



Property Management Glossary

- Cashflow: incoming vs outgoing monies, usually on a monthly basis.
- Long-term rental: over 365 days per rental.
- Medium-term rental: from 31 to 364 days per rental.
- Platform: shorthand for the website on which you list your property, e.g. AirBnB, Zoopla, etc
- Property Management Software: software, usually web-based, that offers tools and workflows to manage the typical operational tasks of managing multiple properties: cleaning, maintenance, etc.
- Revenue Management System: software which automatically suggests a competitive rental price for each property based on their proprietary algorithm, aiming to maximise your occupancy and revenue on each platform.
- ROI - Return On Investment: what you get back for putting your money in
- Short-term rental: from 0 to 30 days per rental.
- SEO - Search Engine Optimisation: creating content on your site that allows you to be found by people searching on Google, ie as a source of leads for landlords
- SEM - Search Engine Marketing: paid advertising on search engines, pay-per-click and the like