

# VERACCOM



**Verified Holiday Accommodation**

A Symbol of **Trust** Guests Have  
Been Waiting For

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

# Who We Are

Veracomm is a leading organisation that specialises in advertising verified holiday accommodation. We do this through our website platform and multi-channel marketing strategies.

We set the company up with clear principles in mind, to become the go to website where prospective guests will go when searching for verified holiday accommodation. Our aim is to combat the rising number of fake property listings that appear on other company's websites. We will do this by highlighting and celebrating those legitimate property listings that have been verified. More importantly, booking guests will be protected from becoming victims of scams and booking fraud. When consumers see the Veracomm trust badge on any booking website property listing, they will be able to click the badge or link to make sure we have the property registered.

We firmly believe as holiday home owners, we have a much larger social responsibility now than ever before. Improving security measures where ever we can and to protect our guests from the rising levels of booking fraud is a must! Becoming a Veracomm member will indeed remove those barriers guests face when deciding which property to book. The choice of booking your place or one next door that's verified, well it's a no brainer really. After all, which would you choose!

As a young company our ambitions to make change are big. The time is right to introduce new approaches that will benefit guests when they search for their perfect verified holiday accommodation. The upside, members benefit two, with increased exposure, inquiries and bookings.

As holiday home owners, we know guests are now demanding to see an element of verification, a recognisable independent stamp of approval on the accommodation we all offer. We know we are not alone in this thinking, having spoken to many owners who feel exactly like we do. More importantly, it won't come as a surprise when we tell you that results from a recent survey, indicated, the majority of people said they would choose \*verified holiday accommodation over unverified.

## How it Works

To be become verified, we carry out multiple checks in various forms before a Veracomm membership is awarded. Our screening process is not limited to just a personal identity check, or viewing a utility invoice, as is the standards of checking placed by some other property listing websites. Our verification checks are broad and extensive.



**Extensive Background  
Check**



**Property Visits**



**Interview Process**



**Quality & Trust  
Guarenteed**

On completion of the verification process, all members will have their property listed on the Veracomm website and will have access to their uniquely dynamic Veracomm trust badge. The trust badge is unique to the members property and can be used on all websites where the members property is listed. This will show prospective guests you are indeed verified .

# Why Become a Member

Holiday booking guests are demanding much higher levels of scrutiny and security when they book their holidays.

“Who owns the accommodation?  
Are the owners who they say they are? Or are they fakes, scams or frauds?  
Will the property actually be there when we arrive at our destination?”

These are questions that go through the minds of people who book holiday accommodation and stay with them till they get to their destination. It's no wonder we have these concerns, fraud in the UK increased!



UK Fraud Increased by 425% in 2016



Holiday booking fraud cost the UK public £7.2 million in 2016.

There are so many fake holiday home listings being removed from genuine websites on a continuous basis and this is still viewed as a relatively small proportion, because, so many cases go unreported. Let's face it, your guests don't know who you are from your holiday listing, they don't know if you are genuine, honest, trustworthy or if you even exist. Veracom membership can change those perceptions and potential guests will take notice of your property.

Veracom membership allows you to use the “Veracom Trust Badge” on all advertising. This will carry a great deal of importance when your potential guests are deciding which property to book. Being a member sends a strong message that you are not a fake, a scam or a fraud and that your identification and the legitimacy of your rental property has been fully verified.

Becoming a Veracom member will quite literally open doors of potential opportunity from new guests. The members “Feature and Benefits” package allows you to take advantage of numerous options available, to achieve an enhanced return on your property investment and your membership fee's.

We will be running multiple marketing campaigns to raise awareness of the Veracom brand, the Trust Badge and to ensure that potential guests only book a Veracom trusted property in the future!



# A Membership with Real Benefits

A Veracom 12 month membership provides multiple opportunities through its features and benefits package available to all members. A great deal of attention has been given to the features on offer to ensure they are a natural fit with getting the best value from your membership and to give you the best advantages to optimise the use of your holiday property.

Below are just some of the features and benefits available:



For full membership details and to join us on this exciting journey, please visit [veracom.com](http://veracom.com)

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