

Accounting

We do not have any monthly account maintenance fees, nor do we ask you to participate in the cost of discount fees and service charges relating to Credit Card (Visa/Master Card/AmEx) sales.

The Renter pays the 9% Occupancy tax and 2% Tourism Assessment as part of the rental cost. We handle the accounting of same and pay it directly to Sonoma County ourselves.

We provide monthly statements to Owners within 10 days of the month closing, detailing occupancies, expenses, and net income due owner with check for same accompanying the statement. An annual statement follows the December statement for year-end purposes along with a form 1099.

As the exclusive Rental Agent for the property, Bodega Bay & Beyond receives a 30% commission on gross rental amounts, exclusive of Occupancy Tax and Tourism Assessment, on all rentals.

Bodega Bay & Beyond is responsible for laundering the linens and towels and for garbage pick up with no charge to you for all paid rentals. Owner pays for housekeeping. We will clean up after your use or your guests' use and apply cleaning charges to you, or family members, or your guests, as directed by you.

Advertising & Promotion

We concentrate on Internet marketing, as we know where most visitors find their accommodations. As a Bodega Bay & Beyond property Owner, you will receive a detailed management and marketing plan for your property and ongoing communication from our staff.

Our marketing currently includes:

- San Francisco Chronicle
- Sacramento Bee
- BodegaBay.com
- SonomaCounty.com
- Sonoma.com
- petfriendlytravel.com
- vrAgent.com

We use a sophisticated software system that allows us to track all statistics as to who is visiting our website, including their city, the time of day they visit, and which web pages they view. This allows us to target our marketing efforts appropriately.

We are members of the Bodega Bay Area Chamber of Commerce, the Sonoma County Lodging Association, and the Sonoma County Tourism Bureau. All of this means a great diversity of exposure for our rental homes.


Looking to Buy a Vacation Home?

Should you desire to look at potential Vacation Home Rental property we would welcome the opportunity to show you available properties through our Sonoma Coast Living real estate office. If you are already working with a REALTOR®, we would be delighted to provide a No Cost potential Income evaluation for you, should you find a property that appeals to you. Obviously, if you already have a property of your own, we would gladly provide a No Cost Income evaluation, as well.

Please feel free to contact us if you have any additional thoughts or questions and we hope that we will have the opportunity to meet you on your next visit to the Bodega Bay Area.


Don Buttaro
President/Owner
don@SonomaCoast.com

2.16.14



BODEGA BAY & BEYOND

Vacation Home Rentals
...Above and Beyond Your Expectations



**Rental
Management
Program**
*General Outline
for Homeowners*

**BODEGA BAY & BEYOND
VACATION RENTALS**
575 COAST HIGHWAY 1, PO BOX 129
BODEGA BAY, CA 94923-0129

TOLL FREE (800) 888-3565
LOCAL (707) 875-3942 • FAX (707) 875-2447
www.SonomaCoast.com

Who We Are

Our family-owned company began with just one Bodega Harbour home in 1990, and we currently manage 75 Vacation Rental homes in Bodega Harbour, Bodega Bay Village, Salmon Creek, Carmet, Sereno del Mar and Jenner. Additionally, we are the Property Managers for a number of private homes in the area that are not part of our Rental Program.

Bodega Bay & Beyond is pleased to provide property owners a comprehensive Vacation Home Rental Management program. Successful Vacation Rental management requires a focused marketing effort and management plan and a commitment to details and schedules in order to earn repeat business and meet the needs of today's demanding guests.

We are proud to provide the finest vacation rental property management the Sonoma Coast has to offer. We focus on a smaller number of quality properties and market them to Guests who will pay for Amenities and Service that exceed expectations.

Our position as a "drive to" destination for the immediate Bay Area, including Sacramento down to San Jose, has proven to be most beneficial, as it has solidified our position as a Tourist destination.

About Our Guests

The Internet brings us Guests from all over the world. There continues to be a definite trend being expressed by potential Guests for greater amenities preparation in the homes:

- Queen size or larger beds
- TVs in all Bedrooms
- Big Screen Plasma TVs
- Pool Tables
- Hot Tub/Spas
- DVD players
- Wireless High Speed Internet

Guests want the upscale feel of staying in a Hotel Resort but the privacy and comforts of staying in a Home. They insist on being pampered!

Our "season" continues to be year-round. Mid-Westerners come to us to escape their Winters, those from hotter weather climates visit us to "cool off" at the Coast, and locals take advantage of our area as a "Staycation" destination. Week-long and month-long stays are common for our Guests. Families love how many things there are to do here along the Sonoma Coast! They are looking for an experience and we have it waiting for them.

Our Full-Service Property Management

What we offer you:

- Become a member of the largest income producer, per Homeowner, of any Company on the Sonoma Coast.*
- Focused property management that includes full time Maintenance staff, Employee cleaning staff, property inspection before and after arrivals, including securing the property after Guest departures.*
- Focused marketing program, targeting proven key geographical areas where visitors to our area of the Sonoma Coast reside.*
- Focused Homeowner communication via Email, including reservation activity in "real time" as it occurs, Industry trends, amenities preparation and specific items relating to specific Owners.*
- Timely, Month End statements detailing income, expenses AND accompanying net income check. A summary of all future reservations is also included.*

Bodega Bay & Beyond is committed to providing a clean, well-equipped and well-maintained Home to our Guests, thus providing our Owners with the knowledge and confidence that they will have increased revenues while maintaining and enhancing the value of their investment. In keeping with our dedication toward providing our guests and owners with the highest quality of service, we employ our own full-time Housekeeping and Maintenance staff.

Our office, located just minutes from the homes that we manage, is open 7 days a week, and we can be reached 24 hours a day in the event of an emergency. The customer-service specialists on our staff are always ready to handle any issues that arise. How's that for peace of mind?

Supplies & Amenities

With our Owners' cooperation, we provide more amenities to renters by including bed linens and towels as part of their rental and as part of our Customer Service Program.

We have a standard Minimum Inventory List for the owners of the properties that we represent. The items on this list have become a mainstay of our house inventory, and this standardization has allowed guests to feel confident that all of our Homes are well-stocked with the items and amenities that they have come to expect as part of their stay. Bodega Bay & Beyond guests know that when we say "... just bring yourselves, your layers of clothing and food..." we mean it! We truly make your home "their" home, for the time guests are here. There is no need to "reinvent the wheel" when it comes to furnishing a home to prepare it for our Vacation Home Rental program. We want you to count on our eighteen years of experience to guide you as to the correct amenities preparation for your Vacation Home "to be", i.e., bed sizes, where to buy items, etc.

We provide a variety of house supplies for our renters and Owners at no charge to the Owner of the Vacation Home Rental. These supplies include:

- Toilet paper
- Paper towels
- Facial tissue
- Dishwasher detergent and dish liquid
- Hand soap
- Laundry detergent
- All sizes of garbage bags
- Coffee filters
- Firestarters for the fireplace
- Complimentary custom blend coffee