



*Vanessa de Souza Lage*  
Co-Founder & CMO  
Rentals United



*Pierre Becerril*  
Co-Founder & CEO  
Transparent

# Is Mid-Term the new Short-Term?

Webinar

# OUR EXPERTISE

## *TRANSPARENT*

Tracks 21 Million listings worldwide and as a result is able to provide property managers with accurate trends in terms rates, demand and supply.

## **rentals united**

Distributes over 150,000 listings onto small & large OTAs, providing connectivity for millions of bookings, pricing and calendars updates.



Stats and trends of 30+ days bookings for various regions around the world

Booking Stats:

Mid term specialized channels;

How to find channels;

How to maximize your exposure.

*Please note we will not be able to answer questions on a local level.*

# How Transparent market intelligence can help



Pierre Becerril  
CEO

**TRANSPARENT** | [seetransparent.com](https://seetransparent.com)



# Meet **Transparent** Property Manager Market Intelligence



**34Mn**

Listings Worldwide



Market rates,  
demand & review  
insights



Optimise rates &  
occupancy



Effective inventory  
growth

**B.**

Booking.com

**A**

Airbnb

**V**

VRBO

**T**

Tripadvisor

**TRANSPARENT**

seetransparent.com

## Testimonials

"Love the tool! Worth every penny! Since utilizing the dashboard we have seen an average increase in both rates and occupancy of 15-25%!"

Melissa Gade - Big Bear Vacations

"Transparent has changed the game for supply and demand intelligence in vacation rentals. Their data allows us to pivot strategies & maximize revenues using these new insights."

Austin Watkins - Timbers Resorts

"We save 10 hours a week tracking our competition and make sure we do not leave money on the table."

Guillermo Martinez Correa - Minty Host

# **Our industry is on the front line of a global health and economic crisis.**

We have created a tracking section so that you can access relevant information on how coronavirus is impacting short-term rental markets globally.

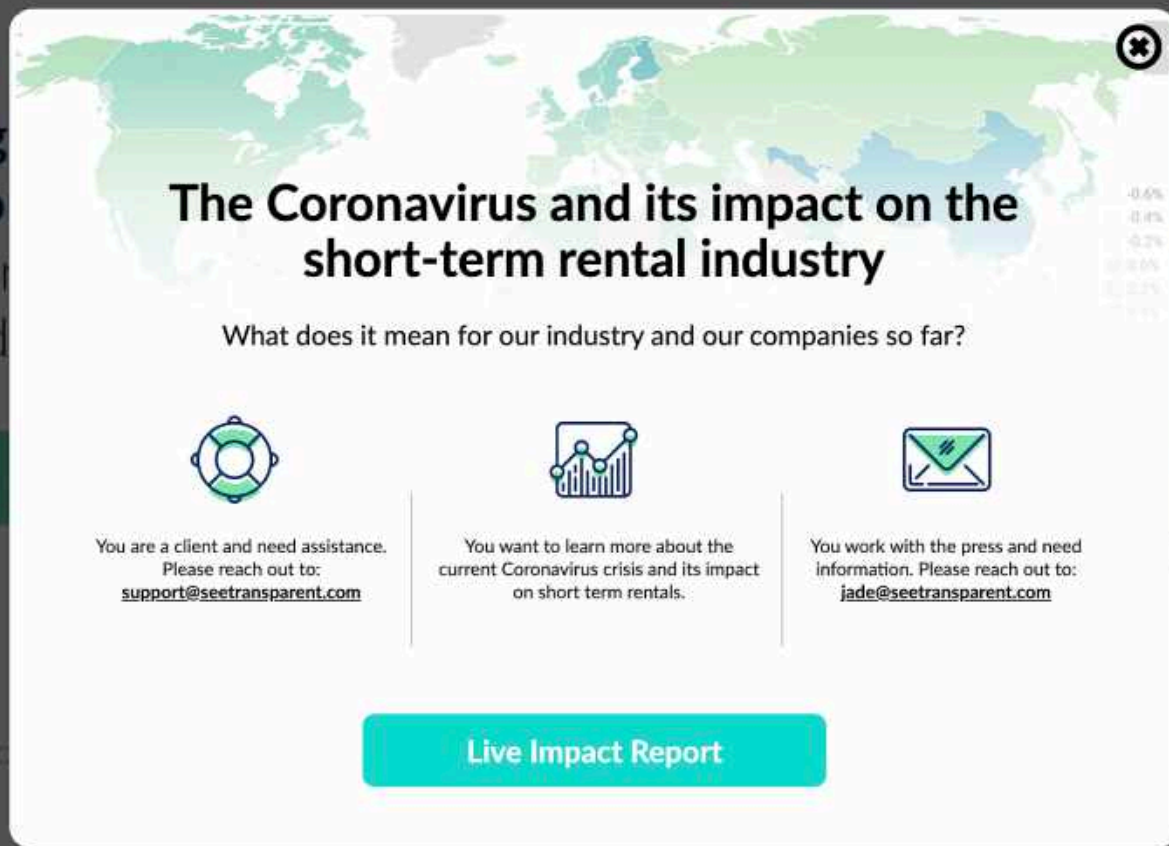
**We hope to give you the visibility you need to navigate this situation.**

Make the right  
your vacation  
with Transparent  
intelligence d

Schedule a demo




Track Your Market & C




## The Coronavirus and its impact on the short-term rental industry


What does it mean for our industry and our companies so far?



You are a client and need assistance.  
Please reach out to:  
[support@seetransparent.com](mailto:support@seetransparent.com)



You want to learn more about the current Coronavirus crisis and its impact on short term rentals.



You work with the press and need information. Please reach out to:  
[jade@seetransparent.com](mailto:jade@seetransparent.com)

[Live Impact Report](#)

Opportunities in Your Market

# A mobility crisis

1 Bn  
Confined

Evolution of OTAs stock price (rebased 100)

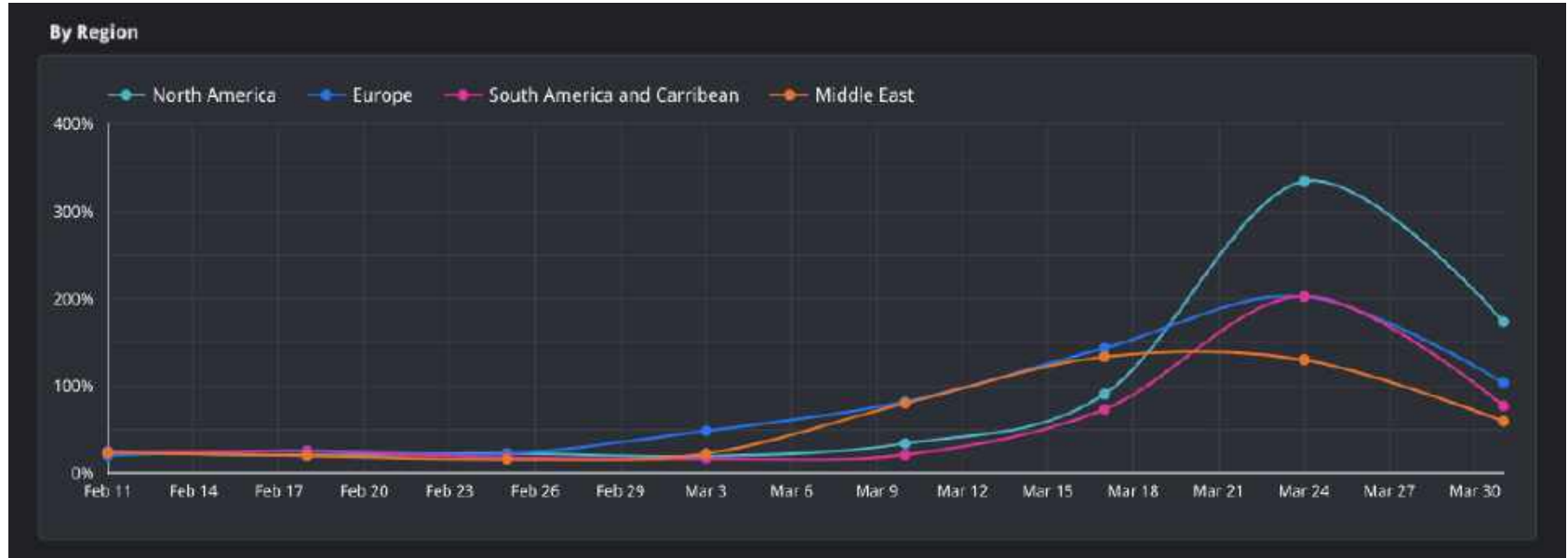


Stock quotes from Yahoo Finance (<https://finance.yahoo.com/>)

Source: [seetransparent.com](https://seetransparent.com) • [Get the data](#) • Created with [Datawrapper](#)

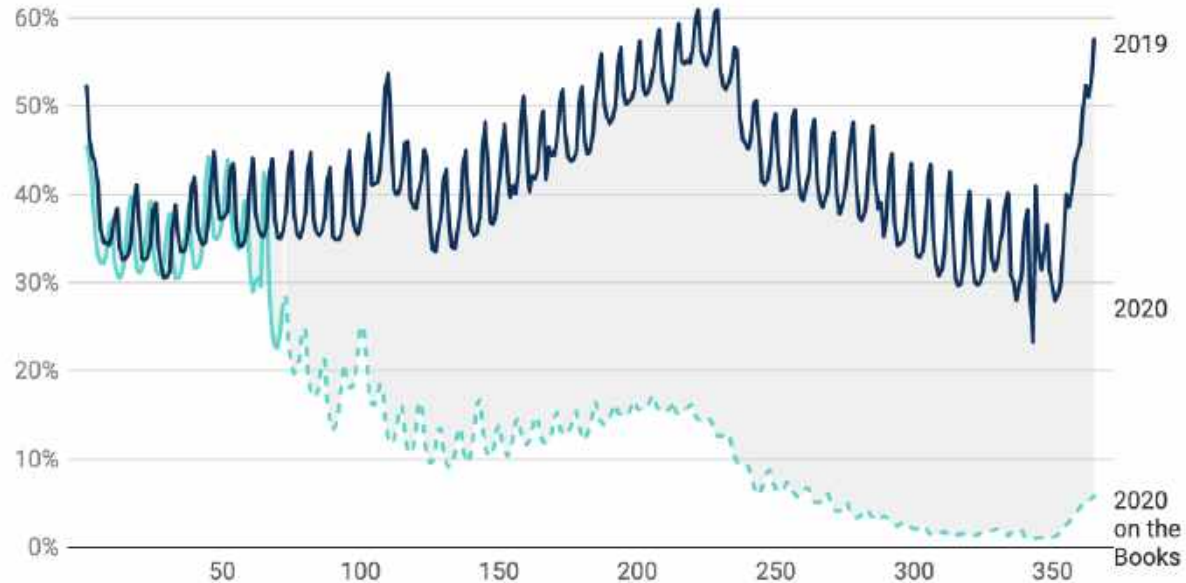


# Short Term Rental on the Front Line



# Short Term Rental on the Front Line

**Global Short-Term Rental Occupancy Estimate 2019 vs. 2020**



Source: [seetransparent.com](https://seetransparent.com) • [Get the data](#) • Created with Datawrapper

# Real Estate Owners Are Affected

- Short term rentals
- Hotel owners -> Force Majeure
- Commercial landlords -> Force Majeure
- Office landlords -> Force Majeure
- Multi & Single Family Properties Owners -> Force Majeure
- Etc.

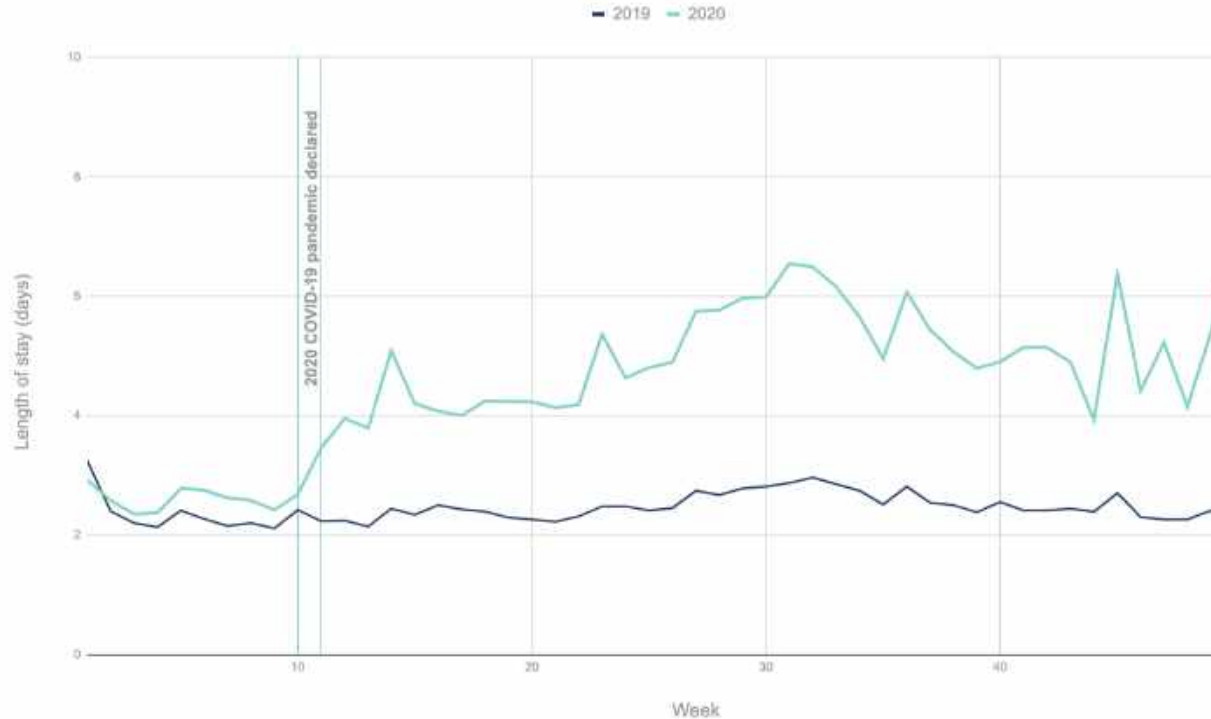
# How has the crisis affected Lead Time?

Booking lead time Q1 2020



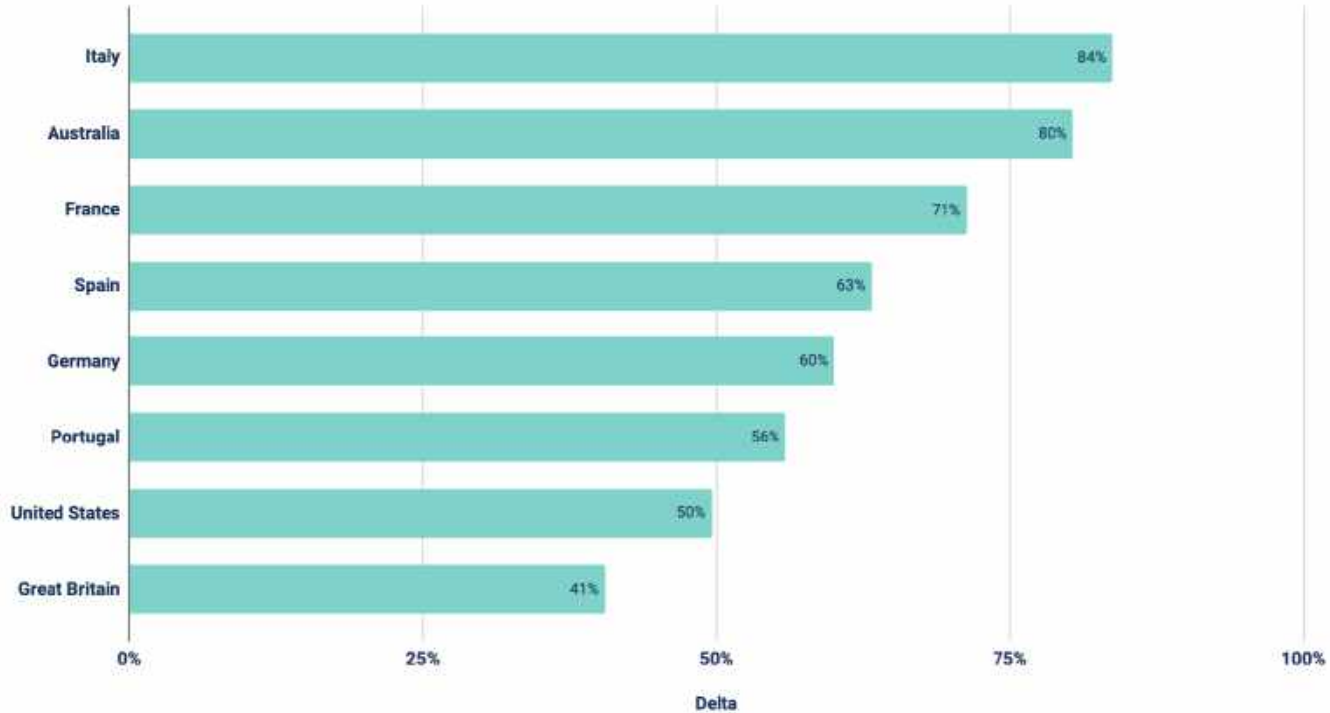
# How has the crisis affected LoS?

Length of stay 2019 versus 2020



# How has the crisis affected LoS?

% Increase in LoS by country - April 2020 from April 2019

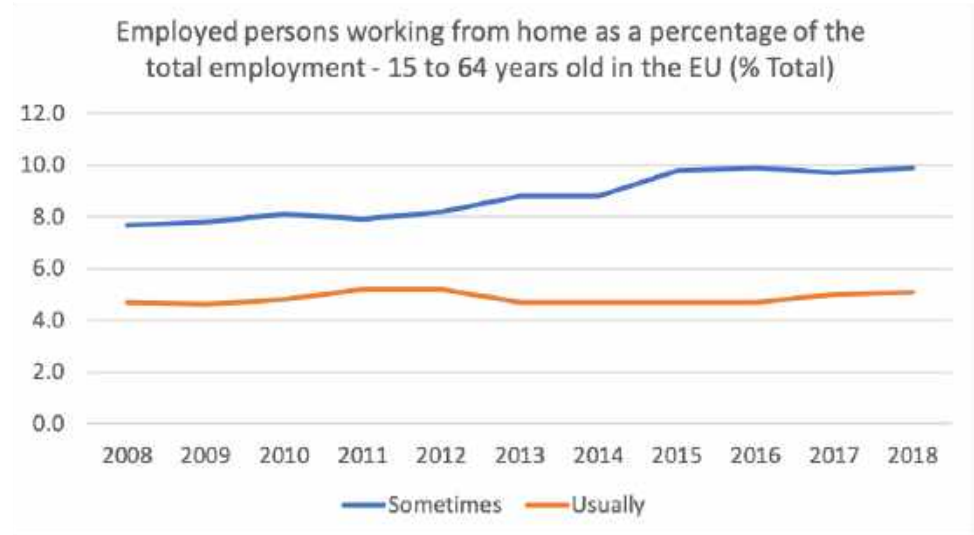
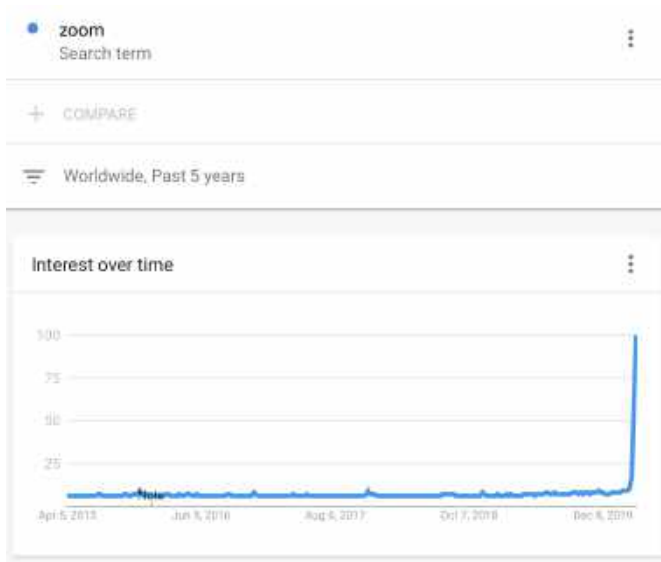


# Strategic Solutions

The goalposts have moved - how can property managers adapt?

- Applying and marketing sanitization practices
- Getting Ready for Local & Domestic Travel
- **Diversifying to Mid-term Stays**

# Long term impact: increased mobility





# Mid Term Rental - Introduction

## 4 data points to look at:



Monthly revenue



# Requests to booking



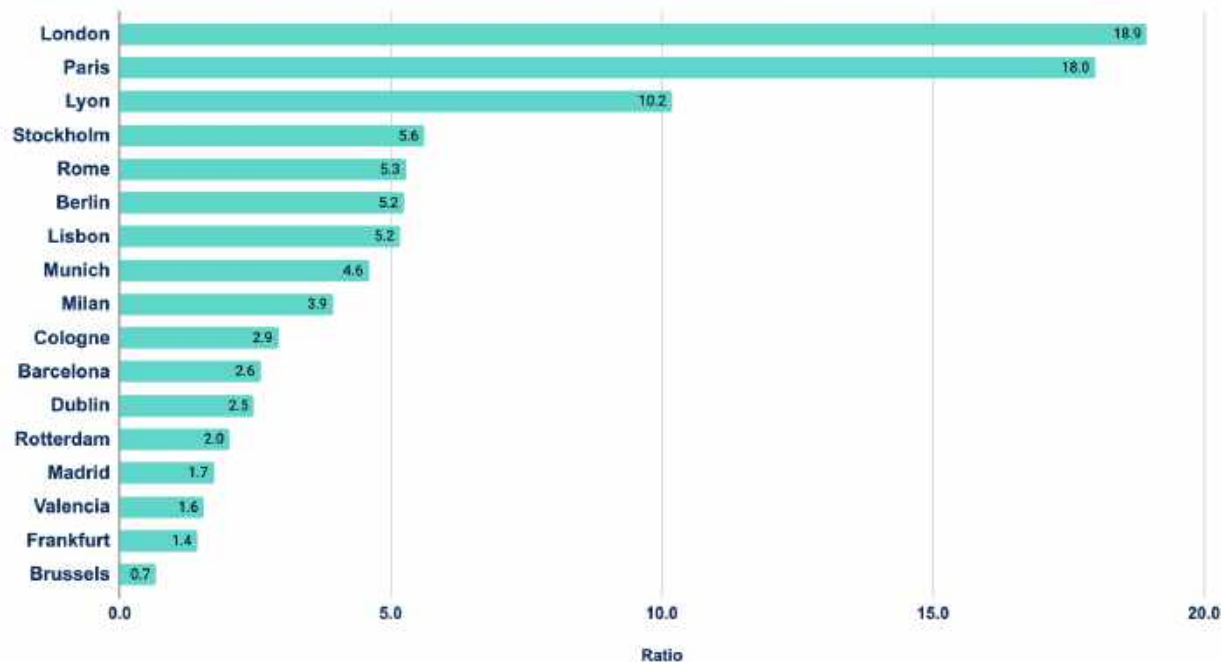
Time to reservation



Length of stay

# Mid-term Rentals Supply EU

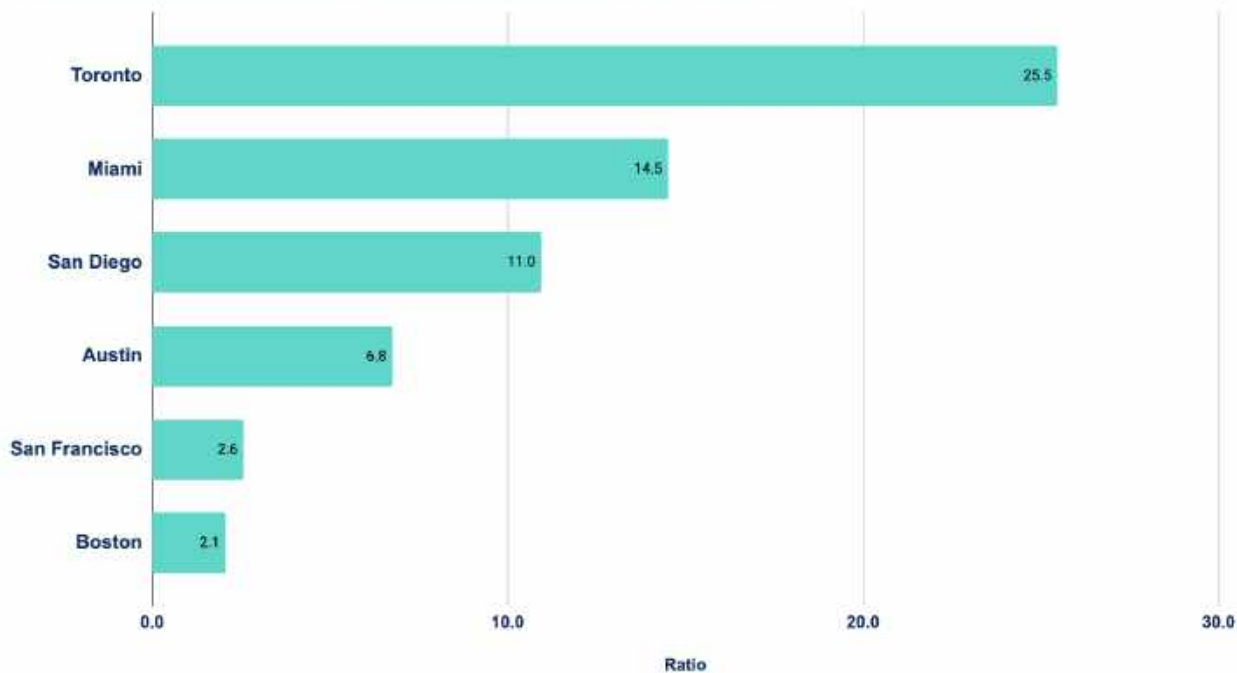
Ratio of Short-term rentals to Mid-term rentals in Europe



Note: Spotahome Vs. Airbnb listings

# Mid-term Rentals Supply US

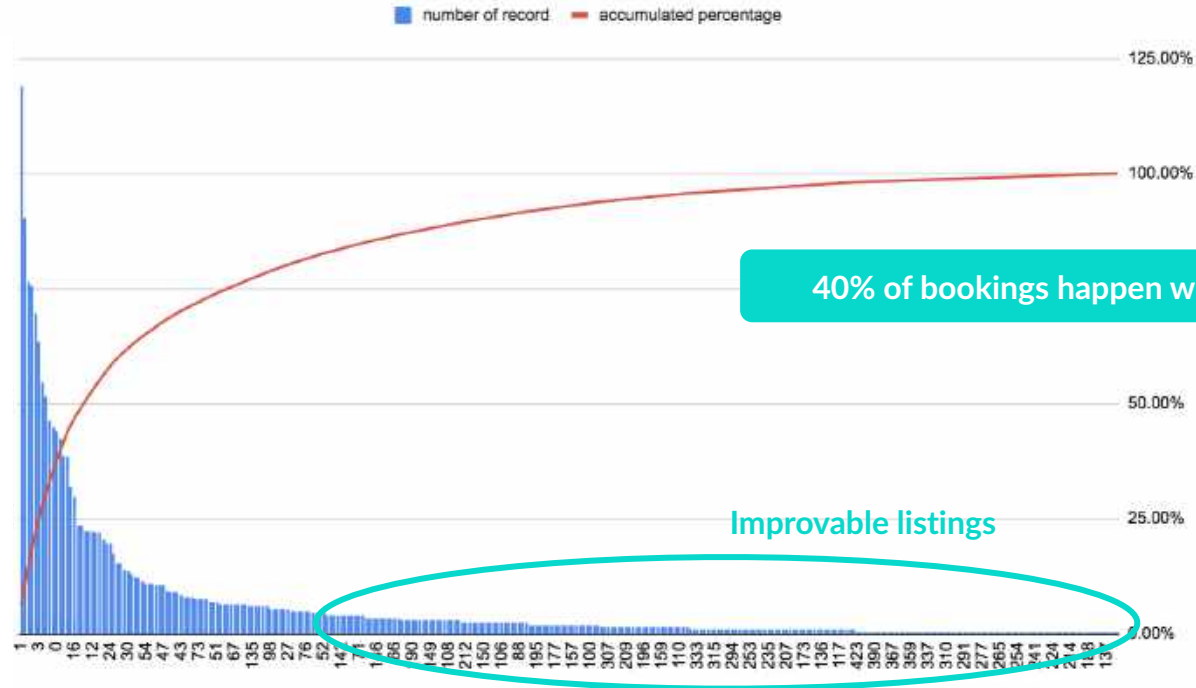
Ratio of Short-term rentals to Mid-term rentals in the US



Note: Nestpick Vs. Airbnb listings

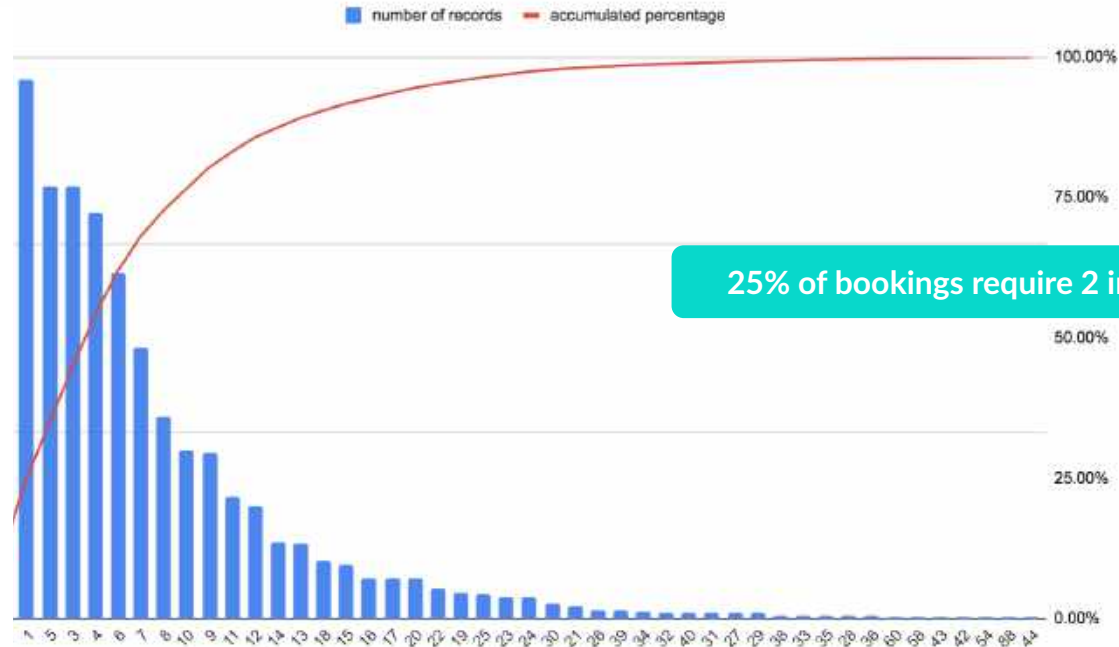
# Time to reservation

Day difference between listed and get booked



# Number of requests before booking

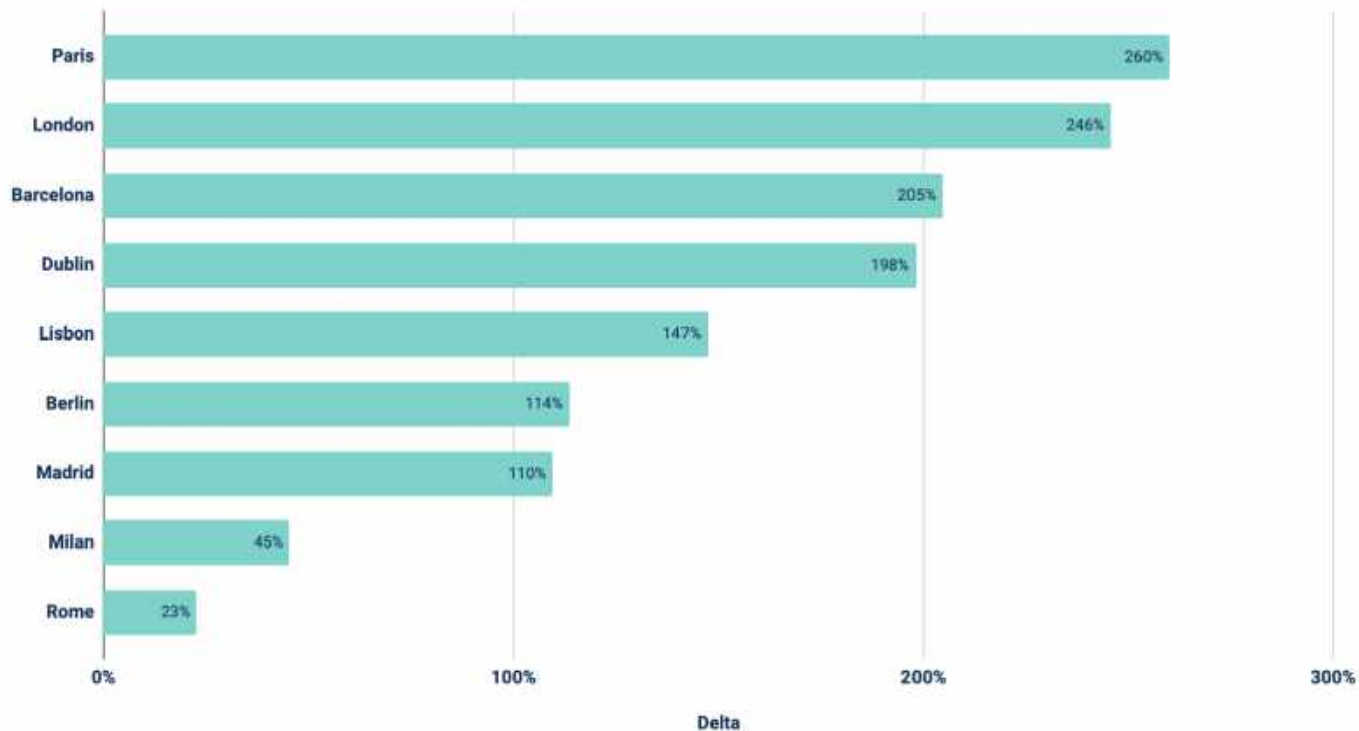
number of contact requests before booking



25% of bookings require 2 inquiries or less

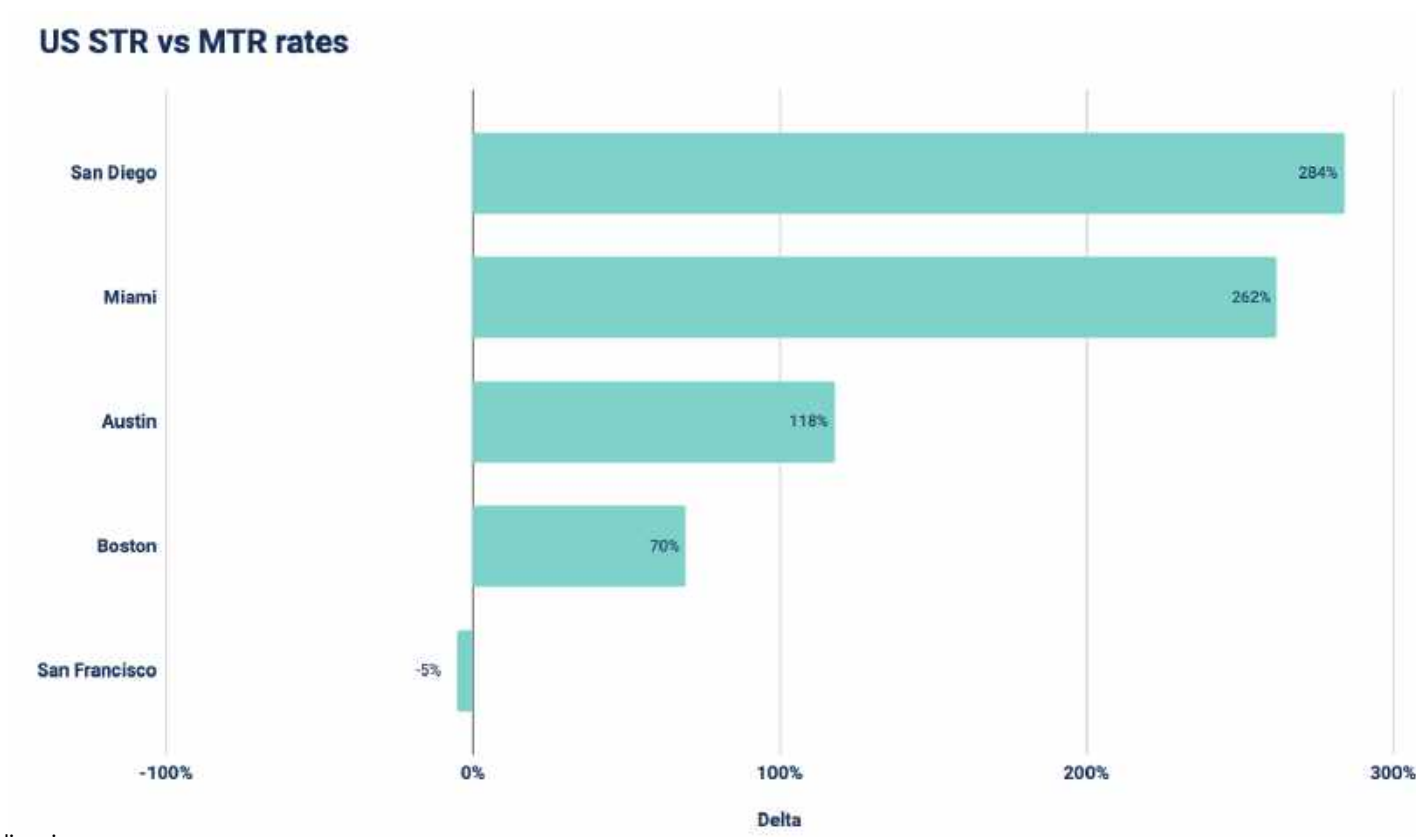
# Mid-term rental rates comparison

## European STR vs MTR rates



Note: Delta for Studio price

# Mid-term rental rates comparison



Note: Delta for Studio price

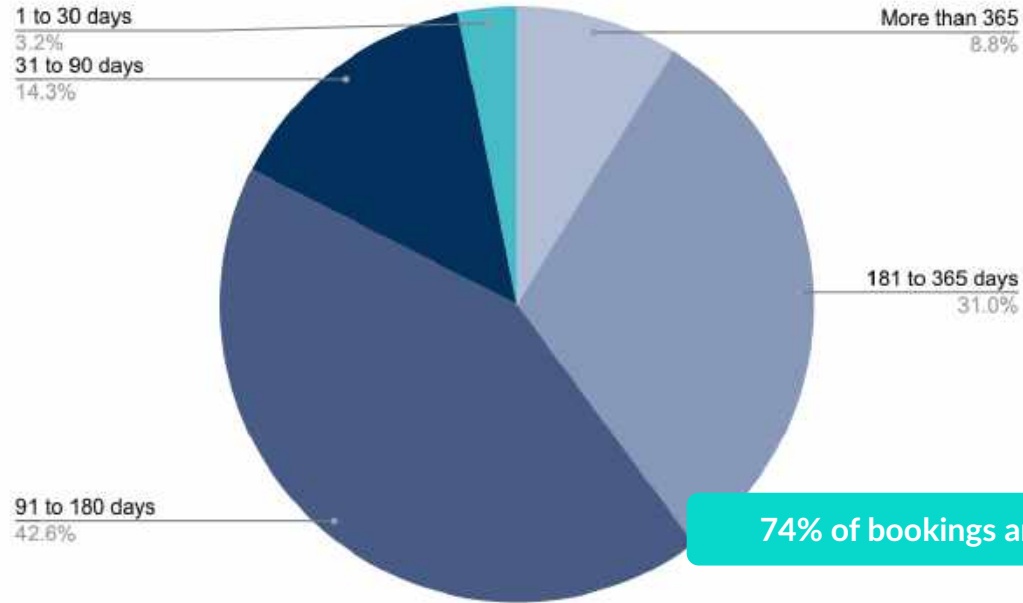
# Mid-term rental revenue seasonality



source: [housinganywhere.com](https://housinganywhere.com)



# Mid-term rental LOS



# What can you do to pivot to mid-term?

Strategic moves to make to adapt your operation:

- Look at new channel opportunities
- Prepare your rate structure for longer stays  
(aggressive weekly and monthly discount)

Talk **Transparent**

Speak with our team to learn more about the power of market intelligence

Book a demo at

[seetransparent.com](https://seetransparent.com)

**TRANSPARENT**  
seetransparent.com



Market rates,  
demand & review  
insights



Optimise rates &  
occupancy



Effective inventory  
growth

## Testimonials

"The BEST short-term rental data in the market by far - I've seen a **20%+ increase in revenue** despite having previously worked with a competitor. Their customer service is also top notch. This product is a "no brainer" for professional PMs."

Andrew Lenjosek - ModelR

"Top software that has really helped us in our pricing strategy. The team is fantastic - very helpful, responsive, and are constantly developing new features. **Highly recommend this product and this team** to anyone considering them."

Bryant Loy - Brett-Robinson

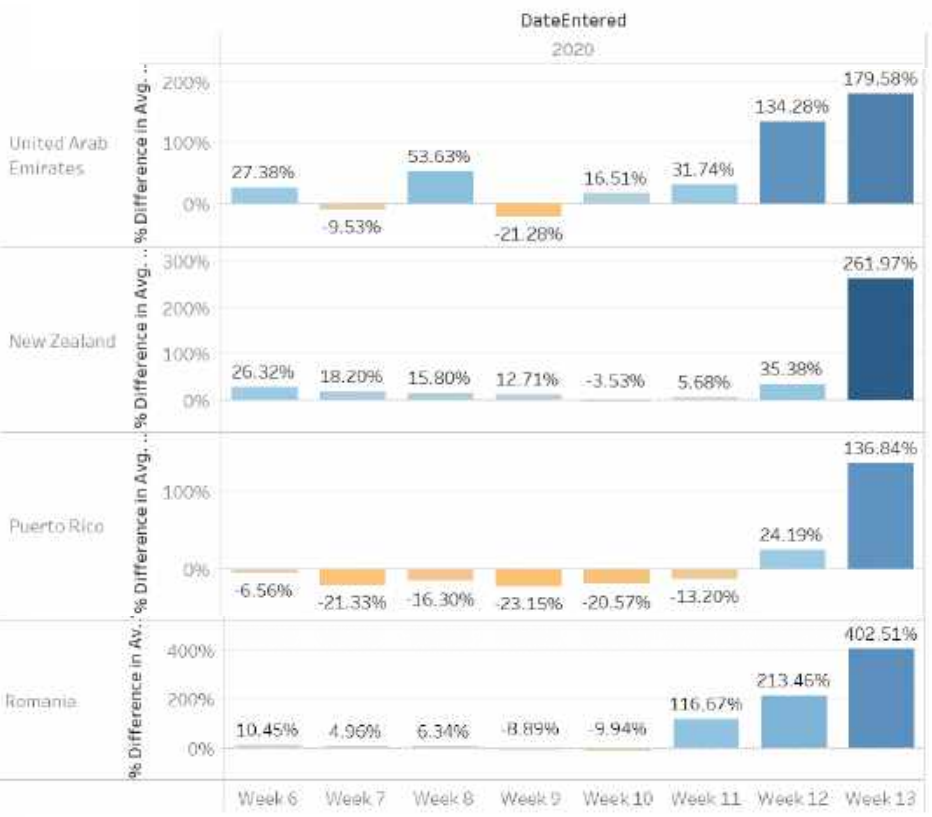
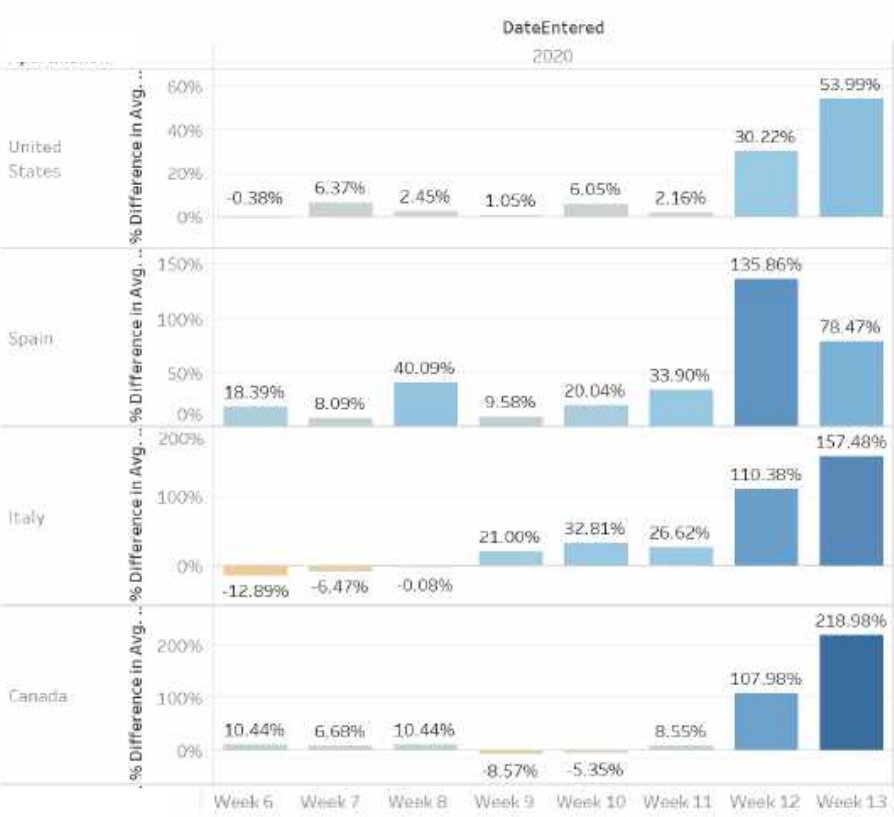
"Love the tool! Worth every penny! Since utilizing the dashboard we have seen an average **increase in both rates and occupancy of 15-25%!**"

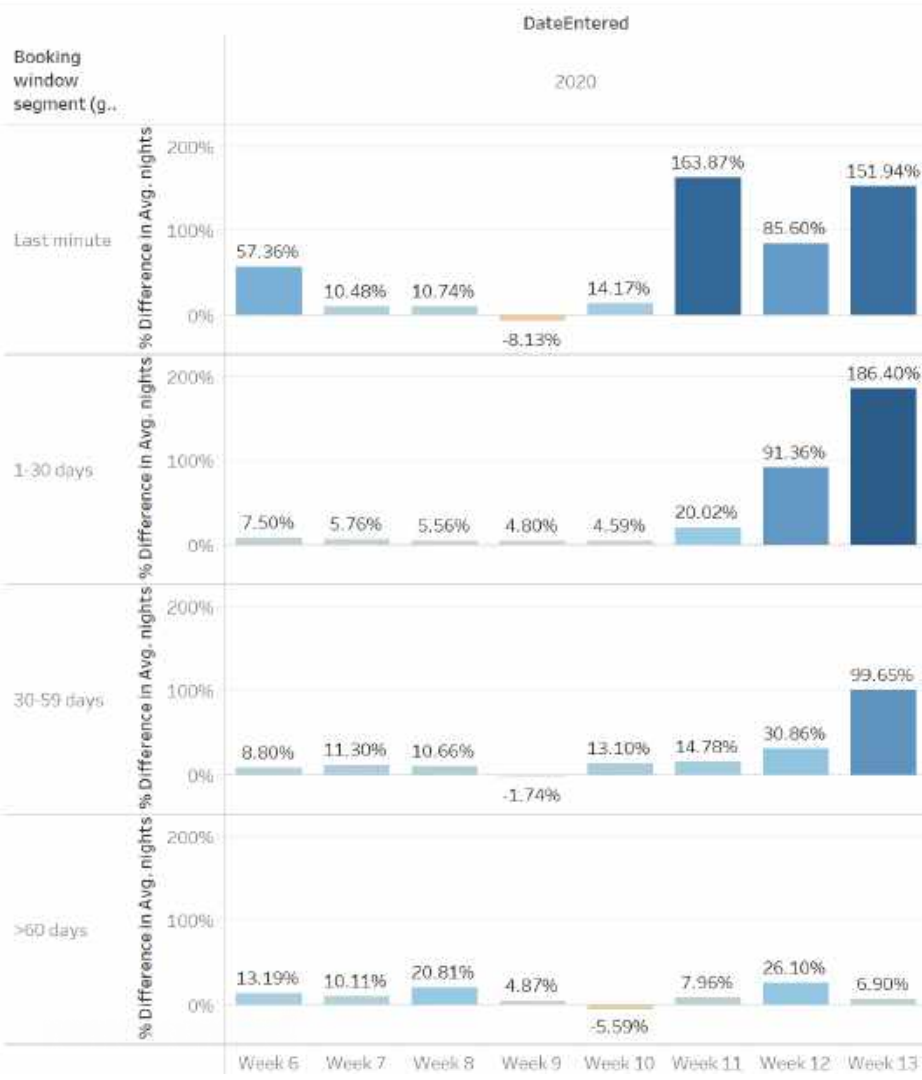
Melissa Gade - Big Bear Vacations

A low-angle, upward-looking photograph of several modern skyscrapers against a bright blue sky with light clouds. The buildings are made of glass and steel, reflecting the sky. A large, thick, curved graphic element, colored in shades of orange and purple, sweeps across the frame from the bottom left towards the top right, partially obscuring the buildings.

the channel manager  
**rentals united**

# AVERAGE NUMBER OF NIGHTS BOOKED (vs 2019) PER COUNTRY





## AVERAGE NUMBER OF NIGHTS BY BOOKING WINDOW (vs 2019)

# HOW TO PRICE: LENGTH OF STAY PRICING (LOS)

## LOS pricing: Length of stay price

If you have X amount of guests staying Y amounts of nights the price per night will be Z.

N# Nights	N# Guest	Price
2	unrestricted	AUD 550.00
3	unrestricted	AUD 366.67
4	unrestricted	AUD 275.00
5	unrestricted	AUD 220.00
6	unrestricted	AUD 183.33
7	unrestricted	AUD 157.14

Encourage longer stay bookings?



Set up LOS pricing

- ✓ keep in check your revenue targets.
- ✓ minimum stay is also more flexible as the nightly rate adapts to it.





[For Businesses](#)

[For Landlords](#)


[Support Hotline](#) ▼

[Login](#)

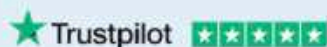
 [EN](#)

# Furnished apartments for business travellers

Over 50,000 apartments in 9 countries

 [Find apartment now](#)

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Partner von  
**Miles & More**







**Germany**



**2014**



**130**



**\$18,8M**



**2018**

## WEBSITE & INVENTORY

### URL

[www.thehomelike.com](http://www.thehomelike.com)

### LANGUAGES SUPPORTED

EN ES DE FR DU

### AVERAGE BOOKING VALUE

5000€

### AVERAGE NIGHTS BOOKED

90

### LISTINGS

55 000

### TOP 3 LISTING COUNTRIES/REGIONS

GERMANY UK SPAIN

## TRAFFIC INFO

### GLOBAL TRAFFIC RANK

600 000

### TRAFFIC SOURCES

15% from direct; 10% from referrals;  
60% from search; 3% from social;  
2% from mail; 10% from display

### TOP 3 TRAFFIC COUNTRIES

GERMANY UK SPAIN

## BUSINESS MODEL

### WHAT IS SENT TO OWNERS/MANAGERS

Enquiries + Instant bookings

### WHO IS MERCHANT OF RECORD

The Manager

### FEE TO MANAGERS

10% to 12% commission

### FEE TO GUEST

Free

## TECHNOLOGY

### CHANNEL MANAGERS

Rentals United, Icnear, Cubilis

### ONBOARDING TIME

2 day

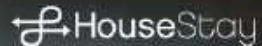
### MIN PROPERTIES

10

### ICAL UPDATES AVAILABLE?

Yes

**MID-TERM  
CHANNEL:  
HOMELIKE**



[LIST MY PROPERTY](#)

[HOW IT WORKS](#)

[HELP](#)

[SIGN UP - LOG IN](#)

# Monthly Housing On Demand

FULLY FURNISHED HOMES AND APARTMENTS FOR 30 NIGHTS OR MORE

Search by city, address or neighborhood



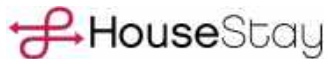
Move In



Move Out



SEARCH



 **USA**

 **2017**

 **12**

 **Undisclosed**

 **Undisclosed**

## WEBSITE & INVENTORY

URL  
[www.housestay.com](http://www.housestay.com)

LANGUAGES SUPPORTED

**EN**

AVERAGE BOOKING VALUE  
\$11 640

AVERAGE NIGHTS BOOKED  
86

LISTINGS  
3700

TOP 3 LISTING COUNTRIES/REGIONS

**CALIFORNIA**

**WASHINGTON**

**GREATER WASHINGTON DC AREA**

## TRAFFIC INFO

GLOBAL TRAFFIC RANK  
601 994

TRAFFIC SOURCES  
Undisclosed

TOP 3 TRAFFIC COUNTRIES

**USA**

**EUROPE**

**INDIA**

## BUSINESS MODEL

WHAT IS SENT TO OWNERS/MANAGERS  
Instant Bookings

WHO IS MERCHANT OF RECORD  
HouseStay

FEE TO MANAGERS  
5% commission

FEE TO GUEST  
5% commission

## TECHNOLOGY

CHANNEL MANAGERS  
Undisclosed

ONBOARDING TIME  
14 day

MIN PROPERTIES  
50

ICAL UPDATES AVAILABLE?  
Yes

**MID-TERM  
CHANNEL:  
HOUSESTAY**



[Publish a property](#)

[How it works](#)

[Favourites](#)

[Sign up | Login](#)

[Help](#)

# We visit rental properties so you don't have to

Save time, energy and money - find and book your new home 100% online.

Select a city



Search rentals





[ SPOTAHOME ]



SPAIN



2014



400



\$40M Series B



2018

## WEBSITE & INVENTORY

### URL

[www.spotahome.com](http://www.spotahome.com)

### LANGUAGES SUPPORTED

EN DE FR ES IT PT

### AVERAGE BOOKING VALUE

Undisclosed

### AVERAGE NIGHTS BOOKED

Undisclosed

### LISTINGS

100 000

### TOP 3 LISTING COUNTRIES/REGIONS

ITALY UK SPAIN

## TRAFFIC INFO

### GLOBAL TRAFFIC RANK

375 071

### TRAFFIC SOURCES

28% from direct; 5% from referrals; 55% from search; 5% from social 1% from mail, 5% from Display

### TOP 3 TRAFFIC COUNTRIES

UK USA SPAIN

## BUSINESS MODEL

### WHAT IS SENT TO OWNERS/MANAGERS

Enquiries + Instant bookings

### WHO IS MERCHANT OF RECORD

The Manager, except for the deposit

### FEE TO MANAGERS

10%

### FEE TO GUEST

0%

## TECHNOLOGY

### CHANNEL MANAGERS

Rentals United

### ONBOARDING TIME

3-5 days

### MIN PROPERTIES

1

### ICAL UPDATES AVAILABLE?

Yes

MID-TERM  
CHANNEL:  
SPOTAHOME



HOMES ▾

INSPIRATION ▾

SERVICES ▾

LIST WITH US

LOGIN

BLOG

+44 2080 394009

# DESIGN YOUR STAY

Corporate Accommodation to Fit Your Lifestyle

Where Would You Like To Go?

SEARCH



UK



2018



15



€300 000



2018

## WEBSITE & INVENTORY

URL

[www.altovita.com](http://www.altovita.com)

LANGUAGES SUPPORTED

EN

AVERAGE BOOKING VALUE

Undisclosed

AVERAGE NIGHTS BOOKED

40

LISTINGS

8000

TOP 3 LISTING COUNTRIES/REGIONS

ENGLAND

SPAIN

PORTUGAL

## TRAFFIC INFO

GLOBAL TRAFFIC RANK

Undisclosed

TRAFFIC SOURCES

Undisclosed

TOP 3 TRAFFIC COUNTRIES

UNDISCLOSED

## BUSINESS MODEL

WHAT IS SENT TO OWNERS/MANAGERS

Enquiries

WHO IS MERCHANT OF RECORD

Channel

FEE TO MANAGERS

9%

FEE TO GUEST

5%

## TECHNOLOGY

CHANNEL MANAGERS

Rentals United

ONBOARDING TIME

24-48h

MIN PROPERTIES

1

ICAL UPDATES AVAILABLE?

Yes

MID-TERM  
CHANNEL:  
  
ALTOVITA

# OTHER CHANNELS WITH A MID-TERM STRATEGY





# TIPS ON HOW TO FIND CHANNELS

Type in Google:

*Apartments for rent in...; long-term housing in...: furnished rentals in...: corporate housing in... : temporary housing....; extended stay....; furnished apartments...; business apartments...; corporate accommodation in...; full service rentals in....; mid-term accommodation in....; monthly rentals in.... Etc...*

Check Ranking on:



# RECOMMENDATION FOR MAXIMUM EXPOSURE

Minimum 28 nights  
LOS Pricing  
All fees included

Professional Invoicing  
Online Rental Contract  
Direct Contact Person

## Amenities to highlight

- Fully- Furnished
- Fast Internet
- Washing Machine
- Secure Accommodation
- Netflix (or other Streaming Services)
- Laptop friendly workspace

*“Ideal for long-term stays”*

*“Comfortable staycation unit”*

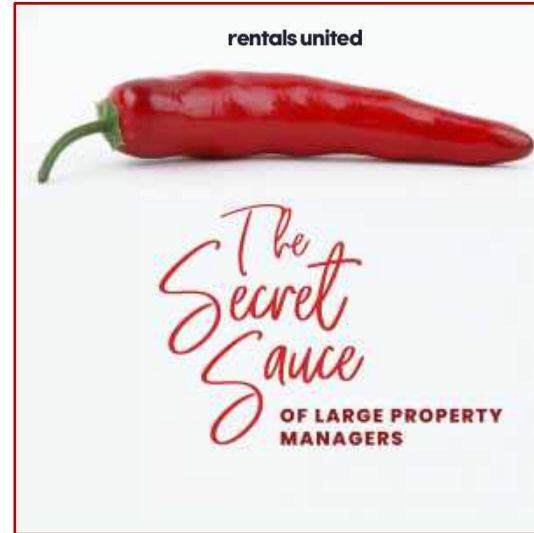
*“Suitable for children”*

# FURTHER READING

## EBOOK



## PODCAST



# The Channel Manager in Action

Discover how we can help promote your listings effectively and grow your business  
in a live demo with our experts.

Name

Your name...

Email

Your work email...

Mobile phone number

Your mobile phone...

Country

Please choose a country ▼

Number of properties

Please choose an option ▼

☐

I agree that the information provided will be governed by rentals united's [privacy policy](#).

Reserve your spot now!



*Vanessa de Souza Lage*  
Co-Founder & CMO  
Rentals United



*Pierre Becerril*  
Co-Founder & CEO  
Transparent

# Thank you!

[vanessa@rentalsunited.com](mailto:vanessa@rentalsunited.com)

[pierre@seetransparent.com](mailto:pierre@seetransparent.com)