

## What we offer:

### EXPERIENCE

- More than 50 years of combined vacation and property management industry experience!
- **itripvacations** is a nationally recognized brand with a network of more than 85 locations across the US and Canada

### SERVICE

- Professional, full-service management 24/7/365
- Customized web page featuring professional photos, Matterport 3D virtual walkthrough, and Google Map functionality
- Exclusive rapid response instant email quoting with itrip.net, Vrbo.com, Homeaway.com, VacationRentals.com, Tripadvisor.com, Booking.com, and Airbnb.com\*\*
- A state-of-the-art email marketing system that provides constant email contact and updates to guests and potential guests
- Online Owner's Portal with real time booking and maintenance information, owner statements, and owner booking capability
- Texting service for easy communication between guest services team and guests, to provide information and reminders about the reservation, update guests on current situations such as weather or surf concerns, and allow quick reporting of any maintenance issues
- Monthly lodging tax and local tax processing and compliance with all local ordinances
- State-of-the-art keyless Kaba lock systems that can be instantly changed at any time to permit or prohibit access
- All major credit cards accepted

### EXPOSURE

- Well-developed, strategic and comprehensive marketing strategy which provides direct access to vacation rental portals and more than 60 targeted search engines that reach over 150 million guests worldwide
- Active presence on social media including significant paid advertising targeting past and potential guests
- Interactive web site model that uses geo-target Internet technology to find potential guests
- **itripvacations** eNews distributed to over 40,000 guests per month and **itripvacations** blog with over 12 new articles per month
- Over \$1 million spent annually on internet marketing and branding

### SAVINGS

- Just 15% management fee when we book a rental guest - 35% less than average
- Only 7.5% management fee when you refer a rental guest
- Free light maintenance – **itripvacations** provides, at no additional expense to the owner, standard light bulb replacement, regular AC filter replacements, and battery replacement

\*\* partner marketing sites subject to change

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## How we work for you:

- We create a digital listing profile of your property with accurate and detailed descriptions highlighting the features that set your property apart, professionally shot photos that best represent your property, and Matterport 3D Virtual Tour.
- Your property profile and virtual tour are listed on alabama.itrip.co, itrip.net and on the leading internet rental web sites, such as Vrbo.com, Vacationrentals.com, Booking.com, Airbnb.com, Homeaway.com, and Tripadvisor.com\*\* to reach the maximum number of potential guests. These sites are the most searched and have proven results.
- We provide ongoing management of your property listings and continuous analysis of the vacation rental markets to determine competitive rates for different seasons.
- We respond to potential guest inquiries and secure the booking. Guests immediately receive an automated response from our software with a quote and link for online booking. Our guest services team is always available to guide a guest through the process, offer support, and answer questions.
- We obtain the signed rental agreement and payment from the booked guest, manage keys and lock codes for easy check-in and check-out, and provide all necessary armbands and parking passes.
- We provide consistent communication with the guest throughout entire process from booking to departure, via email, text, and phone. Our guest services team calls every guest the morning after check-in to ensure safe arrival and offer any assistance.
- Upon departure, we schedule all cleaning and address any maintenance or repair issues.
- Finally, we follow up with the guest to request a review, and direct ongoing marketing efforts towards ensuring the guest's return to itripvacations and to your property.

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## FAQs

### HOW DOES **itripvacations** PROMOTE AND MARKET MY PROPERTY?

**itripvacations** utilizes a well-developed, strategic, and comprehensive marketing strategy. We use proven marketing tools such as email and social media to reach potential and repeat guests, and we partner with the most searched online vacation rental sites available.

Each property has its own customized web site on **itrip.alabama.co**, **itrip.net**, Vrbo.com, VacationRentals.com, tripadvisor.com, Airbnb.com, Homeaway.com, and Booking.com.\*\* All inquiries are property specific ensuring that you receive every intended booking. If the requested property is not available, alternate properties are suggested using unit-specific criteria such as availability, pricing, location, and number of bedrooms.

We request reviews from every guest and maintain a detailed database of guests for ongoing marketing purposes.

### CAN I PROMOTE AND RENT MY OWN PROPERTY?

Yes, we encourage you to rent your own property! **itripvacations** offers a 50% commission discount on bookings that you refer. That's only 7.5% in commission! Please ask for details.

### HOW ARE RATES ESTABLISHED?

**itripvacations** considers an effective partnership between property owners and property managers essential to the success of our program. We know it is in both of our best interests to ensure that your property rents for the maximum amount. A Competitive Market Analysis is performed on your property to determine competitive rental rates. We use advanced rate management software, which allows us to charge the best rate for your property based on current supply and demand conditions. Rates will fluctuate to maximize your rental income and occupancy percentage. We remain 100% focused on helping you achieve the best possible results.

### WHAT ARE SOME OF THE NORMAL EXPENSES FOR THE RENTAL PROGRAM?

**itripvacations** tries to keep expenses to a minimum. The only expenses are: the management fee of 15%, credit card fees, an annual listing fee of \$899, a one-time linen fee, and any maintenance costs associated with taking care of your property and your guests.

### DOES **itripvacations** ACCEPT CREDIT CARDS AND WHO PAYS FOR THE FEE?

**itripvacations** accepts all major credit cards. Owners pay a portion of the fees associated with credit card use, and the rest is absorbed by **itripvacations**.

### WHAT ABOUT CLEANING SERVICES?

**itripvacations** partners with exceptional cleaning teams that have proven they can meet our standards. The cleaning team inspects each property as they clean, which is a great way to notice damage or substandard conditions, and we employ additional full-time staff to inspect the entire unit after cleaning. The guest is billed for cleaning services. Owners at **itripvacations** pay no portion of the guests' cleaning fees. However, owners are required to pay cleaning fees for owner stays



and owner's guest stays. Cleaning fees for owner and owner's guest stays will be charged to the owner statement unless owner has prepaid them. Charges vary by size of property.

#### WHAT ABOUT MAINTENANCE?

Everyday maintenance of your property prolongs its life and increases its value. At no additional expense, **itripvacations** provides light maintenance, including replacing standard light bulbs, remote batteries, smoke detector batteries and HVAC filters. We are also available to manage all minor and major repairs.

#### WHAT ABOUT LINENS?

**itripvacations** contracts with a vendor to provide linens and towels in your unit for your guests' use for as long as your property is on our rental management program. There is a one-time charge for the use of these linens, due at the time of initial set up. This charge varies based on the size of your property. Your personal linens should be stored in an owner's closet or taken home.

In 2020, **itripvacations** implemented triple sheeting on all of our properties. Triple sheeting is a style of bed making that uses multiple layers of sheets and a blanket. It is an easy system to manage for both housekeeping and laundry. Three sheets and a blanket or throw are used to create the clean look, which can all be changed and easily laundered with bleach after each guest.

#### WHAT IF A RENTAL GUEST DAMAGES MY PROPERTY?

Every **itripvacations** reservation requires the purchase of a Limited Damage Waiver (LDW). This policy covers up to \$1500 of accidental damage in your property. After departure, the cleaning team inspects each property for damages. If there are damages they are either claimed against the LDW policy or charged to the rental guest, which is stated in the guest's rental agreement.

#### HOW DO WE RECEIVE OUR RENTAL PROCEEDS?

**itripvacations** provides you with a monthly detailed statement of the previous month's rental activity. The statement itemizes all income and expenses. You will receive your funds via direct deposit within two banking days from receipt of your emailed owner's statement.

#### WHAT ABOUT OWNER AND OWNER'S FREE GUEST USE?

**itripvacations** allows owners unlimited use of the property. However, the property must remain profitable for both parties in order to remain in the **itripvacations** rental program. Therefore we encourage owner stays to be kept to a minimum during prime rental season. Excessive owner occupancy during prime rental season will negatively impact the rental income. Owners must reserve their unit via the **itripvacations** Owners' Portal or through **itripvacations** Guest Services to ensure that all booking calendars are consistent. Owners are encouraged to book their reservations long in advance because once a guest has made a reservation in a property the guest cannot be moved. No fees other than departure cleaning services apply.

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