

# Property Management Frequently Asked Questions



## Our Dedicated Owner Relations Team

**Q:** How do you communicate with homeowners and what types of reports do you provide? Who will I be working with on your team?

**A:** Our dedicated Owner Relations Team is available to our homeowners to coordinate meetings, provide monthly reviews and financial statements.

With easy access to an Owner Portal, you can view bookings and occupancy, communicate with our reservations team, monthly reports and book your stays.

## Our Property Care Services

**Q:** Can you outline your property management services, including cleaning, inspections, and maintenance.

**A:** We have a dedicated team to your home to manage the cleaning, quality control and maintenance of your home to ensure it is guest ready and in excellent condition.

Our Operations and Maintenance teams are available for multiple services including coordinating regularly scheduled maintenance for HVAC and plumbing, handle your lawn care, exterior maintenance and pressure washing, hot tub maintenance or inventory management to name a few.

**Q:** What unique aspects set Southern Comfort Cabin Rentals apart from other property management companies, especially in terms of advantages to homeowners?

**A:** Our homeowners are part of our family, and their homes are like our own. We work to build a profit with you, not from you. Our expert, local team is here for you and your home, anytime.

We have assigned a dedicated housekeeper who will become an expert on the unique care and upkeep of your home. From basic maintenance to extensive home renovation, our in-house team saves you time and money.

**Q:** What is your approach to managing damage caused by guests? Do you require a security deposit or offer damage insurance? If you opt for insurance, how do you establish the coverage details?

**A:** We offer our guests a damage protection waiver to cover accidental damage that may happen to your property during a guest's stay.

## Our Marketing & Sales Professionals

**Q:** What are some of the strategies you use to market vacation rentals to guests.

**A:** We have a comprehensive marketing strategy that includes professional photography on your listing, well optimized website with top ranking in Google, a targeted email marketing and newsletters, an active social media presence promotion, online listings on over 10 platforms including Airbnb, Marriott and VRBO and a dynamic pricing strategy.

## Our Contract Terms

**Q:** As a potential new owner in your program, can you outline the commission structure and any additional costs a homeowner might incur.

**A:** Our commission structure is typically based on a percentage of rental income earned from the nightly rental rate. It is an agreed upon commission for each home based on the home's average daily rate.

There is an initial set up fee to cover the cost of bringing the home the rental program.



## Our Trust Accounting

**Q:** How you handle financial management for the properties you manage. Do you follow trust accounting principles?

**A:** In financial managing your vacation home our team use Trust Accounting principles to maintain separate accounts to handle rental income from expenses. As part of our trust accounting services, we provide regular financial reports, typically monthly.



## Our Technology

**Q:** What kind of technology do you employ and how does this technology provide benefits to both homeowners and guests?

**A:** We leverage advanced technology to manage your vacation rental home efficiently and effectively. These tools are designed to streamline online bookings and reservations, market across multiple channels to increase visibility and attract a wider audience and increase our bookings using dynamic pricing and revenue management along with data performance metrics.

We also offer keyless entry systems to our guests and noise aware systems.



## Our Revenue Management

**Q:** How do you determine pricing to optimize earnings? Do you utilize dynamic pricing software, manage rates manually, or employ a combination of both methods?

**A:** We have a dedicated revenue manager and use dynamic pricing tools to ensure your home achieves the highest possible revenue while ensuring high occupancy rates. With dynamic pricing we continuously adjust prices based on a variety of factors including demand, seasonality, local events, and market trends.

**Have Additional Questions? Lets Talk!**

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