

About Us

Settled-In was founded by cousins Bobby and Mike Roufaeal—two New Jersey natives with a shared passion for hospitality, design, and turning properties into high-performing, guest-loved spaces.

Bobby's journey began over a decade ago when he hosted his first Airbnb guest in the NYC metro area. What started as a side hustle quickly transformed into a full-fledged career. With more than 5,000 guests hosted and a consistent 5-star track record, Bobby earned his stripes as one of Airbnb's original, hand-selected Superhosts in their national co-hosting pilot program. His reputation grew not just for his professionalism and attention to detail, but for his intuitive ability to create memorable guest experiences that drive bookings and maximize revenue.

Mike, bringing his own background in real estate, operations, and entrepreneurship, watched Bobby's growth with admiration—and a spark of inspiration. The two cousins began collaborating behind the scenes, combining Bobby's seasoned hosting expertise with Mike's sharp business instincts and logistical finesse. Together, they realized they could offer something different: a boutique property management experience that feels personal, intentional, and truly full-service.

At Settled-In, we don't just manage short-, mid-, and long-term rentals—we elevate them. Whether you're a hands-off investor or a homeowner dipping your toes into the rental market, we treat your property like our own. From expert guest communication to flawless cleanings, strategic pricing to white-glove maintenance, our mission is simple: deliver five-star stays that translate into five-star returns.

We love what we do because it's not just business—it's family. And when you work with us, you become part of that.