



WHAT THE DUCK

#2110

The Challenge:

Owners Dissatisfied
With Previous Rental
Company's Income

Overview

In today's competitive rental market, home upgrades can really go a long way to increase owner revenue. When the owners of #2110 "What The Duck" (a rental property in Duck, North Carolina) signed on with Seaside Vacations, they did a walkthrough of their home with our Business Development Manager, Michelle Copeland Russell. The owners had been disappointed with their home's rental income and were hoping to achieve a more successful year with Seaside. During the walkthrough, Michelle saw great potential for the charming house and advised the owners to add a fresh coat of paint, remove the carpeted floors from the main living area and add some bright slip covers on the furniture. In doing so, she believed that not only would the home get more bookings but that the rental rate could be raised. The owners happily obliged with each of those changes and the results speak for themselves! Not only did the small upgrades give "What The Duck" a fresh, new look that was loved by guests, but **the owners grossed an additional \$28,628 in rental income!**



Solution:

- Fresh coat of paint to brighten up the interior
- Remove old worn carpet from main living area
- Add some simple, bright slip covers to existing furniture

Result:

Additional \$28,628 in rental income!