

The MA4Y™ Criteria

How we select the apartments in the network, and how we verify that the Criteria are maintained.

MA4Y™ selects short-term rental apartments based on predefined selection criteria, made public through its own communication channels. MA4Y™ sets the standards the selected properties must meet and makes them recognizable to the guest as part of the MA4Y™ network.

MA4Y™ is not a booking platform and not a certification body: it selects properties based on its own MA4Y™ Criteria, without issuing certifications.

MA4Y™ is a selective network: the number of properties in each city is limited. That is why we publish the Criteria in full: anyone choosing an apartment in the network should be able to read what we asked of the home they are about to sleep in.

01 The MA4Y™ Selection Criteria

The MA4Y™ Criteria must be maintained over time. Failure to meet them may result in the property's removal from the MA4Y™ network, following the procedures set out by MA4Y™.

Reputation

Requirement	Entry and maintenance threshold
Overall rating	Airbnb 4.5/5 · Booking.com 9.0/10
Cleanliness	Airbnb 4.8/5 · Booking.com 9.0/10
Communication	Airbnb 4.8/5 · Booking.com Staff 9.0/10
Response time	within 24 hours in 90% of cases

Continuity

- At least 10 reviews in the last 12 months.
- For new listings, review at six months from entry into the network.
- No cancellations of confirmed bookings, except in duly documented cases of force majeure.

Home care

- Reset to hotel standards at every guest turnover.
- MA4Y™ amenities always complete, tidy and displayed as per the set-up.
- CIN active and verifiable, shown on the network's MA4Y™ identification plate in accordance with applicable regulations.
- Maintenance of details in accordance with the MA4Y™ Verification and Maintenance Protocol.

Safety

The requirements declared by the Host must be maintained continuously for the entire duration of participation in the network. MA4Y™, at times and with methods it determines, periodically verifies compliance with the MA4Y™ Criteria according to its own internal procedures; this activity does not replace or limit the Host's legal obligations regarding the property, its systems and their safety, nor does it constitute a certification of compliance.

- Working smoke and carbon monoxide detectors.
- In-date fire extinguisher and first-aid kit provided.
- Emergency instructions displayed in a visible location.

- Electrical and gas systems compliant with applicable regulations.

02 The MA4Y™ Verification and Maintenance Protocol

The Protocol is delivered to each property during set-up and remains posted in the operational areas. It gathers the details a guest notices and that can easily be missed, organized into four frequencies, each with its own checklist.

At every guest turnover: the quick check. Washing machine and dishwasher trays rinsed and dried; porthole seal dried and door left ajar; vacuum cleaner container emptied; vertical iron tank emptied; shower drain clear; toaster emptied of crumbs; dust removed from under sofas and beds and above cabinets.

Every month: the deep check. Dishwasher filter removed and washed; extractor hood filter cleaned; refrigerator seals checked; water filter jug cartridge replaced; mattress and pillow protectors washed; dust removed from above wardrobes.

Every three months: the swap-out. Toilet brush replaced (not cleaned); vacuum cleaner filter washed and dried; coffee machine descaled; mattress rotated; shower head spray and jets checked.

Every six to twelve months: the long maintenance. Tap aerators removed and descaled; curtains washed; extractor hood filter replaced.

03 How we verify

Verification is not an annual inspection: it is a continuous presence operating year-round on four fronts.

At every check-out: guest feedback. Every guest leaving a network apartment receives, via the Web App, WhatsApp or email, an evaluation covering specific aspects of the stay: cleanliness, amenities, correspondence between the property and the listing, and welcome. It is a tool based on our criteria, and it records one data point per stay. An average below 4.5/5 over ten consecutive responses triggers a report. The absence or malfunction of an amenity, as well as any report relating to a safety requirement, triggers the immediate opening of a report.

Ongoing: ratings and reviews. The Referente di Zona monitors ratings and reads the property's reviews on every platform where it is listed. A deviation from the thresholds set out in point 01 triggers a report without waiting for the next visit.

Ongoing: the listing. We periodically check that MA4Y™ photographs, captions and copy remain published as delivered on every channel where the property is listed.

On-site: Referente di Zona visits. Every property in the MA4Y™ network is visited periodically by the Referente di Zona, following MA4Y™ verification procedures. Each visit covers the condition of the amenities, application of the Protocol and safety requirements, using the same checklist applied during admission.

If the Criteria are not maintained

- **Report.** The Referente di Zona sets out in writing the deviation found and the actions needed to return to compliance.
- **Return-to-compliance period.** Thirty days, with a follow-up visit at the deadline.
- **Suspension.** The property is suspended from the MA4Y™ showcase and from visibility activities; the supply of amenities is stopped.
- **Termination of network membership.** Withdrawal of the network's MA4Y™ identification plate and of non-consumable amenities; removal of the brand from all channels.

A property that has left the network may reapply twelve months after its exit date.

MA4Y™ is a commercial brand and not a certification body. Apartments are selected based on its own criteria, published on myapartmentsforyou.com.