

Marketing - Property attributes & guest services

Revenue Production - rental revenue is the core of the vacation rental industry. When considering properties to purchase, buyers should focus on a property's potential to produce revenue. Property expenses such as local taxes, pool maintenance and housekeeping are predictable and similar across the board. It is a property's potential to generate revenue that will separate it from the pack.

Property Attributes - benefitting from our years of experience with vacation homes, Gemstone has been able to identify specific property attributes that create rental demand. Carefully consider property features before you purchase or refurbish an existing home and let Gemstone guide you toward maximizing your revenue production. The chart below shows how property attributes affect revenues.

Property Attributes	Premium Pool Area	Prime Location	New and Modern	Professional Decoration	Spa or Hot Tub	Resort Community	Annual Revenue
4 Bed Ex 1	✓	✓	✓	✓	✓	✓	\$35,000
4 Bed Ex 2	✓	✓	✓	✓		✓	\$25,000
3 Bed Ex 3	✓	✓		✓			\$25,000
4 Bed Ex 4	✓		✓	✓	✓		\$25,000
3 Bed Ex 5	✓	✓			✓		\$22,000

Guest Services - while property attributes are a significant portion of what the traveler considers when choosing a vacation home, often times it is the manager's ability to provide guest services that determines the customer's ultimate satisfaction with their rental decision. When travelers are shopping for vacation homes to rent, they are not only searching for desirable amenities, they are looking for security. They want the security of knowing that professional property management is in place to ensure the satisfaction of their experience.



POWERFUL PROPERTY MANAGEMENT SOFTWARE

We've invested in cutting-edge software to help provide our guests and owners with worldclass service



RESPONSIVE WEBSITES
Best-in-class mobile responsive website with online booking engine.



RESERVATION SYSTEM
Manage bookings, properties, owners, operations and more.



LISTING SITE SYNCING
Sync your availability calendars with multiple listing sites, including Airbnb.



ONLINE OWNER PORTALS
Online portals where owners can make bookings, see statements and more.



WORK ORDER SYSTEM
Manage your housekeeping and maintenance operations in real time.



MARKETING AUTOMATION
Automate your communications, plus create and manage leads.



ONLINE GUEST PORTALS
COMING SOON - Online portals where guests can make bookings, add payments, and more.



ACCOUNTING
Powerful trust accounting solution to track and disburse funds.



GUEST REVIEWS
Send surveys, collect valuable data, and post reviews to your website.

LiveRez vacation rental software is the most used and most advanced cloud-based vacation rental software available.

With tools like LiveRez at our disposal, Gemstone is able to deliver top rate guest service which in turn produces valuable guest reviews. It is these guest reviews in conjunction with the effective presentation of our rental inventory that provides the foundation of Gemstone's marketing.

“ Mary and the staff were hands down the most professional and welcoming staff I have encountered in years of traveling! Definitely recommend - Kris Peterson, ”

Revenue Projections - A truthful assessment

Resale	Slow Season	Busy Season	Christmas/ Easter	Totals
Nightly Rate	\$125	\$175	\$225	
Nights Available	180	159	26	365
Nights Rented	51	90	20	161
Rental Percentage	28%	57%	77%	44%
Rental Revenue	\$6,375	\$15,750	\$4,500	\$26,625

Brand New	Slow Season	Busy Season	Christmas/ Easter	Totals
Nightly Rate	\$125	\$175	\$225	
Nights Available	180	159	26	365
Nights Rented	85	118	22	225
Rental Percentage	47%	74%	84%	62%
Rental Revenue	\$10,625	\$20,650	\$4,950	\$36,225

The table above indicates potential rental activity in similar homes with the only major difference between the two being that the first home is resale and the second home is new construction. While both properties book well, there is a premium available to the owner of the brand new home because of the marketability of the newness factor.

Business Analysis-A guide as to what to expect

4 Bed Home	Projection Only	Resale	Brand New
Annual Revenue	Gross Revenue	\$26,625	\$36,225
	Expenses		
Discounts	Discount off listed rates	\$(2,662)	\$(3,622)
35% Commission	Includes all cleaning fees	\$(8,387)	\$(11,411)
Management Fee	Comprehensive Plan \$250/month	\$(3,000)	\$(3,000)
Property Tax	County property tax	\$(3,000)	\$(3,500)
Insurance	Homeowners insurance	\$(1,200)	\$(1,500)
Utilities	Electric, water,cable,internet	\$(5,400)	\$(3,000)
Pool Service	Annual pool cost	\$(1,200)	\$(1,200)
HOA	HOA fees	\$(1,200)	\$(2,400)
Annual Cash Flow	Analysis results	\$576	\$6,592

No Representation of Guarantee. Gemstone makes no representations regarding any economic benefits to be derived from short term rental property usage. Customer is advised that economic benefits to be derived from renting your home on a vacation basis may vary with individual circumstances, and customer is required to rely upon customer's own attorney, accountant, or other counsel if guidance in such matters is desired.

Property Maintenance - Keeping your home rental ready

You've heard the saying: "An ounce of prevention is worth a pound of cure". That being said, the Gemstone Properties staff recognize the importance of making sure your asset is well maintained. From pre-arrival housekeeping inspections to property checks at departure, Gemstone's thorough approach to maintenance provides the framework for the positive guest experience necessary for rental success. Below is a comprehensive overview of required annual services and estimated costs for vacation home maintenance. Gemstone offers two options for maintaining your home in a rental ready condition:

The Itemized Option or The Comprehensive Option

Maintenance Cost Chart

Additionally Required Maintenance Items	Itemized \$135/Month	Comprehensive \$250/Month
Basic Monthly Service	Included	Included
Replacement Items	\$200	Included
Licensing	\$200	Included
Annual Fire Updates	\$75	Included
Annual A/C Service	\$75	Included
Pest Control	\$200	Included
Dryer Duct Cleaning	\$125	Included
Annual Carpet Cleaning	\$150	Included
Annual Pressure Wash	\$125	Included
Comforter Cleaning	\$100	Included
Pool Blanket Service	\$100	Included
Spring Cleaning	\$250	Included
Overhead Arrangements Fees	\$160	None
Additional Annual Cost	\$1,760	Saves \$380/year!

Comprehensive or Itemized Maintenance- Your option

The maintenance items detailed in the chart are obligatory to any property management effort that intends to ensure a rental ready home. Many of these regular maintenance items are often neglected in property management presentations.

With our Itemized Option, maintenance costs are paid for as the services are provided and Gemstone collects a \$1,500 escrow payment. These escrowed funds are made available to the manager to draw from whenever a service such as spring cleaning or fire extinguisher updating is required.

The Comprehensive Option allows the owner to spread mandatory maintenance expenses evenly across the calendar. This full service program includes the basic services of management as well as the additional services required to maintain a vacation home in a legally conforming and show ready condition at all times. State and county licensing, annual fire extinguisher updates and even replacements of commonly broken, stained, worn or lost items are covered within our single comprehensive fee. The escrow requirement is reduced from \$1,500 to \$500.

Management Programs



Comprehensive Management Option = \$225-\$350/Month

For the Comprehensive Option, an exact rate will be quoted per property. The quoted price will be dependent on many factors including but not limited to the size of the property and the services provided by the HOA or within the community. Smaller properties, 2-4 bedrooms, are priced in the \$225-\$275 range. Larger properties, 5-8 bedrooms, are priced in the \$275-\$350 range.

State & County Licensing	Annual Fire Code Updates	Spring Cleaning
Comforter Cleaning	Carpet Cleaning	Pressure Washing
Dryer Duct Cleaning	Pest Control	Pool Blanket Service
Annual A/C Service	Annual Pool Heater Service	Replacement Items*

*Replacements of the most commonly damaged or missing personal property items include but are not limited to: toasters, coffee makers, irons, ironing boards, brooms, mops, towels, bed sheets, pillows, glasses, silverware, pots, pans and vacuums are also included with the comprehensive option.

Itemized Management Option = \$135/Month

The Itemized Option includes a monthly twenty (20) point property check including photographs, check/change of the A/C filter, mandatory state required smoke detectors & emergency lighting check, state and local tax payments, guest and owner services.

The Itemized Option requires \$1,500 escrow to be maintained at all times. These funds will be available to the manager mandatory services such as spring cleaning, A/C servicing, carpet cleaning, pressure washing and replacement items as they become necessary.

Guest Arrivals/Departures- Never any cleaning charges

- Supervisory Level Arrival Inspection
- Day of Arrival Pool Service
- Maintenance Check at Departure
- Check-out Trash Removal
- Departure Photos
- All included with 35% Commission Plan

***Ask about our 20% commission plan where owner pays Arrival/Departure Fees**

Partnership Approach - Counselors to sensible investors

While vacation home ownership is essentially a luxury, it is a luxury that can be greatly subsidized with proper asset acquisition and competent property management. When the proper elements are brought together, the resulting rental revenues can often provide the owner with a self supporting property.

