



Scope of Services

OVERVIEW

We aim to provide exceptional services and value for our home owners. Our goal is to not only manage your property, but to also maximize cash flow and in turn increase the value of your property.

GOALS OF THIS DOCUMENT

- Define our Scope of Services
- Demonstrate Our Value-Added Proposition
- Set expectations for our fee that is based on the Gross Rental Income

We only charge a fee when we rent your property resulting in our goals being aligned to maximize rental income.

- 3rd Party Online Booking Channel Managers charge 10% for managing the calendar, only.
- Full Service Vacation Home Rental Management Companies charge as much as 35%-50% plus monthly fees based on location.

With us....

**Experience hassle-free ownership with our expert team!
We handle everything!**

We *ONLY* charge 25% of the nightly rental income!

What sets us apart from the rest?

(Aside from being an Airbnb Superhost and Community Leader)



Community Leader

Club leaders support,
connect and empower
their local Host
community.



Lake Tahoe VACATION HOMES

(916) 212-3427
www.BookingLakeTahoe.com
info@bookinglaketahoe.com
CA DRE: 02084464

We perform the following services:

- Obtain all necessary licenses and rental permits (and renewals) for VHR's in El Dorado County and provide licenses, permit and renewal guidance/assistance to the Owners for the STR's in Placer County
- Preparation and assistance of the home as needed to pass inspections with required Smoke and CO2 detectors, fire extinguishers, defensible space inspections, bear boxes, and signage requirement for the VHR/STR rules and regulations.
- Schedule inspection with the Fire Dept for VHR/STR permits and as needed for renewals
- Collect the Transient Occupancy Tax (TOT) and file quarterly reports, as well as submitting payments due to the local county or city tax collector.
- We will be your local contact for emergencies and respond to any complaints within the required time frame
- 24/7 concierge services for guests with Deana being the guest's Super Host. 
- Monthly accounting statements
- Coordinate necessary reporting for your income tax preparation
- Prepare and Update Listing on our direct booking site as well as cross posting all major rental sites including AirBnb, VRBO, Booking.com, Google Rentals, HomeAway, etc.
- Professional Photography at no cost (reimbursement needed if agreement is canceled)
- Advertise listing(s) on Social Media and with Google paid advertising.
- Maintain guest relations before, during, and after stays using our robust Client Relations Management system (CRM)
- Process damage waiver insurance coverage for guests, if necessary
- Coordinate housekeeping in between guests



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- Monitor supplies
 - Dishes and Dishwasher Soap
 - Hand Soap
 - Laundry Detergent
 - Laundry Fabric Softener
 - Toilet Paper
 - Paper towels
 - Light bulbs
 - Toiletry items (by Owner's request)
- Repair and Replace linens, dishes, and furniture, as needed.
- Coordinate maintenance, as needed
 - Sealing of Decks
 - Snow Removal
 - Exterior Structural Maintenance
 - Pest Control
 - Yard maintenance
 - Defensible space
 - Tree Removal Service
 - Hot Tub Maintenance
 - Plumbing
 - HVAC
 - Appliance repairs
 - Manage Home Warranty Service
 - Remote IT support for network and smart devices by utilizing the latest advancements in technology to automate as much as possible and as such will request an initial investment for the following:
 - **Smart Locks (Highly recommended)**
 - **Smart Wi-Fi thermostats (We will adjust remotely prior to guest arrival and after departure)**
 - **Security cameras (recommended but not required).**



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Maintenance

We will make recommendations and coordinate any repairs and maintenance. These inspections will evaluate the life and condition of the furniture, window coverings, screens, fixtures, appliances, floors, roof, HVAC system, heat tape, drainage, and water heating systems. We will make recommendations to prolong the life of your property and improve the guest experience.

TECHNOLOGY

Our tech stack involves complex and costly software to prevent double bookings through our booking channel manager software. Our tech stack will automatically generate random door codes for guests that are only good for the duration of their stay. Our equipment requires a strong and secure WiFi signal, a smart door lock, and we recommend a smart thermostat. *** We will provide you with an estimate of the recommended equipment during our "Set Up" phase and *typical set up costs can exceed \$1,000 dollars for this state of the art equipment (Owner's expense).*

MILESTONES Next Steps

Property Management Agreement

Upon execution of our agreement we will move forward with scheduling professional photography and installation of equipment / hardware, obtaining bids for snow removal, pest control, housekeeping, and **our attending an on-site evaluation for any recommendations to improve the guest experience.**



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Set Up

During the Set Up Phase, we will complete four different processes:

1. Listing Preparation after receiving completed questionnaire
2. Tech Stack Installation (API connection with smart devices and platforms)
3. Obtaining Necessary Permits and Signage
4. Photography

“Can we rent while waiting for the permit?”

We are able to advertise as a 30-day furnished ski/summer lease right away, but will not be able to advertise nightly rental until after we obtain the necessary permit which can often take at least 60 days. *Seasonal Bookings will be a discounted rate of 15% for our property management services.*

Accounting - Monthly Reporting

You will receive monthly accounting statements and automatic monthly payments via ACH transfer (direct deposit). Any expenses out of the ordinary will be sent to you for approval in advance. We will handle all expenses incurred with rents received with net distributions made on the 15th day of the month from the previous rental activity.

Revenue Analysis

In order to maximize our use in the dynamic pricing models, we will require knowing your minimum nightly and / or monthly rental price (to optimize revenue) prior to going live on the rental market. With a 30-day booking we do not need to collect or charge the 12%-14% Transient Occupancy Tax (TOT) so this can improve cash flow with less turnover on qualifying properties. We will continue to monitor booking activity and will equip you with log in credentials to block off days for your personal use.



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Asset Management

We are not just property managers. We view ourselves as asset managers and understand the relationship between cash flow, capitalization rates, and property value. Your property is part of your portfolio and we recognize this. You may want to sell your asset and trade up or liquidate your holdings, as needed. We make this easy to do when ownership transfers and a buyer can retain future bookings and online digital profiles with positive reviews of the property which makes cash flow more predictable.

We are a full-service real estate company and offer real estate brokerage and mortgage services, as well. As such, we have “buyers in waiting” ready to purchase well-managed cash flowing assets. So, if and when you are ready to liquidate or trade up or down we can assist you with this and offer these services at a discount for our clients. We can also help you leverage your asset, if needed, to finance improvements or tap into equity for any reason.

These services will optimize the enjoyment of your property and cash flow all at a fair price. We make every effort to make Second home (investment) ownership as effortless as possible with professional property management and hosting.

We look forward to working with you!

If you have any questions, comments, or concerns, please feel free to contact us at any time.

Sincerely,

David J. Howie, MSFA
Property Manager – (916) 719-6205
Co-founder & Broker of Record

Deana B. Howie
Host and Airbnb Community Leader for Lake Tahoe



Club leaders support,
connect and empower
their local Host
community.