

# Rent with Confidence

## MSR Select Vacation Rentals

---

MSR Select Vacation Rentals specializes in providing quality listings for Vacation Rentals that meet a certain criteria for curb appeal, maintenance, cleanliness and value. We are a vacation home rental consulting company that focuses on identifying the needs of owners and guests as well as providing solutions in throughout the U.S.



Being a family owned and managed business with our own vacation rental properties, this is our playground. We are diligent at listening and responding to guests and homeowners thus providing us with considerable advantages in the marketplace. With our documented occupancy rates averaging as high as 65% - 75% yearly, we are quickly becoming regarded as the local experts when it comes to meeting the vacation home rental needs of families seeking quality rentals.

Being the best informed about each area, our listing team at MSR Select Vacation Rentals looks forward to sharing their knowledge of each area with visiting guests. Our team is somewhat different than what you find elsewhere. We use a true team approach in making vacations a success for all who choose to place their confidence in MSR Select Vacation Rentals listed properties.

**Co-Branding with MSR Select Vacation Rentals can Optimize your ROI**

**MSR Select Vacation Rentals (MSR)** knows the vacation home rental business and we love what we do. From an economic point of view, we know from experience that large families benefit substantially when renting vacation homes in lieu of several hotel rooms to comfortably accommodate everyone. A few years ago it was a real challenge since rental homes were uncommon, but times have changed. Now, more and more vacationers are opting for that unique feeling of being in your very own home away from home. With that experience at hand and knowing exactly what we wanted for ourselves, we set out to provide practical, yet exceptional vacation homes for families or large groups who prefer to stay together and play together.

Consistently, our mission has been to provide the best quality vacation homes. **MSR** is exclusively dedicated to the rental of vacation homes all year around not just for a season. And, now we are extending our special services to you the owner. We want to help you benefit from your vacation property. We invite you to explore what we have to offer; experienced consulting and marketing services specializing in vacation home rentals. Our services are guaranteed to enhance your ability to yield profits from your vacation home in addition to keeping a well maintained home.



### **MSR's Reputation for Excellence**

Our entire staff is 100% committed to focusing on the needs of owners as well as guests. Yes, we understand first hand both sides of the playground. We know exactly what it takes for each owner's success and what the guests demand and expect from the owners. **MSR** recognizes that successful rentals require much more than just a simple listing with a property management company. We offer you a package with all the tools and staff while you retain the ability to totally control and manage your own property no matter where you are. We do the footwork for you!

With that said, let's move on to what guests demand. We know that cleanliness and proper maintenance of your vacation property is one of the major concerns not just for absent owners but also guests. Hygiene cannot be stressed enough. It is one of the most important factors when people set out to search for a vacation home, aside from the obvious, a safe location. Our services require that each property must be consistently cleaned, sanitized and well maintained according to our high level standards in order to remain in the program.

A well maintained home is undoubtedly the key to happy owners and satisfied customers coming back. We provide effective marketing

tools; already put through the test, that are designed to attract and retain customers. In addition, we have experienced technical staff that knows how to take advantage of the latest cutting-edge technology; from online rental property web services for both customers and owners, to strategic search engine programming for optimum search results.

Here are some basic facts about **MSR** we want you to know:

- Our recognition is supported by previous customers of our vacation rental homes and a reputation for exceptional customer service.
- Full active, user-friendly website which is updated daily.
- Local family ownership and hands-on personnel to ensure accessibility to both owners and guests whenever anything needs to be addressed promptly and effectively.
- Satisfied guests return yearly to MSR Select Vacation Rentals, thanks to a dedicated and experienced staff that is 100% committed to exceptional customer service and of course our unequivocally warm South Florida hospitality.

### **Effective Marketing for Targeted Market**

- **MSR** staff consistently monitors the market, specifically looking to identify any changes in market trends that will directly affect our business. With that knowledge at hand, we are able to provide recommendations with potential to maximize your long-term and short-term Florida vacation rental income.
- Cutting edge technology is employed to ensure immediate response to emerging market trends.
- Periodic, targeted, marketing campaigns introduce **MSR's** collection of Vacation Homes to interested prospects.
- Strategic search engine optimization ensures high ranking search results for **MSR's** Florida vacation homes.
- We use aggressive marketing via advertising in various promotional international sites.
- Our website features search capability, high quality digital photography, detailed rental property descriptions, and online availability calendars. The site also provides administrative features allowing owners to log in and view/monitor activity for each one of their properties.
- To assist guests in planning their vacation, we feature full neighborhood descriptions, air shots, color detailed images, explicit home descriptions, and many local links for various services and things to do in the area and surrounding neighborhoods.

### **Internet Presence**

**MSR** has a numerous user friendly websites, targeted for various audiences and loaded with many tools to assist in vacation planning. We provide a selected collection of homes to choose from in various locations. Rates and availability are easily viewed, and rental agreements are easily downloaded. Each property features an array of high quality interior and exterior photographs along with aerial views and detailed information.

### **E-Marketing**

From the embryonic stages of our business we focused on e-marketing right away. There is no doubt it is the most effective, yet economical method to reach consumers planning vacations at an international level. We have a thorough understanding of the Search engine functionality as well as the power of sponsored links exchange, cooperative website links, banner ads and extensive statistical analysis. These factors are all part of our continuing quest to maximize marketing potential. By utilizing all the latest techniques and technology as they become available, we gain an advantage.

### **Rental Pricing**

Our main goal when assessing a property for pricing is to identify all the weaknesses that will directly affect the income potential. In order to optimize its potential those changes need to be addressed. The pricing structure varies from home to home depending on location, amenities, maintenance, type of furniture and even the quality of linens and towels provided. We recommend that linen and towels are provided with each property. Pricing also involves intense market monitoring due to certain conditions that determine the best rates. For example, noticing any fluctuations in price increase rates due to special local events. Ultimately, after physically reviewing and assessing each property, we are able to make intelligent pricing recommendations based on intense comparison of similar homes in comparable locations.

### **Property Rental Tax/Tax Forms**

**MSR** is not responsible for fulfilling tax submission duties on behalf of homeowners. **MSR** will maintain and provide a report of the owner income for each rental.

### **Client Fees/Commission**

Our services provide owners with the ability to independently manage their properties within **MSR's** guidelines while reducing the usual **40% to 45%** property management fee most agencies charge. Owners retain responsibility for the approval and signing of each property rental agreement. **MSR** maintains the calendar for the home to ensure there are no double booking issues. Owners are free to book their home themselves as long as **MSR** is made aware to update the calendar. No fees are applied to the owner booking with the exception of the cleaning fee to ready the home for the next renter.

Our main mission is to drive traffic to the properties. Because we do not directly manage any properties, **MSR** is compensated only by our co-branding fee of **15%** of each property rental total amount. To ensure increased bookings, **MSR** requires the mandatory use of their Credit Card Acceptance Gateway for all online payment transactions and all credit card fees will be deducted from owner payouts. Our income depends on our ability to keep your homes rented. We work diligently to ensure we provide the best property values available on the market.

### **Property Guidelines**

**MSR Select Vacation Rentals (MSR)** has created a level of requirements herein called guidelines for each property participating in any of our publications. For our vacation rental listing service, we can assure that the level of quality each property will achieve with the compliance will be directly reflected in the value and return associated by the clientele it attracts.



Each property must meet and maintain the following guidelines to be listed in any **MSR** publication:

**No Hidden Fees** - each property's rate structure must be as follows:

- Each rental rate must clearly dictate "**ALL**" taxes & fees
- Each property must set a flat rate refundable security deposit to reserve your dates
- A flat departure cleaning fee must be charged per property

**Documented Guest Experiences** - **MSR** will maintain all documented guest experiences

- Guest experiences will be posted centrally

**Well Maintained Homes** - each property must maintain a home service contract

- Contracts must cover the Refrigerators, Ranges, Water Heaters, Dishwashers, Microwaves, Washer and Dryers as well as the Air Conditioning units
- Copies of contracts must be provided to MSR

**Well Preserved Homes** - all properties must be kept beautiful, clean and welcoming. Each property must perform:

- Weekly Exterior & Monthly Interior Extermination
- Weekly Pool Service & Per Rental SPA Service
- Bi-Weekly Landscaping Service
- Monthly Weed Treatments

**Amenities in Abundance** - all amenity charges must be included in the rental rates.

**Storm Preparation** - each property should have storm shutters and routinely tested generators or clearly displayed directions for the local shelter.

**Customer Programs** - each property must participate in any Miami Seasonal Rental Customer Program or Special/Last Minute Offers.

The following customer service requirements must also be met:

- 24/7 Phone/Voice Mail Response
- 24/7 E-Mail Response
- The Owner/Representative must Contact Renters within 24 hours of Each Rental
- Housekeeping for Each Rental
- On-Call Handyman

**MSR Owner Assistance** is available to all owners of self-managed vacation rental properties that co-brand with us. MSR can assist you to setup and operate your home within the guidelines we have created for each participating property.



**MSR Owner Assistance Services** provides referrals for the following in-house services to assist owners:

- Home Rental Furnishing Service - MSR has access to home furnishing at warehouse pricing. Call for details.
- Free Initial Home Rental Maximum ROI Consultation Service - MSR will provide initial consulting service to enhance your ROI.
- Discount Hospitality Supplies (Linen, Toiletries, etc.) - MSR has discounted access to all your hospitality needs. Call for details.
- Home Network/Wi-Fi Setup Service - MSR can provide the setup and service locally. Call for details.

- Flat Screen Mounting Service - MSR can provide flat fee discount pricing locally. Call for details.
- Vacation Home Investor Services - MSR can find the ideal home to convert into a lucrative home rental income investment. Call for details.
- Free 24/7 Phone/VoiceMail/E-Mail Response
- Free Renter Arrival Contact within 24 Hours of Each Rental

**MSR Network Referral Services** also provides referrals for the following 3rd party services to assist owners:

- Housekeeping Referrals
- Handy Man Referrals
- Plumber Referrals
- Pool/SPA Maintenance Referrals
- Lawn Maintenance Referrals
- Home Maintenance Referrals
- Pest Extermination Referrals
- Alarm Company Referrals
- Cable/Satellite Company Referrals
- Unlimited Phone Server (VOIP) Referrals

**MSR Select Vacation Rentals is always looking for "Select" properties world-wide to co-brand with us and create a synergy in the Vacation Rental market with our unique portal offering.**

Any property that is self-managed and can demonstrate continued curb appeal, maintenance, cleanliness and value should contact us to see about joining our Portal. The MSR Select Vacation Rentals Exclusive Co-branding Agreement service fees as well as the many benefits you will receive are detailed below.



**Product:** MSR Select Vacation Rentals Exclusive Co-branding Agreement

**Charges:** Annual Administration Charges - \$900 Market Service Fee covers Vacation Home Listing Charges. Co-branding Per Rental Charge - 15% of Total Reservation Charge + Credit Card Fees

**Marketing Includes:** Creation of Personal Website (MSR Select Vacation Rentals) with as many words/photos as necessary to relay the value. Setup of Universal Availability Calendar & Guest Book (HomeAwayConnect). Home listing with HomeAway, VRBO & MSR Websites. We stay current with the latest technology and marketing techniques available.

**MSR Select Vacation Rentals** co-brand marketing members take advantage of many of the outstanding features listed below and more:

**Central Payment Gateway:** We provide you with the ability to accept Electronic Checks, Visa, MasterCard, Discover, American Express, and PayPal.

**Availability Calendar:** We maintain the calendar for your property to ensure your visitors know what dates they have available to them.

---

## RENT WITH CONFIDENCE - MSR SELECT VACATION RENTALS

### EXCLUSIVE CO-BRANDING AGREEMENT

THIS CO-BRANDING AGREEMENT (the "Agreement") is made as of \_\_\_\_\_ (the "Effective Date"), by and between MIAMI SEASONAL RENTAL, LLC., a Florida corporation having a place of business at 14359 Miramar Parkway #309, Miramar, FL 33027 ("MSR

Select Vacation Rentals"), and \_\_\_\_\_, Vacation Rental Owner, having the principal place of business at \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_ ("Property Owner").

WHEREAS, Property Owner maintains a Vacation Rental Property (the "Property Owner Site"), that provides home rental leasing; WHEREAS, MSR Select Vacation Rentals maintains websites on the Internet, currently located at <http://www.RENTWITHCONFIDENCE.com> (the "MSR Select Vacation Rentals Sites"), that provides an on-line portal for Select Vacation Rentals.

WHEREAS, Property Owner and MSR Select Vacation Rentals wish to establish and maintain a custom, listing-exclusive, co-branded center containing repackaged content from the Property Owner Site, including pictures, which will be a part of the MSR Select Vacation Rentals Sites, in order to promote the MSR Select Vacation Rentals brand and drive traffic to the MSR Select Vacation Rental Sites.

NOW THEREFORE, in consideration of the mutual covenants, representations and warranties set forth herein, the parties hereby agree as follows:

#### 1. THE PROPERTY WEBSITE.

1.1 MSR Select Vacation Rentals will name an area, in which Property Owner content will be published (such as "Miami and Browse All Properties"). MSR Select Vacation Rentals and Property Owner will mutually agree upon the content including the display, appearance and placement.

1.2 Property Owner and MSR Select Vacation Rentals will work together regarding the on-going design and maintenance.

## 2. PROPERTY OWNER OBLIGATIONS.

2.1 Content License. Property Owner hereby grants to MSR Select Vacation Rentals, subject to the terms and conditions of this Agreement, a non-exclusive, nontransferable, worldwide, royalty-free license to use, copy, reproduce and display the editorial content and other data, branding and other identification provided by Property Owner to MSR Select Vacation Rentals in connection with this Agreement (the "Property Owner Content") on the MSR Select Vacation Rentals Sites:

(i) for publication throughout the MSR Select Vacation Rentals Sites; (ii) for the promotion of MSR Select Vacation Rentals Sites and in collateral advertising materials; and (iii) for such other purposes as are consistent with or otherwise authorized under this Agreement.

2.2 Delivery of Content. Property Owner agrees to deliver to MSR Select Vacation Rentals, by no later than fifteen (15) days after the Effective Date, in a format specified by MSR Select Vacation Rentals, the initial Property Owner Content required by this Agreement, including any photos, text, data, illustrations, graphical elements, animation or banner ads. All Property Owner Content delivered under this Agreement shall be consistent with the specifications for such Property Owner Content, and otherwise in accordance with, the terms of this Agreement, and any production schedules developed by the parties from time to time. Property Owner agrees that it will respond in a timely manner to be agreed upon by the parties to all reasonable requests made by MSR Select Vacation Rentals or its agents for updated Property Owner Content and refreshing of Property Owner Content for the MSR Select Vacation Rentals Sites.

2.3 Format. Property Owner will deliver the Property Owner Content in such "camera-ready" or digital format, as agreed to by the parties.

2.4 Editorial Guidelines. Property Owner shall ensure that the Property Owner Content complies with MSR Select Vacation Rental s editorial guidelines. MSR Select Vacation Rentals reserves the right to reject any and all content that does not meet MSR Select Vacation Rental s editorial guidelines. Property Owner will then be required to edit such content until all content provided by Property Owner complies with MSR Select Vacation Rental s editorial guidelines and standards. In the event that Property Owner fails, within five (5) days after submission by MSR Select Vacation Rentals, to provide MSR Select Vacation Rentals with necessary revisions thereto, such failure shall be deemed to be approval of MSR Select Vacation Rental's edits.

## 3. EXCLUSIVITY.

3.1 During the Term, (a) Property Owner will not enter into a relationship with a Competitive Company. For purposes of this Agreement, "Competitive Company" means any company that Property Owner reasonably presents as, and MSR Select Vacation Rentals reasonably agrees is, a direct competitor to Property Owner by distributing on-line content principally relating to vacation rentals, including, but not limited to, HomeAway and VRBO. During the Term, MSR Select Vacation Rentals agrees to give Property Owner the right of first refusal to participate in all promotion opportunities created or otherwise made available by MSR Select Vacation Rentals on channels or sub-channels created after the Effective Date of this Agreement, including sponsorships, anchor placements and any other content integration. If MSR Select Vacation Rentals proposes to create and make available Promos after the Effective Date, it shall give Property Owner written notice of its intention, describing the terms and conditions of participation in the Promos. Property Owners shall have fifteen (15) days from the giving of such notice to agree to participate in the applicable Promo upon the terms and conditions specified in the notice by giving written notice of its agreement to MSR Select Vacation Rentals.

#### 4. PAYMENTS.

4.1 Payment Schedule. In consideration of MSR Select Vacation Rentals' developing, maintaining and promoting the Property Owner Property pursuant to this Agreement, Property Owner shall pay to MSR Select Vacation Rentals a yearly property listing fee and a per rental fee in the amount set forth on **Exhibit A**.

#### 5. REPORTING.

5.1 MSR Select Vacation Rentals shall make inquiry reports available to Property Owner either online or in some other mutually agreed upon format. Such reports shall contain the number of inquiries and other metrics, as well as such other information as Property Owner may reasonably request, to the extent reasonable commercial efforts and current technology permit. Property Owner agrees to accept such reports provided by MSR Select Vacation Rentals as the official basis for measuring all services to be provided under this Agreement.

#### 6. OWNERSHIP.

6.1 Data Ownership. MSR Select Vacation Rentals routinely collects data from MSR Select Vacation Rentals visitors to the MSR Select Vacation Rentals Sites. MSR Select Vacation Rentals shall retain all ownership, right, title and interest in and to any data provided to MSR Select Vacation Rentals by MSR Select Vacation Rentals users while directly on the MSR Select Vacation Rentals Site. Property Owner shall retain all ownership, right, title and interest in and to any data collected within the Property Owner Site including, but not limited to demographic information and email addresses submitted to Property Owner by users of the Property Owner Site.

6.2 Privacy. Property Owner agrees to treat all consumer data collected from MSR Select Vacation Rentals users on the MSR Select Vacation Rentals Site in accordance with MSR Select Vacation Rental's privacy and security policies (the "MSR Select Vacation Rentals Data"). MSR Select Vacation Rentals reserves the right to change such policies in its sole discretion from time to time. In no event shall Property Owner disclose or otherwise transfer to any person or entity any MSR Select Vacation Rentals Data that individually or in the aggregate identifies the identity, habits or transactions of the MSR Select Vacation Rentals users.

#### 7. TERM AND TERMINATION.

7.1 Initial Term. This Agreement will become effective as of the Effective Date and, unless sooner terminated pursuant to Sections 3.1 or 10.2, shall remain effective for one (1) year from and after the Effective Date (the "Initial Term"). This agreement shall automatically renew for additional successive terms of twelve (12) months each at the end of the Initial Term ("Renewal Terms"), unless either party notifies the other in writing at least sixty (60) days prior to the end of the Initial Term. As used in this agreement, "Term" shall mean the Initial Term and the Renewal Terms, if any.

7.2 Termination for Breach. In the event of a material breach of this Agreement by either party, the non-breaching party may terminate this Agreement if such breach is not cured within thirty (30) days from receipt of written notice of such breach sent to the address of the breaching party as specified herein. Such termination shall be in addition to any and all other actions or remedies the parties may seek at law or equity with respect to a breach of this Agreement.

7.3 Effect of Termination. Upon the termination, expiration or earlier termination of this Agreement in accordance with its terms (the "Termination Date"):

(a) the rights and licenses granted by each party to the other pursuant to this Agreement shall automatically terminate;

(b) where applicable, each party shall return to the other party, within thirty (30) days from such Termination Date, all intellectual property, technology or other property in its possession used in connection with this Agreement that is proprietary to the other party;

(c) within sixty (60) days after such Termination Date, MSR Select Vacation Rentals shall remove and cease to use all Property Owner Content provided or made available for use in connection with this Agreement;

## 8. GENERAL.

8.1 Assignment. Neither party may assign this Agreement, in whole or in part, without the other party's written consent (which will not be unreasonably delayed or withheld), except that no such consent will be required in connection with an assignment or transfer of this Agreement to (a) a party's successor in connection with a Change in Control of such party, provided that such successor is not a competitor of the other party, or (b) to any entity that is controlled by, under common control with, or controls a party.

8.2 Governing Law. This Agreement shall be interpreted and enforced in accordance with the laws of the State of Florida as applied to agreements made, entered into and performed entirely in Florida by Florida residents, notwithstanding the actual residence of the parties, without giving effect to any choice of laws of Florida that would require the application of the laws of a state other than Florida.

8.3 Notice. Any notice under this Agreement will be in writing and delivered by personal delivery, express courier, confirmed facsimile, confirmed e-mail or certified or registered mail, return receipt requested, and will be deemed given upon personal delivery, one (1) day after deposit with express courier, upon confirmation of receipt of facsimile or e-mail or five (5) days after deposit in the mail. Notices will be sent to a party at its address set forth below or such other address as that party may specify in writing pursuant to this Section.

8.4 No Agency. The parties are independent contractors and will have no power or authority to assume or create any obligation or responsibility on behalf of each other. This Agreement will not be construed to create or imply any partnership, agency or joint venture.

8.5 Force Majeure. Any delay in or failure of performance by either party under this Agreement will not be considered a breach of this Agreement and will be excused to the extent caused by any occurrence beyond the reasonable control of such party including, but not limited to, acts of God, power outages and governmental restrictions.

8.6 Severability. In the event that any of the provisions of this Agreement are held to be unenforceable, the remaining portions of the Agreement will remain in full force and effect.

8.7 Entire Agreement. This Agreement is the complete and exclusive agreement between the parties with respect to the subject matter hereof, superseding that certain Letter of Intent dated \_\_\_\_\_, and any other agreements and communications (both written and oral) regarding such subject matter. This Agreement may only be modified, or any rights under it waived, by a written document executed by both parties.

MIAMI SEASOAL RENTAL, LLC.

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

14359 Miramar Parkway #309

Miramar, FL 33027-4134

Voice: (954) 960-7998

Fax: (954) 960-7998

PROPERTY OWNER

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City/St/Zip: \_\_\_\_\_

Voice: (\_\_\_\_) \_\_\_\_-\_\_\_\_

Fax: (\_\_\_\_) \_\_\_\_-\_\_\_\_

---

**EXHIBIT A**

**MSR Select Vacation Rentals Exclusive Co-branding Agreement Service Fees**

- (1) Annual Administration Charge of \$900.00 for Marketing PROPERTY OWNER SITE.
- (2) Per Rental Co-branding Charge of 15% of Each Total Reservation Rate + Credit Card Fees.

**Marketing Services of PROPERTY OWNER SITE with MSR Select Vacation Rentals:**

Property Listing with HomeAway - <http://www.homeaway.com/>

Property Listing with CyberRentals - <http://www.cyberrentals.com/>

Property Listing with GreatRentals - <http://www.greatrentals.com/>

Property Listing with AlVacations - <http://www.alvacations.com/>

Property Listing with FeWo-direkt - <http://www.fewo-direkt.de/>

Property Listing with Holiday-Rentals - <http://www.holiday-rentals.co.uk/>

Property Listing with VRBO - <http://www.vrbo.com/>

Website Registration in All Search Portals (Yahoo, Google, MSN, etc.)

Setup of Universal Availability Calendar (HomeAwayConnect.Com)

Setup of Universal Availability Guest Book (HomeAwayConnect.Com)

Creation and Hosting of THE PROPERTY WEBSITE for PROPERTY OWNER SITE

As many words as necessary to relay value of PROPERTY OWNER SITE

**Co-branding Service for PROPERTY OWNER SITE with MSR Select Vacation Rentals:**

Maintenance of Hosting THE PROPERTY WEBSITE for PROPERTY OWNER SITE

Maintenance of Universal Availability Calendar and Guest Book

Website Maintenance in All Search Portals (Yahoo, Google, MSN, etc.)

Customer Inquiry Response Service (24/7 Phone/Voicemail/E-Mail Response)

Monthly Reporting of Traffic and Inquires to PROPERTY OWNER SITE

Launch Promotions - Ads in Seasonal Promotions and Specials Newsletters

---

## Checklist for Turning Your Home into a MSR Select Vacation Rental

MSR will work with you to complete everything you need to take care of before your first renters even set foot in your home. Below is a step-by-step guide for preparing your vacation home for rentals.

### **Legal Prep**

Check the short-term rental laws for your state, county, city and HOA. Read HOA regulations. Review requirements for business licenses and paperwork. Review safety requirements and health code regulations for your area. Research and purchase an insurance policy for vacation rentals.

### **Tax Prep**

Review information on applicable tax deductions, capital gains, and LLC tax requirements. Research or occupancy tax rate for short term rentals in your county.

### **Payments Prep**

Determine your vacation rental goals and break-even point. Set your pricing structure (nightly, weekly, monthly) and rates.

### **Maintenance Prep**

Find a reliable housekeeper or cleaning service. Review cleaning checklist and process for check-in, checkout and keys with hired housekeeper. Find a reliable handyman or maintenance person. Complete maintenance projects and renovations.

### **Household Prep**

Furnish your home based on target renters. Create a list of items to purchase. Purchase necessary items and save receipts! Also, try to keep all instruction booklets or manuals together in a place where renters can easily find them. Create a property inventory list of items in your home. Gather coupons, local attraction/activity brochures and menus from local restaurants and put them in a binder to create a local attractions book.

### **Advertising Prep**

Create a headline, property description and location description. Stage your home for photos. Take multiple pictures with a digital camera at different times of day or hire a photographer. Create captions for each photo.

### **Renter Prep**

Build a thorough set of directions. Build a list of instructions for using appliances, electronics and equipment at your property. Set up an emergency contact sheet. Put together local vacation tips for your guests.

**Ready to Get Started? Give us a call now.**



**MSR Select Vacation Rentals**  
Miami Seasonal Rental, LLC.  
14359 Miramar Parkway #309  
Miramar, FL 33027-4134

Phone/Fax: Toll Free 1-888-960-3339  
Phone/Fax: Local 1-954-960-7998  
Email: [info@rentwithconfidence.com](mailto:info@rentwithconfidence.com)  
Web: [www.rentwithconfidence.com](http://www.rentwithconfidence.com)

Copyright 2009 Miami Seasonal Rental, LLC. All rights reserved.