

# Working With The Vortex

Comprehensive Management for Resorts, Condominiums, Apartment and Vacation Rental Owners

One size sometimes fits all, but not if you want a good fit. That's why we offer flexibility. Some properties need full-service, while others do their own cleaning or maintenance. With Vortex you can pick and choose.



## Turn-Key™ Management Program

For the most income, the least amount of work and a strong partner to handle details our Turn Key Booking Service is perfect. You get checks in the mail and don't have to deal with guests. We handle marketing, sales, contracting, invoicing, check-ins, collections, deposits, cleaning and minor maintenance. The home is still yours to use. We rent out days you won't be using.



## Front-Door™ Marketing & Sales

Like the idea of renting but long to get more involved personally? Utilize Vortex services just for marketing, or selling or just things you like to do such as cleaning, maintenance, and guest services. If your property is remote it may be advantageous for you to keep an eye on the place and just have us bring guests right to your front door.



## Home-Minder™ Onsite & Sales Program

For owners who have the time to deal with prospective guest calls, emails and posts, but need reliable onsite services, the Home-Minder program fits well. We provide hospitality quality housekeeping, maintenance, and guest services for a modest fee. You buy your own advertising and allow us to send extra bookings to boost your income on a non-exclusive basis.



## Varoom™ Rent-by- Owner Program

You love being your own manager, hiring housekeepers, answering phones, sending emails & greeting guests. But if all you need are more bookings, join our Varoom co-op program and we will send you our overflow of qualified guests using our Varoom program. This is a non-exclusive relationship so we only get paid when you make more money.

Turnkey Service provides the highest return and accountability. Although we can not guarantee revenue, our Front-Door and Home-Minder Programs offer to market your rental home just as assertively. Let us know what you have in mind and we'll work out a relationship that fits.

## A Word about Fees



You get what you pay for. If you only need reservations, fees can be a bit lower. But it will take more of your time to manage the property.

Turn-Key service will save you time and allow us to produce more gross revenue. That should result in the highest net revenue (after expenses) that the home can produce.

Fees are a percentage of rents, based on how much work you want. Guests can be charged for cleaning, window washing, carpet shampooing and other deep cleaning at your expense or you can do them.

	PROGRAM COMPARISON			
	TurnKey	FrontDoor	HomeMnder	Varoom
	Full Service	Marketing	On-Call	Referrals
Global Listing Websites	✓	✓	✓	✓
Network Websites	✓	✓	✓	✓
Association Websites	✓	✓	✓	✓
Guest Inquiries & Sales	✓	✓	✓	✓
Quest Qualification	✓	✓	✓	✓
Online Calendars	✓	✓	✓	✓
Dates first-come & serve	✓	✓	✓	✓
Guest Contracting	✓	✓	✓	✓
No Credit Card Fees	✓	✓	✓	✓
Payment Collection	✓	✓	✓	✓
Guest Confirmation	✓	✓	✓	✓
Guest Instructions	✓	✓	✓	✓
Monthly Reports & Pay	✓	✓	✓	✓
Collect & Pay Taxes	✓	✓	✓	✓
Calendar Synchronize	✓	✓	✓	✓
Deposits or Waivers	✓	✓	✓	✓
24Hr Guest Help Phone	✓	✓	✓	
Local Manager & Staff	✓	✓	✓	
Exclusive Representation	✓	✓		
Paid Advertising	✓	✓		
Custom Property Website	✓	✓		
Pro Photos & Videos	✓	✓		
Provide Housekeeping	✓		✓	
Provide Maintenance	✓		✓	
Key/Access Coordination	✓		✓	
Onsite Guest Assistance	✓		✓	
Discounted Hourly Rates	✓			

Some expenses such as electricity and water may increase due to rentals and you still pay ownership expenses such property taxes and mortgage. But our goal is to help you cover costs by renting your unused days. We work as your exclusive manager and collect all sales and lodging taxes.

## How to Get Started

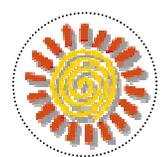


With the Vortex Network of Vacation Rental Managers, getting your home into the rental market is easy. All you have to do is say “I’m interested” and we’ll begin the process of evaluating and preparing your property. Here are some steps we go through to get it up and running. It takes a little of your time at first, but after that we do all the work.

- **Call to Discuss.** If you want to know more about renting please give us a call. Tell us about the property and your goals for it. We can then assess the possibilities. There will be pros and cons, but taking in guests can be very rewarding. A professional booking firm can shoulder the burden for owners, produce good income and level out any bumps in the road.
- **On Site Meeting.** We can meet at the location to inspect and evaluate the property. We work together to determine how best to go about offering the property for rent.
- **Evaluation Survey.** Even the best of properties may need a little help to maximize rents. We’ll go over every detail, evaluate the building, its location and general area. If necessary, we’ll give you a checklist of things to consider. We can suggest the best ways to outfit the home including linens, amenities, keys and security.
- **Fee & Service Proposal.** We have no standard fee. It may be less costly to provide service in well known resort areas. More marketing may be required in secluded areas. All properties can be marketed and sold to guests anxious to spend a week or weekend in your dream hideaway. With more info we can quote exact fees.
- **Paperwork & Details.** It is very important that we each understand what the other can and can not do. We’ll do that by preparing an engagement agreement for your review that spells out fees and costs and how we’ll work for you.
- **Calendar Dates.** You won’t want to restrict your use of the property, but we have found it impractical to clear every booking with every operator. Instead, we ask to keep the official availability calendar. And then have you schedule use as far in advance as possible. In fact, it is better to book dates and later release them to the rental program later.
- **Preparation Workbook.** Controlling occupancy is as important as filling it with guests. We will work with you to do whatever outfitting may be necessary. An inventory of furnishings, furniture and other items can be taken. Cleaning guidelines and maintenance procedures will be finalized. You can be as involved or uninvolved as you like. Sometimes you’ll need to buy items to ready the home for rentals.
- **Marketing Setup.** Once you give the go ahead, we commence a number of marketing initiatives specifically for your property. These include individual and area web pages, submission to “feeder” websites, our on-line booking system, email marketing, sales training, accounting and operational capabilities. In particular we have high-quality photos taken and floor plans produced. We will make your property look good.



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	8	9	10	11	12	13	14
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	22	23	24	25	26	27	28
	29	30	31				



## Frequently Asked Questions

Want to know even more? This short introduction won’t answer all your questions. So we’ve prepared a list of Frequently Asked Questions that may fill in some of the gaps. Its long but we’ve attempted to cover most anything you might want to know. Give us a call to get the whole list. It will answer all your questions.

## The Sooner You Start the Better

There is no time like the present. If you are changing managers we can coordinate with the outgoing company to make sure there is no conflict for you. We work fast to make the home ready and to get it marketed to produce income quickly. Let’s work together to help you profit from your unused vacation days.

**866-925.5188**  
**VortexManagers.com**

