

I-PRAC Joins EHHA as Affiliate Member

Two professional brands coming together to protect the short term rental industry.



I-PRAC, the global verification platform for property owners and short-term rental agencies, has joined the European Holiday Home Association (EHHA) as an affiliate member.

With both organisations heavily invested in the growth of the short-term rental industry, the partnership between I-PRAC and EHHA will help raise awareness of rental fraud, a growing problem in Europe and worldwide, and an issue that is starting to impact consumer trust in the sector.

I-PRAC & EHHA



I-PRAC

Founded in 2014 by experienced short-term rental professionals Chris Maughan and Mary Tangale, I-PRAC helps professionals rental agencies and property owners distinguish themselves from fraudulent operators, protecting travellers worldwide from rental fraud.

Working closely with governments and using sophisticated technology, I-PRAC conducts a series of checks on agencies and property owners, including identity and bank account verification, proof of property ownership, and a thorough review of online property listings, photos and reviews.

Upon passing these checks, owners and agencies are formally approved as I-PRAC members, giving travellers the confidence to book accommodation with them directly. By registering their booking with an I-PRAC member through the I-PRAC website, travellers are 100% guaranteed against rental fraud.



EHHA

The European Holiday Home Association (EHHA) was established in 2013 to provide a voice to the short-term rental industry. Its members include online short-term rental platforms as well as national trade associations that represent professionally managed serviced apartments, property managers and property owners in Europe.

As a united voice for short-term rentals, EHHA actively works and calls for decision-makers across the EU to better understand the sector's specificities and impact, and to cooperate more proactively to ensure a balanced development of short-term rental services for the benefit of all stakeholders, i.e. hosts, travellers, industry and society at large.

EHHA is committed to working constructively with the EU and local authorities to ensure the introduction of short-term rental rules which are in accordance with the existing EU regulatory framework. The organisation also hosts the Holiday Home Awards, showcasing the quality and enormous diversity of the short-term holiday home rental industry.

I-PRAC PRESS RELEASE

Fighting Rental Fraud Together

The partnership between EHHA and I-PRAC is a unique opportunity to show the whole industry that measures are being taken to protect owners, agencies and guests from rental fraud.

An initial meeting between I-PRAC's Chris Maughan and Carlos Villaro Lassen, General Secretary of EHHA, revealed a mutual interest for making the industry stronger. I-PRAC's platform for tackling fraud goes hand in hand with EHHA's mission to raise standards across the industry and ensure the safety of its various stakeholders.

Commenting on the partnership, Carlos Villaro Lassen said:



Carlos Villaro Lassen
General Secretary of EHHA

"I-PRAC offers a unique tool that will undoubtedly raise trust in the short-term rental industry. It is fantastic to work with an organisation that is committed to creating a safe industry, and I look forward to presenting I-PRAC to politicians, property owners and travellers across Europe."

Chris Maughan, CEO and Founder of I-PRAC, added:

"As the mission of I-PRAC is to globally protect consumers from rental fraud and promote legitimate short-term rental operators, it was an easy decision to join a like-minded organisation such as EHHA. We look forward to working closely with Carlos and his team, as well as connecting with other members of the association to improve and safeguard the industry."



Chris Maughan
CEO & Founder of I-PRAC

I-PRAC PRESS RELEASE

Company Information



I-PRAC

For more information on I-PRAC and how it is protecting the short-term rental industry, please visit i-prac.com. The I-PRAC Media page is regularly updated with all the latest stories and insights on rental fraud.



EHHA

To enquire about EHHA membership or learn more about the organisation, visit ehha.eu or email info@ehha.eu.

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