



GUIDE TO RENTAL & MANAGEMENT



INTRODUCTION

We thank you for considering **Lowery's Vacation Homes** for the rental and management of your Florida property. We assure you we are dedicated to providing an exemplary professional service. Our experience in property management extends back over 20 years and you can rest assured that your property will be maintained and managed to the very highest standards.

This Guide will introduce and explain the Property Management and Rental Programs of **Lowery's Vacation Homes**. Our purpose is to provide detailed information and a full explanation of both these aspects and how these benefit each of our owners.

Lowery's have been in business since 1947 and since our introduction to the Florida market in 1985, have gained a wealth of experience in dealing with vacation homes and assisting owners in respect of both management and rental. This experience has proven great value to all our owners.

The marketing of your property for rentals will comprise both generic and individual advertising of your home. We are looking to attract retail bookings from Canada, USA, South America, mainland Europe and the UK together with trade bookings from travel agents and tour operators. Our commitment to extensive marketing and our expertise in this area ensures that you will receive optimum rental income. In order to gain maximum rental income all the above markets need to be fully explored. This can only be achieved by using an agent who is based on both sides of the Atlantic.

Our UK office will promote your property to Northern Europe and the UK for retail bookings and will deal extensively with trade sources and tour operators. Our primary website is www.ThinkFlorida.co.uk. This office will act as the UK service point for both rental and management if more convenient for British owners. In addition for owners who also wish to promote their Florida home for direct bookings then we can advise on marketing, website design, booking forms etc.



Our Florida office in Formosa Gardens Plaza on Highway 192 is a prime location for check-in and key collection. All our properties are no further than 10 minutes or so of our office and we maintain an after hours service on a 24 hour, 365 day a year basis. This office will market to Canada, USA and South America for rentals and provides a full service management program. The official website for **Lowery's Vacation Homes** is www.MoreMouse.com promoted on many search engines worldwide.

Lowery's Vacation Homes Inc. harbours all personal information regarding the property, the owner and its rentals. Your property resides in Florida and so should your property manager. Your skilled and highly qualified property manager is the source of information when it comes to your property. Never hesitate to contact your property manager with any questions you may have.

We intend our business relationship to be a partnership. Partnership starts with trust. Lowery's is the only management company on the market that offers a fully transparent software system with online monthly Statements, online Work Orders, all of the rentals we have lined up for your property in the future as well as those in the past, owner calendar and facilities for owners to make their own online reservations. We have a common goal with our owners – if it is profitable for you then it is profitable for us also.

Thank you for considering **Lowery's Vacation Homes** and if you have any queries or any aspects you wish to discuss in greater detail then please do not hesitate to contact us – we are always open to suggestions on how we can improve our service and welcome any comments. If you have decided to join us then please contact either office and we will send a full enrolment pack.

Contact numbers are:-

UK Office:

Tel: 0845-644-6200

Email: reservations@lowerys-vacation-homes.co.uk

Website: www.ThinkFlorida.co.uk

Florida Office:

Tel: (1) 407-397-0088 or 1-800-LOWERYYS (Toll free in the US)

E-mail: propertymanagement@lowerys-vacation-homes.com

Website: www.MoreMouse.com

Website for agents: www.orlandopix.com



GENERAL GUIDE

Having purchased your second home in Florida, the next most important step is to ensure that your property conforms to all legislation for rental purposes and is ready for occupation in the shortest possible time. The following is an outline of general procedure, the services we provide and some tips along the way.

1. INITIAL PROCEDURE

Once the purchase of your new home has completed and the transaction closed, then we will immediately organise the following:

- Arrange installation of special locks and safety features as required by Florida law if a property is to be rented to the public.
- Arrange all services to be connected to the property and registered in your name including water, electricity, gas (if applicable), telephone, cable TV, security and pest control.
- Arrange for emergency lighting to be installed in accordance with Florida legislation and to check for all legal requirements for state inspector visit.
- Arrange for a first major clean so that your home is in pristine condition for the first visitor.
- Prepare a comprehensive directory personalised to your individual home for the use of guests.
- Arrange for all required notices throughout the property to be attractively framed.

Where our primary focus lands on the mentioned items you will find further in this guide that setting up a property is much much more than our brief summary above.

Please note that a fair share of your tenants leave their cell phone at home while on vacation or feel a strong benefit in being able to call their home base at any time without charge.

Therefore, Lowery's provides a "Free Call Service", where as the tenant will call free of charge to most countries world wide at a fixed rate to the owner of \$24.99 a month.



REGISTRATION AND LICENSING

- In order to rent your property for any single period of 30 days or less you must have the equivalent of a hotel license. We will obtain this on your behalf from the department of Business and Professional Regulations (D.B.P.R.).
- You will also need a State and County Tax ID number and again we will obtain this on your behalf. This is required for collection of the sales tax and local tax, which is due on short term rental properties. On all bookings arranged by Lowery's Vacation Homes we will collect the necessary tax and remit monthly to the appropriate authority.
- Every owner/property owes taxes. Even if your taxes are zero, you must submit a zero tax return monthly. As explained hereunder, by Lowery's submitting your local and state taxes many owners consider this as a saving of several hundred dollars a year ...
- It is of utmost importance for owners to know that Lowery's Vacation Homes will not file the owner Federal Tax Return. We strongly advise every owner to consult with a local accountant in regards to the yearly tangible and intangible Federal Tax Return. Ask your property manager about one of our recommended accountants.
- In the course of the month of January, Lowery's Vacation Homes will produce a form 1099 (for US residents) or a form 1042 (foreign nationals) as well as an annual statement for the purpose of the annual Federal Tax Return. It is advised to provide your accountant with these documents in order to file your taxes before deadlines expire.

Please bear in mind that all bookings arranged by owners are subject to sales tax and it is the owner's responsibility to remit that sales and local tax direct to the authority. Lowery's is fully aware of the problems that arise for owners dealing with often unknown legislation and unannounced changes.

Therefore, Lowery's offers to pay local taxes from owner guest reservations in name of the owner on a monthly basis. The procedure is simple: Lowery's will ask every owner to submit at the beginning of the month the gross amount they received for their bookings last month and will calculate the taxes due. The taxes are then paid by Lowery's and will show on your next statement. Yes, this service is free!



3. RESERVATIONS

- Our UK and Florida offices combined will target markets throughout Canada, USA, South America, mainland Europe and the UK. Advertising campaigns and website promotion will attract retail bookings and trade bookings will be achieved through tour operators and travel agents.

- The commission charged will be as follows:

UK Trade bookings	10% (discounted)
All other Trade bookings	15%
All Retail bookings	20%

Please note that the above commission is charged on the net rental received by Lowery's Vacation Homes. Payments are disbursed towards tax authorities and owners on departure date.

- We guarantee that all reservations will be evenly distributed amongst all owners other than those circumstances where a guest specifically requests a particular home.
- Most agents consider that bookings can be moved at will until actual occupation takes place – we do not. Once we have placed a booking in your property then it will remain other than in exceptional circumstances. There may be occasions when we will need to move a booking for logistical reasons i.e. shift bookings between properties to accommodate additional renters where dates conflict etc. We guarantee that if we need to move a booking from your property it will always be replaced with one of equal or higher monetary value.

There are straightforward arrangements for owners arranging their own bookings. Simply access our website with your username and password and make the reservation online. Alternatively confirm direct to Lowery's Vacation Homes. All owner bookings will be subject to a charge to cover check-in services and 24-hour availability for emergencies.



4. DAMAGE LIABILITY WAIVER (DLW)

- Security Deposits by Credit Card are no longer possible to enforce. In order to safeguard owners Lowery's Vacation Homes now charges renters a modest sum which waives their liability for damages up to \$1,000 per rental.
- The DLW is far more than a replacement of the Security Deposit. It raises a fund where every booking will make its contribution and which will guarantee damages up to \$1000 per stay.
- All guests checking in will be required to complete a registration form.

Owner's guests must be advised by owner to call at the offices of Lowery's Vacation Homes for registration and check in. Without this we will be unaware if occupation has taken place.

5. DEPOSITS

- Prior to the completion of the purchase of your home you will be required to pay a deposit to Lowery's Vacation Homes. This is in order to provide us with sufficient funds to meet the costs already outlined of setting up your property for rental purposes and paying bills until rental income is received. Deposits are due by signing your agreement and must be sent to Lowery's Vacation Homes together with your completed paperwork as outlined on page 2 of the agreement.
- There are 3 different deposits:
 - 1) The Target or Reserve: Owners are required to maintain a reserve (target) balance on their account of \$1,500. The reserve is used for utility bills, maintenance and running costs. Rental income is credited to the owner's statement and all expenditure will be deducted from the balance held at any given time.
 - 2) The Start-up Deposit: For setting up a property a lot of work is required and numerous expenses are made. You will find an example of different services and expenses in this regard further in the Guide. The Start-up deposit is currently set at \$1300. This reduced one time fee is made possible by doing most of the work through our in house maintenance service. Many expenses are payable to third parties and are included in the Start-up Deposit.
 - 3) The Utility Deposits: Utility companies will calculate the required deposits. These deposits differ from property to property, development to development and county to county. The owner will provide Lowery's Vacation Homes with a valid Credit Card to cover the necessary utility deposits. Credit Cards will be charged by Lowery's Vacation Homes (subject to a Credit Card admin fee).



6. MONTHLY STATEMENTS AND ONLINE SERVICES

- Lowery's Vacation Homes is the only managing agent with a fully transparent online software system towards its owners. All information regarding bill payments, fees, work orders, rentals, etc are entered into the system and it is the fully automated system that will produce a monthly statement.
- Lowery's Vacation Homes requires that owners review their online monthly statements. The auto-generated statements will provide details of rental income and expenditure and shows the final balance.
- Some agents only show net rental income. Our statements will show the gross rental and the commission charged as an example of transparency.
- Any figure exceeding the required reserve (target) of \$1,500 will be paid directly into the owners account.
- If, on occasions, the final balance is below the reserve (target) figure of \$1,500 then owners are required to make prompt payment of that shortfall.
- Other online services on the owner web link are Work Orders. WO's are summarized as a one-liner on the statement and are explained in detail under the Work Order section or tab.
- Also Calendars of the property are shown online in the owner section. Note that the calendars are visual reflections of data and although the system itself is accurate to the second, the calendar is updated every 24 hours.
- Probably the most exciting section on the Owner Web Link is the Rentals tab. The owner chooses the time frame at the bottom and all your reservations, past and future, will show in detail with reservation numbers, name of the tenant, dates, gross rental, commissions and net to owner. Lowery's Vacation Homes believes that a property management company who does not provide you with that information has to be avoided.
- The final option in the online system is the Owner Reservation tab. The owner will enter here his own stay as well as his owner guest stay directly into the system without delay. This will prompt a confirmation out of the system and reservations will send you detailed confirmation of your booking the next day. The comments box will stay with the reservation and is used for additional information such as pool heat required, Welcome Packs, Crib Rental ...

Owners that are very active on arranging own bookings must bear in mind that the rental income into your account with Lowery's Vacation Homes will be much more limited and therefore will require regular payments from owner to maintain services, payments of bills etc.



7. MAINTENANCE OF YOUR HOME

- All homes will be inspected on a regular basis to ensure standards are maintained and to check for any maintenance required.
- Lowery's Vacation Homes are authorised by the owner to carry out repairs or replacements up to a maximum cost of \$300.
- Any repair/replacement in excess of \$300 will be notified to the owner prior to any action being taken. The only exceptions to this would be (a) in the case of emergency or (b) the work needed to be carried out quickly in order to fulfil obligations to the guests.
- In exceptional circumstances it may prove necessary to move a guest to another property if the nature of the required work inhibits continuing occupation.
- Air Conditioning demands a large portion of our drive outs. Studies show a well maintained AC unit can easily save 30% on the owner electric bill. Dust builds up and will cause clogged pipes. As a result the unit will freeze up and eventually causing the compressor to fail and replaced. Therefore, Lowery's Vacation Homes has a monthly Air Conditioning Maintenance charge on the TASC and it refers to brushing and vacuuming yearly the cooling grids of the AC unit inside, replacing the AC filters on a regular basis, vacuuming and chemically disinfecting the drain pipe to the outside. Repairs to a unit will be done by a certified technician and this will be charged separately on the owner statement.
- Batteries and Bulbs as mentioned on the TASC are shockingly expensive if we would have someone drive out on a Saturday night to change a \$1 smoke detector battery. Therefore, Lowery's Vacation Homes will leave a reserve of light bulbs in the unit to replace as necessary and will change all smoke detector batteries regularly to avert sleepless nights for the tenants. A spare set of batteries for remote controls should also be available in the unit. Compared to a 6 or 7 bedroom unit, the 3 or 4 bedroom unit will have only half the smoke detectors and remotes, as well as lesser light fixtures in bedrooms and therefore the difference between a 3-4 bedroom unit and a 5+ bedroom unit pricing.



8. HOUSEKEEPING

- Each home will be thoroughly cleaned upon the departure of a guest so that the property is in immaculate condition for the next arrival.
- Our cleaning staff will always check for damage or broken/missing items. Nevertheless, please bear in mind that minor damage and wear and tear is inherent within a rental property. Damages related to the rental are covered as described under item 4, the DLW. Whereas an accident on the carpet will demand a carpet clean done through the DLW, heavy traffic over carpet is considered wear and tear and cleaning will occasionally be charged to the owner.
- Lowery's Vacation Homes does not allow owners or owner guests to avoid a cleaning charge by cleaning themselves. It is embarrassing for Lowery's to report back to the owner that the cleaning is not done properly, as well as it would be unacceptable to the next tenant. Our cleaning crew is trained and professional and we should leave that task to them.

9. GARDEN MAINTENANCE

- Your lawn and garden will be maintained on a weekly basis other than during the winter months when work will be carried out as required. Maintenance will include lawn mowing, edging, trimming and weeding. Please bear in mind that Florida is a sub-tropical climate and gardens require greater attention than elsewhere. Therefore, additional services will be required from time to time to maintain quality levels and include fertilizer, lawn feed and some replanting as necessary. In our opinion this is essential in order to maintain the overall appearance of your home.
- On average lawns will require a lawn pest control once or twice a year (February-November) and normally a fertilizing, with or without integrated weed killer, three to four times a year (March-June-September-November). The monthly charge in the TASC in your agreement refers to these 5-6 rounds, including material and labour. Additional treatments if necessary are also covered in that monthly fee. Owners with a pool home or lawn should check the 2 boxes on the TASC. Owners with a condominium or Town Home obviously are excluded of that service.



- Irrigation System Maintenance as mentioned on the TASC is a monthly provision for recurring discussions amongst owners. Eventually calcium and dirt will prevent a pop-up sprinkler to retract and the question remains if the broken sprinkler is then caused by the lawnmower, the car off the drive way, the reckless passer-by or simply the age of the sprinkler. Also, many developments and different counties have different rules and restrictions depending on the season and Lowery's Vacation Homes will need to adjust irrigation times to obey these rules when we are advised of any changes. On a regular basis Lowery's Vacation Homes will check the irrigation system to ensure it works properly and evenly and will clean and flush the irrigation pipes if necessary.
- Owners are to check the box on the TASC where the property has an irrigation system in place. Owners with a condominium or Town Home or owners without irrigation system leave the box blank.

10. PEST CONTROL

- Florida law requires short term rental properties to present a regular pest control service performed inside and outside your property. This preventive service will treat one month the outside perimeters of the property and the next month the inside perimeters and is meant to safeguard the public, the tenant, for unwanted bugs and ants inside the property. This is Florida and no preventive pest control service is foolproof. The pest control services on the TASC comprise the preventive service as well as the occasional emergency drive out if necessary.
- Pest control is often mistaken for a general term regarding any bugs/pest in and outside a property. Owner must be aware that lawn bugs are a totally different animal so to speak and treated separately. Also, Lowery's strongly suggest an owner to consider Termite Control to be done around the property. That service is performed by certified people and termite prevention is, again, totally different to the regular pest control service performed by Lowery's Vacation Homes. Ask your property manager on how to set up a termite inspection for your property.



11. POOL SERVICE

- Your pool will receive regular weekly maintenance including cleaning and maintaining the chemical balance. The decking, patio furniture and cage will be inspected on a weekly basis and cleaned as required.
- Two or three times each year as necessary the decking and screen enclosure will be pressure washed to maintain appearance. This will be subject to a small charge.

During autumn, winter and spring guests may require pool heating. There will be an additional charge to guests for this service.

12. The 360° VIRTUAL TOUR

- Your property will have a 360 degree virtual tour prepared and incorporated within our websites. This will ensure that your home is presented in the most favourable manner and guests will be able to see all the qualities of your home on-line. The tour will provide eight circular photographs – normally six rooms plus front elevation and pool area. The tour and photographs will be supplied to you on a CD rom for your own use. In addition, the virtual tour can also be incorporated on your own website if you were planning direct marketing yourself.

13. INVENTORIES

- It will be necessary to have a fully detailed inventory of the contents of the home. If you have just purchased a new property then the schedule of the furniture package should suffice. In the case of an existing home then one should have already been prepared but if not then we would be pleased to prepare a full inventory on your behalf at a cost of \$50.00.
- Lowery's Vacation Homes provides inventory sheets to owners who wish to make their own inventory. Bear in mind that an inventory is crucial in case of theft or fire. Therefore, Lowery's Vacation Homes will present an inventory including model, make and serial numbers of all appliances as an example.

Please remember to advise us whenever you purchase any additional items for the property. If we are not notified then the inventory will become out of date and incomplete.



14. OWNERS BOOKINGS

- If owners wish to market their home themselves in order to provide direct bookings then Lowery's Vacation Homes will assist them in every way. We can help with the design of a personal web site and suggest some web sites on which to advertise. The availability calendar may be integrated in your personal web site and will then automatically be updated every time a reservation enters our system. This feature will avoid double (or triple) calendars to update manually.

It is always worth considering placing special features in your home that may attract a potential renter to your property. Obviously features such as TVs in all rooms, DVDs, PlayStations etc. are now becoming standard but we would recommend, at a modest cost, that you have an additional telephone line installed as a dedicated Internet line. This will attract those renters who perhaps bring a laptop on vacation (most business people do). Secondly, now or at some time in the future you may consider utilising the garage space as a games room or child's play area. Again this is a feature that would attract renters.

Dear Owner,

Thank you again for considering Lowery's Vacation Homes as your Property Management Company.

Before you fill out any of the agreement forms we would like to invite you to pick up the phone and give us a call or to write us an e-mail with any questions or remarks you may still have.

This is a partnership, we are here for you and your property. Please do not hesitate to contact us. After all, where we work the sun always shines!

Looking forward to a successful partnership.

The Lowery's Vacation Homes Team.



NEW HOME - SET-UP (example)

- Set-up Fees for online access with the software provider
- US Notary
- Management Opening Services: Guest Information Guide, floor plan, 911 sign, all signs for license inspection, AC notice, No Smoking sign, P.A.S.S. sign(s), dryer hazard sign, no trespassing sign, garbage pick-up sign, sanitization sign, laundry sign, toilet paper notice, pool alarm signs, child safety alarm signs, garage door sign, BBQ sign
- Re-keying home i.e. security locks changed, keyless deadbolts, jay hooks or Charlie bars, etc.
- Lock box front door
- Lock box pool heater controls
- Child Safety alarms on all doors/windows to the screened pool area
- AC thermostat box
- Fire Extinguisher(s) if missing (certify if necessary at additional charge)
- 360°Virtual Tour
- Pictures inside and outside of property for advertising purposes
- Preparing Florida State D.B.P.R. license (license cost excl.)
- Preparing application Occupational License (varies by county)
- Preparing Florida State Tax I.D. Number (State and Sales Tax)
- Preparing Short Term Rental Registration
- Preparing and notifying all utility providers and keep schedule of appointments for connection, retrieve account numbers (Power, Water, Cable, Gas, Telephone)
- Build pages mini web site with descriptions on www.MoreMouse.com , on www.lowerys-vacation-homes.com , on www.ThinkFlorida.com and on www.orlandopix.com
- Submit pictures, descriptions and amenities to the software provider within the system
- Set rental pricing and link to price codes
- Inspection of home in regards to legal requirements, status of the property inside and outside and schedule Opening Clean if required
- Technical inspection by Maintenance
- Prepare filing procedure with the Property Manager, the administrative assistant, accounting and reservations
- Present and advertise new property to local and foreign agents
- Activate property and notify owner with Welcome letter and login/password to the Owner Link



CLEANING CHARGES

3 Bed Condo/Town Home

Single Clean	\$65.00
Annual Clean	\$165.00

4 Bed Condo/Town Home

Single Clean	\$75.00
Annual Clean	\$190.00

3 Bed Pool Home

Single Clean	\$65.00
Annual Clean	\$165.00

4 Bed Pool Home

Single Clean	\$75.00
Annual Clean	\$190.00

5 Bed Pool Home

Single Clean	\$85.00
Annual Clean	\$215.00

6 Bed Pool Home

Single Clean	\$105.00
Annual Clean	\$240.00

7 Bed Pool Home

Single Clean	\$150.00
Annual Clean	\$290.00

Cleaning charges are subject to change. Opening clean if necessary a rata of a Single Clean x 2.



Table Arrangement Service Charges (TASC)

April 1st, 2006

The Table Arrangement Service Charges provides a clear picture of charges that may apply to your property. This table is reviewed annually on April 1st. Some of these charges may not apply to your property when the HOA is actively participating in certain services. Some services differ depending on the nature of the property (pool home – condo – town home)

Lowery's Vacation Homes would like the owner to mark the services needed for his/her property. The services that are not marked will not be taken up in this agreement and property management program. The services that are already ticked are required.

Management Fee	\$115.00	Monthly	<input checked="" type="checkbox"/>
Owner Web Link	\$10.00	Monthly	<input checked="" type="checkbox"/>
Pool Maintenance	\$90.00	Monthly	<input type="checkbox"/>
Lawn Maintenance	\$80.00	Monthly	<input type="checkbox"/>
Interior Pest Control	\$30.00	Monthly	<input checked="" type="checkbox"/>
Owner Guest Fee	\$35.00	Per OWG booking	<input checked="" type="checkbox"/>
DLW for Owner Guest Booking	\$35.00	Per OWG booking	<input checked="" type="checkbox"/>
Lawn Pest Control	\$8.00	Monthly	<input type="checkbox"/>
Air Conditioning Maintenance	\$25.00	Monthly	<input checked="" type="checkbox"/>
Lawn Fertilizing (incl. weed control)	\$15.00	Monthly	<input type="checkbox"/>
Mulching (Flower beds + trees)	\$2.00/sqft	Annually	<input type="checkbox"/>
Irrigation System Maintenance	\$15.00	Monthly	<input type="checkbox"/>
Batteries and Bulbs (<5 bedr/ 5 bedr +)	\$10.00/\$20.00	Monthly	<input checked="" type="checkbox"/>
Maintenance Labor (hourly)	\$45.00	As required (\$30 min)	<input checked="" type="checkbox"/>

Lowery's Vacation Homes will not charge a drive out fee to its owners. Any visit to the home is rated on an hourly base, with a min. of \$30 for a visit.

Cleaning Charges per reservation on departure date: 2-3 bed unit \$65, 4 bed unit \$75, 5 bed unit \$85, 6 bed unit \$105, 7 bed unit \$150. Spring Cleans are \$130 for a 2-3 bed, \$150 for a 4 bed, \$170 for a 5 bed, \$195 for a 6 bed and \$250 for a 7 bed. All the above charges are tax inclusive (where applicable).

Our Guide To Property Management will surely offer more information and specifics on each of the above services.