

# Vacation Rental Property Management Program



*Round Lake on Lake Charlevoix*

## Mission Statement

*At Holiday Vacation Rentals, we strive to provide homeowner partners with peace of mind through high standards of service and home care and to provide guests with exceptional customer service and enjoyable vacation experiences that help to create lifelong memories with family and friends. Our friendly staff and innovative management are efficient and cost effective, providing value to homeowners, customers, and guests.*

## Core Values

*The core values from which we define our company culture and brand*

- Integrity: honesty and trustworthiness
- Professionalism: knowledgeable, respectful
- Enthusiasm: passionate, caring, and dedicated to helping others
- Exceptionalism: deliver exceptional service and tirelessly strive to exceed expectations of homeowners and guests
- Innovation: entrepreneurial; seeking new ways to improve operational efficiency, owner benefits and the guest experience
- Community: serve and support our community and those that are less fortunate than ourselves

## Plan Overview

- Two Rental Programs Offered: Short-Term Vacation Rentals and Extended Stay Program for homes/condos that restrict short-term rentals.
- RevMax Revenue Management: Seasonal and holiday rates
- Guest Screening: Screening capabilities through secure property management software.
- NoiseAware: Rental properties are equipped with FCC approved monitoring devices that automatically notify guests (via text message) & HVR when decibels exceed recommended levels.
- Loyal Return Guests & Great Reviews: Excellent Google review ranking. 5 Star Guest Reviews. Premier Host status on Vrbo for providing great guest experiences.
- Property Care & Communication: Connecteam property care and Breezeway guest communications messaging app.
- House Rules: Quiet Hours, No Smoking, No Fireworks, No Pets (unless owner allows), and City Ordinance and HOA Compliant.
- \$3,000 in Accidental Damage Protection provided with each rental.
- Pre-arrival and departure inspections, and professional cleaning after every stay.
- Guest amenities are included, and carbon monoxide detectors and emergency night lights are provided at no cost.

## Plan Overview

- 24/7 Emergency Hotline for guest stays.
- Two Trip Insurance options: Rental Guardian Standard Travel Protection and Cancel for Any Reason Travel Protection.
- Accounting & Reporting: Rental Income is securely held in Streamline trust accounting software and bank trust account.
- Owner disbursement by the 15th of the following month via ACH check or a mailed check.
- Owners receive a 1099 MISC tax form every January.
- The Michigan Occupational Code require that property managers are licensed Real Estate Brokers. HVR have several licensed Brokers on staff while a few members hold Salesperson licenses and are supervised under the managing broker.
- Professional Memberships: Vacation Rental Management Association (VRMA), Petoskey Chamber of Commerce, Harbor Springs Chamber of Commerce, Birchwood Farms Golf & Country Club, and Michigan/National Association of Realtors
- Trust & Reliability: Professional BBB A+ Accreditation Rating (Better Business Bureau)
- Travel Site Partners: Pure Michigan, Vrbo, Airbnb, Expedia, Travelocity, Orbitz, Booking.com, Whimstay, Hometogo, Google Travel, Savvy, TripAdvisor, Homes & Villas by Marriott Bonvoy and VacayMyWay.

## Cleaning Standards

Maintaining a rental property at the highest cleaning standards requires meticulous mindfulness and a proactive approach. Holiday Vacation Rentals ensure that every aspect of cleanliness is addressed to provide guests with a comfortable and hygienic living environment.

Firstly, regular inspections are conducted to assess cleanliness levels and identify any areas in need of attention. These inspections allow us to spot potential issues early on and take corrective action promptly.

Cleaning schedules are established and adhered to rigorously. Additionally, deep cleaning sessions are scheduled in the spring to tackle hard-to-reach areas and maintain a pristine appearance throughout the home.

Holiday Vacation Rentals ensure that cleaning supplies and equipment are readily available and properly maintained. This includes stocking up on essential cleaning products, ensuring the functionality of vacuum cleaners, mops, and other tools, and promptly replacing any items that are worn or damaged.

Attention is paid to both the interior and exterior of the property. This involves addressing window glass smudges and any litter or debris on the premises. By maintaining the exterior of the property, we not only enhance curb appeal but also create a positive impression for current and prospective guests.

Communication with guests is key to ensuring that their experience is memorable. We encourage open dialogue and promptly address any concerns or requests. This fosters a sense of trust and accountability, reinforcing the commitment to maintaining high cleaning standards. Guests receive a text message before check-in and another the day after their arrival, inviting them to reach out if they need anything. We're here to ensure their stay is as comfortable and enjoyable as possible.

In summary, a proactive and detail-oriented approach is essential for us to maintain a rental property at the highest cleaning standards. By conducting regular inspections, adhering to cleaning schedules, ensuring the availability of supplies and equipment, addressing both interior and exterior cleanliness, and fostering open communication with guests, Holiday Vacation Rentals creates a welcoming and hygienic environment for all guests.

## Owner and Guest Mobile App



### **Streamline Owner X Mobile App**

Owner X provides homeowners with easy access to essential information about their vacation rentals through a convenient mobile app. Owners can view upcoming reservations and projected rental income, and they have the flexibility to block, change, or cancel their vacation dates. Additionally, immediate email notifications are sent when a reservation is made, ensuring that owners stay informed every step of the way. This streamlined approach helps owners manage their properties efficiently and effectively.



### **Happy Stays X Guest Mobile App**

Happy Stays is the newest solution for the guest's experience needs. Within this updated version guests have the ability to pay for their reservations and check out at time of departure. Happy Stays is dedicated to enhancing the vacation experience by offering guests a range of local activities and valuable information to help plan their trip before arrival. This is just a glimpse of the many ways Happy Stays can assist in creating a memorable and enjoyable getaway.

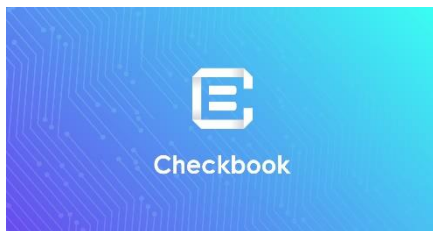
## Direct Booking Website

- HIGH-RANKING SEO (SEARCH ENGINE OPTIMIZATION)
- SHOPPING CART ABANDONMENT FEATURE
- GUEST FRIENDLY BOOKING CALENDAR
- INSTANT QUOTES AND SECURE ONLINE BOOKING

## Vacation Rental Software



## Credit Card Processing and Rental Payments



## Website Development – Third Party Distribution Channel Managers



## Property Care & Communications



## Revenue Management



VRMintel



## Travel Insurance



## Direct Booking Integrations



Booking.com

ORBITZ



Vrbo

PURE MICHIGAN





## Testimonials

Testimonials in rental property management are crucial for several reasons. Firstly, they serve as social proof, providing prospective guests with insights into the experiences of previous guests. Positive testimonials can reassure potential guests about the quality of the property and the professionalism of the management team, helping to attract new guests.

Secondly, testimonials build trust and credibility. When prospective guests see positive feedback from previous guests, they are more likely to trust the property management company and feel confident in their decision to rent from them. Trust is essential in building long-term relationships with guests and fostering a positive reputation within the community.

Finally, testimonials can help property managers identify areas for improvement. Constructive feedback from guests allows management to address any issues or concerns promptly, leading to a better overall rental experience for current and future guests.



## Five Star Reviews

*Craig – Posted 2/20/2025*

LeBear Lovely!

It is always a pleasure to return to LeBear. We have rented here many, many times and the facility, staff and views never disappoint. Thanks again for a wonderful visit.

*Kathleen – Posted 2/12/2025*

Ski-in, Ski-out condo at Nub's Nob Ski Resort. Location and convenience. Top Notch!

*Jodi – Posted 2/11/2025*

Love this location! Home is well equipped, clean and convenient.

*Luangela – Posted 2/6/2025*

Wonderful ski vacation with family. Beautiful ski in, ski out unit. We had a wonderful time. Everything we needed was there. Great rental process. Property managers are very informative. Hope to do it again next year.

*Jaakko – Posted 2/5/2025*

Great spot right by the orange and brown lifts! We had a wonderful few days at Nub's snowboarding and skiing. Property was comfortable, it had everything you need. We would stay again!

*Joe- Posted 1/21/2025*

My cousin's family and ours did a long ski weekend. The brown and orange ski lifts are basically in the backyard which made for great ski in/out for everyone to come and go ski as they please – also had a ski locker on the ground floor. The place was clean and tidy, with a well-stocked kitchen and laundry.

*Andrea – 1/14/2025*

Great Spot! Who doesn't want a chairlift in their backyard?

*Emily – 1/14/2025*

The Woods Way Hideaway was a lovely find! The location is ideal, just 10 minutes from both Harbor Springs and Petoskey and with Petoskey State Park in its backyard. A short, hilly hike through the woods brings you to Little Traverse Bay where you can walk the beach for miles. We were there between Christmas and NYE and especially enjoyed... - Dinner and drinks at Petoskey Brewing Co. - Hiking in Petoskey State Park - Breakfast at the Perry Hotel - Pizza and live music at Pond Hill Farm - Reading and movies by the fireplace We're glad we found this place and will definitely be back!

*Kevin & Phoebe – Posted 11/12/2024*

We stayed at the Turret House and were extremely happy with everything especially the views!! We loved the whole house, especially the second floor Great Room that felt like a mini ski lodge. We absolutely would go back again.

*Mark – Posted 10/15/2024*

Really nice cabin for a large group to enjoy near Lake Michigan. The place was clean, beds were comfortable, and the kitchen was well equipped to meet our needs. 1/3 mile to a public access point to the beach. Great deck space to enjoy. There are stairs that older folks might be challenged with to get to the main living area from the first floor. Not bad by any means but could be a challenge for older folks. Nice spaces to hang out with your family.

*Carol – Posted 10/15/2024*

I really didn't know what to expect when renting this beautiful home. From our entrance to the rental, we were all so pleased. The welcome package waiting for us with cookies & other surprises was so unexpected and very comforting. The house was filled with every item that our own homes had. The decor was just beautiful & welcoming. My guests from Kentucky were also very pleased & happy. Plus, site was so close to the club house for the wedding. Your rental to us made the wedding hassle free & we were able to dress, rest, and enjoy friends & family get together. Thank you again for the pleasant

memories. I would highly recommend your services to anyone. Hope to be able to do it again soon. (Just to relax) The home owners personal effects made the house into a home away from home. Thank you.

*Steven – Posted 10/23/2024*

Perfection!

*Charles - Posted 10/23/2024*

We had a wonderful time in your beautiful home. Such a beautiful surrounding area and the home itself allowed us to relax and take it all in. The entire family had a great time.

*Our Son's Wedding – Posted 10/7/2024*

Our wedding plans were cancelled so the house we rented was cancelled. The issue was resolved, and a new house was rented. Both experiences were very friendly and efficient. Weddings are never without stress, but Holiday Vacation Rentals did not add to it. Thank you!!!

*John – Posted 10/7/2024*

We really love staying at the house. It always has everything we need. We were impressed with the upstairs bathroom remodel. The shower is great. I have to say we really miss the small shelves between the rafters...Thanks for being great hosts!

*Fara – Posted 9/28/2024*

Very Nice Cottage and Beachfront

I really enjoyed my stay at the Good Hart Lake House. The cottage was clean, modern, and very nice. Easy pathway to the beach. Communication with the rental company was very easy. Both before my stay and during when I had a few questions. I would definitely rent from them again.

*Michael – Posted 9/15/2024*

Perfect accommodations

You could not ask for a better set up. Outstanding in every way. We will definitely be back.

*Jaye & John – Posted 8/19/2024*

Wonderful Home

This is a lovely, comfortable, inviting home with plenty of indoor and outdoor space. It has an excellent primary suite with spacious dressing areas, plus a second king bedroom with its own sitting area and a queen bedroom, each with ensuite. The home was clean and has a very well-equipped kitchen and laundry. The setting is beautiful with three separate outdoor seating areas, providing both sun and shade, all with golf course views. We have stayed in countless homes in Birchwood over the past 30+ years, and this is by far our favorite!

*Sally – Posted 8/4/2024*

Great house in a great location

We couldn't have been happier! The house is in a great location, and it was just the right size for myself and my husband. Brighter light bulbs would help in the bathroom because it is very dark. Also, a Keurig coffeemaker would be nice because my husband doesn't drink coffee, and I only want 1 or 2 cups! But, nitpicking aside, it is a lovely house! We would absolutely stay here again!

*Mary Pat – Posted 7/30/2024*

Perfect place to be!

*Robert – Posted 7/30/2024*

We love Bluffs Edge at Birchwood! We are returning summer renters to this home and look forward to renting again in 2025. Great location, private and relaxing...Holiday Vacation Rentals is always great!

*Michael – Posted 7/30/2024*

Secluded Getaway

Beautiful property, secluded from the pace of everyday life. My family and I were able to just relax and escape during our stay.

*Matt- Posted 7/30/2024*

Awesome!

Beautiful property. Really enjoyed it. Had a wonderful time. Everything was easy. Thank you!

*Diane – Posted 7/22/2024*

Beautiful Home

Beautiful home, very clean, well-stocked and rapid response from management company with any issues. Great location. Definitely will stay here again.

*Michael – Posted 7/17/2024*

Beautiful home right off the lake. Very spacious, the whole family loved the house and beach.

*Mark – Posted 7/9/2024*

The cottage has everything you need for a family vacation!

*Sara – Posted 7/7/2024*

The house was spacious, clean, and had a very well-equipped kitchen. Was nice being next to the Aloha Store for quick essentials. Was also super close to other shopping when needed. Would definitely recommend it to a family who wants to stay on Mullett Lake.

*Katie - Posted 6/24/24*

Loved our family getaway on the lake!

Our family enjoyed every aspect of our stay on Mullett Lake! The house was very clean, and communication was very clear throughout. The lawn with the bonfire and chairs was a highlight. We all felt we could truly sit back, relax, and unplug for a week, which is exactly what we were hoping for!

*Courtnie – Posted 6/17/2024*

Wonderful place

We loved our stay here it had everything we needed! The home was very clean, kitchen was well stocked, and all the beds and furniture were comfortable. We enjoyed the outdoors as well; pool was clean, and courts were fun to have for the family. The grill was very nice to have for meals in. We would definitely recommend a stay here!

*Phillip - Posted: 3/25/2024*

Loved our stay and would certainly stay here again. The property manager was super helpful and so sweet. The place was as advertised - it was very nice!!

*Barbara – Posted 7/12/2023*

I found Holiday Vacation Rentals to be incredibly responsive to all of our requests both before and after our stay. The home was immaculately clean when we arrived and it had adequate supplies to get us through the week of trash bags, paper towels, etc. Even though it was a holiday weekend with tons of traffic, they had driven all the way into Petoskey to replace a lightbulb in the dining room fixture before we checked in. Any questions that I asked before were answered promptly, and when I left a bunch of things behind, they made sure I got them. I did join Birchwood, which I felt was worth it to be able to use the pool and the dining room. And they facilitated the paperwork to become a member for the week. I highly recommend them in the Harbor Springs area.”

*Pam & Nicole – Posted 9/18/2023*

Thank you again for a magical season at Timber Pass. We enjoyed every minute and are already counting the days until we return next August!

*Tim L. - Posted June 27, 2023*

We recently rented Aloha Lake Home and thoroughly enjoyed our stay. This house was set up for larger groups with plenty of towels, dishes and all the comfort of home! Being right on the water makes this house very special! Being next to the campground made it nice for launching boats, jet skis or any other watercraft you may have. Thank you, Holiday Vacation rentals, for all the work to make our vacation very enjoyable!!!

*Grace P. - Posted February 26, 2023*

We stayed here as a family of four with friends – another family of four for a ski trip. Everyone loved it. Easy to navigate, comfortable beds, all very clean. We had plenty of space and plenty of televisions to go around. Enjoyed the trail close by. 10/10 Would book again!

*Steven K. Posted February 14, 2023*

Everything was perfect.

*Anita – Posted July 15, 2023*

Thank you! Our stay was more than we dreamed for. Beautiful home, great views, peaceful surroundings! We would love to return next July if you will have us. Met both neighbors too, they were warm and friendly.

*Brian – Posted August 3, 2023*

Great house for a family and Holiday Vacation Rentals couldn't have been a better host company!

*Janet W. - Posted September 22, 2022*

Home was very spacious and clean. We enjoyed the large outside deck. Kitchen very well stocked. Great location for shopping and golf in Harbor Springs, Petoskey or Charlevoix.

*Rob G. - Posted July 21, 2022*

Beautiful and very welcoming vacation home! This home is everything it is marketed to be and so much more. A private setting, high-end new furnishings throughout, fully stocked kitchen and spotlessly clean. Loved the screened in porch for dinners, hanging out playing games and listening to nature. The management company is top notch! We can't wait to come back next summer!

*Ken – Posted 10/10/2022*

A great place to stay. We were on the Tunnel of Trees! Loved this location and home!

## Onboarding Process – Getting Ready!

### First Step

Prepare your home by following the Set-Up Plan recommendations  
Purchase any needed items for the home  
Stage your home with appealing home décor

### Second Step

Complete the Homeowner House Fact Sheet & Inventory form  
(it is recommended you are in your home during this process)

### Third Step

Complete the Seasonal Rental Management Agreement  
Complete the W-9 Form (one owner or LLC)  
Secure your Home's Rental Property Insurance Rider

- Add Holiday Vacation Rentals as an additional insured

### Fourth Step

Prepare your home for the first rental

- Schedule a cleaning service appointment with Holiday Vacation Rentals
- Professionally clean carpets and furniture with stains (if needed)
- If HOA property, verify when exterior spring cleanup is scheduled
- If non-HOA property, plan ahead and schedule spring maintenance projects
- Exterior lawn clean-up, soft wash for home exterior & decks, window cleaning and pest control spray (interior & exterior)
- Schedule yearly mechanical maintenance
  - Furnace & hot water heater check-up
- Replace smoke/carbon monoxide detector and remote-control batteries
- Check that the pressure gauge level is in the green/full area of the fire extinguisher

### Fifth Step

Install keyless entry lock (recommended)  
Prepare HOA association rental form and notify board or property manager (if applicable)