

The MA4Y™ Criteria

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

MA4Y™ selects short-term rental apartments based on predefined selection criteria, made public on its own communication channels. MA4Y™ sets the amenity standards for selected properties and makes them recognizable to guests 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's why we publish the Criteria in full: anyone choosing a network apartment should be able to read what we asked of the home they're 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.

Reputation

- A minimum of 190 booked nights per calendar year.
- Verifiable public reviews on Airbnb, Booking.com, the MA4Y™ website and/or social channels.

Continuity

- Host active on the market for at least 10 months.

Care of the home

- MA4Y™ amenities always complete, tidy and on display as set out in the setup.
- An active, verifiable CIN (National Identification Code), shown on the MA4Y™ network identification plate as required by applicable regulations.

Periodic checks by MA4Y on maintenance of the MA4Y™ Criteria.

02 The MA4Y™ Verification and Maintenance Protocol

The Protocol is the system MA4Y apartments use to verify and maintain each property over time. It includes checks at different frequencies, from guest turnover to periodic maintenance, to ensure cleanliness, functionality and attention to detail in every stay.

03 How we verify

At every check-out: guest feedback. Every guest leaving a network apartment receives, via the Web App, WhatsApp or email, a survey covering specific aspects of the stay: cleanliness, amenities, how well the property matches its listing, and hospitality.

On an ongoing basis: booked nights and reviews. The Area Referent tracks booked nights and reads the property's public reviews on every platform where it's listed.

On an ongoing basis: the listing. MA4Y periodically checks that MA4Y™ photos, captions and listing text are current and accurate.

Periodically: Area Referent visits. Every property in the MA4Y™ network is periodically visited by the Area Referent. Each visit covers the condition of the amenities and the application of the MA4Y Verification and Maintenance Protocol, using the same checklist applied at admission.

If the Criteria are not maintained

Where deviations from the required criteria occur, MA4Y activates a gradual procedure involving a notice, a period to come back into compliance and, if necessary, suspension or removal of the property from the network.