

Surfside Properties



Property Owner's **HANDBOOK**

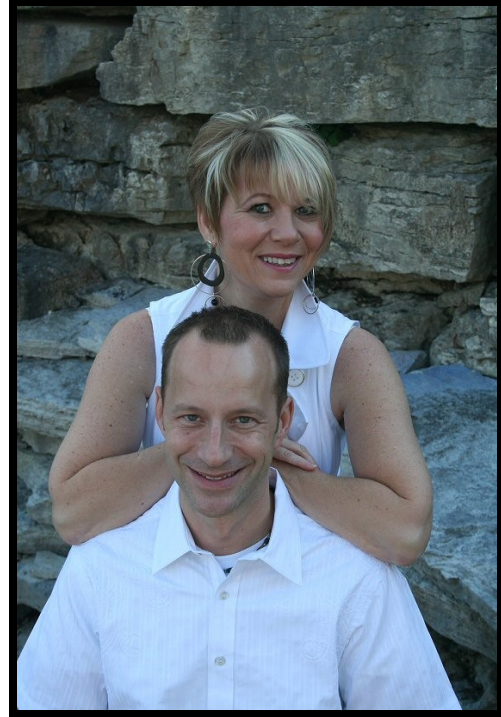


P.O. Box 5
Gulf Breeze, FL 32562

850-291-8512



The Surfside Properties Story



We are a sister and brother team who come from an entrepreneurial family. Our father started his own business many years ago and his entrepreneurial spirit was passed down to his two children. Steve started his own web development business in 1997; then in 2000, working with his grandmother, he started a business marketing a salad dressing she perfected in 1957 called Grandma's Cool & Zesty Dressing. In 2008, Susan started her own company, Cassie Couture, sewing designer clothing for dogs.

Susan has a background in project management for a technology firm and is a certified interior decorator.

We decided to combine our entrepreneurial skills and established Surfside Properties to provide better service to owners and renters than we have experienced in the past with other companies.



We feel the following services will set us apart from other companies are:

- **No hidden costs**
- **No surprises**
- **Easy to read invoices**
- **Open communication**
- **Hand-written thank you notes for each guest after their departure**

We will work with a limited number of properties to ensure we can offer excellent customer service to our owners and their renters.

Our goal is to rent your property as often as possible using traditional as well as new on-line medias. Neither you as the owner or us as a property management company will make money if your property sits vacant.

We were raised on the simple philosophy that you should “treat others as you would like to be treated,” which will be a keystone for Surfside Properties.





Pensacola Beach

Rental Market

When it comes time to market your property, Surfside Properties will take the following characteristics of your home into consideration:

- Capacity—determined by the number of individuals your property will sleep and the restrictions placed by your home owners' association.
- Amenities—many properties have access to a pool, hot tub, community facilities, game room, high speed internet and other items which add value to your rental.
- Location—the proximity of your property to the beach, bay or gulf views, and the views the property has in relation to the neighborhood all add value.
- Size—square footage, number of bedrooms, number of baths and size of your common areas.
- Condition—a well-maintained building and updated, clean furnishings, flooring and appliances help market your property.
- Rates—value based on all of the above items.

Marketing your Rental

While many companies focus their efforts on newspapers and magazines, Surfside Properties will not only use traditional media, but we will also focus our advertising on the internet. In recent years the internet has become the number one form of advertising. Maintaining a high level of visibility on the internet is imperative and Surfside Properties will do that for you.

Surfside Properties will work to ensure your property has the best exposure to all potential clients by utilizing every avenue available. These include but are not limited to the following:

Website Marketing

Surfside Properties will maintain a comprehensive site located at www.SurfsideProperties.com. The site will contain helpful information for both owners and renters. The site will allow potential guests to easily search for property by specific criteria such as location, sleeping accommodations, and amenities.

Your property will have a dedicated section that will include a detailed description, multiple photos (interior and exterior), a listing of amenities, an availability calendar and pricing.

Social Networking Marketing

Surfside Properties will also take advantage of other internet marketing venues and social media tools to increase the occupancy of your property including Facebook, Twitter, Blogs, YouTube and Flickr.



Email Marketing

Surfside Properties will maintain a database of email addresses of past guests who have stayed with us before and those who have inquired about properties listed by Surfside Properties. Periodic messages announcing special discounts and offers will be sent in an effort to increase bookings for you.

Reward Programs

Surfside Properties offers the following reward programs:

- Owner Referral Program—Surfside Properties would like to reward property owners for referring a new customer to us. For every property owner you refer, and a contract is signed, your account will be credited \$75.00.
*The referred owner must provide your name on the signed contract.
- Renter Referral Program—the more often vacationers use Surfside Properties, the better the rewards they will receive.



Staging, Photography and Video

Today, guests are not satisfied with simple descriptions and a picture of the exterior; they want to see the interior, bedrooms, kitchen, living spaces, views and baths. When preparing your property for renting, pictures and videos will play a critical role to catch the attention of potential guests and ensure your property gets the best exposure.



Since Surfside Properties takes many of their reservations directly through the internet, quality pictures will make your property stand out from the rest. Videos open an additional channel of promotion that will allow guests to get a feel for your property,

including the views, before they even arrive.

Once the management agreement has been signed, our Certified Interior Decorator will stage and photograph your property taking care to include views and special amenities such as pools, hot tubs and health club facilities.

It is very important the photographs and video show your home at its very best, since this will be the first impression you make with future guests.



Property Expectations

To successfully market your property, the following recommendations must be met:

- **Properties must contain** a refrigerator, stove, microwave, television(s), cable TV or satellite, and local phone service in the event of an emergency. Other essential items including vacuum, dishes, glasses, eating and cooking utensils, coffee pot, toaster, can opener, blender, bedspreads and pillows are required.
- **Linens:** Surfside Properties will launder owners' linens listed below. The following must be provided:
 - Minimum of 2 sets of bed linens of appropriate size and fit for each bed;
 - Minimum of 8 matching bath towels, 8 wash cloths, 8 hand towels and 2 bath mats (no rubber backing) per bathroom;
 - Minimum of 4 kitchen towels.

If there are not sufficient linens at the unit, Surfside Properties will purchase the necessary items prior to the arrival of the next occupant. The item cost plus an additional 15% will be deducted from the OWNER's next statement.

Surfside Properties will list items offered in the description of the unit on its searchable website.

***Surfside Properties suggests purchasing all white linens that can be bleached, if necessary, to allow for longer life for each item.**

Owner Services

On-Line Resources

Each property owner will be set up with a personal login and password that will allow access to the Owner's section of the website. Each owner will be given a unique password upon signing the Management Agreement. Below is a list of features available to the owner via the Owner's link:

- Access to Owner's statements
- Owner Time Booking
- Reservations Calendar
- Reservations History Report

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Year: 2010

Legend: A=Guest Reservation B,C&D=Owner Reservation
 [= Check in]=Check out *=Check In/Out

	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Jan]	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	
Feb	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	
Mar	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	
Apr	d	d	*	a	a	a	a	a	a	*	b	b	b	b]	
May	a	a	a	a	a]	
Jun	c	c	c	c	c	c	c	c	c	*	b	b	b	b	b	b	*	a	a	a	a	*	a	a]		
Jul	.	[a	a	*	b	b	b	b	b]	[b	b	b	b	b]	
Aug	d	d	d	d	d	d	d	*	b	b	b	b	b]	
Sep	
Oct	
Nov	
Dec	

Monthly totals:

Jan:	0	Feb:	0	Mar:	0	Apr:	0
May:	0	Jun:	0	Jul:	0	Aug:	0
Sep:	0	Oct:	0	Nov:	0	Dec:	0

2010 YTD: 0

Report created 07/07/2010
[Print this page](#) for your records.

Request (owner block) your own reservation

Accounting Services

Surfside Properties will provide the following services as part of the agent's commission:

- Marketing the property to potential renters
- Collecting all rental fees and other charges due from guests of the property including taxes.
- Handling all guests requests and negotiations
- Providing guest services as appropriate
- Collecting and remitting all sales and occupancy taxes, as well as the required government reports.
- Providing detailed monthly statements of Owner's account(s) including copies of cancellations and invoices paid from the account.
- Providing end-of-year statements with 1099

Surfside Properties will maintain an accounting systems to account for the receipt and disbursement of rental income.

Surfside Properties requires all owners to keep a reserve fund of \$200.00 on account. This fund will be used as necessary for ordinary or emergency repairs. The \$200.00 fee can be deducted from your first rental.





Fees

Surfside Properties will charge fees based on how the reservation is received as described in the management contract. The fees are calculated as follows:

- **Short Term Rentals**

1. Surfside Properties markets the property and handles all aspects of the reservation.
2. Owner refers renter to Surfside Properties

- **Long Term Rentals**

1. Surfside Properties markets the property and handles all aspects of the reservation.
2. Owner refers renters to Surfside Properties

An owner referral requires that the contact information, including name, address, phone number and credit card number of the renter be submitted via the owner reservation system.



Area Code 850

Special Management Arrangement

Are you currently promoting and renting your unit but do not have it filled as often as you would like?

If you live in the 850 area code and currently manage your own property, we have a special arrangement for you.

Surfside Properties will list your property on our website and will promote your property using our promotional tools. You can continue to promote and book your property using our booking calendar. When you book it, you fully manage that booking and you make 100% of the money. (Yes, you keep all of the money.)

When we book it, we will manage all aspects of the booking.

Rental Fees must be consistent between owner and Surfside Properties.

This is just another way to generate more income for your Pensacola Beach property.

Under this special arrangement, Surfside Properties will pay the owner the rental fee, plus tax (minus our commission) . Owners will be responsible for paying taxes.

If Surfside Properties services are needed for an owner booking, a fee will apply.



Helpful Hints

For Our Homeowners

Surfside Properties would like to make sure your rental property is a good financial investment. Our goal is to rent your property as often as possible. If you would like to help us, and in return, save money on the management fees as mentioned above, we offer these suggestions.

Self Promotion by owner

Some of our owners increase bookings by self-promotion of their property. Surfside Properties encourages self-promotion by offering a discount on all owner referrals. We believe by working together we can increase the occupancy of the property, consequently, improving the financial return for both owners and Surfside Properties.

To make this process easier, we will provide owners with a detailed document explaining the additional charges like sales tax, cleaning fees and damage waivers that potential guests should be quoted in order to avoid billing confusion.

Suggestions for self promotion—sell the unit as an all inclusive package. Making sure you include all of the fees will make it easier for you to close the deal.



Additional ways to promote your property

Some owners also choose to list their property on multiple-listing websites and have inquiries directed to our rental department.

Before listing your home on any other site, please call our marketing department at 850-291-8512 for a list of the sites we currently use to avoid duplication.

You may choose to list your property on the following fee based websites:

- Homeaway.com
- FindRentals.com
- VBRO.com

If you would like for us to list your property on these sites, there is a \$25.00 per site charge in addition to the site charge.

Owners who want to receive the owner referral discount on property management services can have inquiries sent directly to themselves and book the reservation through the owner reservation system. However, inquiries can also be directed to Surfside Properties.





Housekeeping

Surfside Properties understands that cleanliness is one of the first impressions a guest has of the property. Therefore, we will make every effort to exceed the guests' expectations.

We will provide the following for each check-in:

- 2 bars of soap per bathroom
- 2 single use dish washer detergent packets
- 2 rolls of quality toilet paper per bathroom
- 1 trash bag for bathroom trash cans
- 2 trash bags for the kitchen trash can

In addition, Surfside Properties will offer the following services at an additional charge to help owners meet their guests' expectations:

- Deep Spring cleaning
- Carpet and Upholstery cleaning
- With advance notice, our housekeeping department can also schedule to clean your property after your stay for a reasonable fee.



Surfside Property

Maintenance

Surfside Properties wants to take the worry out of maintaining your home from long distance. Therefore, we will offer the following items at no fee when taken care of during a housekeeping visit:

- Bulb Replacement (cost of bulbs will be billed to owner account)
- Other minor maintenance issues with-in the scope of the Surfside Properties staff. (Supply cost will be added to the owners account)

What you can expect from Surfside Properties:

- During working hours, a staff maintenance technician will be dispatched to your home in a timely manner when a problem is reported.
- Coordination of maintenance requests
- Close communication with owners regarding maintenance and repair issues
- Itemized Invoices

Surfside Properties emergency maintenance services are available 24 hours a day for owners and guests.



Surfside Property

Maintenance

Maintenance Program OPTIONS

Option 1—Annual fee

Surfside Properties offers a one time annual fee to cover many of the customary issues which occur with any property. Under this agreement Surfside Properties will be responsible for the following services:

- Smoke detector battery replacement once per year (no charge for battery)
- Light Bulb replacement (no cost for bulbs)
- Monthly Air-Filter Replacement (no cost for basic air filter)
- Troubleshooting of maintenance issues
- No fee to contact contractors (if an issue arises that is out of the scope of the abilities of Surfside Management Staff, we will contact a certified contractor at no additional charge. Contractor fees will be added to owner's account.)



Option 2

This option is based on a per incident fee.

If an issue arises and a special trip must be made to the property a reasonable charge will be assessed

For each incident that requires a visit to the property to troubleshoot a maintenance issue, resulting in a call for service, a 15% fee will be added to all work completed by a contractor.



Surfside Properties will be in constant contact with you regarding issues to your property. If the maintenance issue is something the owner can fix before the arrival of the next guest, we will simply charge a trip charge.

Surfside Properties has skilled vendors we use routinely, but if you have vendors that you prefer, provide us with a list and Surfside

Properties will contact them directly.

- If preferred maintenance personnel does not respond to a call by the next business day, Surfside Properties will contact another qualified contractor to handle the call.
- In the event of an emergency, Surfside Properties will make every attempt to notify you of the problem.



Hurricane Preparedness

In the event of a hurricane warning requiring storm preparation, Surfside Properties will make every attempt to secure the dwelling by moving outside patio furniture and other objects that could become airborne inside. Surfside Properties



will ensure all doors and windows are closed and secured. After the threat or event occurs, Surfside Properties will inspect the dwelling and prepare for occupancy. Surfside Properties will be in constant contact with owners if damages or circumstances need to be addressed.

The charge for each weather occurrence will be \$100.00

***Surfside Properties does not install window coverings.**



How the Process Works

with Renters

Reservations: Surfside Properties takes reservations via the internet at www.surfsidepropertymanagement.com, by email, fax or by calling 850-291-8512. We are open 7 days a week offering quick and easy access for your potential guests.

Confirmation: Once a reservation is made by phone, email or fax, we then forward the agreement to the potential guest. Surfside Properties requires a down payment of 50%.

Balance Due: The balance is due 30 days prior to arrival of your guest.

Damage Waiver: All guest will be required to purchase a damage waiver covering damages up to \$1500.00. If damages exceed this amount, the additional fees will be charged to the guest credit card on file.

Check-In: Because we value the relationship with each guest, a Surfside Properties staff member will greet each guest personally with keys to your property and a welcome gift. We want to make sure guests start their vacation on a positive note with a friendly face to greet them and answer any questions they may have regarding the unit and amenities.





Late Arrivals: If guests are due to arrive late, Surfside Properties will work with the guest to arrange a convenient pickup of keys. If your guests are arriving after dark, we will make sure lights are on in the unit and the welcome gift is ready to greet your guests.

Age Limit: Surfside Properties will not rent to individuals under the age of 25. Proof of age will be required at check-in. Any misrepresentations made when making the reservation will result in denial of entry at check-in and all monies paid may be forfeited.

Occupancy: Occupancy limits are determined by the owners and by-laws of the community.

Cancellations and transfers: Surfside Properties must be notified in writing of a cancellation or transfer. Surfside Properties strongly suggests that every client purchase travel insurance to safeguard not only the client but the owner's investment.

Cancellations within a 30 day window will not receive a refund.

No refunds will be made due to unfavorable weather.

Trip Cancellation and Interruption Insurance: Optional Travel Insurance coverage is offered to your guest on all lease agreements.

Pets: Most rental properties do not allow pets in the units or on the property. However, the decision to allow pet is the owner's discretion and property by-laws.



Tenant Responsibilities: We ask that each guest treat your property as if it were their own and leave the property as they found it.





www.SurfsidePropertyManagement.com