



## **HOLIDAY RENTAL OWNERS GUIDE**

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- 6. Property Management**
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**January 2016**

Dear Holiday Rental Owner,

Thank you for considering us to list and market your property for holiday rental.

## 1. WHY SIAM REAL ESTATE ?

We offer more than any other broker nationwide, you have more chance of renting your property through us due to our global exposure and marketing services. This guarantees more prospective renters.

### The Key Benefits of listing with Siam Real Estate:

- Largest selection of Phuket holiday rentals
- Phuket Information Portal with landmarks, street views, useful info and more!
- Max exposure with over 2,000 interested renters per month  
Google search engine highest Thailand ranked rental web site
- Google first page #4 average for all major key words
- Web site traffic over 250 enqs p.m. and 8,200 pages daily
- Facebook – Followers 5,981
- Twitter tweets – 8,995 – Followers 1,052
- National coverage – Phuket, Bangkok, Hua Hin, Pattaya, Krabi, Samui, Phang Nga
- Prospect “live” database of over 18,000 global interested buyers/renters
- Regular Global Monthly Newsletter to over 18,000 prospects
- Property inclusion in Smart phone App for iPhone and Android mobiles
- Owner area – login profile, view stats, enquiries, viewings, page views, update prices, add guest reviews, block out bookings, view bookings made by SRE.
- Prospect Enquiry Notice "- Web site Automatic email to you advising you of an interested party in advance of their forthcoming visit
- Choice of over 3,000 rental property listings ensuring the prospect has no need to go elsewhere.



**Mobile Apps for iPhone & Android free download**

## 2. TESTIMONIALS

*“Dear Patrick, I have been very pleased with the service and the results Siam Real Estate has provided for the renting of our Villa. The Website is very well organized. The people are great. There have been no issues with deposits, rental payments, or damages. The volume of enquiries and renters has been very good. I am most grateful to have such a wonderful organization working for us. Respectfully, Ken Andre (USA)”*

*“Booked holiday rental with family of 6 persons in February 2011. Siam Villa Rentals part of Siam Real Estate in my opinion is the best viewed for holiday rentals. Very convenient reservation system and quick personal response. On day of departure received email requesting details of deposit return. The villa was everything that was promised and we would book again. Anatoly Belevitin (Moscow, Russia)”* [More testimonials](http://www.siamrealestate.com/info/sre/testimonials/)

## 3. COMMISSION FEES

Residential Property Rentals	% + VAT
<b>Service charges</b> - Take listing, valuation, photos, admin, copywriting, web upload	2,500 THB
Holiday rentals referral (of rental period)	15%
Long term rentals (of rental period)	10%

## 4. OWNERS AREA - We have a special owner’s area for all rental property listings!

**It's easy to use!** Just go to the [home page](#) and find the owners log in under OWNER tab at top of page:

E-mail: <*your email address*>  
 Password: <*your password*>

<http://www.siamvillarentals.com/owner/login/>

and enter login details.

Once you have logged in, you are advised to change your password to something that you will remember.

Go to your PROFILE change password, confirm and press update.

### Owners Area on our Home Page

Manage your listings and update contact information and view statistics and details about your listings: You can now manage your own bookings, and let potential renters instantly view availability periods and *actual* rental costs. (Our booking system will calculate bookings that even have seasonal overlaps.)

Features include:

- Property booking calendar

- Easily view free periods and booked periods
- Manage your bookings by blocking out unavailability dates
- Update your property prices
- Add special offers
- View all confirmed bookings made by Siam Real Estate
- Never worry about double booking
- Add Guest reviews
- See web stats

### Example of the Overview Page

Owners - Overview

[Overview](#) [Profile](#) [Properties](#) Sumalee Songkun [LOGOUT](#)


**Greetings, Sumalee Songkun**

This is your Owner's home page, in which you can change your profile information (contact information, contact preferences) and view your properties listed with us. If you have holiday rental properties listed with us, then you can also view existing bookings, manage blackout periods, and change pricing.

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**Your Properties**

You have a single active property listed with us.



**Magnificent Modern Villa with Sea-Views, Private Swimming Pool and 5 Bedrooms For Rent at Patong, Phuket**

[HOL2208] Modern house available for rent with majestic sea-views at the vibrant area of Patong, Phuket.

Patong, Phuket | Rental - Holiday | From THB 22,500 per night

<http://www.siamrealestate.com/detail/by/refcode/HOL2208/>

[View listing](#) [Manage bookings](#) [View stats](#) [Edit property](#) [Reviews](#)

## Holiday Booking Calendar:


### Example of the Booking Calendar

Owners - Bookings - Property - HOL2208

[Overview](#)
[Profile](#)
[Properties](#)

Sumalee Songkun [LOGOUT](#)

### Property Summary



**Magnificent Modern Villa with Sea-Views, Private Swimming Pool and 5 Bedrooms For Rent at Patong, Phuket**

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[Reviews](#)

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### Booking/Blockout Calendar

Display availability starting in:  ▼

June 2010						
Mo	Tu	We	Th	Fr	Sa	Su
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

July 2010						
Mo	Tu	We	Th	Fr	Sa	Su
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

August 2010						
Mo	Tu	We	Th	Fr	Sa	Su
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

September 2010						
Mo	Tu	We	Th	Fr	Sa	Su
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

October 2010						
Mo	Tu	We	Th	Fr	Sa	Su
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

November 2010						
Mo	Tu	We	Th	Fr	Sa	Su
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

= available
  = tentatively booked
  = booked

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### Future Booking/Blockout Summary

[Add new blockout](#)

Booking Reference	Check-in	Check-out	Nights	Customer	Rental Price (THB)	Actions
KWSNC4	2010-06-21	2010-06-24	3	blockout	blockout	<a href="#">Remove</a>

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Siam Real Estate Phuket Co.,Ltd T/A Siam Villa Rentals 2/42 Moo 4, Viset Road, Rawai, Phuket 83130, Thailand. Tel: +66 (0)76 288908 Fax: +66 (0)76 383646 [www.siamrealestate.com](http://www.siamrealestate.com)

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## Example of updating property prices

### Edit Property - HOL2208

[Overview](#) [Profile](#) [Properties](#)

Sumalee Songkun [LOGOUT](#)

#### Property Summary



#### Magnificent Modern Villa with Sea-Views, Private Swimming Pool and 5 Bedrooms For Rent at Patong, Phuket

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[View listing](#) [Manage bookings](#) [View stats](#) [Edit property](#) [Reviews](#)

#### Edit General Information

**Special Offer**   
Example: "Book 14 nights and get 2 nights FREE."

#### Edit Rates

	Daily *	Weekly	Monthly
Summer Season	<input type="text" value="22,500"/>	<input type="text" value="14,500"/>	<input type="text"/>
High Season	<input type="text" value="32,000"/>	<input type="text" value="220,000"/>	<input type="text"/>
Peak Season	<input type="text" value="38,400"/>	<input type="text" value="280,000"/>	<input type="text"/>

Daily rates are required for all three seasons. All other rates are optional.

Enter rates as THB per night.

A month is calculated as 30 days.

[Submit](#)

#### Guest Reviews:

### Reviews - HOL2208

[Overview](#) [Profile](#) [Properties](#)

Sumalee Songkun [LOGOUT](#)

#### Property Summary



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#### New Review

Review date  Format: YYYY-MM-DD.

Guest name

Guest home location

Review comments

[Submit](#)

All fields required.

#### Existing Reviews

Displaying 11 reviews.

- Great and helpful staff  
**Mr.Andrew Gillan. England. (April 2010)**
- Very good villa, we will come back again.

## 5. EARLY BIRD DISCOUNT BOOKINGS



You now have the option of offering tenants a discount for early bookings. The tenant must make a booking at least 3 months prior to check in. You can offer discounts for each season or as you wish. Just let us know and we will add the symbol to your listing and also show discount offered off the published price. Guaranteed to bring you more bookings!

## 6. PROPERTY MANAGEMENT

Siam Home Care Services (SHC) provides a professional independent property management service to private residences and new developments in Phuket. It is a professional personalised service catering to the owners short and long term needs.

SHC's goal is to provide a first class service ensuring you maintain your investment and receive the maximum financial return.

For property owners SHC care for your property on a day to day basis to help you maximize the return on your investment. We start with providing a rental and management service advertising your property for holiday or long term rental internationally via our marketing and website.

SHC look after the tenant and ensure everything is shipshape prior to arrival and that all requirements are met before and after. SHC find the clients, take deposits and manage bookings and payments as well as look after the property and ensure the tenants receive a first class service. Visit [www.siamhomecare.com](http://www.siamhomecare.com) for more details. Click here for rate sheet <http://www.siamhomecare.com/service-rates/>

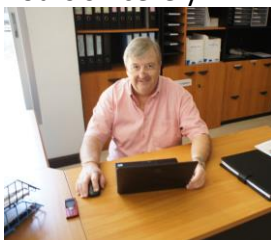
## 7. SIAM AirCAM

SIAM AIR CAM provides high quality photos and videos for property owners, property developers, real estate agents, land owners, private functions, attractions, businesses, architects, hotels, marine industry etc. We specialise in aerial photography and video productions.

We use the latest state of the art technology and use a modified quad copter which is capable of reaching over 500m high and 1.5Km away from start point, **also offering latest 360 degree camera technology to promote your villa and as a result receive MORE BOOKINGS!**

For more details visit [www.siamaircam.com](http://www.siamaircam.com)

Yours sincerely



Richard Lusted, CEO Siam Real Estate