



Don't Miss the Vacation Rental Revolution

v o r t e x v a c a t i o n r e n t a l m a n a g e r s n e t w o r k

Due to the Internet, the Vacation Rental industry has changed rapidly. No longer can traditional real estate management firms wait for the phone to ring, collect some rents, and go home early.

Guests have become savvy. No longer will they accept lodging ambiguously described as “garden view two bedroom.” They now inquire about specific homes and demand specific details – photos, floor plans, maps, rates, amenities, and even online booking.

Old-fashioned property managers are left in the dust, stuck with expensive overhead and outdated advertising. They lack technical and marketing skills to capitalize on the Internet lodging boom.

Most managers don't have the selling skills essential to maximize occupancy. Few have the time to adequately supervise the home and none want to suffer through the late night problem phone calls.

Introducing Vortex Vacation Rental Managers



To capitalize on the technology revolution, an exceptional Vacation Rental Company has surfaced. The Vortex Organization focuses on marketing and partners with local managers to provide first-rate cleaning, maintenance and on-site property duties.

Together they achieve unprecedented rewards for owners - higher revenues, lower expenses, better reliability and greater owner net income. Choosing the right manager can double a property's profit.

The Best of Both Worlds – Operations & Marketing

A thousand details are required to run a successful business, especially in lodging management. It is absolutely essential that properties be operated with tight control. Cleaning must be spic and span. Maintenance must be quick and careful. An on-site professional must be close by for repairs, guest questions and services. Vortex coordinates details. Managers handle issues so owners don't have to.

Persistent, persuasive, and assertive marketing determines each property's success. The quality of marketing determines whether a property makes a little money or a lot. The Vortex will increase occupancy and rates. Here are the tools employed to do so:

Technology. The Vacation Property Revolution began with the Internet. Vortex uses it to provide guests the details they seek, quickly and inexpensively. Efficiency helps owners make more money. There are hundreds of specialty websites as well as search engines. It takes money and it takes time, but Vortex invests for the pay off.





Media & Design. Simple web pages are not enough. The site must be informative, logical and stuffed with details - photos, floor plans, photos, amenity lists and references. The more we tell the more we sell. It also insures that guests get exactly what they pay for – always a good policy. Old-fashioned media offers the barest of consumer details. The Internet allows for vivid portraits of properties so that guests can pick exactly the place they want. This benefits owners who maintain their properties and offer better accommodations.

Vertical Marketing. Not content to publish one website, we create multiple area or resort websites to attract a variety of guests. It is unusual and costly but increases inquiries to fill rental homes. Plus we submit properties to “feeder” travel websites to produce a flow of quality guests. No one website will provide enough bookings. We submit properties to hundreds of vacation rental websites and use secret search engine optimization. Strategies change sometimes daily to maintain a stream of leads.

Integrated System. Getting hundreds of leads a day isn’t enough. Our sites integrate with our online booking and sales automation systems. No lead is ignored, every inquiry is pursued. We know where every booking came from. We follow up fast. With many thousands of prospects, we use outbound phone, mail and email to make offers. We can get new properties filled quickly.

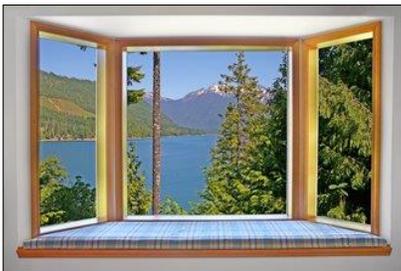
Sales Pros. Computers are great but people make sales. Our reservation sales team is manned by long time veterans to speed the process. The goal is to secure every possible reservation and at the best rates. We get orders that no one else can.



Flexible Fees

Being efficient, effective and hard working allows Vortex Managers to increase rents while keeping fees modest. Statements are prepared monthly and forwarded with payment. Assignments are arranged on a well-defined contract that gives owners all the answers about their account. Everything is above board. The Vortex Organization makes money by making money for property owners.

Start the Revolution



For guests, finding and renting a private vacation rental has always been a crapshoot. Now the Internet allows innovative vacation rental managers to attract more guests, give them in depth information and coordinate their occupancy while protecting the home for owners.

The Vortex network of credential vacation rental managers work together to maximize results. Properties rent more. Owners make more money.

Get your share of the ever-increasing vacation rental market by calling the Vortex today. We have invested in everything needed to maximize your income. We can setup and launch your property successfully. And we can do it now.

866-925-5188.
VortexManagers.com

