

**Q** How does ShoreSummerRentals.com work?

**A** Shore Summer Rentals has been connecting hosts and guests to book direct and save since 2004, we are celebrating our 20th anniversary. We cut out the middleman by removing 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 a host 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!



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

**Q** How do guests find 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 guests. We have been successfully in business since 2004.

**Q** Do you check in the guests?

**A** We do not handle keys or tenant access. We recommend installing a keyless door lock where the code can be changed between guests. If you can't do that, install a lockbox on your property somewhere and place the keys in there.

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

**A** No. We leave that to the experts. We can recommend real estate photographers. Professional photos are key to vacation rental success and most cost under \$200. A very small investment to gain returns on year after year. Listings with professional photos secure more rentals.

**Q** Do you collect payment from the guest?

**A** Guests pay our hosts directly, without a middleman taking a large cut. We do not handle any rental monies. This is considered a private rental which exempts guests from having to pay taxes/fees.

**Q** What payment types/terms do you recommend from guests?

**A** I recommend requiring 50% upfront from the guest to secure the date, with the balance due 30 days before arrival. Recommended payment types: cash, personal check, money order, certified bank check or Zelle. I do not recommend accepting credit card payments because the guest can dispute the charge for any reason and most times will side with their client. If it is a last minute rental, I recommend 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. To avoid scams, NEVER give anyone your bank information.

**Q** Do you offer rental liability insurance?

**A** Don't be fooled by VRBO and AirBNB's scare tactic manipulating you into thinking that 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 agent to confirm how much personal liability insurance coverage you currently have in place just to be sure.

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

**A** Our hosts pay us, one low yearly price, **as low as \$349**, depending on the main membership purchased. That's it! 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 guests are exempt from the 11.625% NJ Shore Tax. guests are being educated and coming to us to book their shore rentals. They are tired of paying an extra 26% on the same exact rentals that we offer. [Read more about the NJ tax exemption here.](#)

**Q** Do you supply a e Short Term Rental Agreement?

**A** Yes! We have valuable tools available to all active hosts to help maximize rental bookings while saving time and money. Our Owner's Tools include everything from sample rental agreements, cleaning checklists, inventory checklists, tips and more, at no extra cost! [View all tools that we offer.](#)

# NEW HOST FAQ'S



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

**A** Booking a rental from an host 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 guests from having to pay the NJ sales/lodging tax (as long as the host owns less than 3 rental units) as well as made up service and booking fees.

**Q** Do I charge my guests the NJ state and lodging tax?

**A** No! If you own less than 3 rental units, you do not charge guests the 11.625% NJ state and lodging tax. Our hosts do not charge made up service fees. This saves our guests over 26% on one booking, which can be anywhere from several hundred to several thousand dollars, depending on the rental rate. Guests are being educated and looking to us to book their vacation rentals. Check out the below real-life example of how much a guest and host would BOTH pay for same house on VRBO vs. SSRNJ

## 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  
 Name: 2 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 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 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 hosts who are hands on and take pride in their homes.

**Q** Do you offer damage insurance?

**A** No. We are not fans of damage insurance. Being in the vacation industry, coming on 20 years now, we find that guests who have a security deposit held by the host, are more likely to leave the home as found. They want that \$500 (or whatever amount the host holds) back.

When guests pay a \$79 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. They have no skin in the game.

Most damage insurance claims are denied and the only people making money are 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, hosts need to fight with the insurance companies, guests are off the hook. I hold security deposits for my personal rental tenants.

If the host needs to withhold any part of the security deposit, be sure to send the guest 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 guest within 30 days of departure.

**Q** Do you coordinate cleanings between tenants?

**A** No matter what platform you use (unless you hire a full service management company) the 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 repairs?

**A** The host is responsible to address any issues that arise. We can offer recommendations of handyman services, HVAC, plumbers, etc.

**Q** How will guests find my home?

**A** We have designed robust [advanced search filters](#) which narrows down the exact beach house rental that meets the guests needs, such as amenities, location, budget, availability and more. We are a rent direct platform where guests contact the hosts directly. Cutting out the middleman saves our hosts and guests 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 do your Main Memberships include?

**A** Direct guest access, guest contact info, guest reviews, interactive Google maps, rental lead list access, Best of the NJ Shore Facebook rental postings, Facebook host page access, image portal, calendar with lcal syncing, rental rate section, guest email text notifications, RENT DIRECT sign. [View all of the details here.](#)

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

**A** Our Add-Ons are designed to boost your traffic and exposure. Rental listings with Add-Ons secure tremendous rental income. We offer top spots, special's pages, newsletter blasts, social media blasts, welcome template for a binder and more. You can view all of our [Add-Ons here.](#)

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

A

FEATURE	SILVER \$279 /365 days Lowest Exposure	GOLD \$399 /365 days 25% More Bookings	DIAMOND \$499 /365 days 50% More Bookings	PLATINUM \$999 /365 days 100% More Bookings
<b>RANKING POSITION: Most Important</b>	<b>LOWEST</b>	<b>ONE BUMP UP</b>	<b>TWO BUMPS UP</b>	<b>HIGHEST</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 tOur system guides you through the easy process. If you haven't yet listed your rental home with us, you can do it now! We offer a gracious new host intro to get started. [You can view it here.](#)

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

A Immediately! Once you [click on list rental](#), our system will walk you through creating an amazing rental listing. We will review your listing and request proof of ownership within 24 hours if we cannot verify on our end.

# NEW HOST INTRO OFFER



- ▶ **20% OFF OUR** 
- GOLD, DIAMOND OR PLATINUM MEMBERSHIPS**
- ▶ **PLUS:** 
- FREE NEWSLETTER BLAST FEATURE (A \$99 VALUE)**

Take 20% off our Gold or Diamond main membership PLUS a free newsletter feature blast add-on here. Use promo code: 20poffnewNL  
Note: Please do not choose the newsletter blast Add-on, we will add it from our end. Offer expires in 7 days! ▶ [Get started now.](#)  
Valid on Gold, Diamond and Platinum new listings only!

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! Check out the videos below.



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