



PROPERTY MANAGEMENT HANDBOOK

727-449-2700

803 S Fort Harrison Avenue
Clearwater, FL 33756
727-449-2700
hello@FVRCO.com



Our Rental Program

Florida Vacation Rental Company's rental program is designed to make the most of your rental property. Our program was designed to incorporate a variety of services that make owning rental property productive and hassle free. Some of the services we offer are outlined below:

Reservation and Customer Service

Our staff is made up of experienced leasing coordinators and customer service representatives that familiarize themselves with each property, known as our vacation rental specialists. They are uniquely prepared to give the most accurate description and support to prospective guests. Our FVRCO website also offers an online reservation process, so potential guests can reserve a stay no matter the time of day.

Computerized Reservation System

With FVRCO, you can enjoy a reservation system that is tailored to our rental program. It makes it easy to book your property back to back and maximize your occupancy. You can also access an online portal anytime to check bookings, reports, and more.

Housekeeping and Maintenance

FVRCO's rental program arranges all housekeeping and maintenance coordination for you. Our housekeeping staff is trained to maintain high standards of cleanliness that guests expect. Maintenance procedures are arranged by our staff to be handled as quickly and efficiently as possible. Any major repairs are cleared with the owner before they are performed.

Check-in and Check-out

We value our guests' comfort and convenience. That's why we offer a fully automated check-in process. Before each check-in, our quality control team visits your property and makes sure everything is clean, functional and welcoming. Our guests receive their door code and access instructions by email automatically exactly at their scheduled check-in time. When they check-out, the door will automatically lock behind them and remove their access code. We will inspect your property again and take care of any cleaning or maintenance issues. We also stay in contact with the guests throughout the year to build a relationship and create repeat-guests!

Sales and Marketing

At FVRCO, we know how to market your property effectively on every popular vacation rental website. We have a comprehensive list of sites that we use to showcase your property, including VRBO, TripAdvisor, Flipkey, Booking.com, Airbnb, Expedia and many more. This way, we ensure that your property reaches the widest audience possible and attracts more bookings. Our rental software integrates all our marketing channels seamlessly so you can see every booking in the owner portal as soon as it happens. You can also access reports and analytics to track your property's performance and revenue.

Credit Card Processing

FVRCO accepts both credit and debit cards from all major issuers. This includes Visa, MasterCard, American Express, and Discover. We also use a fraud detection service to monitor all cards processed through our system. This greatly reduces chargebacks and offers an added level of security.

Owners and Owner's Guests

FVRCO is always pleased to welcome owners and their guests. Owners are welcome to make reservations, make special requests, and enjoy all the services our guests enjoy when visiting the property. Owners can easily block out dates at any time by simply logging into their owner portal.



We hope you have found this brief overview of our service helpful.

Should you have any questions please do not hesitate to contact us at (727) 449-2700.

Frequently Asked Questions

We know you may have some questions about our management program. We have prepared this list of frequently asked questions and their answers for your convenience. If you still have any questions or concerns, please don't hesitate to contact us. We are always happy to hear from you!

What does FVRCO charge for management fees?

- **Short Term Rentals:** 20% to 35% of gross rental income, depending on the size of the property.
- **Annual Rentals:** 15% of gross rental income.
- There is a mandatory \$12/month smart lock integration fee to secure your investment via RemoteLock. This is an integrated lock system which generates unique door codes for each guest.

Who pays for the departure cleaning?

The guest who rents the unit pays for the departure cleaning and any additional cleaning that is requested or required.

How are resort taxes handled?

FVRCO charges the applicable state, county and city taxes to the guests upon reservation and will in turn pay the taxes to the appropriate parties. You, the owner, are relieved of this responsibility.

What happens if a guest damages an item or takes something with them?

FVRCO requires an Accidental Renters Damage Protection (ARDP) which covers up to \$500 of accidental damages from every guest that makes a reservation. When damages or missing items are discovered upon their departure, housekeeping reports the issue and a claim is submitted to the Insurance company. FVRCO will then handle the replacement or repair of the item. If the damage exceeds this amount, FVRCO will alert the guest and charge the card on file.

How does FVRCO know what is in my unit?

Upon signing your rental contract with FVRCO, you will be asked to provide a complete inventory of the items that are in the unit. At that time FVRCO will make recommendations for any necessary items needed for your unit. The items that are included in the inventory are only items that are considered to be essential for rental program purposes.

Can I keep personal items in the unit?

If your unit has an extra storage closet, you may place a lock on it and use it for personal items. FVRCO will in no way be held responsible or liable for any claims of damage or missing items that are left in the personal storage or within rental itself.

What am I, the owner, responsible for?

The owner is responsible for the payment of the mortgage, utilities, internet and cable services. If a landline telephone is provided in the unit, it is the owner's duty to ensure there is a long distance block and international calling block. The owner is also responsible for any HOA fees, and any other monthly fee that could be related to the property.

When are payments sent out?

Payments are disbursed by the 10th of each month for rentals that ended within the prior month. For example, if a guest checks out in January, you will be paid for this guest when the statement is generated in February.

Who takes care of maintaining the quality of my rental?

FVRCO routinely checks inventory and assesses the condition of the property, typically upon each departure as a housekeeping function. At this time, repairs, touch-up paint, carpet cleaning, AC filter changes will be scheduled. Every effort is made to eliminate any inconvenience to the guests or the owner.

Who pays for repairs?

Upon job completion, the owner is charged against current income. Charges are reflected on the monthly statement.

The following items are charged per instance of replacement or repair:

- Touch up painting
- Carpet cleaning
- Light bulb replacement
- AC filter cleaning or replacement
- Other minor repairs necessary for the general upkeep of the residence
- Replacement of towels and linens based on normal wear and tear
- Dishes, pots and pans based on normal wear and tear
- Glassware & silverware based on normal wear and tear

Who supplies the paper goods such as toilet paper and cleaning supplies?

Our housekeeping team is in charge of purchasing goods such as toilet paper and cleaning supplies.

How do I furnish my rental?

FVRCO can refer vendors upon request for furniture packages, window treatments, flooring and all the small wares such as linens, kitchenware, electronics and more. Typically, rental units are decorated either in a contemporary or a tropical decor. You can also visit one of our properties to view rentals that are already decorated for guidance and inspiration.

In furnishing the unit, should I, the owner, purchase for the unit extra special decorative items?

It is not recommended that the units/homes have excessive or expensive decorative items in them. It is not recommended to place anything of great monetary or personal value in the units or homes, as rentals tend to experience more wear and tear than a personal home.

What if I want to use my unit at the last minute but it is occupied?

If the reservation in your rental can be moved, we will move it. If it cannot be moved, we will try to arrange for you to stay in another owner's rental at a discounted rate.

Can I block dates for my property online?

Your owner portal will allow you to block dates in three ways:

1. Owner Booking: This is a booking where you will be staying in the property. A housekeeping fee will be automatically attached to the block.
2. Non Paying Guest: This is used for a friend or family member. The housekeeping fee will be attached to the non paying guest, or the owner can opt to cover it.
3. Discounted Stay: This can be used to allow friends to book your rental at a discounted rate.

Will FVRCO keep me informed regarding the ongoing status of my rental?

FVRCO offers 24/7 access to view every detail of your property online. Owners are able to view bookings, maintenance orders, run reports, and more.

Getting Started

Securing Your Rental

FVRCO requires a compatible smart lock on the front door of every rental. This ensures every guest has a unique, non-reusable code for their stay. This will grant timed access, so they can enter exactly at check-in and cannot get back in after their scheduled check-out.

Furnishing Your Rental

Whether you decide to decorate yourself or if you opt to work with a decorator, there are some basic considerations to keep in mind. The items on the following list are considered an absolute necessity in the industry.

- Flooring should be durable.
- Tile flooring should have area rugs in appropriate areas such as under the coffee table in the living room.
- Fabrication of upholstery and carpeting should be durable.
- Window treatments are a must. Blinds are needed not only to keep out light but also provide privacy.
- Artwork is needed but should be kept simple. Mirrors are a good option.
- Bare minimum amount of Silk plants as they are dust collectors.
- Decorative items – excessive, expensive or easily broken items are not encouraged.
- For suggested bedding arrangements:
 - King size bed in the master (queen size is okay if king size does not fit).
 - A queen size bed in the 2nd bedroom if a 2/br unit.
 - 2 full/queen size beds in the 3rd bedroom if a 3/br unit.
 - Sleeper sofa in the living room. If there is no sleeper in the living room, you will want to purchase a rollaway bed or air mattress.

Please purchase quality mattresses and sleeper sofas – they will last longer and make guests want to come back! Protective mattress covers are required by state law and should be on each bed or sofa sleeper.

Electronics should be of a name brand but not the most costly. These are the bare minimum:

- **Living/dining area:** 37" or larger TV and a sound system that includes a dvd, plus a cordless phone.
- **Master bedroom:** minimum 37" flat screen TV, alarm Clock
- The purchase of additional TV's and alarm clocks for the 2nd and 3rd bedrooms is optional, however highly suggested.

Utilities

You will need to make arrangements for the following utilities to be put in your name upon the closing of your unit:

1. Duke Energy is the only electricity provider in Pinellas County. You can setup service online or over the phone.
2. Cable & Internet
 - a. Cable is not required, however, if you are not providing cable you should provide a smart TV for guests to log into their personal streaming apps. A Roku TV is our preferred smart TV system.
 - b. Frontier Fiber is our preferred choice of internet service provider. If Frontier Fiber is not available in your area, we recommend Wow Internet as the next best option. Spectrum should be considered only as a last resort when no other providers are available.
 - c. You need to arrange for the cable and internet to be connected. We cannot schedule utility installation on your behalf.
3. Water & Waste Disposal
 - a. Depending on the location of your property, the provider(s) serving the area might vary.

A landline telephone is optional. However, if you choose to provide one, please be sure to block long distance and international calls to prevent unwanted charges.

As the owner, you are responsible for the timely payment of all utility bills.

Make sure FVRCO is listed on the account so that in the event a problem arises while a guest is checked-in, we can assist with resolving the issue in a timely manner.

Continue to our general guidelines on the next page.

Guidelines

If you are interested in having your residence rented as soon as possible, please take note of the following guidelines

1. Install an approved WiFi connected smart lock. The Yale Assure 2 (WiFi Connected Model) is our compatible lock of choice. All FVRCO short-term rentals are on smart integrated keyless access.
2. Once your unit/home is registered in our system and we have an idea of the unit size, type and view, our leasing agents can start taking reservations. Most reservations are made 30 to 90 days prior to arrival, so the sooner we have your unit in our system the sooner we can get your unit rented.
3. Order your furnishings and amenities at least 6 weeks prior to your projected closing date.
4. Coordinate the delivery of the items with the building or rental manager.
5. Arrange for all utilities to be connected (Duke Energy, cable, telephone).
6. Install your furnishings and amenities. At this time your unit/home will require an initial cleaning to be done by our housekeeping staff. We will also require an official inventory list to be entered into your file. If you do not have time to take the inventory, FVRCO can do so on your behalf. The charge for this service will be billed to you on your first rental statement.



At FVRCO, we are committed to managing our properties with care and attention, and to providing our guests with friendly support and a memorable experience. If you have any questions or concerns, please feel free to e-mail us at hello@FVRCO.com.
