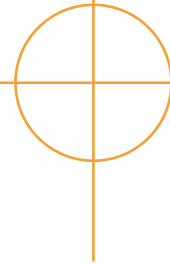


# FINDING THE RIGHT VACATION RENTAL MODEL FOR YOU

## IN WINTER PARK



### NO SERVICE

#### START YOUR OWN BUSINESS

These owners are on call 24/7, have time to spare, live close by and handle everything on their own.

RENT BY OWNER

### LOW SERVICE

#### REMOTE OPERATORS

Outsource property care, add-on fees for most services, no or little presence in Winter Park.

VIRTUAL MANAGER

## THE SERVICE SPECTRUM

### FULL SERVICE

#### LOCAL VACATION RENTAL MANAGERS

Focus is 100% vacation rental management, higher end properties and rates, luxury guest experience, and higher staff per property ratio.

LOCAL VACATION RENTAL ONLY MANAGERS

RESORT & HOA MANAGERS

### SOME SERVICE

#### LOCAL PROPERTY MANAGERS

Specialize in HOA property management in Winter Park, travel agent bookings, and large groups for lower nightly rates.

# WHICH LEVEL OF SERVICE IS RIGHT FOR YOU?

CIRCLE THE NUMBER BY THE ANSWERS THAT FIT YOU BEST

## What type of property do you own and how much do you want to use it?

- 1 I'll use half the year and rent occasionally.
- 2 My home is outside Winter Park/Fraser and I want to rent it as much as possible.
- 3 My home is in an older complex with some updates and amenities.
- 4 I've got a new or remodeled home in Winter Park/Fraser with fresh decor and lots of guest amenities.

## What type of provisions do you want for your home?

- 1 None: I'll purchase and replace all incidentals and linens/towels.
- 2 A few: I'll buy some and some may be provided.
- 3 The basics: hotel grade supplies including sheets, towels, and toiletries.
- 4 The works: plush linens, towels, Aveda toiletries, and extras delivered when needed.

## What level of property care do you expect?

- 1 None: I can manage the cleaning, inspections, and maintenance on my own.
- 2 Minimal: I'm ok with contracted cleaners and delayed maintenance to save money.
- 3 More: I want local cleaning and maintenance teams.
- 4 Most: I want in-house cleaning, inspectors, and maintenance teams to know my home personally.

## Which rental income approach sounds right?

- 1 Minimal: I'll handle setting and adjusting my rates around my personal stays.
- 2 High Occupancy/Lower rate: I won't be using it much and want max days possible rented.
- 3 Group rates/travel agents/Low rate: I'm ok with spring break groups and don't mind extra wear and tear.
- 4 Higher rates/lower occupancy: I want higher net income, less wear, and flexibility to use when I want at no cost.

## What marketing approach do you prefer?

- 1 None: I'll choose which websites to utilize and manage all inquiries and social media myself.
- 2 A la carte: I'd like to have the front end marketing and reservations handled; I'll take care of interactions with guests.
- 3 Standard: I want a listing online with info on my property.
- 4 Comprehensive: I want my property to be marketed with professional photos on all major sites, AdWords, Retargeting, and Social.

## How would you like to deal with damage?

- 1 I communicate with cleaners to track and handle damaged items.
- 2 I'm not too concerned about damage, but I need to know who's tracking these items at my property.
- 3 I'd like a damage security deposit so we can charge guests for broken items.
- 4 I'd like a process that proactively covers guests for accidental damage at no charge to me.

ADD UP YOUR  
CIRCLED NUMBERS



NO SERVICE

LOW SERVICE

SOME SERVICE

FULL SERVICE

6

7-11

12-17

18-24