

JOIN SF HOLIDAY RENTALS TODAY!

How We Operate

SF Holiday Rentals is only a booking company. We work in conjunction with property owners to provide short-term rental accommodations in San Francisco. SF Holiday Rentals is responsible for answering all inquiries about your properties, collecting rental payments, booking the housekeeping services and distributing rental proceeds to owners at month-end. SF Holiday Rentals is not a full service property management company; hence the low commission rate and fees to owners. If you are not in a position to visit your property on a regular basis, keep supplies stocked and make repairs, SF Holiday Rentals is not the company for you

All rental payments go directly to SF Holiday Rentals. At month-end, owners will receive a check for all rentals through the end of the month unless a rental overlaps into the following month; if that occurs, the owner will be paid for that stay in the following month's rental income check. Checks to owners are net of fees and expenses, with the exception of housekeeping. All reports are online and can be viewed in your OwnerLink account.

Housekeeping fees are collected from guests, paid to SF Holiday Rentals and go directly to the owner at month-end; the owner pays the housekeeping staff directly and immediately upon receipt of invoice. Our housekeepers are the glue that keep this all together – they will tell you when you need a deep cleaning, when towels and sheets need to be replaced, light bulbs changed, toilets fixed, etc. If the housekeeping staff is not paid promptly, they will cease cleaning your home and it is cause for termination of our agreement. You are free to use your own cleaning staff; we are responsible for making sure they clean your home promptly after guests leave.

Service calls to units are charged at a flat rate of \$35 per visit plus any additional expenses (Draino, light bulbs, toilet paper, soap, flatware, etc.); and \$35/hour to wait for repairmen.

Minimum Time Requirements and Fees

Your home must be available for rental at least 75% of the year, including 75% of the summer months and 75% of all weekends and holidays. We require a two-year contract, but we have a mutual thirty-day cancellation clause, subject to bookings already in place.

A 3.5% fee is charged on all credit card transactions and is a charge to the owner

Each owner is responsible for one listing per property on www.vrbo.com (VRBO does not allow more than one unit to be advertised per site), or any of the other top rated vacation rental websites. Our experience is that the bulk of business comes from VRBO. A listing on VRBO is approximately \$250 for five pictures. If you do not want to create your own listing, we will post your property on VRBO for a fee of \$300 plus the cost for

the VRBO listing. From time to time, we will send e-mails for free listings on new websites; we highly recommend taking time to list on as many websites as possible – this increases your rental exposure and ultimately, bookings. Please make the contact person for all advertisements, SF Holiday Rentals at sfholidayrentals@gmail.com and use the telephone number _____.

Agreement Termination

Non-payment of housekeeping fees and commissions to SF Holiday Rentals, lack of property maintenance including grounds, repairs not made in a timely manner and reluctance to pay service fees, are all grounds for termination of agreement. We require a two-year contract, but we have a mutual thirty-day cancellation clause, subject to bookings already in place. SF Holiday Rentals will complete the bookings already in place at time of termination, complete collections and handle housekeeping for those bookings. If the problem(s) is resolved and both parties mutually agree to reestablish the relationship, then SF Holiday Rentals will reinstate the agreement.

WHAT YOU CAN EXPECT

Several residences book steadily all year long – those in prime tourist locations (Downtown, Fisherman’s Wharf), districts with no hotels available and/or active night life (Castro, Noe Valley) and the best-maintained homes with charm, good linens and good beds. October through April is the slow season although most rentals average 60% occupancy during this slow period. We book heavily May through October and most homes are booked for holidays and spring break. In June, July and August, we have a one week minimum, which we drop as we get closer in time to a particular check-in date. Otherwise, we have a four-night minimum, and, 2 night stays can be booked one week prior to check-in date.

Property Maintenance and Cleaning

Homes in excellent condition make for happy guests. Most of the stress in this business, for both owners and our staff, comes from breakdowns of small and major appliances in homes. If the major appliances in your home are over ten years old, you should consider replacing them now, especially if they give a dated or worn appearance. Appliance repairs are very expensive and difficult to schedule and guests simply cannot wait three to seven days to have a working stove or washer. By the time you pay SF Holiday Rentals for service calls, issue refunds to angry guests who had to wait days for repairs, and pay for a service call or two, you would have come close to paying for a new appliance.

We have a list of resources for maintenance on OwnerLink who can take care of minor problems and referrals for most kinds of major improvements, maintenance, landscaping and repairs. Each home needs a deep cleaning once or twice a year, depending upon the

volume of rentals and the attention given by owners. For most homes, a deep cleaning costs the owner between \$200-\$400; some owners opt to do their own.

Owner Payment, Blocked Dates and OwnerLink

Our bookings, payments to owners, and reports are all generated through a sophisticated, integrated management software program. We never have double bookings. Owner payments are mailed promptly by the 10th of each month, along with cleaning fees collected.

We encourage owners to visit and use their homes. Owners must block dates on OwnerLink, which is a software program tied to our management software. An access code allows you to see your booking calendar on-line and do real-time owner blocks, view and print financial reports.

Communications

The key to successful management is good communication. Every property owner is assigned a staff liaison; generally Annette, the owner of the company, will be the liaison for new property owners during their first few months and then another assignment will be made. The liaison will provide personal service and continuity and will keep you advised of his or her office schedule. We communicate with owners by e-mail and telephone; sometimes if feedback from a guest is extensive, we mail it to you. In general, you will want to avoid calling the office on Mondays and Fridays unless you are returning a call to one of the staff.

In general, you must always assume a booking could be in place; never, never, never visit your house without making sure we know you are coming or by checking the calendar. We do many last minute bookings, we move people unexpectedly from one house to another, and we send people to look at your house with an eye toward a future rental.

Owner Visits

We do want our owners to have a happy relationship with their homes. Homes that are loved are more successful than homes that are purely “investment”. When you visit your home, it’s good to have a mental checklist. You will want to check all your supplies, quality of linens and towels, make sure all lights have bulbs and check for loss or damage that might have escaped our housekeepers.

GENERAL REQUIREMENTS:

Required Furnishings:

One washer and dryer per unit of sufficient size and quality to wash and dry all the linens and towels during a four hour cleaning window. Sometimes a second dryer is

necessary. If you have a three unit building and only one washer and dryer, and all three units are cleaned on one day, you will be paying excess charges for laundry as the housekeeping will be finished hours before the laundry is all done; you will be paying \$25/hour for laundry service while the housekeeper sits and waits for the laundry to finish.

Television (the larger, the better) with cable or satellite reception and DVD. One is required; one in every bedroom is desirable.

Outdoor Furniture, if you have a yard; minimally a patio dining set for all the people the house sleeps.

Coffee-maker with 2 hour shut-off (with extra carafe and “gold” permanent filter), iron, coffee grinder, microwave, blender, toaster (4 slice if the house sleeps more than two people) or preferably a convection toaster oven.

Glassware, flatware, mugs and dinnerware for the number of people the home sleeps. Buy extra sets so that missing pieces can be filled in as needed.

Pots and pans, including at least one large pot and a large skillet, as well as small and medium ones (no cheap Teflon and please provide a quality matched set, not the old miscellaneous pans you never use), bake ware (including cookie sheets, brownie pans, racks, and casserole dishes), a set of storage containers, and a good selection of kitchen utensils. See our “Suggested Housekeeping Items” for a complete list. Our kitchens are exceptionally well-equipped.

Two sets of linens per bed, two pillows per sleeping space, one blanket per bed, one comforter per bed) preferably with duvet cover), and one mattress pad per bed. Linens must be of good quality and in very good condition; you can expect to replace them every two years. Please keep in mind that many people are allergic to down products. If you want down pillows and comforters, it is a good idea to provide down alternative bedding as well. If you do provide only down bedding, please let us know. We post this fact to enable guests with allergies to avoid booking your house.

Cleaning materials and supplies: One vacuum cleaner per unit, in good condition with hose extension, extra bags and belts, mop, cleanser, sponges, broom, dustpan, and extended duster if high ceilings.

Smoke Detectors to code, with extra batteries, and at least one fire extinguisher (these have expiration dates; please keep them current!)

High speed Internet access. You must list the passwords on your instruction sheet for your home.

Please get an extra **telephone book** to keep at your home whether you provide a telephone or not.

Dining and Seating: Your house will need dining space for as many people as the house sleeps. If necessary, a card table and folding chairs can fill out a dining set. The living room must seat everyone the house will sleep.

Keyless Entry: All units must have a lock box containing all keys needed for each unit. You must make 4 sets of keys for SF Holiday Rentals and test each key prior to delivery. Codes to the lock boxes are given to guests upon receipt of payment and completed rental agreement.

Smoking: We recommend laminated “no smoking” signs in your home and ashtrays outside. If you become aware of a guest smoking in your home, please let us know. There’s not much we can do about it after the fact, but we can make sure they never rent another home from us. Guests caught smoking inside are charged a \$100 fee.

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WHAT WE NEED TO LIST YOUR HOME:

- 1. Signed Booking Agreement, including an approved name for the residence;**
- 2. Instruction Booklet**
- 3. Proof of Insurance as a Vacation Rental**
4. **Keys, 4 sets**
- 5. Housekeeping Instructions**
- 6. House Inventory**

We work as a team with our property owners and we pride ourselves on our good relationships with our property owners, our guests, and our community. Feel free to call or email us when you have a concern or a question, but if you can avoid our very hectic Mondays and Fridays, we’ll have more time to spend with you. And remember that your success is our success.

REQUIRED SUPPLIES

You must keep your house supplied on a regular basis; housekeepers will let you know if something is running low.

Paper towels
Toilet paper
Trash bags
Dishwashing detergent
Laundry detergent
Fabric softener sheets
Light bulbs of every type needed in the house
Extra batteries for remotes and smoke detectors
Liquid hand soap
Sponges
Simple Green and Windex type products
Dishwashing detergent

Many owners provide much more: pantry staples and spices, plastic wrap, aluminum foil, tissues, any number of kitchen and bath extras. Others leave a bottle of wine or a food gift for each guest. These kinds of items are discretionary.

EMAIL US TODAY AND JOIN THE GROWING NUMBER OF VACATION RENTAL HOMEOWNERS!