



Don't Miss the Vacation Rental Revolution

By Vortex Vacation Rental Managers

For Vacation Rental Property Owners the world is changing and, due to the Internet, changing rapidly. No longer can traditional real estate management firms wait for the phone to ring, collect some rents and make a killing on booking, cleaning and maintenance fees.

Guests have become more savvy. No longer will they accept ambiguous reservations described vaguely as "garden view two bedroom". Now, through the Web, they inquire about specific homes and want to see details – photos, floor plans, maps, rates, amenities and even online availability.

This leaves old-fashioned real estate firms in the dust. They're stuck with expensive overhead and outdated advertising. They lack the technical and marketing skills necessary to capitalize on the Internet lodging boom.

While owners can sometimes provide these services personally most don't have the marketing and selling skills essential to achieve maximum occupancy. Few have the time to adequately supervise the home and none want to suffer through the late night problem phone calls.

New Techniques. Better Performance

To answer consumer demands and to capitalize on the technology revolution, a unique kind of Vacation Rental Company has surfaced. They are firms that focus on marketing as their primary function and use other specialized companies to handle necessary cleaning, maintenance and other on-site property management duties. Vortex Managers, one of the best of these new vacation rental companies, is growing and achieving unprecedented rewards for property owners - higher revenues, lower expenses, better reliability and greater owner net income.

Choosing the right vacation rental firm can easily double an owner's net income or more. Choosing the wrong one will cost you money and cause sleepless nights.

The Best of Both Worlds

A thousand details are required to run any successful business. In the vacation rental industry the details can be grouped into two major categories:

Operations. It is absolutely essential that your property be operated with your complete control. That the cleaning be spic and span. That preventative maintenance be quick and careful. An on-site manager must be available for repairs, guest questions and other services. By contracting with our network of reputable local property managers, The Vortex coordinates details and responds to problems so you don't have to.

Marketing. However – it is only persistent, persuasive, and assertive professional marketing that will determine if your property is a success. Marketing determines whether you take in a little money or a lot. Vortex marketing will yield you the best return. Here is how we do it:

Harnessing Technology. The Vacation Property Revolution began with the Internet. We use it to provide guests the details they seek, quickly and inexpensively. Efficiency helps us make more money for owners. There are hundreds of websites to use plus Google, AOL, MSN and more. It takes money and it takes time, but it pays off.



policy.

Design Counts. Just putting up a web page isn't enough. The site must be informative, logical and stuffed with details - photos, floor plans, photos, amenity lists and references. We're always adding to the sites. The more we tell the more we sell. It also insures that guests get exactly what they pay for – and that's always a good

Give Me Details. Due to the expense of traditional media, old-fashioned rental firms have offered only the barest of consumer details. It's a hard habit to break. We paint vivid portraits of all properties and that allows guests to pick exactly the place they want. This benefits those owners who maintain their properties and offer better accommodations.



Vertical Marketing. Not content to simply publish property websites, we also secure great domain names and create area or resort websites to attract an even greater quantity and variety of guests. It's an unusual move and a costly one. But the increase in leads and inquiries feeds our need to fill rental homes, like yours.



Promotion Galore. Novices may think that simply paying for a website will provide all the bookings they can handle. Not true. There are tens of thousands of vacation rental websites. A site must be different and better to attract visitors. And it must be promoted. We spend heavily on search engines and other secret ways of becoming prominently displayed on the Internet. Our strategies change – sometimes daily – to maintain our visibility. That produces a reliable

stream of leads.

A Wide Network. Unlike other operators we also submit our properties to a wide variety of “feeder” travel websites. It isn't easy to do so and it isn't free. These sites can produce a regular flow of high quality guests. We're not sure why other rental companies forgo this critical marketing method. But it will produce great results for your property.



Integrated System. But even getting hundreds of leads a day isn't enough. Our sites are electronically integrated with our own Sales Force Automation Systems. This means no lead is ignored, every inquiry is followed up and we know where every booking came from. This kind of data management makes high occupancy possible.

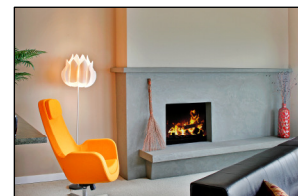
Instant Response. Maximizing rentals means filling in the gaps between reservations, selling more during the slow season and getting guests to stay longer. With many thousands of prospects online, we use outbound phoning, mail, email and even fax to announce openings. This also allows us to get new properties filled quickly. Reaching the greatest number of people gets you the greatest number of rentals.

Sales Pros. Our computers are great but they don't make sales – people do. Our reservation sales team is filled with long time veteran of the selling world who oversees the entire process. And we are vacation property owners too. Our goal is to secure every quality reservation possible and at the best rates. You can rely on us to get orders that no one else can. That means more money in your pocket

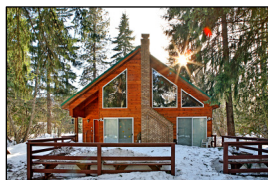
No Equalizing. You can't please everyone. Firms that are tied down by generic marketing programs often work to "equalize" the bookings they receive among their various properties. We don't. Instead, we give guests enough information so they can pick their own accommodations. Because we provide sufficient insight for guests to pick their own accommodations, we simply do not offer Owner's an "Equalizing" Policy. This benefits the quality properties we book. And makes for happy Guests.

Specialized Operators. Many real estate firms make significant profit on cleaning and maintenance. Nothing wrong with that – except they sometimes have an incentive to cut wages or run up unnecessary maintenance. Lower wages make for an unstable work force. Useless maintenance just takes money from the owner's bottom line. Vortex, on the other hand, employs staff and contract housekeepers to clean and maintain units. We coordinate them to make for seamless operations. You get control without unnecessary cost or problems.

Right Size Fees. By being efficient, effective and hard working we can produce a higher rental volume. That allows us to increase rents while keeping our fees modest. In some cases we charge 10-50% less than other real estate firms charge. And we have other methods of increasing the net to you as well.



Quick Payment. There is a good deal of booking with Vacation Rentals. That's why so many firms calculate and distribute owner payments quarterly. Unfortunately owners wait a long while to get their dough. With today's accounting systems and our integrated system we are able to reconcile and close out each property's account monthly. That means our owners get their money faster and on time. Why wait?



Full Accountability. But don't take our word for it. We operate on a well-defined contract that gives owners all the answers about their account. It even allows you to inspect our books for your unit at any time. Everything is above board. Sunspot managers have owned and operated businesses and served clients in a variety of industries for thirty years. We become profitable by making you profitable.

Start the Revolution

For guests, finding and renting a private vacation rental has always been a crapshoot. Prior to the Internet most private rentals were handled by traditional real estate firms. If lucky, prospective guests received a generic pamphlet from agents telling them little about the firm's services and even less about specific property attributes. No photos. No floor plans, No rate cards. No follow-up.

The arrangements were also uncomfortable for the property owners. Some Real Estate firms may be great at selling property but are usually lousy at securing short-term rentals. Some are adequate at cleaning and maintenance but seldom have the expertise or commitment to invest in the consistent persistent marketing that lodging properties require. Our network of credentialed vacation rental managers work together to maximize results.

Is your vacation rental company investing heavily in the technology, advertising, photography, videos, staff and resources to make it happen for your property?

Don't be fooled by the status quo. Don't sell your property short. Get your share of the ever-increasing vacation rental income by calling The Vortex today. We have already invested in everything needed to maximize your income. We can do it at a lower cost. And we can do it now.

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VortexManagers.com

