

Rental Programme

The Imagine Villas Rental Programme is a service exclusively for Imagine Villas' clients. This proactive service provides rental clients with a UK



local rate phone number which is directed to our dedicated call centre. Our professional and highly trained staff provide a fast response to all enquiries, follow up calls, assist with flights,

car hire, tee times and restaurants, with the sole aim of achieving rentals for our clients.

Our sophisticated web site is promoted widely through a range of marketing activities, including:

- Pay-per-click campaigns (PPC) on the Web
- Traditional and focussed advertising
- Links on rental portal sites
- Through our joint venture partnerships
- Directly, to our existing contacts
- Imagine inspection trips
- And much, much more



The Imagine Villas Rental Programme focuses on four key areas:

- Imagine Holidays – Direct
- Imagine Holidays – Indirect
- Client Rentals
- Inspection Trips

Imagine Holidays - Direct

We employ a vast range of Marketing activity to maximise the volume of leads coming into our call centre.

We have developed pay-per-click campaigns that generically focus on holiday rentals in Spain and specifically focus on the resorts where our clients' properties are located. We use **Google**, **MSN** and **Yahoo**.



We advertise in national newspapers, Sunday newspapers, Spanish focussed magazines and sports magazines. These adverts are supported by PR and press releases.

We place links to our properties on specific rental portal sites, including **Holiday Rentals**, **Owners Direct** and **Property Index**.

We use our database of sales contacts to generate interest in renting. Concepts such as a 'try before you buy' or 'sample the Murcia region before making a choice' are used.



... generating rentals

Imagine Holidays - Indirect

Imagine Villas has strategic relationships with several joint venture partners who have specific industry expertise. Each of these Joint ventures has a huge database of potential rental clients.

- Imagine Nu-life — focuses on the Police Federation in the UK and Ireland
- Imagine Options — focuses on the IFA market
- Imagine Villas (Ireland) — focuses on clients in Ireland and Northern Ireland
- Imagine Villas (Holland) — focuses on clients in Holland, Belgium and Luxemburg
- Imagine Golf — focuses on the golfers and golf professionals
- Imagine the Masters — focus on golf coaching for ladies and young golfers

All these sites will have links on them pointing the browsing client to the Imagine Holidays' rental site. In addition, focussed advertising, mail-shots, special offers, etc are created to promote rentals into our clients' properties.

Clients' Rentals

We create an individual web site for each of our clients, which includes:

- Home Page
- Overview of the Region
- Overview of the Resort
- Details of the property, with several pictures
- Details of how to book

This web site is then supported by a range of Marketing Material for our clients to use as they see fit. This includes:

- Brochure on their own property
- Business cards with a link to their web site
- Posters and flyers
- Other client specific marketing material

Inspection Visits

Imagine Villas offers clients who are looking at purchasing property, Inspection Trips. These are normally 3 or 4 days long.



We place these potential buyers in our clients' properties, rather than hotels, thereby generating extra income for you.

Summary

Our professional approach with dedicated call centre, fast response to enquiries and cheap rate UK phone number, combined with the wide range of marketing activities that we have organised, forms a process that generates lots of rentals for our clients.

We estimate that clients will achieve 20 weeks rental each year, and all for a small annual subscription.

A screenshot of the Imagine Holidays website. The top navigation bar includes Home, Destinations, Late offers, Information, Property Sales, Imagine Group, and Contact Us. The main content area shows a search filter for 'Costa Calida, (Murcia area)' and 'La Manga Club'. Below the search filter, there are two columns: one with a photo of a property and another with text describing the property: 'Property 1001 - La Manga Club, 2 beds, Bellaluz - Los Belones'. The text describes a ground floor apartment with a terrace, kitchen, and swimming pool. A 'Property Details' table shows 'Property Type: Apartment' and 'Bedrooms: 2 (4 Sleeps)'. There is also a 'Questions? Click here for Live Assistance' button.

Contact Us

For further information or to request a quote, contact Kathleen:

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