

Partnering with Vortex

For Lodging Managers, Real Estate Brokers and Executives

Ten years ago, the Internet sent ripples through the lodging industry; changes that have been most rapid with the short-term rental of private vacation homes and condominiums. Today a significant opportunity exists to grow by harnessing technology for the benefit of operations, marketing and sales.

To capitalize on the situation, The Vortex Organization is partnering with managers, brokers, lodging operators and executives to distribute an integrated training, services, software and support system for “vacation rentals” and “holiday let” home management. The Vortex Method™ provides extensive back-office services to local member managers who meld the best of on-site management with the strength of a centralized service organization. The goal is to profit together.



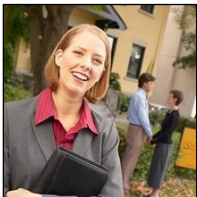
For Lodging Professionals

Companies or individuals who already manage homes or conventional lodging can join our Network to grow faster, decrease expenses, limit risk, work less and make more profit. We provide a centralized call center, administer accounting, and assist with contracts, forms, and procedures, training, marketing and reservations. Members are free to seek new home owners, oversee operations and assist guests. It can pay off handsomely.



For Real Estate Brokers

For licensed real estate brokers, we offer a new sustainable profit center. Short-term rentals are much different than brokering, but we shoulder those areas that might take time from the broker’s other sales activities. Operational staff can be hired to manage a thriving rental business. Best of all, brokers can offer management to new buyers and get first shot at re-selling when the time arrives. The network helps brokers create recurring business.



For Professional Executives

For experienced business people, short-term property management offers a prestigious career opportunity. The Vortex Method can get Members up and operating their front-office business without the usual multi year learning path. Management requires mastery of a dozen major functions and the 101 skills necessary to keep owners and guests happy. The network can help executives start up, grow and profit without limitation.

Network membership is flexible. There are certain responsibilities that are better handled locally such as contracting with owners, hiring operational people and dealing with guest issues. Other matters, such as accounting, legal, computer and internet solutions can be more efficiently handled by the network. Each relationship is arranged according to member needs and Vortex capabilities.

Partnering - The Making of Money

At the heart of business, of course, is how to make money. Obviously guests are charged for rent from which the Member earns a commission and the owner receives the lions share. But smart Members make money in other ways too – all directly linked to how much work is requested and delivered.

For example: it is necessary to hire or contract for cleaning and maintenance and on which a margin is earned. Fees can be earned for early or late checkins, more frequent cleaning, owner maintenance, spa/pool services and so forth.

Members can also sell guest activities (such as local tours, boat rental, etc) travel Insurance and even car rentals and airline tickets. A valuable service because most guests arrange lodging first, allowing Vortex first shot at selling these other services.



The primary obligation is to achieve high occupancy and net income for owners. But some Members make as much on services as they do on rentals. Guests and owners alike want service and are ready to pay for it.

What The Vortex Offers

In today's world there are a dozen major disciplines lodging managers must embrace to succeed. These range from sales and marketing, to legal and accounting, to personnel and technology. While some firms do a few well, most do not or can not invest the time and money necessary to master them all.

Our Vortex University is the only school that teaches short-term vacation rental management. That is why the Vortex Organization has built a complete network business system to help local Members thrive. In short, we provide the important back office services of technology, reservations and customer service so that on-site executives can oversee the homes, guests and owners.

And our call centers, software and other tools help to make the local operations manageable and enjoyable.

By building a network of professionals with complimentary strengths, we provide better service to guests and owners. All to seek a profit stream and sustainable business for Members and the Organization.

Together we share the work. We share the income. We build a future together.

How it Works

Building and growing a progressive organization is no small task. It works best with intelligent, committed and responsive Members. We offer a variety of ways for managers, brokers and executives to utilize our services. For entrepreneurs the Vortex organization offers the surest way to learn and grow. Network relationships are structured to secure a long term and mutually beneficial relationship.

Vortex is not a franchisor. Instead we offer Training, Services, Software and Support. Potential Members must have sufficient capital to finance their own business. It is necessary for both parties to be highly committed to building a business in each geographic area. Growing any business can take time, and nothing can guarantee anyone success, so members need be patient and industrious.

How to Get Started



Learning about Vortex is easy. Getting started is not a matter of applying for Membership but a process of defining mutual goals. Of getting to know one another to determine if attitudes and capabilities will work well together. If there is a match, the type and form of business can be easily determined.

So, if you are a vacation rental manager, a real estate firm or an individual with business experience, The Vortex Method may be the perfect opening into the world of Vacation Rentals.

Today is the Day to Start

Don't put off this decision. The success of every network Member is dependent on building an robust group of locations. Members are being actively recruited now and inquiries will be responded to quickly. Relationship details are spelled out in a clear and concise agreement.

Members enter into listing agreements with property owners and use Training, Territory, Services, Software and Support to service them. All for one –time training and setup fees, and splits of commissions and fees.

For more information or to schedule a meeting to review our entire organization & system, please contact The Vortex Organization today. Now is the time to work, grow and profit together. **866-925-5188** Toll Free!



NOTE: This document is not an offer of employment, or franchise and is not a binding agreement by either party. Details of any relationship will be defined in a TeamUp™ Member Agreement prepared for each market. It will define each party's duties, obligation and limitations of our liability. The TeamUp program has a minimum term, and conditions governing the cancellation of the relationship if desired at later dates. There are flat one-time charges for training and setup. Local Members establish themselves legally in each local area and contracts with Vortex to provide certain services and in return to share income received from property owners, providers and guests.