

How to Maximize your Vacation Property

Introducing Vortex Vacation Rental Managers



A great way to afford a Recreation Property is to let other folks help pay for it. Offering your place for rent can reduce your costs or even make you a

cash profit. And you still get to use it for free.

Now there is an even better way to increase revenue. It's called the Vortex Organization – a network of lodging management firms offering unique services that produces more revenue while costing less than old-fashioned real estate property managers.

Lots of Service

Vortex has much to offer. We are marketing experts. We have on-site professional cleaning, maintenance & management staff. We use technology in new and useful ways that most firms can't even imagine. We employ a fully automated sales and booking system. We have a centralized sales staff well trained in helping guests rent a property perfect for them.

Our simple goal is to increase rates and occupancy to greatly improve your bottom line.

You have Control

Our service is easy for you. We still take care of finding and securing guests. We coordinate cleaning, maintenance and supplies through a local on-site property manager. We handle the needs and questions guests have during their stay. Out of your rents, we pay for rental costs and ship you a check for the balance monthly.

You still have complete control over your place including decorating, maintenance and so forth. Your home is run the way you like it. We even recommend or provide on-site cleaning and maintenance services.

Why Vortex

Owners have dreams for their second homes. We know because that's how we started, by

owning our own places. We also know the excessive costs that traditional real estate managers charge. Managers who book fewer dates, charge higher fees and pay owners smaller checks.

As long time business managers (and we think sophisticated ones), we know how to use our network, staff and systems to operate efficiently and produce greater revenue and profit. If that sounds good to you, please give us a call or visit any of our resort web sites.

Who We Are

Vortex is unique in the recreational property world. We are a network of independent local property managers all subscribing to the same proven management systems and serviced by efficient centralized services such as accounting, marketing,

advertising and reservations. The corporate managers hold responsibility for increasing profits and local

managers are responsible for taking great care of local properties.



The company was started in 1999 when several property owners, with extensive management experience, determined that most local managers simply do not have the money or time to build the tools today's lodging market requires.

They set out to build an unequalled sales and technology system to upgrade the lodging industry. With that complete, The Vortex recruits top executives in every market where it operates.

And it secures their undying loyalty and commitment by organizing those professionals into a network where every member knows their job and does it well.



The result is a growing and successful firm that is growing into the only nationwide network of recreation property management firms in large markets and

small and building a reputation for attentive owner services and friendly guest relations. We are a results oriented business.

Hallmarks for Lodging Property Success

The Vortex Organization is well run and assertive in its approach to selling. But there are a number of other concepts that have allowed us to grow. Here are some of them:

- Handle quality recreational properties.
- Charge ample rental rates for quality homes.
- Anticipate each guest's every need.
- Satisfy owners' need for safety.
- Maximize income & profit for owners.
- Undertake modern marketing practices.
- Build resort & community specific web sites.
- Employ automated sales & marketing technology.
- Operate a central reservation office.
- Offer toll free and after-hours phone access.
- Train & motivate professional sales people.
- Use polite but strong selling techniques.
- Use reliable cleaners & maintenance people.
- Recommend on-site property managers
- Charge a reasonable fee to owners.
- Use strong protective guest agreements.
- Require sizeable guest deposits and cleaning fees.

A Word about Marketing



Operating rentals isn't necessarily easy but it is predictable. Planning ahead for preventative maintenance, engaging good management firms

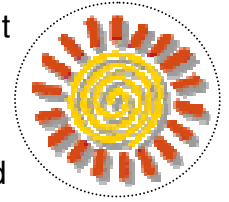
to do cleaning/maintenance and providing accurate timely accounting are enough to stave off most problems.

Marketing, on the other hand, is an ongoing challenge. There must be a proven plan to attract guests and to utilize strategic messages. There must be a system of tracking leads. And it is critical to dismiss advertising that doesn't fly.

To do that efficiently we utilize a structure called "Full Circle Marketing" that we invented. The rim represents overall strategies and ideas. The spokes are the advertising, public relations and promotions. The hub is the automated technology around which the entire process revolves.

What about Cost

Traditional property management firms can charge 50 to 60 percent your income - usually because of high overhead, expensive offices and outdated systems. But today's travelers, especially those who rent expensive homes or condos, don't need or appreciate many of those costly elements.



To run more efficiently, provide better service and keep our fees modest, Vortex uses a central reservation and office setup freeing local network managers to be on-site property managers. That allows us to focus on selling the most dates at the highest rates. And frees them to keep the property, the owner and the guests happy.

Fees vary depending on the services and the length of time. We offer a variety of programs one of which will fit the needs of every owner. Relationships are sometimes exclusive and we provide services for Home Owner Associations and even other property managers.

How to Get Started

Using The Vortex is easy, just call. We'll answer your questions, learn about your property, compare notes and make a concrete proposal about how to maximize your operations and income.

We produce all the photos, videos, floor plans, sales materials and advertising. And we'll produce webpages, rate cards, property flyers and slips, checklists and so forth. Everything needed to market your place.

You even get an online owner's page to see bookings, rates, support staff and our other services. We're easy to contact and work with.

To get started, call today. **888-628-8989**
Or visit us on the web at: **VortexMethod.com**

