

# RENTAL MANAGEMENT PROGRAM





**SANDY**  
Group Sales  
4 years



**OWEN**  
Laundry  
7 years



**PAULENE**  
Quality Control  
31 years



**DAVID**  
Accounting  
6 years



**MEGHAN**  
Social Sales  
5 years



*If Heaven's full, please God, send me to  
The Homestead. —Notre Dame*

*The facilities were excellent, the service and  
hospitality tremendous... —Procter & Gamble*



*I just have to tell you it was the staff that made  
our visit. From the man in the pizza shop, the  
bartenders, even the man who came to fix our sink  
was just so pleasant. It's so unusual to find that  
so consistently in hotels these days.*

—Delores H.



*If you're looking for the perfect wedding weekend,  
look no further than The Homestead! Our guests  
are still talking about our incredible wedding  
weekend, all thanks to The Homestead's lodging,  
on-site amenities, and incredible staff...  
The weekend was absolutely perfect....*

—Adam and Laura E.

## *Why us?*

### **WE'RE LOCAL, TRIED, AND PROVEN.**

You can't be any more local than we are. Our rental management functions and our key people are all onsite. You are welcome to visit the facilities we have for sales, reservations, check-in and check-out, laundry, housekeeping, interior maintenance, accounting, and administration. You are also welcomed to visit and meet our key people who, on average, have been here for 15 years.

Because we're onsite, staffed 24/7 at peak demand times, and long hours for other times, we can and do provide services that cannot be provided during "business hours," from a distance with digital devices.

You also can't be any more tried and proven than we are. We've been providing rental management services for 50 years. That's not something we rest on as we are constantly investing in training, technology, equipment, and facilities. We do that to make our services and social and group guests' and owners' experiences better.

Our new rental management program is the most attractive we've ever offered. Please read on to learn why.

## *Old saying well used*

### **NEW AND IMPROVED**

Two factors drove the design of the new rental management program. One was comments, some constructive, some critical, made by rental owners. The other was complaints, mostly about quality of some interiors, made by recent guests.

The result is a new program that focuses on the combined quality of your property and our service and better balances your rights and ours. Some parts of it are profound. Here are four examples:

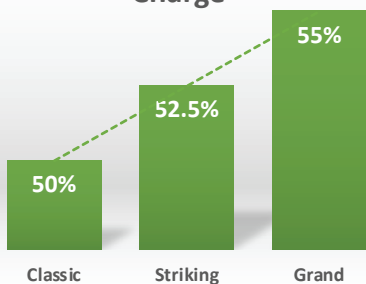
- We will no longer manage simple quality properties as that level of quality led to many complaints.
- We will focus on the highest quality properties as they lead to satisfied guests and repeat and referral bookings.
- We will not change to the pricing model used by airbnb, Vrbo, and Vacasa because that would lower housekeeping service quality and increase the risk of damage to your property.
- You can retain a greater percent of revenues by increasing the quality of your property and earning a higher rating.



*We have over 35 years of experience renting our properties with The Homestead and have been very happy with their management and carefree service. Our rental receipts have met our expectations.*

—The Dillon Family

### Owner Share of Property Charge



*The new sales quota system rewards us for finding the perfect accommodations for guests and motivates us to maximize revenue for owners and for The Homestead.*

—Paul B., Social Sales

## 18 Other Benefits

**No other agent can provide these benefits.**

*Prices by rate period, not night*

*Use of yield management carefully controlled*

*Agent's fee earned when collected, not booked*

*Housekeeping and interior maintenance provided*

*Forfeited deposits and revenue reductions split*

*Owner advised of changes in availability*

*Continuous quality research*

*Beach Club membership deposit waived, and dues reduced*

*Preferred pricing at Lily Jade*

*Preferred pricing at Manitou Passage Golf Club*

*Preferred pricing at Mountain Flowers Par 3*

*Preferred pricing at New Leaf*

*Preferred pricing at Spa Amira*

*Preferred pricing on lift tickets, rentals, and lessons*

*Preferred pricing on Resort Realty services*

*Ambassador Club points on all purchases*

*Rental owner events*

*Rental owner pins and license plates*

## *One standard*

### WE HAVE

It would be unreasonable to have one set of standards for product quality in rental management, another for our own properties. We don't. In fact, we are on a multi-year

plan to move the quality of all of our properties, outside and in, to our highest level — grand.

We're doing that because our guests tell us with their actions, words, and research responses, that's what they want.

These pictures show how that was done outside and in at the Welcome Center, Beach Club, Manitou Passage Golf Club, and Cavanaugh's which are but a few of our upgraded facilities. We've now started on a \$2.4mm upgrade that will raise the quality of the 63 rooms in Fiddler's Pond to Grand. That project should be done by next summer.



## *Deal with it*

### WE ARE

Like most others, our biggest challenge is hiring. We have taken and are taking steps to address that.



We retained one of America's best leadership consultants to strengthen our team and further improve our culture. We substantially increased wages and benefits, and improved incentives. We updated the quality of our workplaces and employee housing. But we're not done.



As a next step, we'll add up-skill training to help team members develop more skills, increase sales, deliver ever-better services, and move more rapidly on their career tracks.

Those steps will make our offerings unique in the marketplace and help us recruit and retain the people you and we want.

## *Something old, something new*

### PRINT AND DIGITAL

Some agents say that massive amount of email are all that's necessary for a successful marketing campaign. We don't agree.

Our three entities — The Homestead, the Manitou Passage Golf Club, and the Sleeping Bear Dunes Visitors Bureau — use the best technology in the industry to deliver a lot of carefully targeted email. We, however, also use other types of media because we've found that frequent presentations in multiple media types increases sales.



For print, we chose to be one of the largest advertisers in Traverse, Northern Michigan's Magazine because it has a broad reach and very loyal readers. For direct mail, inquiry response, travel shows, and the state's Welcome Centers,

we produce tens-of-thousands of brochures — seasonal, wedding, and meeting for The Homestead and quarterly visitors guides for the visitors bureau.

We created the most frequently picked up piece at the Clare Welcome Center, the Sleeping Bear Dunes Area Guide and Map.

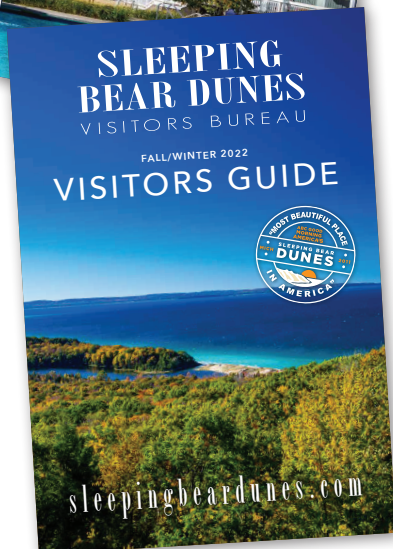
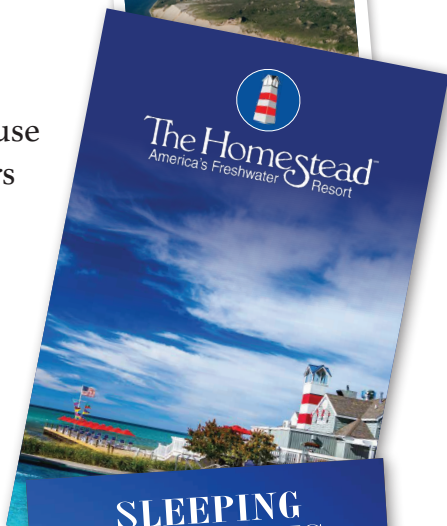
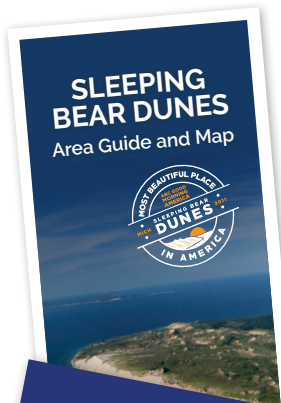
We use those tools and others to drive traffic to our websites because they are such effective storytellers and sales tools. We invite you to visit them:

[\*thehomesteadresort.com\*](http://thehomesteadresort.com)

[\*manitoupassagegolfclub.com\*](http://manitoupassagegolfclub.com)

[\*sleepingbeardunes.com\*](http://sleepingbeardunes.com)

When we are your agent, we will have a description of your property written and photographs taken by professionals. When you've approved both, we will place your property on The Homestead's website which links to our other sites.



# Our pricing's like the river

## CRYSTAL CLEAR

Some rental managers' pricing is a bit murky. It's quite common to see one or more charges for the manager, others for vendors, still others for the guest. Individually negotiated contracts are also quite common.

Our pricing is crystal clear, is the same for everyone, is in writing, and shown below. Please note that our housekeeping prices are about 40% lower than our competitors'.

PRICING			
Quality Rating	Classic	Striking	Grand
Property Management	50%	52.5%	55%
Housekeeping	\$56 to \$239 depending on size		
Interior Maintenance	\$50/hour, all ratings		
Carpentry	\$80/hour, all ratings		
Painting	\$80/hour, all ratings		
Trucking	\$35/hour plus labor, all ratings		
Supplies	Cost plus 15%		

Our contracts, like our pricing, are clear and are the same for everyone so there's no need to worry about someone getting a "better deal." One version is for whole ownership properties, the other is for fractional ownership properties. Both were written to minimize "legalese" and make them easy-to-understand.

If you'd like a copy, please ask.

## *Thoughts that guide us*

“Quality is not an act, it is a habit.”

—*Aristotle*

“Be a yardstick of quality. Some people aren’t used to an environment where excellence is expected.”

—*Steve Jobs*

“Quality means doing it right when no one is looking.”

—*Henry Ford*

“Quality in a service or product is not what you put into it.  
It is what the client or customer gets out of it.”

—*Peter Drucker*

“Give them quality. That’s the best kind of advertising.”

—*Milton Hershey*





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