



Landlord On-Boarding Process

WEEK 2

Owner Dashboard

1. **Comprehensive Insight:** Our **Dashboard** gives a complete view of property performance, including revenue, expenses, occupancy rates, and average daily rates.
2. **Interactive & Intuitive Interface:** Landlords can easily navigate, access detailed breakdowns, and export data for one or many properties.
3. **Granular Analysis:** Landlords can explore specific periods or reservation data for deeper insights into rental trends and performance.
4. **For more details on Dashboard features and functionality, please refer to the [User Guide PDF](#) (at the bottom of our Ts&Cs page) and [Tutorial Video](#).**

Pricing

1. **Market-Driven Pricing:** We use real-time dynamic pricing strategies to keep landlords competitive and maximise rental income.
2. **Data-Driven Approach:** We use market data to optimize rental rates based on factors like demand, seasonality, and local events.
3. **Platform Integration:** We integrate with top dynamic pricing software providers including Pricelabs, Beyond Pricing, and Airdna, enabling landlords to benefit from tailored pricing strategies.
4. **For more on dynamic pricing and top software options, refer to our blog on [Understanding Dynamic Pricing](#) and [Top 5 Dynamic Pricing Software](#).**

OTAs (Online Travel Agencies)

1. **Strategic Listing Optimization:** We use tailored strategies on OTAs to enhance visibility and competitiveness, ensuring our properties stand out to potential guests.
2. **Keyword Optimization:** We use relevant keywords in property descriptions, titles, and tags to improve search result prominence.
3. **Dynamic Pricing Adjustments:** We adjust pricing based on demand, seasonal trends, and competitor rates to attract guests and maximize revenue potential.
4. **Continuous Performance Monitoring:** We monitor listing performance and analyse metrics to fine-tune our strategies and stay ahead of the competition. Please see our OTA tips and tricks [here](#)

Smart Locks

1. **Security Enhancement:** Smart locks provide advanced security and convenience for holiday homes, including biometrics and remote access.
2. **SIRA Requirement:** As per Dubai laws, SIRA-approved smart locks are mandatory in holiday homes to meet safety and security standards set by these [regulations](#).
3. **Installation Support:** We assist landlords in installing compliant smart locks, ensuring adherence to SIRA regulations and providing peace of mind regarding property safety. Please see SIRA-approved locks [here](#)
4. **For more on this and SIRA compliance for holiday home rentals, refer to our blog on [smart locks](#).**

