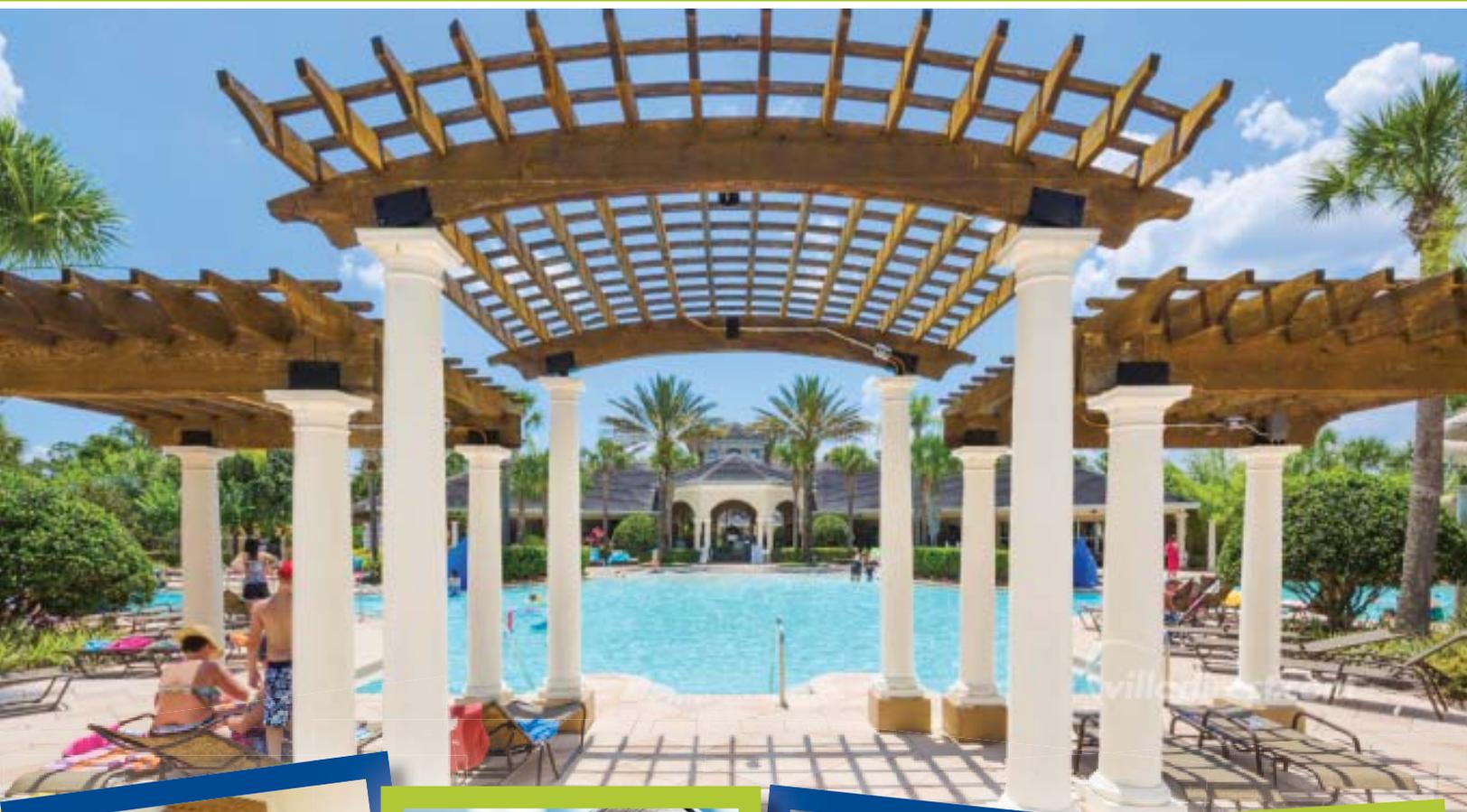


# Introduction to our services

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**villadirect**  
PROPERTY SERVICES





# Welcome to VillaDirect

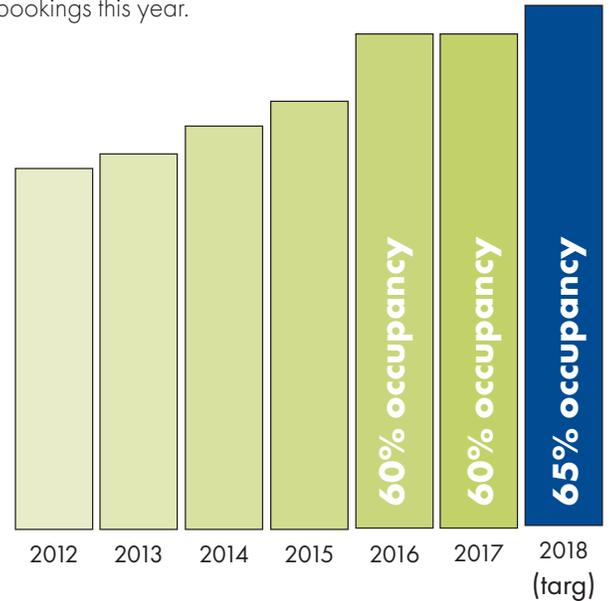


VillaDirect is delighted to introduce to you a truly unique property management and marketing program: one that maximizes your home's earning potential, simplifies your ownership experience and ensures top quality

care for your vacation home. With two decades of vacation rental management experience and the latest innovations and technology at our disposal, VillaDirect delivers a property management package unlike any other.

Our approach begins with an understanding of what you seek as a homeowner: minimal costs, maximum return and a stress-free home ownership experience. From our in-house full-service Property Care Team and dedicated Client Relations Team, every aspect of VillaDirect's property management program is designed to provide you with these things. It's our mission to make owning a vacation home a rewarding experience for our clients, and our level of service, dedication and knowledge is guaranteed to be second to none. In the next few pages, you'll learn more about what separates VillaDirect from the competition.

On target is to reach an average of 60% occupancy in bookings this year.



The VillaDirect Team



# Unique management services

## Why do you need property management?

Even though your vacation home is not your primary residence, quality care is still needed to protect your investment. And, if you're intending to rent out your home to visitors for supplemental income, you'll have an entirely new set of responsibilities to consider. These include housekeeping, linens, laundry, home security, fielding rental inquiries, handling guest concerns and accepting payment, all of which can become difficult to keep up with, especially when you don't live nearby.

The right property management company can provide all of these services and more, ensuring your home is taken care of and that you enjoy the maximum return on your investment.

## Programs tailored to your needs

VillaDirect has created a tailored management care and marketing package that's designed to meet the specific needs of home owners and investors. We offer an affordable comprehensive property management program that will protect your home and market it to millions of potential renters. For all the services we provide, our property management fees are still among the most competitive in the industry.

Our fees are kept as low as possible by a combination of our in-house property care staff, insistence on high-value bookings and careful scheduling, each helping to minimize your monthly operating costs. You'll be able to see a summary of our typical fees in the accompanying rental illustration.

100% in-house property care - keeping costs down

Unlike many property management companies that rely on independent sub-contractors to perform property services, VillaDirect employs a dedicated in-house property care team whose sole responsibility is taking care of your home.

Our property care team is on-call 24/7, and includes housekeeping staff, landscapers, pool service technicians, maintenance personnel, certified inspectors and more, all committed to keeping your home in perfect order for you and your rental guests.



*"By joining the VillaDirect, your home becomes one of the few that qualify for Walt Disney World® Resort's Vacation Home Connection accreditation. VillaDirect holds a 100% approval rating with Walt Disney World® for home quality, cleanliness and management."*





# Unique management services

**90%**  
RETAIL RATE  
BOOKINGS

## Innovative rental marketing - keeping demand high

VillaDirect's team of highly experienced marketing professionals implements a multi-channel marketing plan that includes digital, print and social media marketing, as well as a detailed listing complete with beautiful high-definition photos for your property. We utilize several of the world's largest property listing channels including HomeAway, VRBO, Booking.com, Airbnb, TripAdvisor and more, all ensuring your home enjoys maximum exposure and reaches millions of potential renters. This innovative, multi-faceted marketing approach is part of the reason VillaDirect has consistently out-performed every other Orlando property management company in rental occupancy.

## Personalized client relations team - keeping you informed

Trusting a property management company with your home is a big decision, which is why we go the extra mile to keep you informed and ensure all of your needs are met. Every homeowner has access to our Client Relations Team that serves as their connection to VillaDirect's various departments.

## Experienced and committed sales team

Just marketing the property isn't enough to ensure that VillaDirect generates the maximum return possible.

We also operate an in-house, professional reservations team at our operations center in Celebration, Florida. This team is available to answer guest calls and queries seven days per week. Using our state-of-the-art call management software, combined with aggressive targets and constant training, our reservations team has increased booking volume, revenue and occupancy for our property owners every year for the last six years. We've made location one of our featured resort locations to deliver even more bookings in the coming seasons!

# Frequently asked questions

**Q: How much income will I receive per night?**

A: We know that a vacation home is a valuable investment, and that our homeowners expect a fair return on that investment. That's why VillaDirect only take bookings through qualified individual guests, trusted travel agents or affiliates, rather than discount tour operators. This allows our homeowners to enjoy the maximum possible return (*typically between 55-75%*) on their rental's retail rate. The rental illustration that's provided in this brochure uses the average nightly retail rental rates that VillaDirect will market your home through its multi-layered marketing channels.

These rates are designed to maximize occupancy and deliver the best return possible to investors.

**Q: Can I make my own bookings?**

A: **Yes.** VillaDirect welcomes owners who want to get involved in marketing their own property. Remember though, that all VillaDirect property management agreements include marketing on many of the world's top vacation rental websites, where your home enjoys exposure to millions of potential renters every day. If you choose to market and rent your home, however, there are applicable fees for cleaning, inspection and disposables, plus a small nightly service fee. We strongly advise that you rent your home at the same rates (*or higher than those*) that VillaDirect advertises to protect your investment from depreciating nightly rates.

**Q: Can I stay in my home whenever I like?**

A: **Of course!** It's your home, and you can stay in whenever you want. However, there may be guests eager to stay in your rental, so we only ask that you notify us well in advance so that we can block off your desired dates.

**Q: What insurances do I need?**

A: Owners must secure proper and adequate insurance covering the rental home, naming VillaDirect Management LLC as its agent and as additionally insured. The insurance policy must carry a minimum of \$300,000 of coverage. We will help you locate a good provider.

**Q: What happens when a guest stays in my home?**

A: Guests check-in directly at the home with a unique key code. This key code is secure, and lasts only the duration of their stay. While guests are staying in your home, they enjoy access to VillaDirect's no-cost concierge services, through which they can make dinner reservations, secure theme park tickets and rental cars, and even reserve a spa day. When it's time for a party to leave, there is no need for them to return to our offices to check out. Our SecurePASS locking system changes the door code at the time of their departure, locking your home and leaving it ready for our property care staff to clean and prepare for the next party.

**Q: What does it cost to get started?**

A: When signing with VillaDirect, you will establish a rolling expense account with an initial deposit which varies based on your property type. A fee is also required for property set-up. The balance on the expense account deposit is refundable.

**Q: How much does it cost for VillaDirect to manage and market my home?**

A: Different management agreements with different rates are available based on your unique needs as a homeowner, as well as the location, size and amenities of your home. VillaDirect offers some of the most competitive property management rates in the Orlando area and our service fees cover all aspects of managing your home, including maintenance, marketing, accounting and more. The rental illustration provided with this brochure includes the management and service fees that are typical for the size and types of property you have. These service fees are based on real costs and incomes achieved on properties of the same size/type at other locations in central Florida that are managed by VillaDirect.

**Q: How is VillaDirect marketing my property to potential renters?**

A: VillaDirect's team of highly experienced marketing professionals implements a multi-channel marketing plan and creates a personalized listing for each homeowner's property. We also use several of the world's largest property listing channels to promote your home, ensuring that your property enjoys maximum possible exposure and reaches millions of potential renters.

**Q: How often will my home be booked?**

A: While we can't guarantee the level of occupancy, VillaDirect has historically achieved an average annual occupancy rate of over 50% in the homes it manages - meaning most of our property owners units are booked for more than 26 weeks each year. The figures in the provided rental illustration are based last year's actual averages, where we delivered over 60% occupancy. This translates to an average yearly gross rental income of over \$45,000, with our top-earning properties generating \$100,000 per year.

**Q: Can VillaDirect take care of my utility bills?**

A: **Yes.** We can manage your utilities so you don't have to. Utility bills presented to VillaDirect can be paid via the expense account that you establish with VillaDirect upon signing a property management agreement. This account is replenished either by rental income or owner deposit.

# The VillaDirect advantage ...

## Quality

- Dedicated housekeeping staff to maintain quality and cleanliness
- Professional in-house pool technicians to keep your pool sparkling clean
- Property inspection team to make sure your home is always ready for guests
- Professional maintenance team – provides affordable, quality care for your investment property
- Year-over-year occupancy growth six years running
- 20% guest return rate

## Service

- GPS - tracked vehicle fleet – to quickly respond to and resolve issues
- Hours of operation - 7 days a week, 365 days per year
- 24/7 emergency on-call service
- Centrally located offices allowing VillaDirect to deliver exceptional service to you and to guests
- The first management company inducted into the Walt Disney World® Resort Vacation Rental Home Connection program
- The only company to achieve a 100% score during a Disney home inspection

## Expertise

- State-of-the-art responsive website that operates on desktop, tablet and mobile
- In-house web-design team and copywriters
- In-house photographer/media specialist – HD quality photography and videos
- In-house marketing team – dedicated to delivering the right message to guests
- Experienced call center team—maximizing your properties booking potential
- 90% of bookings at retail rate
- Consistently out-performed every other management company for occupancy
- Consistent high ranking positions on Google's organic and paid searches
- Partnerships with the world's top vacation rental sites means millions of potential guests can see your home each day

# Contact us today . . .

## CONTACT INFORMATION

For more information about our services  
please call or email:

Telephone

**+1 407 397 1210**

or

**+1 866 934 9177**

Email

**owners@villadirect.com**

when emailing please put in the subject line -

'PROPERTY MANAGEMENT INQUIRY'

**villadirect**  
**PROPERTY SERVICES**

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