agent to verify the extent of your current personal liability insurance coverage, just to be certain.

## Q How much does it cost to advertise on SSRNJ.com?

**A** Our hosts pay us a [yearly fee](#), as low as \$319 with our [new host offer](#). In contrast, hosts on VRBO and Airbnb pay more than that per booking, resulting in costs that can add up to several thousand dollars per year. Additionally, if you own fewer than 3 rental units, you do not have to charge our guests 11.625% in sales and occupancy tax. Those other sites also charge made up service fees on top of the taxes, which amount to up to 26% in addition to the rental rate. Consequently, guests are increasingly choosing us to book their shore rentals. View more information on the [NJ tax exemption](#).

## Q Do you supply a Short Term Rental Agreement?

**A** Absolutely! We provide valuable tools to all active hosts to optimize rental bookings and save time and money. Our Owner's Tools encompass sample rental agreements, cleaning checklists, inventory lists, tips, and more, all included at no additional charge!  
[Explore all the tools we offer.](#)

# NEW HOST FAQ'S



## Q How do guests who book via a SSRNJ.com host save money?

**A** Renting from a host on Shore Summer Rentals is classified as a private booking because we do not manage any of the rental transaction funds. As previously stated, this exempts guests from paying the NJ sales/lodging tax (provided the host owns less than 3 rental units), as well as any additional service or booking fees.

## Q Do I have to charge my guests NJ state and occupancy taxes?

**A** No. If you own fewer than 3 rental units, guests are not charged the 11.625% NJ sales and occupancy tax. Most hosts do not impose additional service fees. This results in savings of over 26% on a single booking, which could amount to several hundred to several thousand dollars, depending on the rental rate. Guests are increasingly informed and turning to us for vacation rentals. Below is a real-life example illustrating how much more hosts and guests pay to VRBO vs. SSRNJ.com.



## SAME EXACT RENTAL - VERY DIFFERENT RENTAL SITES



### GUEST TAXES /FEES

Arrival Date: 07/02/2023  
 Departure Date: 07/09/2023  
 Rental Rate: \$4,900.00  
 Cleaning Fee: \$0  
 Additional Fee: \$0  
 Pet Fee: \$0  
 Sub-total: \$4,900.00  
 Taxes: \$0.00

**SSR GUEST PAYS: \$4,900.00**  
**TAXES: \$0 FEES: \$0**  
**SSR GUEST ADDED EXPENSE: ZERO\***

\* SSRNJ.com Guests do not pay us a penny.

Booking summary  
 Your dates are available  
 Check in: Jul 2  
 Check out: Jul 9  
 Beds: 8 guests

\$700.00 x 7 nights	\$4,900.00
Cleaning Fee	\$200.00
Service Fee	\$598.00
Tax	\$694.88

**VRBO GUEST PAYS: \$6,392.88**  
**TAXES: \$695 FEES: \$598**  
**VRBO GUEST ADDED EXPENSE: \$1,292\***

\* VRBO Guests pay close to 27% additional on every booking.



### HOST COMMISSIONS/FEES

Base commission	\$0.00
Payment processing fees	\$0.00
Total deductions	\$0.00

**SSR COMMISSIONS/FEES: ZERO\***

\* SSRNJ.com Hosts pay as low as \$279 per year for unlimited bookings.

Base commission	\$255.00
Payment processing fees*	TBD
Total deductions	\$255.00

**VRBO COMMISSIONS/FEES: \$255\***

\* VRBO Hosts pay close to 6% on every booking.

## STOP WASTING MONEY WITH VRBO/AIRBNB

## Q Can you tell me how much I should charge for rent?

**A** While we can provide guidance, the host will ultimately determine the rental rate for your vacation rental. According to NJ Real Estate Commission regulations, we are not permitted to suggest rental pricing. Although, once your rental is listed on SSRNJ.com, we can assist you in comparing rental rates by providing comparables for rentals similar in size, age, amenities, distance to the beach, and more. Please be sure when comparing rental rates to you consider factors such as property size, age of the home, amenities, appliances, furniture, and proximity to the beach. Our hosts have the flexibility to adjust their pricing structure as needed. Generally, properties with updated kitchens, furniture, bedding, and attractive décor tend to perform well. We seek hosts who are proactive and take pride in maintaining their properties.

## Q Do you offer damage insurance?

**A** We're not proponents of damage insurance. With nearly two decades in the vacation industry, we've observed that guests who have a security deposit held by the host are more likely to treat the property with care, as they're motivated to get their deposit back.

In contrast, when guests purchase a damage insurance policy for a fixed fee, knowing they won't receive a refund, they often don't exercise the same level of caution. They lack any personal investment in the property's condition.

Furthermore, many damage insurance claims are denied, and the primary beneficiaries are the insurance companies and the rental platforms offering the insurance, both of which receive substantial portions of every policy sold. Their interests may not align with yours. Additionally, hosts typically bear the burden of dealing with insurance companies in case of a claim, while guests are not held accountable.

I personally prefer holding security deposits for my rental tenants. If any portion of the security deposit needs to be retained, it's crucial to provide the guest with a detailed written explanation within 30 days of their departure, including supporting evidence such as photos and receipts. According to NJ law, if the property is returned in good condition, the deposit must be refunded to the guest within 30 days of departure.

## Q Do you coordinate cleanings between tenants?

**A** Regardless of the platform you use (unless you opt for a full-service management company), the responsibility of hiring a cleaning service for rental turnovers falls on the host. It's essential to find a reliable cleaner who can provide photos between each tenant, particularly if there are damages or if the property is left excessively dirty. We'd gladly provide recommendations for cleaning services in your area.

## Q Do you coordinate repairs?

**A** The host is responsible for addressing any issues that arise during your guest's stay. It's essential to find reliable help that can perform repairs, HVAC, plumbers, etc., to resolve any issues promptly and effectively.

## Q How will guests find my home?

**A** We've developed [robust advanced search](#) filters that allow guests to find the perfect beach house rental based on their specific needs, including amenities, location, budget, availability, and more. As a rent-direct platform, guests can contact hosts directly, cutting out the middleman and saving both hosts and guests thousands of dollars per year. Be sure to select the appropriate membership type for your property. Explore membership options and pricing below. 

## Q What do your Main Memberships include?

**A** Listing on our [website](#), our expertise and guidance, guest contact details upfront, reviews, Google maps, rental lead lists, ability to share your SSRNJ.com rental listing on all of our [Facebook pages and groups](#), image portal, calendar with [iCal syncing](#), rate section, text alerts, a RENT DIRECT sign and more. View [membership details](#).

## Q Can you explain your Add-On's in more detail?

**A** Our Add-Ons are crafted to enhance your visibility and increase traffic to your listing. Rentals with Add-Ons typically generate significant more rental income. We provide options such as top spots, special pages, newsletter blasts, social media promotions, welcome templates for binders, and more. [View Add-Ons](#).

## Q Do you have a large social media presence?

**A** Huge! When comparing rental listing sites, check out their social media presence, no one compares to us. [View details](#).

# NEW HOST FAQ'S



## Q What are the differences in your Main Memberships?

A FEATURE	SILVER	GOLD	DIAMOND	PLATINUM
	\$319 /365 days Lowest Exposure	\$449 /365 days 25% More Bookings	\$549 /365 days 50% More Bookings	\$1199 /365 days 100% More Bookings
<b>RANKING POSITION: Most Important</b>	<b>BELOW ALL</b>	<b>ABOVE SILVER</b>	<b>ABOVE GOLD</b>	<b>ABOVE ALL</b>
NUMBER OF IMAGES PERMITTED	30	40	50	60
RENTER CONTACT INFORMATION	YES	YES	YES	YES
RATE AND CALENDAR MODULE	YES	YES	YES	YES
INTERACTIVE GOOGLE MAPS	YES	YES	YES	YES
REVIEWS	YES	YES	YES	YES
RENTAL LEAD TEXT ALERTS	YES	YES	YES	YES
OWNERS TOOLS - SAMPLE LEASES, ETC.	YES	YES	YES	YES
RENT DIRECT SIGN FOR RENTAL	YES	YES	YES	YES
RENTAL LEAD LIST ACCESS	YES	YES	YES	YES
HOME PAGE NEW LISTING FEATURE - 30 days	YES	YES	YES	YES
HOME PAGE FEATURE - 365 days	NOPE	NOPE	YES	YES
SOCIAL MEDIA BLAST - To over 50k renters	NOPE	NOPE	NOPE	YES
NEWSLETTER BLAST - To over 40k renters	NOPE	NOPE	NOPE	YES
SPECIALS PAGES - Last Minute, Full Summer, etc.	NOPE	NOPE	NOPE	YES
RENTER WELCOME GUIDE TEMPLATE	NOPE	NOPE	NOPE	YES

READY TO GET STARTED? → [CLICK HERE TO GO TO OUR LIST RENTAL PAGE](#)

## Q How do I list my rental on SSRNJ.com? [Get started now!](#)

A Our system streamlines the process for you. If you haven't listed your rental home with us yet, you can do so [here!](#) We provide gracious new host introductory discounts. View our [new host offers](#).

## Q How long does it take for my listing to appear live?

A Right away! When you click on "[list rental](#)," our system will guide you through creating an exceptional rental listing. We'll promptly review your listing, and if we're unable to verify ownership on our end, we'll request proof within 24 hours. That's all there is to it! Don't hesitate, start securing tremendous rental income now, [get started](#).

## Q I use several listing sites, do you offer auto calendar syncing?

A Yes! Our platform now offers real-time calendar syncing across multiple vacation rental platforms. You can now seamlessly link all your calendars to prevent any double bookings. [View all of the exciting details.](#)

# NEW HOST INTRO OFFERS



 View our new host intro offers

Renting directly is simpler than you might imagine, especially once you establish an organized system. We're here to assist you in achieving just that, ensuring you maximize your profit margin. We're excited to welcome you to the [ShoreSummerRentals.com](https://ShoreSummerRentals.com) family! Check out the videos below for more helpful information.



SHORE SUMMER RENTALS

**DO YOU KNOW  
YOU DO NOT  
HAVE TO PAY  
HUGE  
COMMISSIONS &  
FEES WITH US?**

 WATCH NOW



SHORE SUMMER RENTALS

**ARE YOUR RENTAL  
PROFITS  
AS HIGH AS  
THEY SHOULD BE?**



 WATCH NOW