



# Property Management ~ Vacation Rentals

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I appreciate having the opportunity to present you with information about Coldwell Banker's Property Management Services. Our Property Management Team has over 30 years of experience in the Lake Almanor Basin with on-site management at two locations: the Lake Almanor Peninsula and Lake Almanor West.

Below is a detailed list of our services. Last year we have added a few new services that include:

- *Credit card processing at no cost to the owner*
- *An optional 3-Nite Rental Program*
- *A Customer Review option for your unit*
- *Owner on-line access to unit information, reservations, owner block-outs and statements*
- *Increased our rental inventory presence on On-Line Travel Channels such as FlipKey/Trip Advisor.*

## **COLDWELL BANKER PROPERTY MANAGEMENT SERVICES:**

### **Home evaluation to determine accurate rental rate**

- Perform documentation of the interior and exterior of your home, including photos
- Offer recommendations on repairs and cosmetic improvements that maximize occupancy and provide a good ROI.
- Gather data on comparable rental rates in the area to assist owner in determining the optimal rental rate.
- Discuss the pros and cons of different policies such as accepting pets, allowing smoking etc.

### **Market your home for rent**

- On-Line Reservation System at LakeAlmanorRentals.com with unit photos, overview, amenities, directional map, rates, & calendar with real-time unit availability
- Additional on-line marketing through Blogs, our real estate site at AlmanorColdwellBanker.com , FlipKey/Trip Advisor, and Social Media
- Unit featured in full color brochure, including photo and description

### **Management of Reservations & Guest Occupancy**

- Field inquiries and vet prospective guests for suitability for your home.
- Provide prospective guests with rental contracts that are legally compliant with rental laws.
- Collect and process rental fees
- Credit card processing at no cost to owner
- Inspect and manage cleaning of home prior to and after guest rental
- Optional clean/inspect for owner rental
- Manage periodic maintenance needs per owner approval.

### **Owner Communication, Payments & Statements**

- Property Management Services are under yearly contract
- Owner receives email upon confirmation of guest reservation
- Owner Revenue Statement and payment on the 10th of each month
- Owner on-line access to Revenue Statements, rental history, and current reservations.
- Quarterly Owner Newsletter

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## FREQUENTLY ASKED QUESTIONS

### How can I maximize my rental weeks?

- The vacation rental market is constantly changing. Coldwell Banker has worked to adapt to these changes and stand out from the competition. Here are a few things that owners can do to help.
- The demographic of the typical vacation renter has changed. For the average American the length of time off and vacation time is becoming shorter. And, demand for rentals less than a week has increased dramatically. Consider our 3-Night Rental Program.
- 4 out of 5 people travel with technology. One of the most frequently asked questions of property managers is, “Does it have internet access?” If you don’t have it now, consider it.
- Photos tell the story. Good photos of a home are essential, but even an enhanced photo cannot make an out-of date, worn interior look good. Upgrades can be as simple as new, inexpensive comforters, accent pillows, throw rugs, or a freshly painted room. Schedule an appointment with us to consult with you on ways you can enhance your home for rental.
- Video tells a better story. Consider making a walking video (2-3 min in length) of what you consider the best features of your home. We will upload it to your site.
- Finally, and so very important. Schedule your Block-Out dates early. Calls for rentals begin coming in as soon as the season is over. Owners who wait until the last minute to block out their personal time lose out.

### How can I get the best Renter Reviews?

- Take a look at your home through the eyes of a first time renter.
- What’s the first thing your eyes are drawn to?
- Is the entry inviting?
- Is your furniture clean? In good condition?
- Does your home feel spacious, or does it feel cluttered?
- Do you have fresh, clean comforters or bed spreads?
- What do you smell? Is it the fresh air of the mountains? The pines outdoors?
- Is your patio furniture in good condition?
- Enhancing the experience of your renters can be as simple as purchasing new, inexpensive comforters, accent pillows or throw rugs. A freshly painted room can lighten a dark room. For great and easy ideas, schedule an appointment with one of our staging consultants.