



COMPASS  
RESORTS  
vacation rentals

Discover a Better Direction

## Vacation Rental Homeowner Services Guide



### Exceptional Property Care

Our exceptional housekeeping and operations teams focus on preserving and enhancing the condition of your property without sacrificing revenue.



### Optimized Revenue

We employ a competitive marketing strategy and optimized dynamic pricing tailored to meet the goals of each individual homeowner.



### Reliable Communication

Every owner has a dedicated Rental Manager as their main point of contact who knows the ins and outs of their property, and can respond promptly.

# Housekeeping Services

Our standards for home care are exceptionally high and one of the top reasons we have such a trusted reputation with our Owners and Guests. Vacationing Guests know they can expect an impeccably clean home. Property owners on our vacation rental program rest easy because their home is cared for responsibly by our Housekeeping Teams.

## More Eyes on Your Home

In addition to a full clean, every single reservation receives two inspections - an initial departure inspection and a final cleanliness inspection

- During our initial inspection following check-out, we discover any lost items, special cleaning needs, or maintenance needs in your home
- Following our initial inspection, the departure clean provides a full-service professional clean
  - Beds are made with professionally laundered sheets
  - Bathrooms are stocked with fresh towels
  - Floors are swept, mopped, and vacuumed
  - Every room is meticulously cleaned
  - Paper products and amenities are restocked
- Our final inspection occurs after the departure clean is complete to confirm the home's cleanliness and readiness for our Guest's arrival
- Once per year, a deep clean is completed. This very detailed cleaning includes specialized cleaning procedures not normally covered by departure cleans such as:
  - Washing walls, baseboards, shelving, light fixtures, and more
  - All comforters are laundered or dry cleaned
  - Carpets and upholstery are professionally cleaned if needed

Vacation Rental property care takes smart planning, determination, and attention to detail to get the job consistently done right.

## Linen Pool Program

Compass Resorts maintains and operates an in-house Linen Pool Program for each of our vacation rental homes

Each owner makes an initial contribution, and an annual fee replenishes the linen pool for next year. Replenishment needs are based on worn goods and stains occurring during the normal course of Guest stays throughout the year. This expense is minimized by the scale associated with larger linen purchases. The linen pool assures all of our Guests have high-quality, stain-free linens and towels to enjoy during their stay.

Our Compass Resorts Laundry Facilities and Team are located on-site at The Palms of Destin. We are able to launder, prepare, and inspect all linens for our vacation rentals to ensure our "Compass Clean" standard has been met.

Ask your future Property Manager about how our professional housekeeping and laundry services can make your investment property a success.



# Maintenance Services

One of the most critical roles of your Property Management Company is to safeguard and care for your home. We believe a well-maintained and clean vacation rental property is one of the best ways to earn happy, loyal, repeat Guests, as well as the highest rental returns.

## Prevent Unplanned Expenses

Our Preventive Maintenance (PM) Plan makes it easy!

This plan covers the labor for a variety of maintenance needs and simple repairs, taking the stress out of your rental home's routine maintenance. Annual enrollment in our PM Plan is optional, but we strongly believe it is an excellent value for homeowners to help mitigate unplanned expenses. Our PM Plan includes labor for these services:

- Annual comprehensive PM inspection
- In-house diagnostic services
- Change AC filters (minimum eight times per year)
- Clean AC condensation line and treat chemically (minimum four times per year)
- Treat HVAC with biocide (quarterly)
- Replace light bulbs
- Replace batteries in smoke detectors
- Replace batteries in remote controls
- Program TVs, stereos, and Blu-ray/DVD players
- Orient Guests to home equipment
- Reset circuit breakers and GFI outlets
- Clean exhaust fans to ensure proper airflow
- Clean sink aerators of blockages and buildup
- Clean dishwasher internal filter
- Place bifold and screen doors back on track
- Lubricate door locks, hardware, and sliding glass door tracks
- Basic unstopping of toilets, sinks, and bathtubs
- Unclog and reset garbage disposals
- Replace doorstop rubber tips
- Tighten fasteners
- Perform simple remounts
- Contact and coordinate contractors as needed\*

Also included for Private Homes:

- Pick up trash around the exterior of the home
- Bring garbage cans to and from the curb
- Blow or sweep walkways and driveways
- Clean grills / monthly grill evaluation

General maintenance services that are not covered by our PM Plan are billed at an hourly rate.

Our in-house maintenance team will always provide a 24/7 rapid response, should any immediate maintenance needs ever arise.

\*Fees charged by outside contractors or other service providers are not included in our PM Plan.

## Hurricane Preparation and Recovery

In the event a hurricane warning is issued for our area, we quickly bring all outdoor furniture and any loose objects inside, and secure all windows and doors. After the hurricane warning is lifted, we inspect for any damage or water intrusion. Once a thorough inspection is completed, we return all furnishings to their rightful place. If needed, we can arrange and coordinate emergency water extraction and other contracted repairs. A per incident fee is charged for hurricane preparation and recovery efforts.

# Marketing Services

Compass Resorts' well-rounded marketing strategy focuses on maximizing revenue for your investment property. We stay at the forefront of vacation rental industry trends and utilize cutting-edge innovations and technology to accomplish this goal.

## Showcasing Your Vacation Home

We are committed to curating your home's online presence and persona

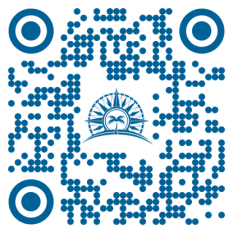
Our newly redesigned websites are specifically designed to showcase your individual vacation home, build confidence with guests, and ultimately generate online bookings, with 80% of our guest reservations booked through one of our four websites:

- [CompassResorts.com](https://CompassResorts.com)
- [TheSilverBeachTowersResort.com](https://TheSilverBeachTowersResort.com)
- [ThePalmsOfDestinFlorida.com](https://ThePalmsOfDestinFlorida.com)
- [SilverShellsResort.com](https://SilverShellsResort.com)

Every content piece we create is search engine optimized to maintain the highest online relevancy. By employing Google, Microsoft, and Facebook's software to create ads, we display higher in searches and actively monitor conversions from all sources. We consistently oversee and share our property reviews across platforms to bolster your home's reputation. We are extremely active on social media, engaging with our thousands of followers daily.

Your home is also featured across all of the sites below, at no additional cost or effort to you.

- Vrbo
- Expedia
- BnbFinder
- Facebook
- Pinterest
- Airbnb
- HomeToGo
- Whimstay
- Instagram
- Tiktok



Check out our sites!

## Rapid Response for Renos

We use professional in-house photography to feature your home's appeal and increase online visibility. By having our photographers on-site and in-house, we are able to quickly schedule, capture, edit, and publish photos of each and every update made to increase your return on investment. Our in-house content team is able to go to work getting your newly updated home pushed on multiple social media platforms through photo and video content.

## Pricing for Success

Our revenue strategy focuses on balancing competitive stay restrictions and dynamic pricing to maximize revenue. By using software that compiles market data for the Destin and Panhandle areas, we're able to stay ahead of the competition. Dynamic pricing enables us to react quickly to changing market conditions, consumer demands, local events, and historical data. We adapt and adjust our pricing strategies to ensure your property is priced competitively throughout the year, maximizing your revenue.

# Accounting Services

Whether your vacation rental is your family's second home, an investment property, or both, our in-house Accounting Team is here to streamline the financial intricacies of Vacation Rental Management.

## In-House Transparent Accounting Procedures

As a Full Service Vacation Rental Management company, we take the guesswork out of accounting

We deeply appreciate the significance of the financial side when it comes to owning and managing a vacation rental. With this in mind, we are committed to providing you with a reliable and honest approach to vacation rental accounting.

Monthly, our in-house Accounting Team coordinates with your Rental Manager for detailed statements and deposits. Your monthly statement breaks down each reservation's total amount, with any applicable expenses, that will be deposited to you. You are paid timely, in full, by the 10th of every month, through your choice of either Direct Deposit or a check mailed to your address,

For Guest reservations, our team collects not only the rent amount, taxes, and fees for all stays but also takes care of all merchant fees, and resort fees at select communities. Our team also takes care of collecting and remitting state and local taxes on your behalf, as well as registering your short-term property with the state for legal and legitimate rentals.

Should an outside vendor be needed at your vacation rental, we are able to not only schedule one of our local, trusted partners, but we are able to take care of the invoice on your behalf, which will then come out of your monthly deposit. Have a recurring bill for your vacation rental (pool service, lawn care)? We can take care of that, too!

Every financial transaction related to your vacation rental, from rental income to maintenance costs to professional floor cleaning, is documented, recorded, and verified. This provides a detailed record and receipts are kept for future reference.

To make the process of filing income taxes a bit smoother, we send an Annual Statement specific to your vacation rental. As with our entire Compass Resorts team, our Accounting Team is always available to assist with any questions you may have.

## Trust Accounting You Can Trust

Compass Resorts utilizes Trust Accounting to handle the financial aspects of your vacation rental. One of the main differentiators that sets Trust Accounting apart from other methods is the separation of your vacation rental revenue from our business operating funds. This practice ensures transparency and compliance regarding the handling of your revenue.

# Discover a Better Direction

## Ready to join our exclusive Vacation Rental Management Program?

### Onboarding Process

Making your Vacation Rental Home bookable and online shouldn't be difficult, so we make it easy!

1. Your dedicated Rental Manager will evaluate and share suggestions about freshening up your home to maximize your earning potential.
2. Our Operations Team will perform an initial cleaning and take inventory of your vacation home items.
3. Your vacation home and information will be entered into our Property Management Software.
4. Rates will be analyzed and created by our Revenue Management Team, utilizing our dynamic pricing software.
5. Our in-house photographers will take, edit, and publish photos of your home.
6. Our Marketing Team will build and publish your online home's profile on our website and partner sites.
7. Our Marketing and Reservations Teams will work their magic to book your vacation home!

### At Compass Resorts - We say what we do, and we do what we say

We've spent nearly two decades developing strategies and processes to deliver next-level home care for your hard-earned investment. Our full-service management program provides responsive service, enhanced property protection, and tailored revenue management.

We look forward to elevating your Vacation Rental Management experience.

### - But Don't Just Take Our Word For It -

"We used to manage the property ourselves for a few years and although doing well with it there is always the fear of not being there to watch over it when a problem may occur. Being with Compass has certainly taken a load off our shoulders. You have taken care of all of our needs in a professional manner. Again thanks and we are looking forward to another great year."

-Silver Shells Owner



# Frequently Asked Questions

## Questions to ask your potential Property Management Partner:

- Who will be Primary Point of Contact be?
- How are Guest damages handled?
- What frequency and method is my Owner Account paid out?
- What is the frequency and process that my property is inspected?
- Is the projection received including the total for fees the Guest will pay? (Cleaning Fees, Service Fees)
- Is there an additional charge to be listed on or have a subscription for Online Travel Agencies (OTAs), like Vrbo?

## Our Top Five FAQ's

### 1. What start-up fees are there?

The only start-up fees are joining the Linen Pool Program, Initial Clean Fees, and inventory needs of your home. The Preventative Maintenance Plan is optional to join, but is highly recommended.

### 2. Are there owner-night restrictions?

Nope! Other vacation rental management companies might, but we don't restrict your usage of your vacation home.

### 3. What housekeeping services do you provide?

We have a Linen Pool Program for all of our vacation rentals, perform 2 inspections, and a full clean between each reservation, as well as an annual deep clean.

### 4. Is there a support team I can contact?

Yes, our team is available 24/7 for after-hours calls and emergencies.

### 5. How can I manage my property and see my payments?

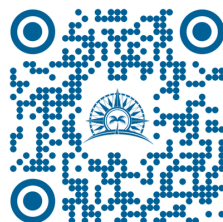
We utilize an online owner portal, where you can view work orders, direct deposit information, statements, availability calendar for your property, and all reservations.

Looking to improve your Vacation Rental?

Ask about our sign-on Home Improvement Credit Opportunity!



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