

How to Maximize your Vacation Property

Introducing Vortex Vacation Rental Managers



A best way to afford a Recreation Property is to let other folks help pay for it. Offering your place for rent can reduce your costs or even make you a cash profit. And you still get to use it for free.

Now there is a better way to increase revenue. The Vortex Organization is a network of lodging management firms that produces more revenue while costing less than old fashioned managers.

Lots of Service

We are marketing experts. We have on-site professional cleaning, maintenance and management staff. We use technology in new ways that other firms can't even imagine. We employ a fully automated sales and booking system. We have a centralized sales staff well trained in helping guests rent a property perfect for them.

Our simple goal is to increase rates and occupancy to greatly improve your bottom line. And we have variety of programs from a-la-carte housekeeping home minding to full-service

Owners have Control

We can take care of finding and securing guests while coordinating cleaning, maintenance and supplies. We handle the needs guests have during their stay.

Out of your rents, we pay for rental costs and ship a check to you for the balance monthly.

Owners have complete control over your place including decorating, maintenance and so forth. Your home is run the way you like it.

Owner Dream Homes

Owners have dreams for their second homes. We know because that's how we started, by owning our own places. We also know the excessive costs that traditional real estate managers charge. Managers who book fewer dates, charge higher fees and pay owners smaller checks.

As long time business managers (and we think sophisticated ones), we know how to use our network, staff, and systems to operate efficiently and to produce greater revenue and profit. If that sounds good to you, please give us a call or visit any of our resort web sites.

Who We Are

Vortex is unique in the vacation rental world. Our group of local property managers all subscribe to the same proven management systems, serviced by efficient centralized services such as accounting, marketing, advertising and reservations. Staff increase profits and onsite managers take great care of properties.

Our first office opened in 1964, then in 1999 several property owners, with extensive management experience, determined that most local managers simply do not have the money or time to build the tools today's lodging market requires.

They set out to build an unequalled sales and technology system to upgrade the lodging industry and recruited top executives in every market.

This is a network where every member knows their job and does it well. The result is a successful firm growing into a nationwide network of vacation rental experts.

A Word about Marketing

Operating rentals isn't necessarily easy but it is predictable. Planning ahead for preventative maintenance, engaging good management firms to do cleaning/maintenance and providing accurate timely accounting, will stave off problems.

Marketing, on the other hand, is an ongoing challenge. There must be a proven plan to attract guests and to utilize strategic messages. There



must be a system of tracking leads. And it is critical to dismiss advertising that doesn't fly.

To do that efficiently we utilize a structure called "Full Circle Marketing" that we invented. The rim represents overall strategies and ideas. The spokes are the advertising, public relations and promotions. The hub is the automated technology around which the entire process revolves



Hallmarks for Success

The Vortex Organization is well run and assertive in its approach to selling. But there are a number of other concepts that have allowed us to grow. Here are some of them:

- Handle quality recreational properties.
- Charge ample rental rates for quality homes.
- Anticipate each guest's every need.
- Satisfy owners' need for safety.
- Maximize income & profit for owners.
- Undertake modern marketing practices.
- Build resort and community specific web sites.
- Employ automated sales & marketing technology.
- Operate a central reservation office.
- Offer toll free and after-hours phone access.
- Train & motivate professional sales people.
- Use polite but strong selling techniques.
- Use reliable cleaners & maintenance people.
- Recommend on-site property managers
- Charge a reasonable fee to owners.
- Use strong protective guest agreements.
- Require sizeable guest deposits and cleaning fees.

What about Cost

Traditional property management firms can charge up to 50 percent of rental income - usually because of high overhead, expensive offices

and outdated systems. But today's travelers don't appreciate those.

To run more efficiently, provide better service and keep our fees modest, Vortex uses a central reservation and office setup freeing local network managers to be on-site property managers. That allows us to focus on selling the most dates at the highest rates. And frees them to keep the property, the owner and the guests happy.

Fees vary depending on the services and the length of time. We offer a variety of programs one of which will fit the needs of every owner. Relationships are sometimes exclusive and we provide services for Home Owner Associations and even other property managers.

How to Get Started

Using Vortex is easy, just call. We'll answer your questions, learn about your property, compare notes and make a concrete proposal about how to maximize your operations and income.

We produce all the photos, videos, floor plans, sales materials and advertising. We'll produce webpages, rate cards, property flyers and slips, checklists and so forth. Everything needed to market your place.

You even get an online owner's page to see bookings, rates, support staff and our other ser-



vices. We're easy to contact and work with.

To find the nearest manager call **866-925-5188**
Or visit us on the web at: **VortexManagers.com**

