

The Best of Both Vacation Rental Worlds

A new Option for Increasing Sales and Profit

Once upon a time - there were only two ways to go about offering a vacation home for rental.

MANAGERS: Owners could hire a professional management firm to advertise, sell, clean and maintain their property. They often have heavy marketing programs, sales staff, maintenance crews and a list of prospective guests. They offer a hands free route to hassle free operations and good income for unused dates. A reasonable cost for owners value their own time.



SELF MANAGED: For the more adventuresome owners, there is the option of self managing the whole process. Using independent cleaners, handymen and personal advertising, sales and bookkeeping skills these owners bring a motivated and persuasive approach to securing guests and keeping them happy. The owner can save management expense and reduce the rental price to attract guests.

Depending on the situation, both of these approaches have advantages. But neither is perfect for everyone. Owners who self-manage must consider distance to their second home, availability of qualified vendors and the inescapable need to be on-call seven days a week to assist guests. But there is a one other factor that often outweighs all others. One that can make the difference between rental feast and famine. That difference is the costly and never ending need to secure guest inquiries and bookings.

Some owners are good at it. Some are not. Because they don't have enough time, don't want 3am guest calls and don't want to invest as heavily in advertising as a management firm does.

A New Property Management Option

Owners who self manage their vacation homes – by choice or necessity – now have a third option for increasing revenue and profit. They can more money with less effort with an innovative program from Sunspot Resorts.

The Sunspots “**OutReach**”™ owner program is one of a kind. It offers owners assistance in advertising, marketing, a full time sales team and even 24-7 emergency operator. All for less cost than might be expected.



The program provides owners complete control of the rental process. In the OutReach system, property management duties are split between the owner and manager. Owners set rates, pick housekeepers, schedule maintenance, pay the bills and can choose to also book guests directly.

While the owner makes the decisions, Sunspots provides marketing, sales & administrative guidance and uses its network of guests, resellers, advertising and promotional vendors to offer the rental on a national basis. As its primary compensation, Sunspots only earns commission when its produces rentals.

How OutReach Works

OutReach offers the best of both worlds. It begins with a Property Preparation Workbook, followed by an inspection and evaluation. Property amenities are loaded into Sunspots prize-winning software and websites. If needed, professional photographs, videos or even floor-plans can be produced by the Sunspots subsidiary “Signatours Image Team.” The difference between run-of-the-mill photos and Sunspot images is revolutionary. Accurate photos attract more guests and motivate them to rent.

Sunspots maintains a master calendar that owners can access online. Available dates and rates are easily coordinated. When Owners block off or book guests they secure, there is no fee to Sunspots.

And Sunspots knows promotion. Our websites offers packages, specials and discounts for the hard-to-rent shoulder and low seasons. We even have links to Travel Agent websites, Chambers of Commerce and can facilitate renting the property through other offices.

Best of all, Sunspots' seven day a week sales team will jump into action to promote the property to the great number of guests who call everyday looking for new and unique places to stay. Sunspot pros do not wait for guests to call, email or write. They initiate outbound calls and emails and go after business for the owner.



What It Costs. No Risk

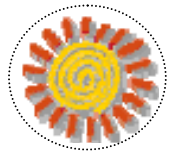
With OutReach there is little risk to the owner. If Sunspots does not produce, there is no commission. None.

- For securing sales, Sunspots is paid a commission for each booking it procures. Rates vary depending on the type of home, market, seasonality and length of contract. Sunspots collects and pays out rents, expenses & commissions.
- Other fees, such as housekeeping, resort and merchant account costs can be charged to guests, unless the owner prefers to absorb them. These can be disbursed directly to vendors.
- Sunspots company-wide marketing program usually yields guests for the vacation home. In some markets, however, Sunspots will recommend specialized advertising unique to the location or property.
- Preparation is a key to increasing rates and occupancy. There is also a setup cost for photography, system listing and preparation. But the cost is small in comparison to the potential return.

What OutReach Can Do

The Sunspot System is not a panacea. Some locations are more productive than others. But the OutReach program can be a help to every home owner who manages their own property. It enables them to reach guests who might never find the property without the aid of Sunspot marketing.

Oh, and by the way. For owners located in established markets and do not want to handle any of the management functions, don't worry. Sunspot Resorts offer a range of fuller service programs from which Owners can select.



How to Get Started

Getting your home into the Sunspots rental market is easy. Just say "I'm interested" and we are ready to evaluate your place for marketing. Here is how to begin:

- **Call to Discuss.** Tell us about the property and your goals and we'll assess the possibilities.
- **Fee & Service Proposal.** We'll calculate the work and suggest reasonable fee and terms. You choose.
- **Paperwork & Details.** We prepare an agreement for your review. Nothing starts until you say so.
- **Program Underway.** With approval the process is underway quickly. Followed by guests & income!

Frequently Asked Questions

This short introduction won't answer all questions. So call to get a list of Frequently Asked Questions that attempts to cover most anything you might want to know.

The Sooner The Better

We work fast to make the home ready and to get it marketed to produce income quickly. Let us work together to help you profit from your unused vacation days. Success is just a call away. **888-628-8989**

