

# FRENCHY HOMES

CONCIERGERIE DE LUXE



HOW TO MAKE YOUR  
HOLIDAY RENTAL A  
RESOUNDING  
SUCCESS?

10 things to do to make your  
accommodation unforgettable

OFFER PREMIUM SERVICES

ECO-RESPONSIBLE  
DECORATIONS

SET UP YOUR PROPERTY  
FOR THE BEST  
EXPERIENCE

Create a  
unique holiday  
experience





FRENCHY HOMES 2020

## Participate in your guest's trip

### **Seasonal rentals are not simple rentals.**

A mistake (a big mistake!) often made by many landlords/renters is that they think that "short term rentals" rhymes with "strictly necessary amenities". A bed and a kitchen, for a fee. Period. Well, it's a shame! Still too many landlords offer empty, soulless, even sad apartments. So, travelers are just finding a place to sleep, when they could really LIVE within your walls!

### **A place to sleep vs. real travel experience.**

At Frenchy Homes, we sincerely believe that what matters is not just renting

any property at any price, but creating a true experience for travelers. That your accommodation become a strong component of your stay and not just a place to rest; a choice and not an obligation.

Your guests should be able to stay there, enjoy the experience, and feel comfortable.

### **Live an experience**

Why would a traveler prefer a vacation rental to a hotel room? The rates and choices are relatively similar in both cases. Especially since the hotel offers significant advantages: parking, swimming pool, room service, daily cleaning, comfortable bedding, breakfast and meals in the complex, etc.

At first glance, therefore, choosing a hotel seems to be a much better choice for travelers. However, many travelers prefer private accommodations rather than a single room. This is for one reason: the need for privacy.

Your goal is to make the most of this criterion in your offer.

### **Make your property warm, welcoming, unique and remarkable.**

# The Decorations

## WHAT NOT TO DO

### **A place too cold**

A bed, a sofa, white curtains and an IKEA lamp make your property, certainly, equipped and functional but does not give it the charm necessary to arouse an experience. A property that is too sanitized will give the impression of being impersonal.

Even if you opt for good quality furniture and bedding, your guests may not feel comfortable and will not keep a memory of their visit.

### **Decoration that's too personalized**

Conversely, choose to furnish and decorate your home as neutrally as possible. Travelers should feel at home. Entering a museum of trinkets, or an apartment with family photos, a cat, overly aggressive paint, brightly patterned curtains, and bedding with sheets featuring your favorite Marvel hero might well scare off some tenants.



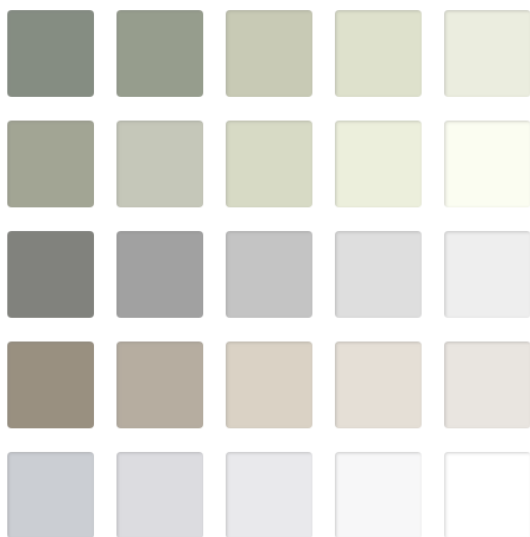


# The decorations

## WHAT YOU SHOULD DO

### Neutral colors and materials

Although fashions and tastes change over time, some colors remain timeless and appeal to many. Avoid colors that are too flashy and focus on more neutral shades such as pastel. These colors will soften the architecture of the home and bring out the decorative elements.



As far as materials are concerned, natural and industrial essences are particularly appreciated. Light wood, copper, gold, concrete, stone, etc.



Exposed carpentry can also be a real plus depending on the configuration of your home. Bring out the old bricks hidden behind your drywall walls and highlight the particularities that can give character to your home: plaster moldings on the ceiling, stylobate on the walls, a marbled fireplace, old floor tiles or simply an old parquet floor.

### **A cosy and natural atmosphere**

Choose a decoration that makes your property warm. For example, plants are excellent decorative objects.

If you can take care of them regularly and without too much effort, they can bring a lot of life to your home. Also, choose furniture that corresponds to the general architecture and decoration of the place.



**Transform your home into a welcoming place where you feel good!**



# The furniture

## WHAT NOT TO DO

### **Salvaging mismatched furniture**

You can of course furnish your property quickly and inexpensively by collecting mismatched objects "here and there": Table, chairs, desk, sofa, bed, coffee table, etc. It is an option, but not necessarily the best one! Your tenants should feel that they are in a tastefully furnished place. If your furniture doesn't match, it can create a feeling of an unpleasant mess for some tenants, not conducive to relaxation and pleasure.

These small details can make the difference. And although economically, the "quick buy" option seems much more viable at first glance, your ratings may suffer. You risk critical comments and possibly fewer bookings. In the long term, this basic investment in furniture is therefore necessary to make your short-term rental a viable business.

### **Getting rid of old furniture**

In the same vein as mismatched furniture, worn out and outdated furniture is generally to be avoided. Certainly, it is a responsible way to sort through one's belongings and give a second life to one's old box spring. However, if you no longer like your old furniture, or if it has lived well beyond its years, why should your tenants like it? Especially since the defects and discomfort of said furniture could easily be spotted and reported by your guests in unpleasant comments on the various reservation platforms.





# The furniture

## WHAT YOU SHOULD DO

### **Choose furniture that corresponds to the natural charm of the place.**

It is a question here of being inspired by the atmosphere of your property as well as the global atmosphere that you wish to convey. If your floor is made of dark wood, choose furniture that matches this color. Don't necessarily choose wood: too many different wood species in the same room can unbalance the visual effect. Generally speaking, think about establishing clear and harmonious connections,

reminders between the natural materials present in the apartment (stone, wood, concrete) and the shades and materials of your bedding, paints and furniture. For example, a metal credenza in the kitchen can resonate well with "industrial" type furniture, such as a standing table, stools, metal cupboard handles, etc.

### **Choose a matching range**

When choosing your furniture, make sure you select items that go well together. Ornaments and finishes can be an interesting match between two different objects.



# An eco-responsible choice

Whether it's for decoration or the choice of furniture, it is becoming more and more common to think that buying new is an environmental mistake - an anti-green act. And we fully subscribe to this thinking. That's why we encourage you to go to flea markets to find furniture and unusual objects. The idea is not to fill your home with your finds, but to offer a few vintage touches in a globally modern decoration. A chest of drawers called "Louis XV tomb" is a very beautiful object that can perfectly fit in a place decorated with finesse. As well as a Marie-Antoinette medallion armchair will go very well with a living room of contemporary inspiration.

## Great Deals:

Go to flea markets or Craigslist. Search for French-styled furniture. You may find exceptional pieces of French-inspired furniture at a cheap price.

# The services

## WHAT NOT TO DO

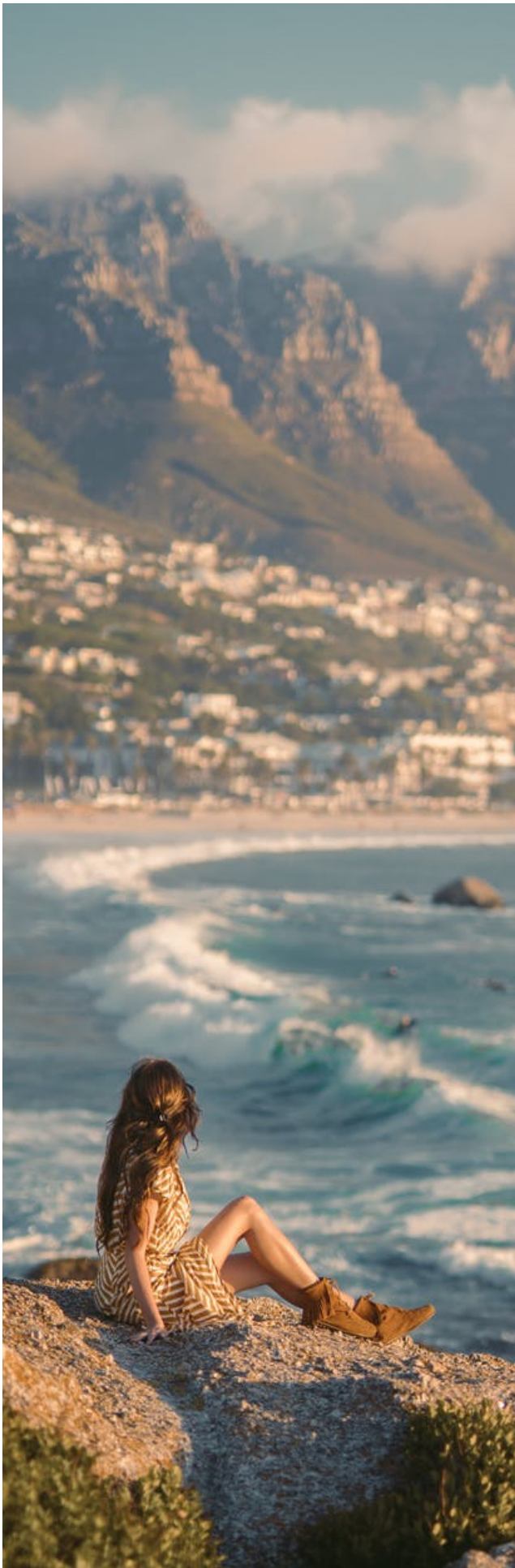
### **Miss the welcome**

A set of keys hidden in a mini-chest in front of the entrance of the accommodation can do the trick to welcome your travelers. This way there's no need to run for late arrivals, or have to call in your absence. Your hosts organize themselves as they wish and receive instructions by text message when they leave. There is therefore no need to meet them and move around. It's convenient and economical, especially with a busy schedule. While this choice provides many solutions to the owner, it will be poorly perceived by travelers who will appreciate real contact with their host.

### **Offer nothing but a stay**

If you consider your apartment to be a simple place or prefer your guests to spend only a few hours to sleep and then manage to do activities during the day, your apartment becomes a place only to sleep and possibly eat, not a welcoming place for fun and entertainment.





# The services

## WHAT YOU SHOULD DO

### **Be a player of local tourism**

You can prepare a small booklet about your city, sights, museums, restaurants, events, etc. The idea is to participate in your guests' trip by offering them activities 'à la carte' and at preferential rates if possible.

Your travelers will thus live unforgettable moments while discovering unmissable places thanks to you.

### **Offer "sides".**

Your property is not a simple hotel. You can offer all kinds of additional entertainment that travelers can order in advance. Like for example, a small "Escape Game" in your accommodation. You can also offer a bottle of champagne upon arrival for birthdays or Valentine's Day (for an extra charge of course). Or simply offer tea and coffee as well as a small box of chocolate to each newcomer. These small details will be noticed and praised by the travelers who will not fail to relay their positive experiences to you.

A man in a light-colored suit is sitting on a modern, dark-colored chair, looking out a large window at an industrial facility during sunset. The scene is backlit by the warm, golden light of the setting sun, creating long shadows on the floor. The window provides a clear view of an industrial area with various structures and pipes.

## Meet your customers

As much as possible go to meet your customers. They have often made a long journey and are tired when they arrive. They may have difficulty parking, finding the entrance to the building, or simply finding their way around the city. So be available and present to welcome them. Break the ice and create that first bond of trust that will be essential to get a good comment and a good rating. Keep in mind that the short-term rental business is above all a service that requires a benevolent commercial approach. Especially since this kind of welcome will allow you to hand over the keys and the instructions for your stay. There are sometimes small specificities or malfunctions that should be pointed out before letting your hosts take possession of the premises.



# The household

## WHAT NOT TO DO

Doing the housework in a hurry is like asking to be banned off short term rentals. Certainly, your previous guests after 2 days of renting will not have had time to mess up the apartment too much. It is therefore natural to think that a quick wipe on the surfaces is enough to create the illusion of a clean apartment. But don't be mistaken! You may miss out on many small details that can cost you dearly.

## WHAT YOU SHOULD DO

Do a meticulous cleaning or have it done. As Coco Chanel used to say, you won't get a second chance to make a good first impression. The bathroom, the kitchen, the dining room, the hall, the bedroom, everything must be checked and cleaned between each tenant. Guests leave notes ranging from 1 to 5 on Airbnb and from 1 to 10 on Booking. The slightest misstep in the household can generate a very low score that will make your overall average drop. And unfortunately, all it takes is one bad note, especially since hygiene is one of the aspects on which travelers do not compromise. Moreover, this is even more important during the COVID period. Airbnb has published a guide on this subject available by clicking [here](#).

Be vigilant of hair in the shower, dust on top of furniture, crumpled or unchanged sheets, fingerprints on surfaces, leftovers in the refrigerator are all details that your customers will not fail to notice.

### **Extra tip**

You can opt for fragrance and air fresheners that help create a pleasant atmosphere when travelers enter your accommodation. Look for low scents to avoid nausea for your tenants or arousing unnecessary suspicions about the cleanliness of your property. Be careful, it is not recommended to put these diffusers in the room(s) so as not to disturb the sleep of your guests.

MAKE YOUR  
HOME AN  
EXCEPTIONAL  
PLACE





# What we can offer you

Frenchy Homes is a prestigious concierge service located on the Bassin d'Arcachon in France. We will soon settle in Florida, USA as well. We operate in all the towns and villages around the area and manage rental houses and apartments for our owner clients. We take care of all the needs specific to the rental of your home in order to ensure you a constant and secure income.

## **Valuation of the property**

Your property is arranged and photographed to please. We optimize the ads on the platforms to ensure maximum conversion rates.

## **OTAS Management**

Your property is showcased on more than 5 reservation platforms simultaneously. Agendas are synced, automated, and updated every second.

## **Check ins & check outs**

Travelers are personally greeted by our team at the time of their choice. They start their stay without stress and end it relaxed. We take care of everything.

## **Reception of Travelers**

Your customers are pampered as if they were our own. We know from experience that it is the little things that make a trip a success.

## **Contingency Management**

We are reactive and we adapt to situations imposed by travelers: delays, omissions, damage, etc.

## **Maintenance**

Of course, our concierge service would not be complete without our wide range of services: cleaning, small repairs, general maintenance and dry cleaning of bedding.

# FRENCHY HOMES

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## Is your accommodation eligible for the Frenchy Homes offer?

If you have reached this page it is because you care about guaranteeing a premium and tailor-made service to your guests. For you, the quality of the services and the top-of-the-range partnership are essential for the success of your rental project. If you wish to present a "Prestige Offer" to your tenants, we can help you achieve this.

[CLICK HERE TO MAKE YOUR REQUEST](#)

LET'S PARTNER TOGETHER FOR  
THE BEST EXPERIENCE FOR  
YOUR CUSTOMERS.