

hometime

# How we make it work

Everything you need to know about Hometime and our full management services for your short-term rental.





# hometime

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01

# About Us

Learn about Hometime and our story





# Professionally managing short-term rentals since 2016

Hometime started with a clear vision - to create a leading community of homeowners, guests, and Hosting Partners, supported by the best short-term rental technology and guaranteeing great stays for guests.

After eight years of caring for thousands of properties as Airbnb's first official Australian partner, it's safe to say we're staying true to our promise.

It's important to us that we know where technology is needed and where humans are wanted. That's what makes us a reliable partner to deliver excellent returns for homeowners, and high-quality, hyperlocal experiences for our guests.

We love that no two homeowners or properties are the same, and we put a tremendous amount of time and effort into managing your home, listing, occupancy rates, and your guest's experience. We know great stays lead to glowing reviews and these drive better earnings

We're proud to be the short-term rental management partner you can trust.

[Check out Hometime stays](#)





# Where every stay feels like **hometime**

**40+**

markets across Australia where  
we're locally owned and operated

**900,000+**

nights booked by  
our guests

**20%**

higher occupancy than the  
overall short-term rental market

**4.7**

average rating on Airbnb from our  
guests who love staying with us

**40+**

Hosting Partners on-the-  
ground in your local community

**3,000+**

properties managed  
since 2016







02

## The local difference

Supporting local economies through our local Hosting Partners





## The local difference

Hometime homes are looked after by experienced Hosting Partners who add a special local touch to each guest's stay.

We're proud to work with more than 40 Hosting Partners throughout Australia who contribute to the vitality of the local economy. Our Hosting Partners employ local staff to help take care of your guests and property, and source supplies locally.

We carefully find and train each partner while empowering and incentivising them to look after guests and properties as if they were their own.





As a Hometime homeowner, you'll have a dedicated local Hosting Partner who manages your home. They'll be the go-to person you can reach out to about your property, any time.

## Hosting Partners and Hometime work hand in hand

Hometime	Hosting Partners
<ul style="list-style-type: none"><li>✓ Bespoke listing creation and optimisation across multiple platforms including our direct site Hometime.io, Airbnb, Booking.com and Vrbo</li><li>✓ In-house revenue management team who price your available nights</li><li>✓ Homeowner portal for you to access your property's performance and statements</li><li>✓ Manages booking platform support, and resolution claims</li><li>✓ Manages all guest charges and finance for peace of mind and compliance</li><li>✓ Provides you access to partnerships and home supplier discounts</li></ul>	<ul style="list-style-type: none"><li>✓ Your onboarding partners who help get your home guest ready</li><li>✓ On-the-ground guest communication, management and support</li><li>✓ Manages property cleaning and general property maintenance</li><li>✓ Your dedicated go-to person for any queries you have about your property and its management</li></ul>







03

## Revenue management

How our revenue management team works for better returns





# Getting you the best earnings possible

We're proud to have a highly experienced team of revenue management experts who are dedicated to getting you the best earnings possible.

We understand the importance of treating each market and listing individually, considering factors such as seasonality, booking patterns, and comparable properties. Our team's expertise lies in combining dynamic pricing with data insights and localised market trends to optimise nightly rates and occupancy, ultimately maximising your revenue potential across a 12-month period.

With our dynamic pricing model, we can seize pricing opportunities during high-demand periods and adjust rates during softer periods or to fill near-term vacancies. By leveraging various data sources and algorithms, we factor in changes to market occupancy, demand, and booking pace to set daily prices accurately.



# We get better results for you



## Get up to 30% more revenue

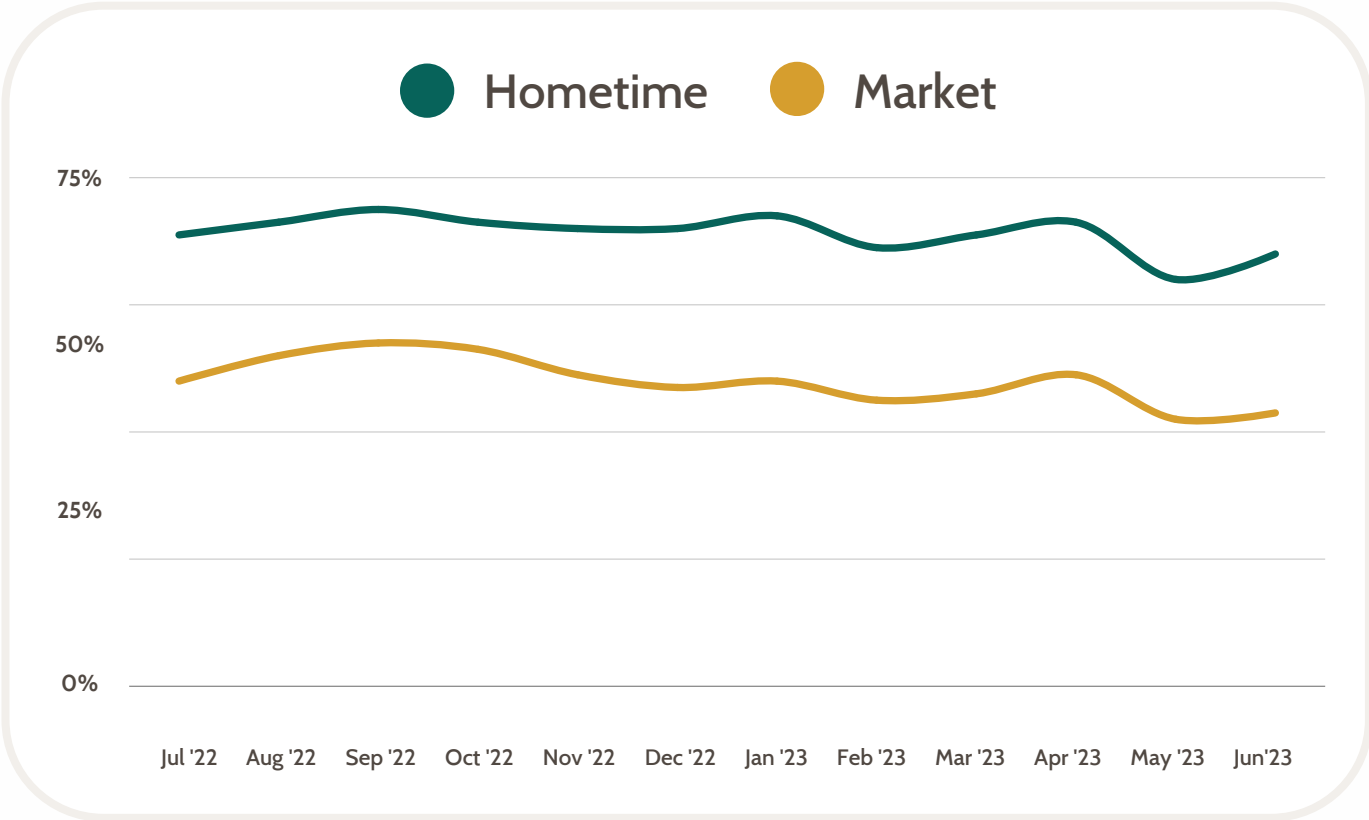
At Hometime, we consistently deliver above-market revenue for homeowners, compared with the regular short-term rental market. In the financial year to 30 June 2023, we **outperformed** the market by an average of up to **30%**.



## Above-market occupancy rates

When it comes to making sure guests are booking our collection of Hometime properties, the last financial year (ending 30 June 2023) saw the homes we manage consistently outperform the regular short-term rental market's occupancy rates by **more than 20% on average**.

## Market-leading occupancy rates for our homes



\*Occupancy rates accurate as of July 2023, based on FY23 performance data.

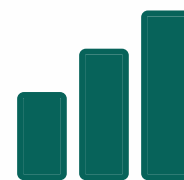


**The team delivers top-of-the-market returns for your property by focusing on**



### **Market research**

We take a holistic and data-driven approach to pricing your property, taking into account local market insights and comparing properties in your area.



### **Dynamic pricing**

We take advantage of higher demand by pushing your nightly rates up, and adjust accordingly in lower demand periods to maintain occupancy.



### **Lead times**

Our occupancy rates outperform the short-term rental market because we pay close attention to indicators such as booking lead times per market.





04

## Turning lookers into bookers

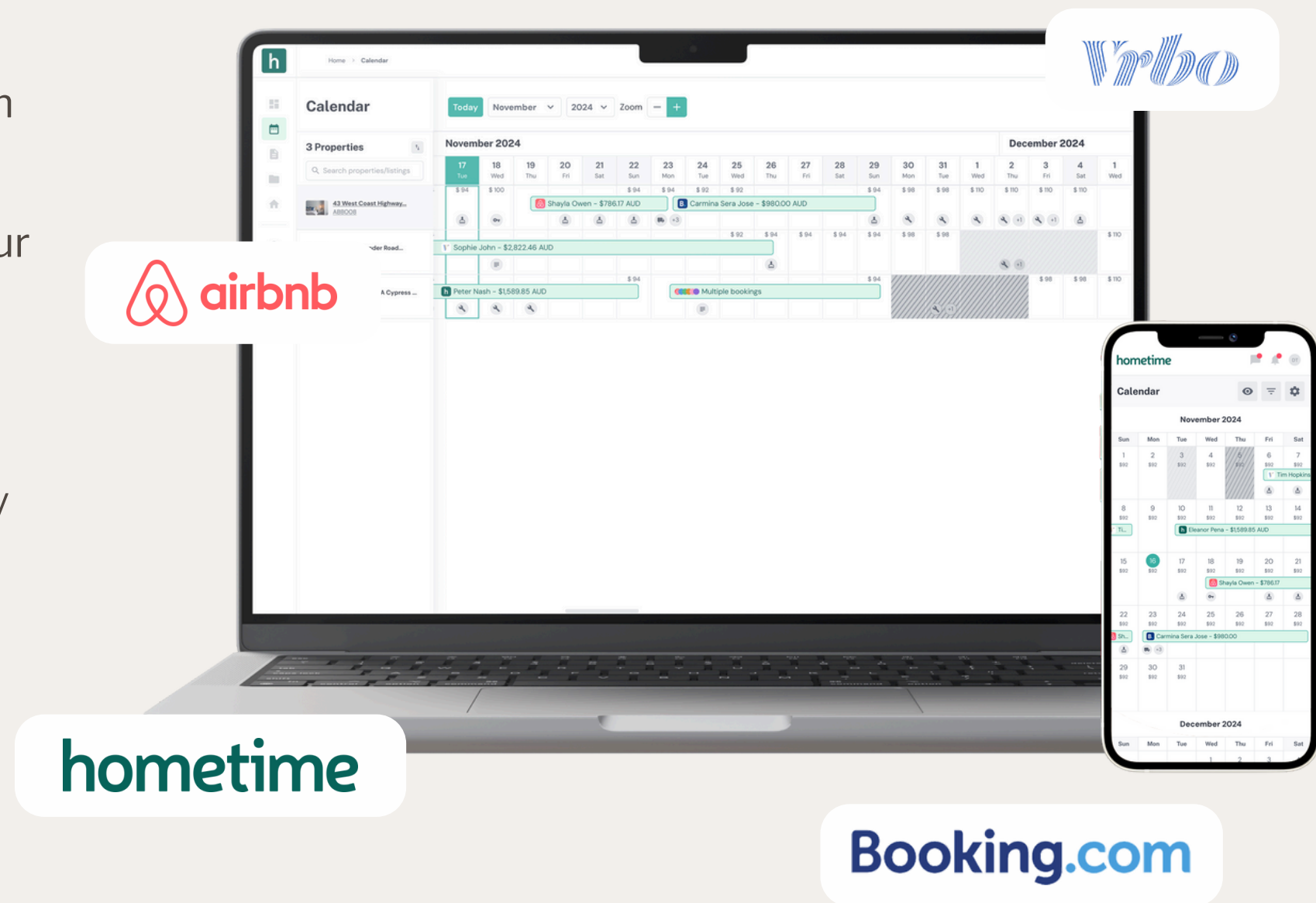
Promoting your property across multiple booking channels



# We reach more guests through multiple booking channels

We take a multichannel approach, listing your property across Hometime.io, Airbnb, Booking.com and Vrbo. By creating the most compelling listing possible across these highly popular platforms, your property reaches more potential guests, and you enjoy higher occupancy and more income.

Online travel agents, or OTAs as they're commonly known, are an important part of the travel booking ecosystem and offer guests an easy way to search and compare when they're looking for accommodation.

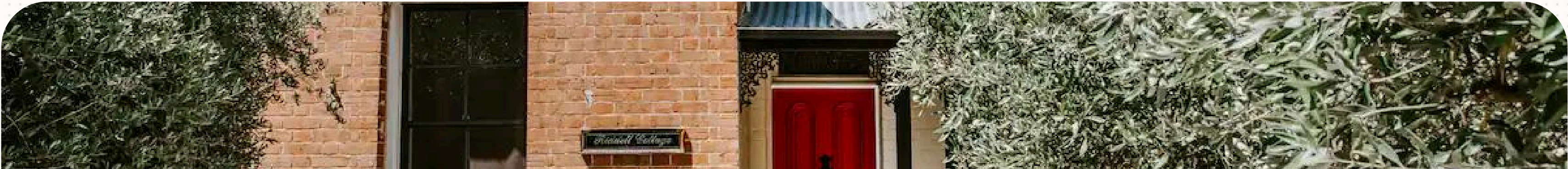
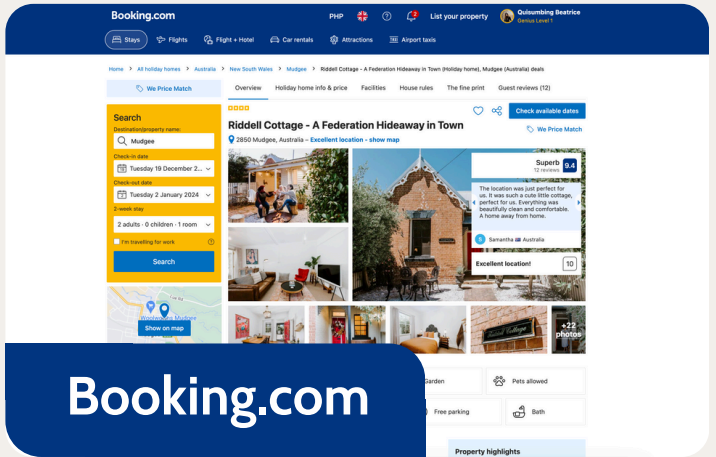
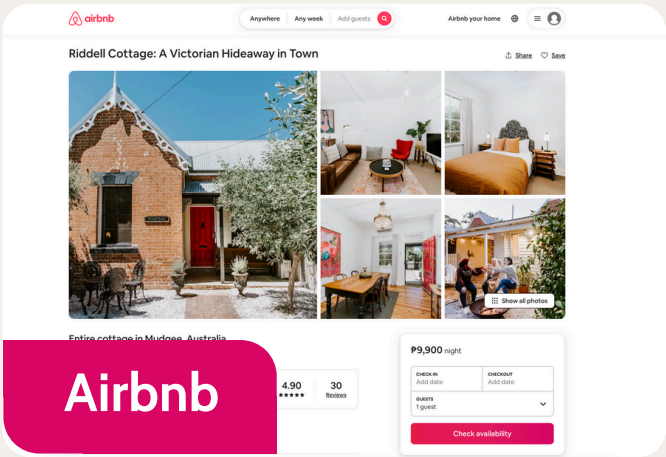
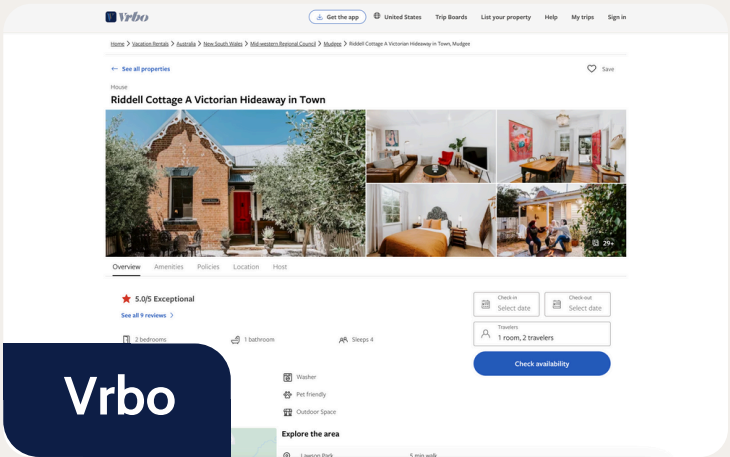
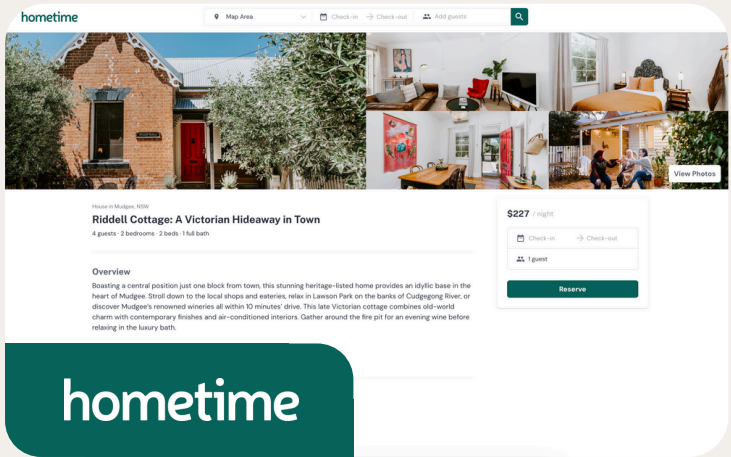




Booking.com and Vrbo (part of the Expedia Group) offer a world of access to their expanded network of brands, including but not limited to, KAYAK, HotelsCombined, Agoda, Wotif, Expedia, Orbitz and Travelocity. Since 2010, Booking.com has facilitated more than a billion holiday rental bookings and Vrbo lists more than two million bookable properties worldwide.

In addition to reaching more guests and offering you higher rental income, advertising on multiple channels allows our in-house revenue management team to analyse your property’s performance and adjust pricing and availability in line with broader market demands.

## See how Riddell Cottage in Mudjee looks on each of these channels:







05

## Our homeowner services

Covering everything from guest communications, reservations, through to cleaning and maintenance



## ★ Dedicated local Hosting Partners

Your property will be managed by a local Hometime expert in your community. You'll have direct contact with them if you have any questions about your property or guests.

Unlike other short-term rental property managers, your Hosting Partner earns when your property performs. This ensures both you and your guests are delighted with the Hometime experience. Guests rate our Hosting Partner's communication **10% higher** on average than our Airbnb competitors, so you can rest assured that your guests will be kept happy.

When you sign up for Hometime's services, you'll meet your local Hosting Partner who takes care of your property and manages your guests based on your guest requirements and house rules.

**Lina**



**Northern Territory**

**Justin**



**Melbourne**



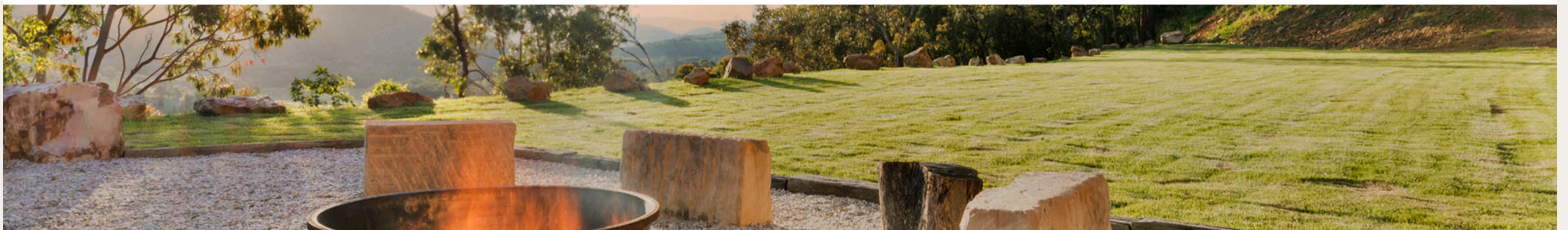


## Professional photography & listing creation

High-quality listings are essential for more visibility on booking platforms, which means more potential guests will see your property. This comes down to a combination of high-quality photos, great styling, a well-written description, and positive reviews.

To maximise bookability, our team of Australia-based professional tourism and travel writers craft detailed content highlighting what makes your property unique. When setting up your listing, we apply a range of settings through backend optimisations to improve listing search results across all channels.

Here at Hometime we've also built a leading network of professional photographers who follow a strict set of standards which were developed in partnership with an experienced Airbnb photographer. These photography standards help to ensure we capture **high-quality photos** for every property, leading to on average **24% more bookings than listings with non-professional photos**. Once your property is styled and staged, your local Hosting Partner will arrange for a photoshoot with one of our expert photographers and you can leave us to do the rest.



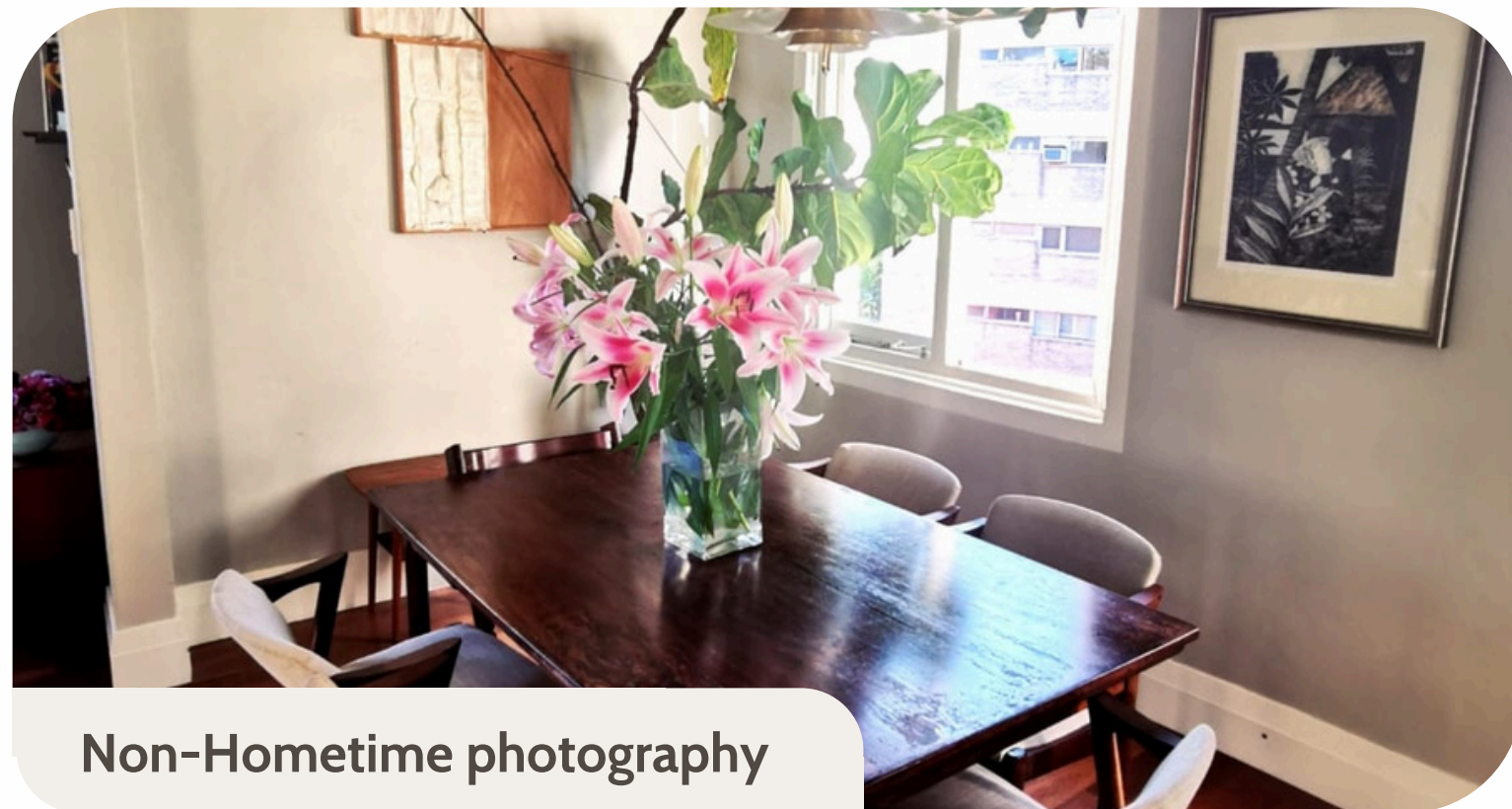




Non-Hometime photography



Professional photography by Hometime



Non-Hometime photography



Professional photography by Hometime



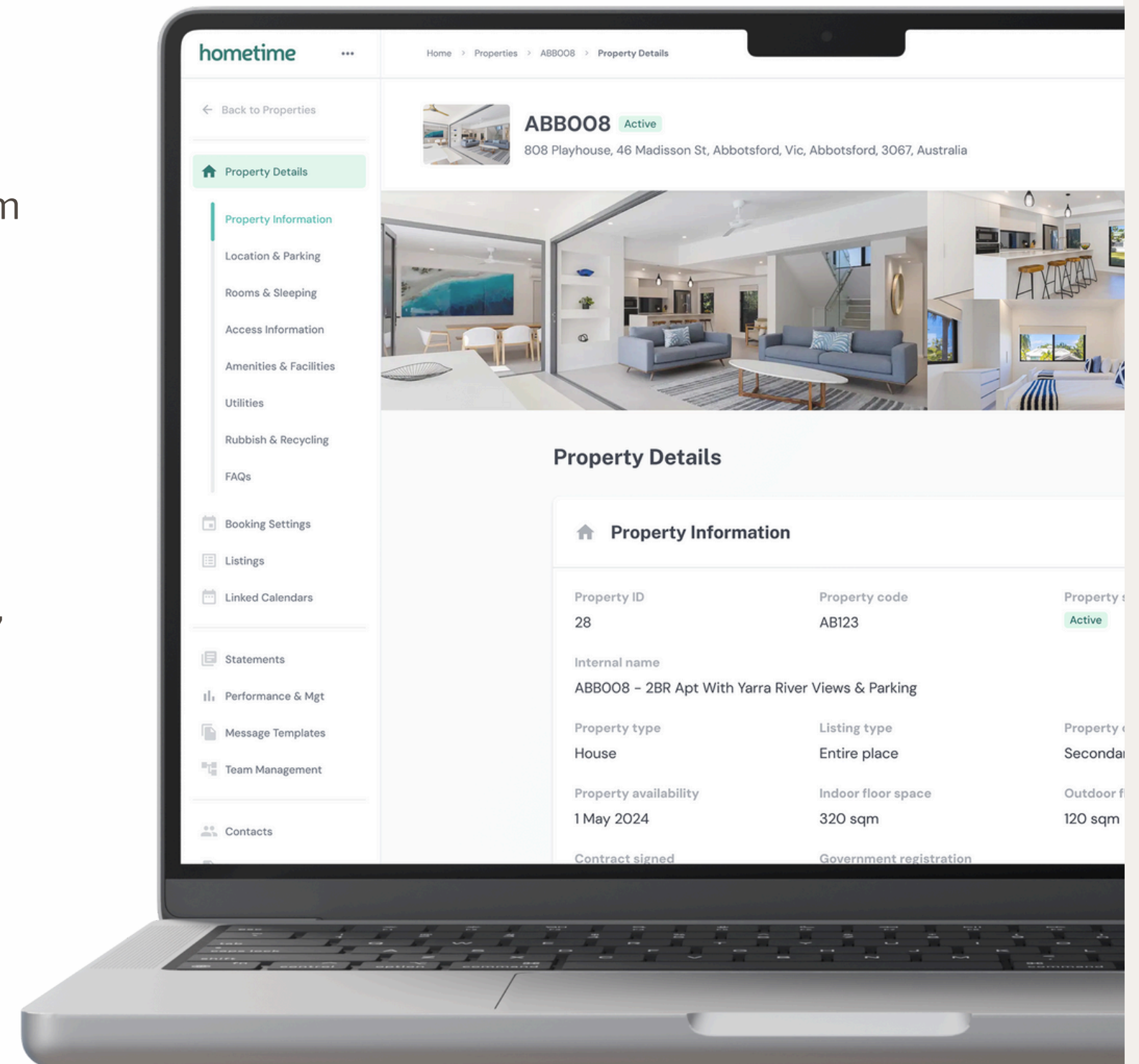


## Curated dynamic pricing

Our in-house team of revenue specialists curate pricing strategies up to 18 months in advance to maximise revenue opportunities. The team keeps a close eye on how your local market is tracking through our pricing and business intelligence tools.

To maximise your revenue and optimise pricing and minimum stays, the team proactively analyse seasonal patterns, local market conditions, amenities, and apply promotions when needed. They deeply analyse this data to formulate your property's pricing strategy, alongside neighbourhood occupancy, booking trends, and comparing property styling, furnishings and amenities with other listings in the area.

Your occupancy and nightly rates are closely monitored and adjusted to match demand and supply to ensure your property's rates are always competitive.







## Professional housekeeping

Professional cleaning in-between guest stays ensure your property is kept in great condition and that guests feel comfortable from the moment they arrive. Consistent and meticulous care can also significantly extend the condition and lifespan of your property. Hometime's standard of cleanliness is rated higher than our competitors on Airbnb, so you know your property's cleaning is in good hands.

During every clean housekeepers will add a touch of home by making the beds with freshly laundered hotel-quality linen, laying out fluffy towels, and restocking essential toiletries.

We utilise a range of cleaning quality assurance practices meeting the needs of your property and continuously maintain the highest standards. Speak to your local Hosting Partner about the quality assurance measures for your property.





## Regular restocking supplies

We regularly maintain and restock your property's kitchens and bathrooms to ensure your guests have everything they need for a comfortable stay. By ensuring essentials are swiftly looked after, we can provide a memorable guest experience, leading to more positive reviews.





## Guest vetting and communications

We want you to feel comfortable about the guests staying in your home. That's why we have a tried-and-tested guest vetting process.

As part of guest-vetting, your Hosting Partner makes sure guests read and agree to the 'House Rules' for your property. Guests must answer a series of questions relating to their stay and the purpose of their trip. This allows Hosting Partners to make informed decisions on whether guests are suitable to stay at your property.

If you want to learn more about how Hometime handles guest management and security processes, check out our fact sheet below:

[View the fact sheet](#)

Our Hosting Partners and their teams handle all communication with your guests - from enquiries and check-in to check out. Our partners know how important a positive experience is for your guests, and do their best to provide a great stay. We know great stays lead to glowing reviews and better earnings.





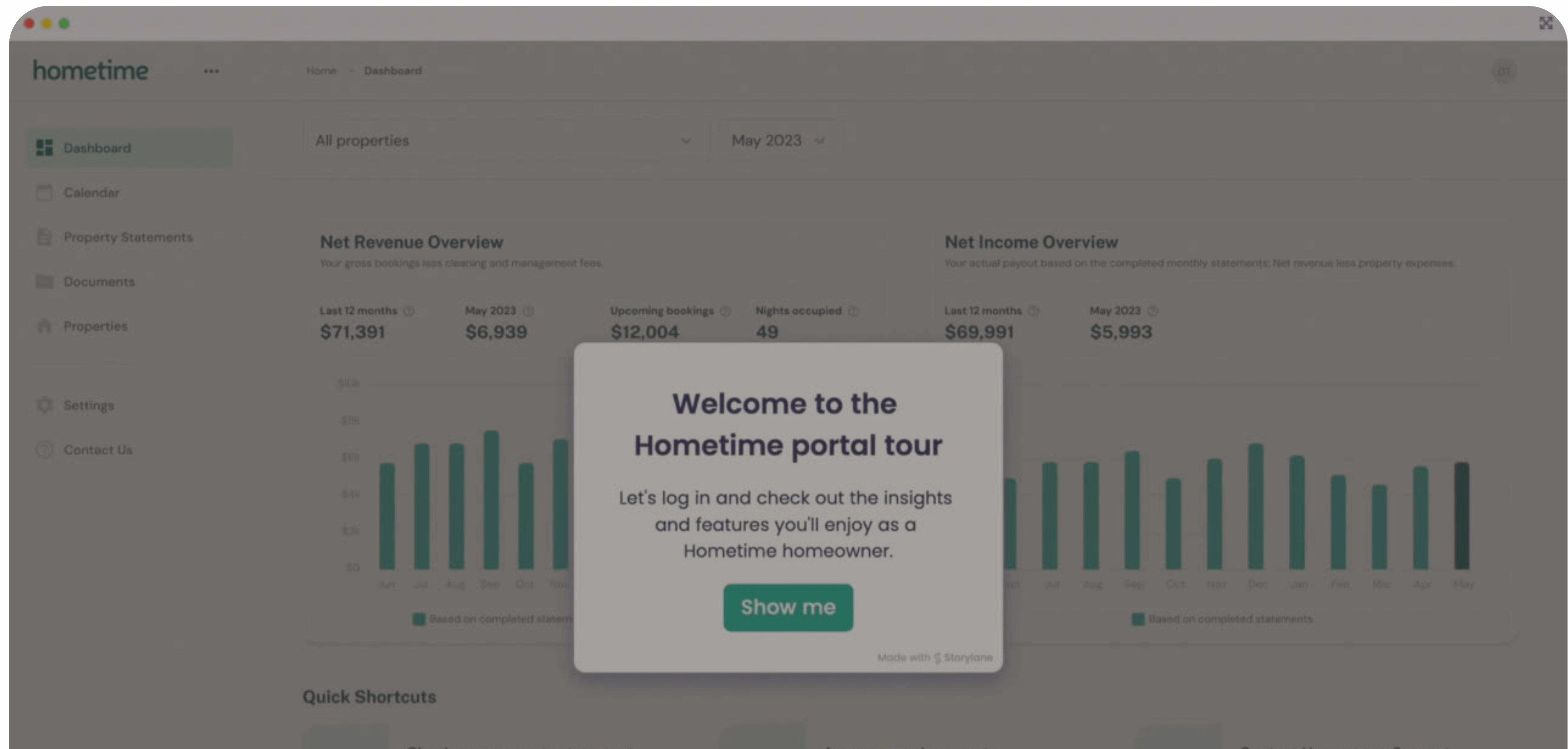


# The Homeowner Portal



Get a sneak peek

The Homeowner Portal makes it easy to keep an eye on your property







## Monitor your property's performance:

Check the dashboard for a real-time view of your Net Revenue and Net Income.



## Check your financial statements:

View a detailed breakdown of your monthly earnings and download PDFs.



## View calendar and bookings:

Access guest booking details such as stay duration, estimated payouts and which channel they booked on.



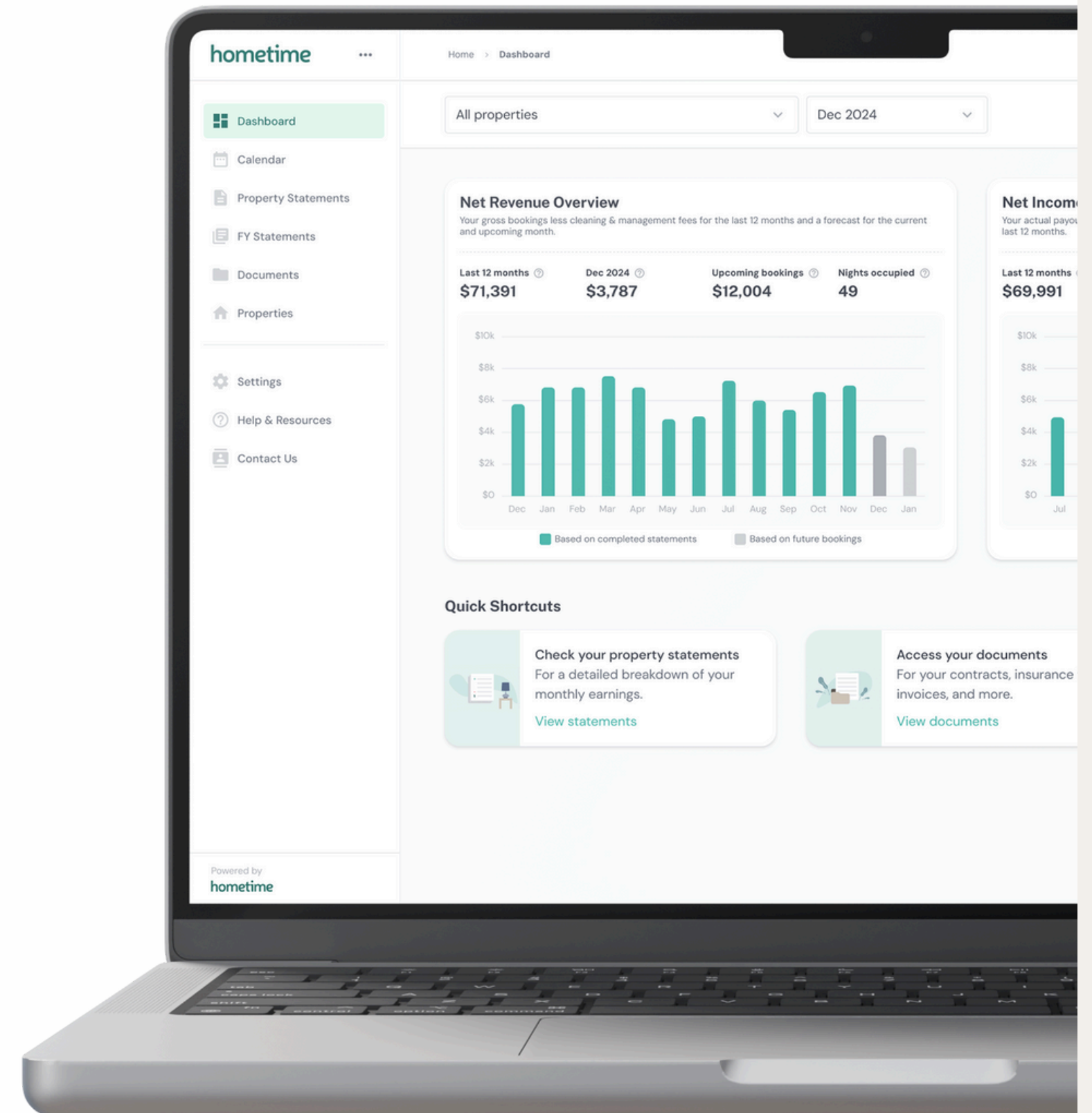
## Access key documents:

Your contracts, insurance files, invoices, and other important documents are available in one place.



## Get in touch with us:

Easily reach out to your Hosting Partner and Hometime Customer Experience Team.







06

## Onboarding & optimising

Here's what to expect when you list your home with us





## **Step 1:** Property assessment

Your local Hometime Hosting Partner will arrange to meet you at your property. During this meeting, your Hosting Partner will assess your property's suitability for short-term rental, provide recommendations to help your property perform its best and give you a more accurate estimate of anticipated return.

You'll also have the opportunity to discuss your requirements, booking calendar and house rules.

## **Step 2:** Onboarding session

Once you have signed with us, your Hosting Partner will organise the onboarding session for your property. In this session, they capture all details of your property, which, not only allows us to create a beautifully bespoke listing, but also helps us to manage guest enquiries once your listing is live.

Your Hosting Partner will work with you to get your property ready for its first guest check-in and Hometime experience.



### Step 3: Prepare for the photoshoot

Following the onboarding session, your local Hosting Partner will work with you to prepare your property for professional photos. This includes a deep clean of the property, decluttering spaces where it's needed, and making sure style and design are thoughtfully considered throughout.

We only have one shot with professional photos, so it's important the property looks its very best ahead of the photoshoot.

### Step 4: Creating your listing

We get your listing to perform to its highest potential through authentic and original content, a dynamic pricing strategy and backend optimisations.

Our years of experience in the industry and close partnerships with online travel agencies, such as Airbnb, have equipped us with the knowledge to develop a tried-and-tested formula proven to turn lookers into bookers.





## Did you know **the first 90 days are essential** for your listing?

In the first 90 days of your property going live, our in-house Homes and Revenue Management team pays extra attention to your property and carefully monitors your property's performance for early indicators of what's working.

We call this early stage '**Incubation**' and our teams closely review key performance metrics such as occupancy, nightly rates, booking pace and initial guest reviews. If needed, we'll take proactive steps to address any potential issues or make enhancements if guests are loving certain features and amenities of your home.

This involves everything from adjusting pricing and listing content to matching market trends and to make sure your listing looks and performs at its best.

**You can check your Homeowner portal anytime for a complete view of your property bookings and performance. Our Customer Experience team is also here to support you with any questions you have when you join us.**







07

## Our happy owners & guests

Hear why guests and homeowners love us and our service



# Don't just take our word for it...

## Absolute GEM

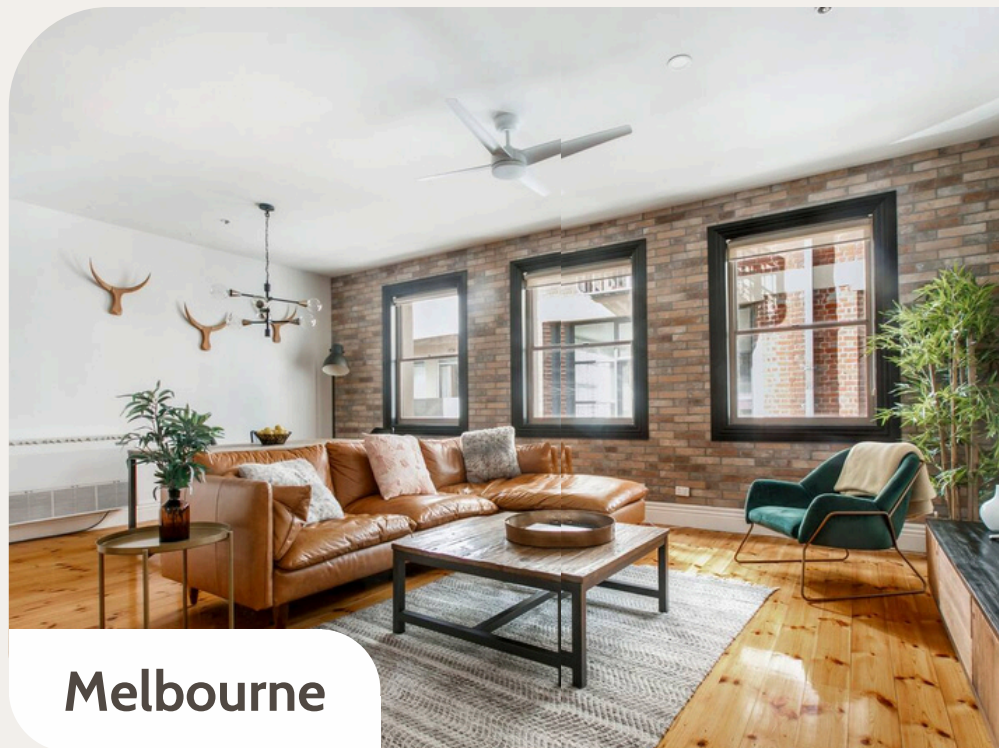


Very happy with the service provided by Hometime. My co-host Calyn is amazing to work with, the whole team is really responsive and all super knowledgeable about the market. My property is in safe hands & generating countless 5-star reviews. Absolute GEM of a management company!

Homeowner: James



Sydney



Melbourne

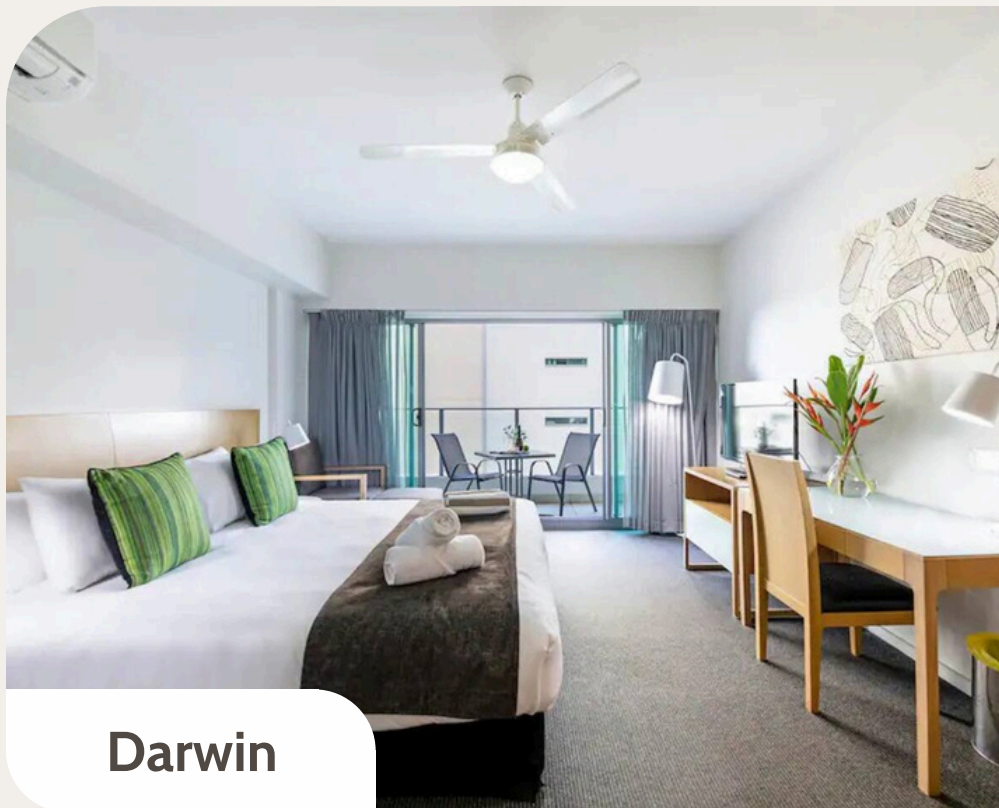
## Hometime hosts our property better than even we could (if we had time)



Our host, Eduardo, is amazing. Professional, and prompt. We could not be happier with both Eduardo and Hometime.

Homeowner: Hayley





Darwin

## Good value service with friendly and efficient staff



Lina and the Hometime team are great to manage our property. We are informed as soon as the property is rented with great dashboard to keep us informed that allows us to see costs going out and money expected to come in. Maintenance issues are taken care of quickly at reasonable rates and no major issues with renters so far. Very happy with service and returns.

Homeowner: Gary

## Professional and easy



The process of putting our house up was quick and simple. They do a very professional job of organising everything the property needs and processing all of the bookings. It is easy for us to view the bookings and monthly statements via their portal and to block out dates for our own use. Perfect if you want a hands-off property.

Homeowner: John



Adelaide



# Guests love staying at Hometime properties



Darwin

“ Immaculate apartment! The styling in the bedrooms and the modern bathroom felt like luxury. Great communication from hosts which made everything really smooth. Hours were spent out on the balcony watching the world go by and Darwin’s best walking track right at the doorstep. Great location. Highly recommend this property.”

Kate



Mudgee

“ Absolutely gorgeous place!!! Honestly even better than in the pictures. We had our engagement weekend there and everyone was blown away. The bedrooms were so comfortable, all amenities modern and luxurious, and the whole house was one of the most beautiful I ever stayed at. Filled with everything you need to have a great time! Would 100% recommend. On top of it they were very accommodating and helpful.”

Juliet



Sydney

“ A BEAUTIFUL HOME, we even added a couple of nights to our stay after we arrived. Super clean, quiet and spa like. And yes, the view is crazy! It was our first time in Sydney so we visited the tourist sites...the best view was from the apartment. The host responded super-fast and answered our questions. Service 5 stars, apartment 5 stars, location 5 stars. We will absolutely book this again. Thank you for a perfect stay.”

Heather





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# We're here to help

1300 616 299

[support@hometime.io](mailto:support@hometime.io)

[www.hometime.io](http://www.hometime.io)