

Universal Vacations – Helping owners earn revenue from their property investments.

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July 31, 2009 - [PRLog](#) -- In these tough economic times, imagine "finding" an extra \$30,000 a year. For those who own a second home, that's a very real possibility--when they put that property to work as a vacation rental. A great deal depends on the property's location, the length of the rental season, and the effort put into marketing. Some owners make as much as \$150,000. Some make as little as a few thousand dollars. Whatever the exact figure, the point is that many people are missing out on a substantial source of extra income if they own a second home that sits idle most of the year.

What to do? There are always a lot of companies hunting down business in the property vacation rental market so picking the right one for you is essential. Gary Young of Universal Vacation's is one such company which operates to manage and rent second family homes on the Gulf Coast of Florida.

"This deep recession has actually boosted demand for vacation rentals in many markets," Gary Young added. "People don't want to give up their family vacation, and you just can't beat what a Vacation Rental offers for the same or even less than you'd pay at a hotel. Just having a full kitchen is worth hundreds of dollars in savings on restaurant meals." Gary Continued " To further boost business Universal attends a numbers of trade shows throughout the year as a partner with our Visitor & Conventions tourist board and through the relationships developed by the County over many years we have been able to make further inroads into the Tour Operator and The Wholesale travel market, we have been working alongside the industry leaders for many years, surprisingly enough in this recession business is up on previous years"

Unlike other companies Universal Vacations increased their marketing budget to attract more guests to the Gulfcoast of Florida – Gary added " A recession is bad, but if handled correctly, it will make the strong, focused companies come out of the down-turn a lot stronger and more professional for the future. We have not made any cutbacks, in fact the opposite, we have listened to what consumers want from their vacation experience, and where possible implemented these very ideas into our product, not only can our guest see photographs of the property prior to arrival, they can view a short 2-3 minute video tour of the home, they can even get a street view from our link on Google earth our guests can get a real feel of the property from thousands of miles away all prior to the trip – through on line review systems like "Trip Advisor and FlipKey" potential guests can read reviews of the properties from previous guests, we really have invested heavily in the vacation home industry to bring our homeowners a return on investment"

As you can imagine if you have a company such as Universal Vacations managing your property it will in fact be appearing on the websites and travel magazines of some of the largest travel companies in the world which will all add up to more vacation rentals weeks for your property and extra \$'sss at the end of the year.

The money's there for owners of second homes, just waiting to be found and anyone trying to rebuild a ravaged investment portfolio and get back on track with retirement plans should consider the vacation-rental option purchase which Universal can facilitate through it's real estate arm.

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Universal Vacations are a full service rental and management company serving both the Gulfcoast and the Atlantic Coast of Florida - With offices in Sarasota/Bradenton - Fort Myers - Cape Coral and Miami

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