



*getaway*  
VACATION PROPERTIES

# 2020 PRICING GUIDE

— FOR EXISTING RENTALS —



# About Getaway Vacation Properties

We're a design and consulting studio specializing in vacation homes in New Hampshire, Maine, and Vermont.

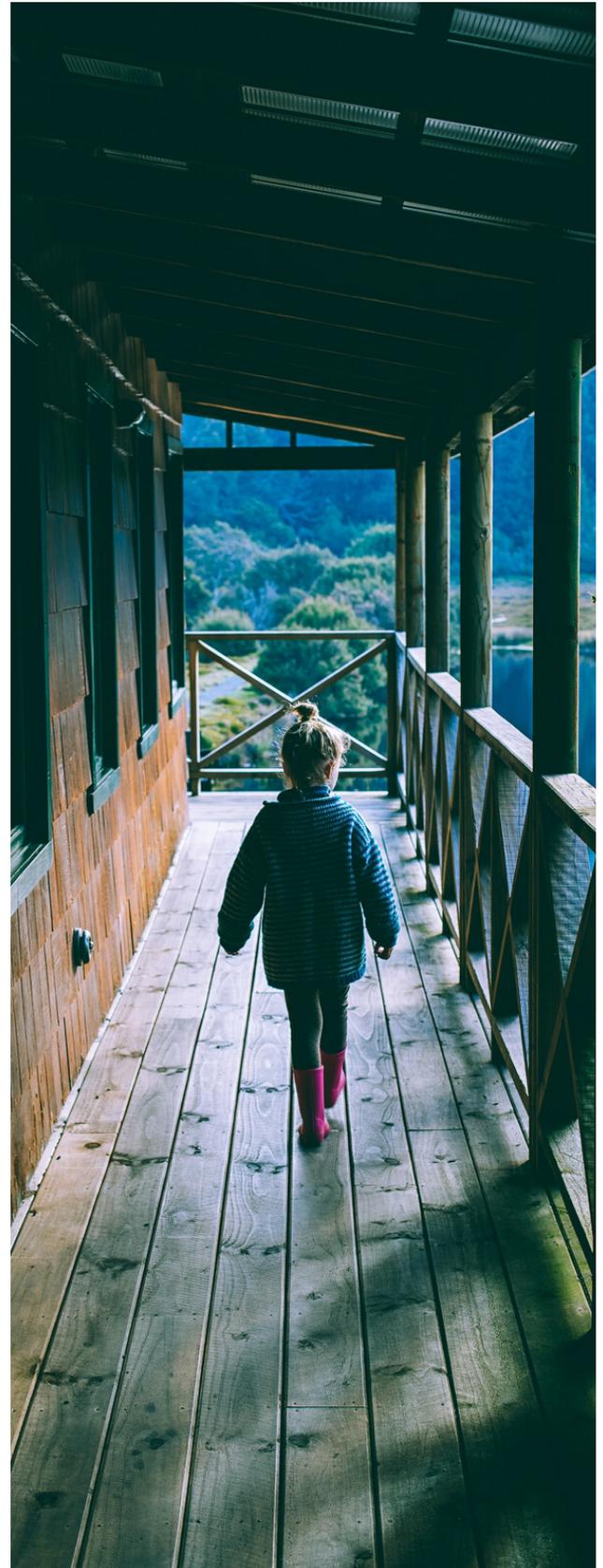
We offer expertise and a variety of services to transform houses, camps, cottages, condos & cabins into modern, relaxing, cozy getaways that you and your guests will love.

## How We Work

We work with home owners, investors, property managers, and boutique lodging businesses to design, renovate, furnish, decorate, and market vacation properties.

We specialize in working with investment properties and 2nd homes -- bringing a marketing and business perspective to ensure your property will stand out in the sea of other online listings, appeal to more people, increase bookings, & deliver 5-star guest experiences.

Everything we do is driven by a thoughtful strategy based on your local area, your property's strengths, and your income goals. There's almost no project 'too small'. From photography to full renovations -- we'll get creative on any budget!

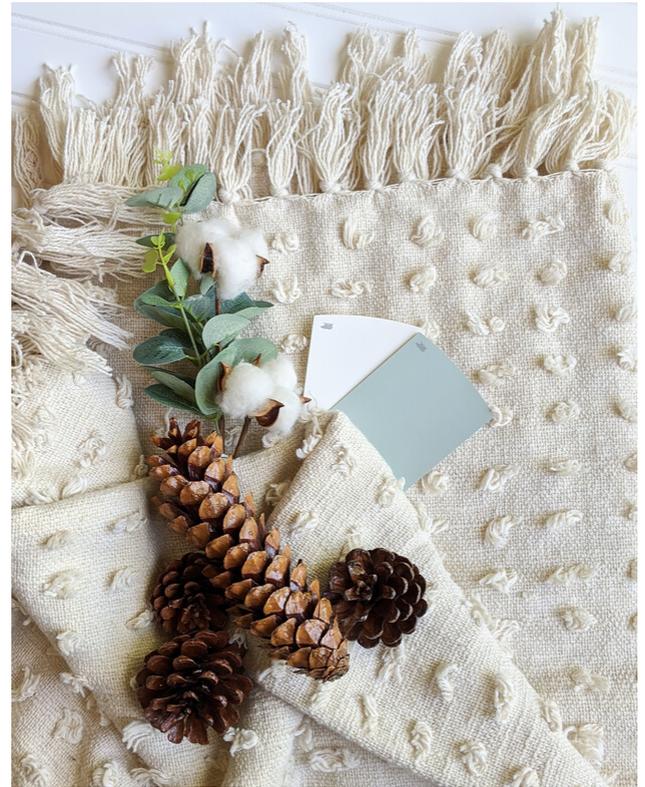




## Our Style

We love creating relaxed, low-key homes inspired by your local area and natural surroundings; ranging from rustic cabins, to modern mountain lodges, to vintage lake houses, to bright, airy beach cottages.

We like using natural elements, real wood, color, and soft textures to create comfortable, cozy, "real" spaces where you can kick your feet up in and not feel like you're going to ruin anything. We typically use a mix of new furnishings & decor, as well as vintage/antique finds and locally-made handcrafted items to give you a modern vacation home with it's own unique character.



## What You'll Get When You Hire Us

More than just individual services; we bring an entrepreneurial spirit that'll match your own, as well as action-oriented project leadership. We'll guide the way on making smart improvements that'll have guests saying "wow!" -- so everything we do will pay for itself through increased rental income.

Work with us to tap into creativity & passion, visual design & marketing expertise, project management, attention to detail, and experience investing in and setting up profitable vacation rentals.



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# Rental Consulting

For properties that aren't getting consistently booked, or when you're not satisfied with the nightly rate and/or guest reviews you're getting.



With the market saturated with vacation rental listings, it's easy to get lost in the crowd. Many hosts list their properties "as-is" and often aren't offering the ambiance, features, or amenities that guests are searching for.

Most vacation rental listings that are viewed online will get X'd out -- not because of their location or # of bedrooms -- but because they're lacking the vibe, furnishings, or amenities that people are searching for in their getaways these days.

We're located in the NH Lakes Region; ideal for working with vacation homes across ME, NH & VT

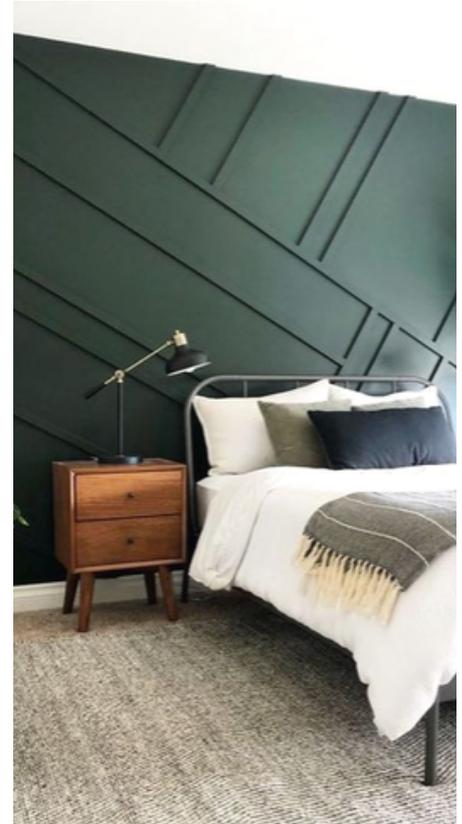
## Vacation Rental Consult Packages

### Gain a fresh perspective from a detail-oriented traveler.

We'll be your business strategist and "guest experience" consultant; helping you understand the true guest experience from a 'critical eye' and coming up with a simple plan, on a budget that makes sense, to achieve your rental income targets.

#### Includes:

- A detailed assessment of your property and online listing with written report
- An overall strategy to increase appeal of the property and stand out in the local market
- Room-by-room recommendations, with a "mood board" showing inspiration, styles, and some specific products



#### Guest experience perspective: \_\_\_\_\_ \$750\*

We'll spend 1 night in your rental property, so that we can get the full guest perspective. This allows us to observe what it's like getting to, arriving at, and settling into the home. It also allows us to notice details like what's in the cupboards, quirks with the thermostat, squeaky furniture, and amenities that might be missing.

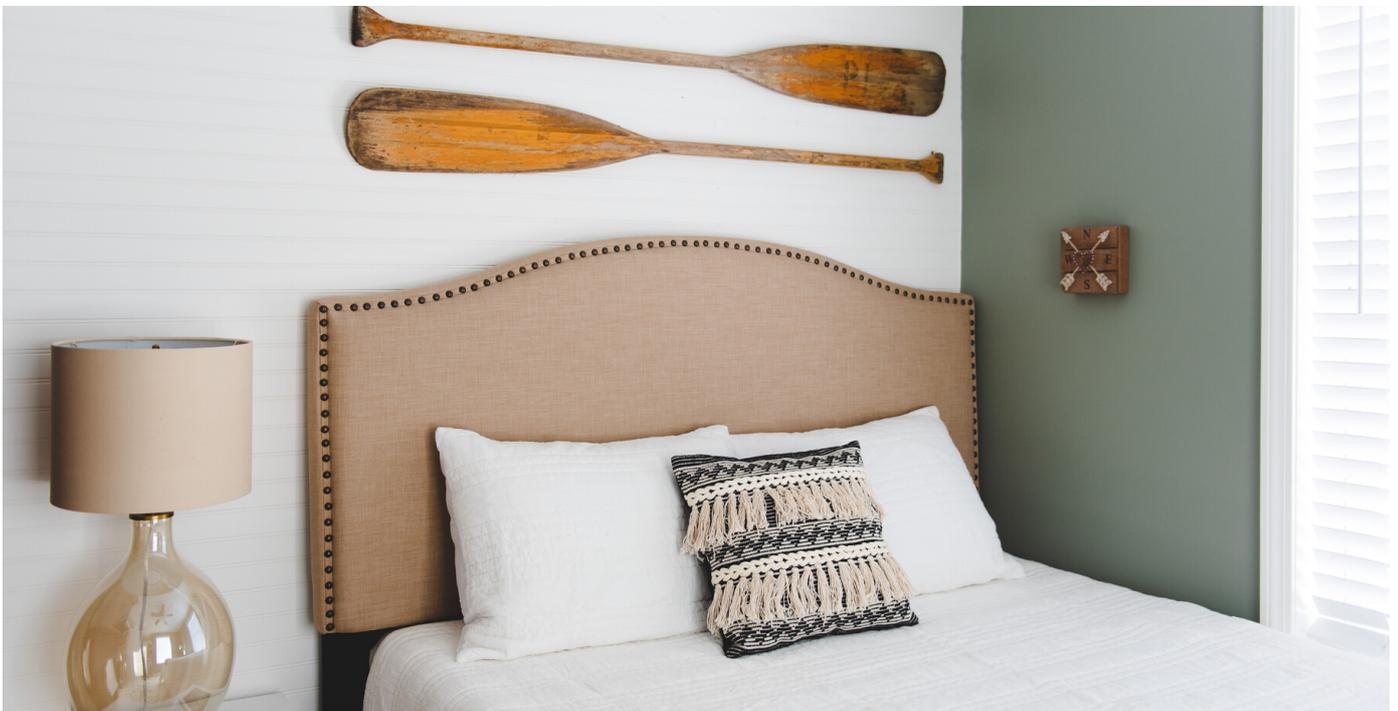
#### Online listing perspective: \_\_\_\_\_ \$550

We'll conduct our analysis from 'a far' based on your online listing, photos you send us, and phone conversations together. This will give you a good general idea of what guests are "seeing" and why they might not be booking, based on your online listing.

\*Flat rate for properties within 60 miles of Wolfeboro, NH. Additional miles charged at IRS rate \$0.58/mile.

# Rental Optimization & Marketing

Transform an existing vacation home into a profitable short-term vacation rental -- or take your existing rental to the next level.



Whether you'd like help getting your listing set up in the first place, or you're ready to level-up your rental business -- we're here to help.

With all the finishing touches in place, you'll be creating excellent guest experiences, increasing bookings, and making it so that happy guests will want to return again-and-again.

Help happy guests remember your place next year, and help new renters discover it.

## Online Listing Set-Up

Stand out in the sea of other rentals, and get booked.

### Includes:

- Staging + professional photography
- Well-written marketing description for your property
- Online listing set-up on Airbnb and VRBO

\$650\*



## Guest Welcome Kit

Professionally designed, printed & finished.

### Includes:

- A binder with a welcome note, local area guide, detailed home instructions + check-out instructions - all in sheet protectors and a 3-ring binder
- 2 framed WiFi info prints

*Full service (we'll do a home visit, local area research, and write everything for you)*

\$500\*

*Design-only (you provide/write the content; we'll do the rest)*

\$300

### WELCOME!

#### A LITTLE BIT ABOUT THE NEW HAMPSHIRE GETAWAY

I bought this house in June 2019 with the vision of renovating it and turning it into a cozy vacation rental. I chose it because it was affordable and such an underrated location! I love that it's off the beaten path, yet so close to Wolfeboro and the lake.

I've also made it my home; living here while renovating it and it's been such a fun experience getting to live up here, feeling like I'm waking up everyday in a treetop getaway! The house was built in 2004 and the original owners didn't keep it up very well. I deep cleaned, painted every inch of the place, and update the flooring -- as well as fixed maintenance issues. I also built the mudroom in the basement and the firepit area outside, and had landscapers build the new walkway and retaining wall.

#### THE NEIGHBORHOOD & LOCAL AREA

We are in Coppel Crown Village District, which is a part of New Durham. Up through the 1970's, Coppel Crown was a ski mountain! Most residents here are full-time, but for some these are vacation homes.

You can probably see which homes were original mountainside chalets, and if you drive up to the very top of the road, you'll be able to see the ski lift and the incredible views of Lake Winnepesaukee!



\*Flat rate for properties within 60 miles of Wolfeboro, NH. Additional miles charged at IRS rate \$0.58/mile.

## Branding

Help guests remember your place.

### Name + Logo

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\$175

### Custom Guest Gifts

100 4x4 round stickers	<hr/>	\$150
100 4x4 round magnets	<hr/>	\$200
125 can koozies	<hr/>	\$275
175 floating keychains	<hr/>	\$350



## Email Marketing

Don't let happy guests forget about booking again next year.

### Initial Set-Up

- Email marketing system set-up
- Creation of 4 seasonal email templates
- Guidance on collecting guest emails + seasonal email sends

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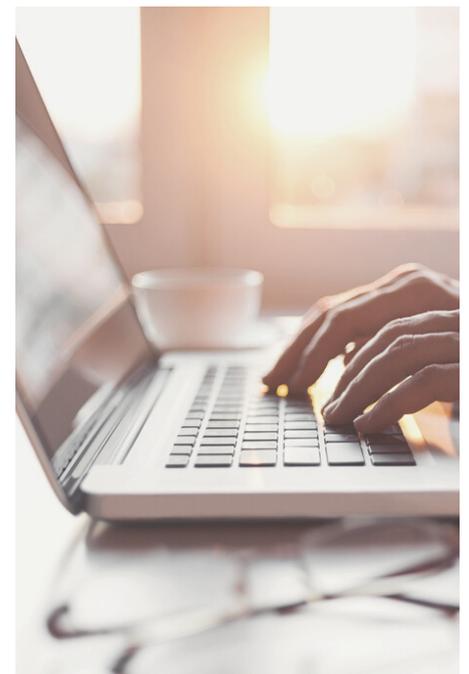
\$350

### Full-Service Management

- We'll keep your contact list updated and send 4 seasonal emails on your behalf

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\$550/yr



## Seasonal Decorating & Photography

Show off your property's appeal, all year-round.

### Year 1 - includes:

- 3 visits; Spring/Summer (March), Fall (August), and Winter (November)
- Shopping for (and cost of) new seasonal decor
- Decorating service for your main living areas & front entryway
- Updated professional photography for each season

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\$3,800\*

### Annual Service - includes:

- With the seasonal decor you already own, we'll change over from one season to the next (3 times), and update your online listing with that season's photos.

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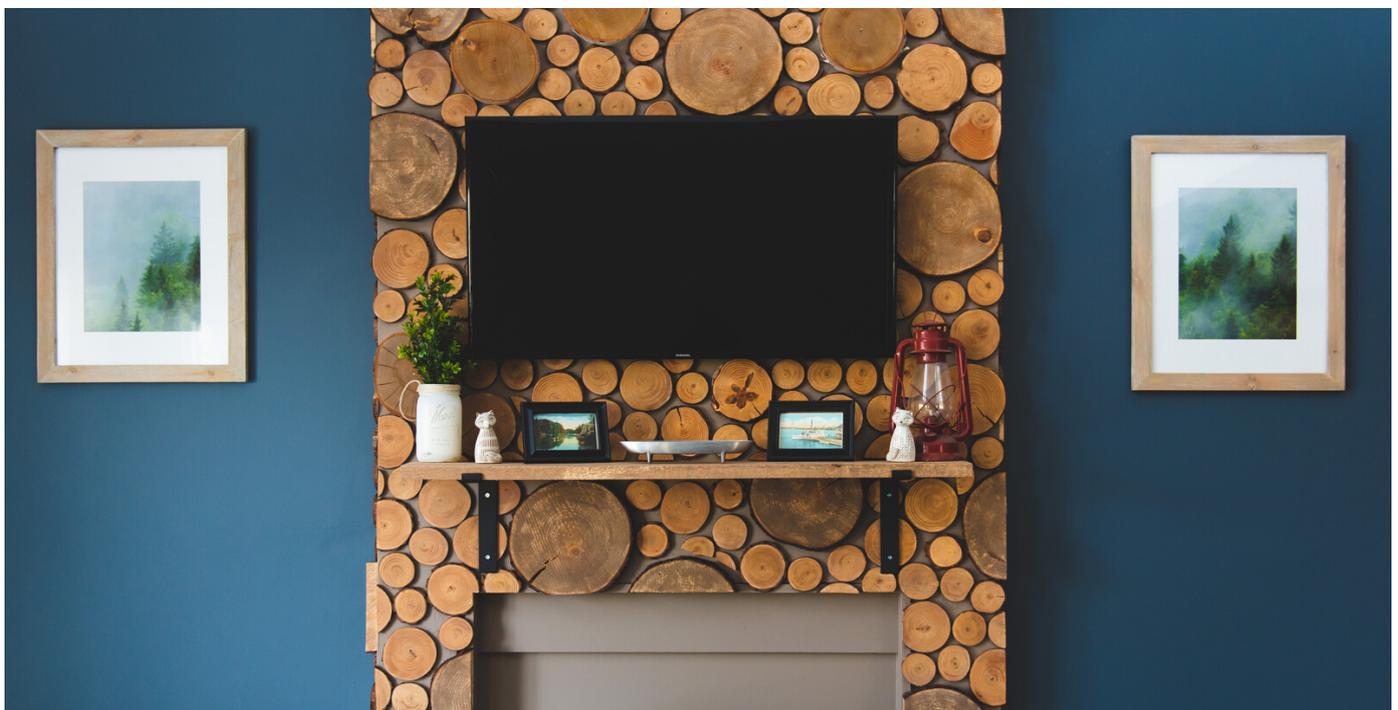
\$1,300/yr\*



\*Flat rate for properties within 60 miles of Wolfeboro, NH. Additional miles charged at IRS rate \$0.58/mile.

# Interior Decorating & Design

Increase the appeal of a vacation rental with refreshed furnishings & decor -- or upgrade the property completely with renovations.



Working within your budget, there are a variety of ways we can transform rooms and entire properties into eye-catching, cozy-looking spaces that you and your guests will love. With durable, affordable products that'll look great and withstand renters, plus vintage & local decor to add tons of character -- we'll create adorable spaces with that perfect modern 'getaway vibe'.

Renovations & decorating are also a tax-deductible business write-off, and will increase your property value -- and your cash flow.

Don't get X'd out!  
Create a 5-star guest experience with beautiful, functional spaces that stand out from the crowd.

## Budget-friendly "Spruce Ups"

### Small updates that make a big difference.

For existing, furnished homes -- our "redesign" approach is ideal for updating and improving your entire space, as efficiently as possible. Working with the furnishings & decor you already have, we'll depersonalize, optimize the layout, and focus on improving areas that need attention; only making limited new purchases as need.

Our "spruce ups" are completely flexible; free phone consultations and custom quotes will be provided, depending on how much or little your property needs & what your budget is for improvements.

#### Projects *may* include:

- Professional deep cleaning
- Cosmetic updates such as window blinds, light fixtures, painting, & new fixtures/hardware
- Rearranging existing furniture & decor, or adding new
- Updates to soft-goods/home decor such as curtains, bedding, rugs, throw pillows, linens, towels, etc...
- Replacing furniture, only if it's a detractor

#### 1-Day Redesign + New Photography

starting at \$1,600\*

#### 2-Day Redesign + New Photography

starting at \$2,800\*



\*Whole-house pricing for our services. Does not include the cost of new purchases, which will be tailored based on your budget and our recommendations. Flat rate for properties within 60 miles of Wolfeboro, NH. Additional miles charged at IRS rate \$0.58/mile.

# Interior Decorating Refresh

\$8,100-\$13,800\*

## Time to get rid of that brass bed frame...

When you don't want to (or need to) invest in renovations -- let us work our magic with furnishings & home decor! Ideal for properties in great shape that have begun to feel a bit outdated, or when you're just looking for a new, 'put-together' look. Baseline package pricing is for a 1BR/1BR property.

### Includes:

- Complete furnishing + decorating for all rooms
- Whole-house rental outfitting (new dishes, linens, etc...)
- Staging + professional photography

### Additional rooms + options:

- Additional bedroom ————— \$1,975-\$3,150
- Additional bathroom ————— \$475-\$700
- Office, porch, or den ————— \$1,385-\$2,365

### Single Room Package:

For 1-room cabins, studio apartments, or motel rooms.

————— \$4,700-\$6,625



\*Includes 1BR, 1BA, kitchen, dining room, living room, and entryway area. Price range reflects differences in property strategy/rental income targets. Flat rate for properties within 60 miles of Wolfeboro, NH. Additional miles charged at IRS rate \$0.58/mile.

## Entire Home Makeover

\$15,500-\$20,650\*

### Our whole-house interior cosmetic overhaul.

The essentials for modernizing an outdated, tired, or lackluster property, quickly + efficiently. Reinvest to improve property value, and see a big increase in rental bookings and profitability. Baseline package pricing is for a 1BR/1BR property, and includes full interior painting.

#### Includes:

- Professional deep cleaning
- Wall patching + prep
- Painting all walls, ceilings, doors + trim
- New smoke detectors
- New overhead light fixtures
- New sink faucets
- New (white) electrical outlets, switches + plate covers
- New interior door hardware
- Replacing all window blinds/curtain rods
- Complete furnishing + decorating for all rooms
- Whole-house rental outfitting (new dishes, linens, etc...)
- Staging + professional photography

#### Additional rooms + options:

- Additional bedroom ————— \$3,175-\$4,350
- Additional bathroom ————— \$1,875-\$2,125
- Office, porch, or den ————— \$2,575-\$3,550



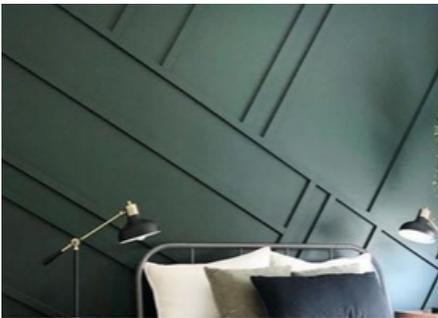
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# Accent Walls

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## A fun way to add instant character to any room.

Pricing will vary based on square footage and any special challenges that your space presents, but we can easily provide custom quotes!



### TEXTURED MONOTONE

3D design using wood molding; installed and painted.



### RUSTIC BARNWOOD

Rustic-look barnwood boards installed vertically, horizontally, or in a pattern.



### PHOTO MURAL

Photo mural of your choice printed + installed.



### SHIPLAP ACCENT WALL

Vertical or horizontal shiplap installed and painted/stained. Can also be done as a 1/2 wall.



### BEADBOARD 1/2 WALL

Beadboard 1/2 wall installed and painted, ideal for a bathroom or other small area.



### TILE BACKSPLASH

Tile design and installed for a kitchen backsplash, or bathroom accent wall.

Contact us for a custom quote for your space.

# Interior Design for Vacation Home 'Flips'

## Creativity with a cash-flow mindset.

When your vacation property needs a full renovation, we'll work with you to create a design plan that looks amazing and makes the most of your square footage -- centered around your budget and rental income targets.

### Includes:

- An initial meeting with you at your property to understand your goals, preferences, and budget
- Market research to understand the local area vibe + aesthetics, and competitive landscape
- An overall design strategy & room-by-room 'vision board' including layout optimization and floor plans
- Shopping for and selection of paint colors, materials, appliances, fixtures, etc... delivering you a full plan & list
- Unlimited email/phone communication with us throughout your renovation project



### Fast-track option:

Our most efficient package for investment property flips; remove the guesswork, and save time + money by having us create a design plan, shop for, and select all materials and colors for you -- working directly with your contractor to streamline the process.

**\$3,275\***

### Personalized option:

For those who want a design customized to your personal style & preferences -- we'll take a slower approach and work with you on a design plan, then shop for materials and colors with you; ensuring your approval at every step of the way.

**\$4,175\***

\*Flat rate for properties within 60 miles of Wolfeboro, NH. Additional miles charged at IRS rate \$0.58/mile.

# Room-by-Room Furnishing & Decorating

## A-la-carte interior decorating, for each room.

When you've just got a couple rooms that are really bugging you, or if you want to start small, we offer individual room packages. As with all our projects, we take inspiration from the natural surroundings of your area, and we'll furnish & decorate your room with durable, affordable furniture and home decor that'll look great, and that you'll feel comfortable sharing with guests.

### Bedrooms

- Bed frame & mattress
- Bedding & pillows
- Nightstands & lamps
- Accent furniture & area rug
- Wall decor, curtains, & accents

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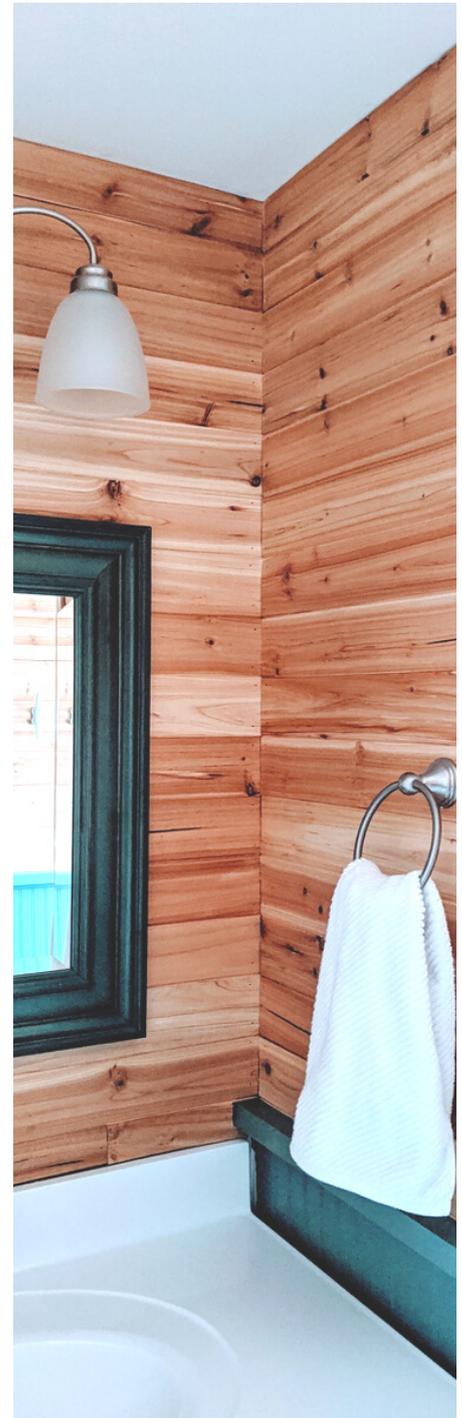
**\$2,275-\$3,450\***

### Bathrooms

- Vanity mirror
- Towel bar, TP holder & hooks
- Bath rugs
- Shower rod & curtain
- Wall decor & accents

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**\$625-\$850\***



\*Price range reflects difference in investing strategy & income targets. All prices include our services & budgeted products. Flat rate for properties within 60 miles of Wolfeboro, NH. Additional miles charged at IRS rate \$0.58/mile.

## Living Room

- Seating
- TV stand & TV
- Accent tables & lamps
- Area rug
- Curtains
- Wall decor & accents

————— \$2,675-\$4,500\*

## Dining Room

- Table & chairs
- Sideboard
- Table linens
- Curtains
- Wall decor & accents

————— \$1,675-\$2,300\*

## Kitchen

- Curtain
- Wall decor
- Decorative accents

————— \$275-\$375\*

## Entryway

- Bench or console table
- Coat hooks & boot tray
- Decorative accents

————— \$675-\$950\*



\*Price range reflects difference in investing strategy & income targets. All prices include our services & budgeted products. Flat rate for properties within 60 miles of Wolfeboro, NH. Additional miles charged at IRS rate \$0.58/mile.

# Frequently Asked Questions

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## What's your service area?

Getaway Vacation Properties is based out of the NH Lakes Region, making us ideally positioned for vacation rental projects across northern New England. Our pricing in this guide is based on a radius of 60 miles from Wolfeboro, NH -- however we gladly travel to any property in New England, only charging additionally for mileage.

Want to fly us to a destination further away? Happy to chat about what you have in mind!

## How do projects typically work?

Hilary Lane, owner of Getaway Vacation Properties, will always be overseeing your project. She works with sub-contractors on certain types of projects, but as the chief strategist, designer, & project manager -- she'll always be who you communicate with directly. For any services you hire us for, we take responsibility for the finished quality of work and will ensure your complete satisfaction.

We like to focus and complete projects quickly and efficiently, so we don't overload our schedule -- which means when you work with us, you'll have our full attention.

You'll find all our services are designed to be very efficient -- we'll never rush, but with advance planning and preparation, we can often be "in and out" in as little as a day or two, or perhaps 1-2 weeks for whole-house overhauls, depending on the scope. We'll always work with you on timelines that work around your rental schedule.



## **How are you able to offer set pricing? Won't every home be different?**

We know in the home services industry, it's rare to see published pricing. However since we approach vacation home design from a "investment mindset", we're able to base our packages and pricing on what we recommend -- removing a certain degree of 'personal preferences' and instead viewing properties from the pure rental business perspective; helping guide your budget to spend smartly.

With experience renovating, furnishing, decorating and outfitting rental properties, we have a wealth of "go-to" products & furnishings, as well as local stores, artists and craftspeople that we've vetted -- so we know what things "should" cost.

When you discuss project specifics with us, we'll determine if there's any reason why your property won't work within our recommended pricing structure.

Our pricing listed in this guide is based on our recommended services and most common packages. If you'd like an estimate on something not described in this pricing guide, we're happy to provide a custom quote that better fits your needs.

## **What payment options do you offer?**

For any project under \$1,000 we require full payment upfront. Credit cards, checks, and cash are accepted.

For all other larger projects, we require 50% payment upfront along with the signed contract, so that we can appropriately plan and schedule your project. The remaining 50% will be invoiced upon project completion, and is due within 15-days of invoice.

For our ongoing/annual services we invoice throughout the year, at intervals that match the services provided. For example, our email marketing service would be invoiced 4x per year. Our seasonal decorating package would be invoiced 3x per year.



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# Contact Us



(603) 325-4838



Hilary@GetawayVacationProperties.com



Getaway Vacation Properties



getaway.homedesign

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