



The Best Choice for the Rental and Care of Your Home

Establishing mutually beneficial relationships is essential for your success in the rental of your vacation home, and no relationship has greater potential to help you achieve your goals than partnering with a vacation rental management company. Choosing the right company, however, can be a frustrating and time consuming experience as there are a lot of factors to consider.

The first thing many owners look at when comparing companies are the commission rates charged. While rates are obviously an important one, they unfortunately can be misleading if you aren't taking numerous other factors into account. You'll want to know what additional charges, fees, and expenses you may incur. You'll also want to consider the level of services the company can provide, including responsiveness to maintenance needs, thoroughness of housekeeping, professional bookkeeping, knowledge and friendliness of the staff, familiarity with rental regulations and applicable laws, and value-added programs.

We here at Holiday Vacation Rentals value the relationships we have with our partners. To help make your decision easier, we've put together this overview of the benefits of partnering with us, so you can better get to know our company and the people behind it.

About Holiday Vacation Rentals

Holiday Vacation Rentals was founded in 2004 and is a locally owned and operated family business. We are not a franchise or pressured by outside investors to maximize short term profits at the expense of quality, service, or our relationship with the community. In order to provide better service to property owners and guests, Holiday Vacation Rentals has an in-house maintenance and condominium association management division, Birchwood Property Management. In 2018, Holiday Vacation Rentals also launched Birchwood Realty with a team bringing over 45 years of combined experience in the real estate industry. Our diverse background brings local expertise, experience, and insight not many other companies can offer. Together, we can help make the rental, maintenance, and even the sale of your home easy.

Company Culture

Our company culture focuses on family, caring for and delivering value to our partners and rental guests, supporting our employees, and giving back to the community. Our mission statement and core values are published at: <https://www.holidayvacationrental.com/about-us/our-mission/>.





Training and Experience

We are members of the Vacation Rental Management Association (VRMA), which provides best-in-class education, professional development, industry trends, and the collective experience of thousands of industry pros. Members of our team also have licenses, certifications, and designations such as Certified Pool Operator (CPO), Vacation Rental Housekeeping Professional (VRHP), FAA-Certified Drone Pilot, Licensed Real Estate Brokers & Agents, and Realtors®.

Reservations

Direct booking is available online through our website or with our friendly reservation agents who can assist in more than just helping guests reserve the right property. Unlike some of our competitors, our reservation agents are *local experts* able to provide personal recommendations for area attractions, entertainment, dining, shopping, and other “up north” experiences. This offers us a chance to provide better customer service, and many guests are like family and return year after year.

We also distribute to booking partners or online channels like Airbnb and HomeAway, where online bookings can be made. Our direct booking strategy is very important, however, and can save as much as 15% by not having to pay fees to intermediaries. Because it avoids high channel fees, we’re able to offer a “Best Rate Guarantee” to renters who book direct.

Tech Support

We help troubleshoot common guest problems over the phone such as internet connectivity issues, assistance operating televisions, thermostats, resetting tripped breakers and GFCI outlets, and identifying issues that may require additional on-site service. If a site visit is required, there is never an additional cost to you or guest for user error.

24/7 Hotline

Guests can reach us with an after-hours hotline for property issues or emergencies. When an issue can be resolved over the phone, there is no cost to owners or guests. In rare circumstances that require a site visit and repairs, additional charges may apply.

Check-in/Check-out Inspections

We inspect properties before guests arrive in order to provide the best guest experience possible. We want to ensure the property is cleaned to our standards, equipment is functioning properly, temperatures are set to a





comfortable level, a welcome bag has been placed inside, and a light is on for arrival, among other things. Check-out inspections are performed by housekeeping or maintenance to secure the property and inspect for damage.

Maintenance

Our maintenance team can service many last-minute repairs needed for guest arrivals in addition to assisting with getting a property ready for the spring, summer, fall, and winter seasons, and at very competitive rates. We can also make managing snow removal easy and cost effective by only performing snow removal when needed for a guest or owner arrival, or when needed in order to ensure a property can be made accessible in the future. In the event an outside vendor needs to be called to service an issue, we help identify the issue for the vendor, thus saving repair time. Plus we'll use your preferred vendors when possible, if you have any.

Safety

We place free carbon monoxide detectors and rechargeable emergency LED nightlight/flashlights in all rental properties for the safety of homeowners and rental guests. We also test smoke detectors annually upon the first rental of the season and provide other safety recommendations to owners to reduce the risk of injury and property owner liability.

Vacation Club

Our exclusive club provides additional value to homeowners in our rental program, resort property owners in the communities we manage, and to rental guests. Using our free membership card, valuable offers and discounts are available at recommended local businesses.

Marketing

In addition to our website, utilizing online booking channels, social media, email, and print marketing we also publish the free *Insider's Guide to Vacationing in Northern Michigan* for travelers to download online.

Professional Photography

Once properties are rental ready, we take and periodically update photos. There is a one-time \$250 charge for the cost of photography, website landing page, and distribution channel setup deducted from the first rental proceeds.





B2B Relationships

We have established business-to-business relationships to personally recommend dining, area attractions, activities, and even home maintenance needs.

Rental Rates, Revenue Management, and Yield Management

We recommend and review rates with owners. You can set the minimum rate for any rate period to ensure you cover your “cost of renting” (such as the cost of utilities, rubbish removal, snow removal, channel fees, and wear and tear on the property) and your utility value (the value you place on using the home when it isn’t renter occupied at a desirable rate). Unlike some competitors, we do not book your property below your desired minimum rate without approval.

Holiday Vacation Rentals uses revenue management, setting and adjusting rental rates to reflect changing market conditions for high and low demand times throughout the year. Rates can also be raised or lowered based upon pace of sales. An effective revenue management strategy helps in making the best pricing decisions to maximize revenue taking into account the owners “cost of renting” their home.

When properties are slow-to-book, we utilize several different marketing channels to further promote your vacation rental.

You may also come across companies that advertise “yield management”. Revenue management is the overall strategy to maximize net income, whereas yield management is the actual price optimization part of revenue management that does not take in account all costs, ancillary sources of revenue. For example, yield management does not consider the owner’s cost associated with rentals (such as the owners cost of utilities, rubbish removal, hot tub cleaning, channel fees and wear and tear on the property) or the revenue generated from longer length of stays. It focuses only on the selling price to generate the largest possible revenue from a perishable inventory.

While yield management can be effective, particularly for hotels in large urban markets where events like a concert or convention can cause fluctuation in demand and occupancy, it has yet to be a common and proven pricing practice in short term rentals particularly where bookings are often made well in advance, and in seasonal markets without frequent event venues.

Accounting & Reserves

Holiday Vacation Rentals does not hold any of your money in a reserve account, unlike some competitors. We adhere to industry guidelines for trust accounting to track and safekeep your income and expenses.





Other Charges

We pay early arrival and late departure fees to owners, and there are no charges for guest rubbish collection and disposal, unlike some competitors.

Rental Management Fees, Channel Fees, and Effective Commission on Rent

There are two commission options for owners to select from to best meet their needs.

- Option 1 – Holiday Vacation Rentals pays all channel fees and chargebacks.
- Option 2 – Owner selects which channels, if any, to use for distribution and pays the cost.

Depending upon the option selected, our effective commission on rent is from 27% to 35%.

Some companies charge owners for all channel transaction and booking fees! Channel fees range from 5% to 15% and are deducted from owners' rent payments. Published rental commissions may be around 35%, but effective commission on rent with added fees can result in significantly more.

Termination of Agreement

Our Rental Management Agreement renews annually and allows advance bookings to be made for one year. The Agreement can be terminated any time prior to sixty days before the renewal date subject to honoring confirmed rental reservations. Upon termination, our policy is to stop renting your home and make every effort to relocate rentals to another property. The cost of relocating a renter is charged to the owner.

Be wary of rental management agreements with no restrictions on taking advance bookings or those with liquidated damages clauses in the event of contract terminations or the sale of your home.

Want to Learn More?

Please contact us to provide a fee evaluation of your home and learn more reasons why Holiday Vacation Rentals is the best source for local professional rental management.

Call us today at 231-242-0730, or just stop by our office at the entrance to Birchwood Farms Golf & Country Club on scenic M-119. We look forward to hearing from you!

