

# **FLORIDA RECREATION OPTIONS**

**Solutions in Vacation Home Management**

## **PROPOSAL PACKAGE FOR VACATION HOME MANAGEMENT CONTRACTS**

**PREPARED  
FOR  
Client.**

**PRESENTED  
BY**

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## SOLUTIONS IN PROPERTY MANAGEMENT

Each client is unique. Each has very specific investment needs and challenges. We are able to deliver more than just reservations contractor services and bill pay. We are in many cases able to focus in on our client's individual investment goals and objectives and then provide personalized solutions.

The methodology that we employ to delivery this is as follows:

- Steadfast and unwavering faith in God above.
- Proven knowledge and experience in all facets of vacation home management and Real Property investment in (“The Golden Triangle”) the (Disney area).
- Unbridled dedication and commitment.
- Strength, depth and diversity of our Partners in Excellence.



With our regards to Partners in Excellence, this is a proven resource that allows Florida Recreation Options, and Florida Vacation Shop, both integration and diversity in the Hospitality Industry. Through an expansive and growing network of local, national and international companies, some directly and others indirectly related, Florida Recreation Options and Florida Vacation Shop, is now positioned on a global platform to detect subtle market shifts that may impact our client's investment strategy.

## PLANT YOUR FEET ON SOLID GROUND

We are convinced that every investor, owner and user of investment Real-Property MUST have a solid core team of professionals around them, providing valuable input, knowledge and guidance that is critical in making informed financial decisions.

We are dedicated to providing you, our customer, the highest degree of professional services in the industry. The quality of our team blended with a commitment to life-long learning, creates superior depth, expertise and market knowledge. We would be honored to be a part of your team.

At Florida Recreation Options and Florida Vacation Shop, we set the bar high. Some company's standard is meeting then client's goals ours is surpassing them.

We wish to thank you for allowing us to introduce our companies. We look forward to being an intricate part of your team.

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## ABOUT FLORIDA RECREATION OPTIONS

**Florida Recreation Options** , was acquired in March of 2005 and stood alone as a management only company, dependant on its parent company for reservations.

The owners, Wayne and Lisa Gray worked hard to find independence from the parent company and the reservations department was created in 2008 (Florida Vacation Shop).

Later in 2009 a business relationship was formed with wholesale suppliers and the Travel Agency “Florida Vacation Shop” spread its Wings.

Today Florida Recreation Options is known as the Vacation Home Management Company.

Today Florida Vacation Shop is its supporting Travel Agent.

We perform the duties of accounting by statement and have preferred supplier CPA’s to close out your year end for you.

**We control a first class reservations system and in 2009 established ranks as one of the premier home suppliers to our local receptive tour operator base and international suppliers.** We are now working alongside a large number of dedicated suppliers and agents.

2010 is set to be our best year yet as we are now working with top NFL trainers at the Disney Wide World of Sports and are increasing the number of professional athletes staying as our guests. More agents contact us weekly. We currently have over 30 suppliers and the list is growing.

We maintain all functions in the home, and monitor the quality of work carried out by contractors on our preferred supplier list.

We pride ourselves on quality and performance and in a declining economy we are gaining in strength and numbers. This year has seen our greatest achievement all-round.

Our portfolio of homes is second to none. Our receptive operator base and international supplier portfolio is looking to increase business alongside us and volume bookings are on the table for the right homes throughout 2010. We are now contracting throughout 2010- 2011.

Our success is attributed to the highest customer service levels in the industry and having a committed staff offering service above and beyond the call of duty. We have grown strong in a declining economy and continue to under promise and over deliver.

We will be happy to have you judge for yourselves.

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## CHOICES

When purchasing a vacation home or investment property, you should choose a property management company just as seriously as you would choose your real estate brokerage and the home you purchase. Owning a vacation home or investment property should be an exciting and rewarding experience, and Florida Recreation Options and the Florida Vacation Shop team, are available to assist you every step of the way.

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## EXPERTISE YOU CAN DEPEND ON

Through this depth of experience, we not only have the expertise to handle effectively and efficiently the normal day to day vacation home management duties but through the combined companies of **Wayne Gray Property Management, Florida Vacation Shop and Florida Recreation Options** we are able to offer First class local knowledge of the rental market and create data accurate to market conditions, receiving feedback from all our suppliers and through this give investors truth and summaries as to true market values and incomes.

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## THE RIGHT PARTNER AT THE RIGHT TIME

Making the choice to hire a professional management company is a very positive and important step. Making the choice to hire the right professional management company is equally positive and important. There are many factors that come together in the decision making process: **Experience, Expertise, Services, Communication, Technology, Action, Responsiveness, Follow-up, Dedication and Commitment. FLORIDA RECREATION OPTIONS, FLORIDA VACATION SHOP AND ITS PARTNERS IN EXCELLENCE**, have built this reputation on excellence in these areas and we place it on the line every day.

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## ENGINEERING YOUR PRODUCT

**Florida Recreation Options** uses a sophisticated database on its corporate Florida Vacation Shop site and each home has a micro site. The micro-site consists of a 3 page editable unit. Home information, owner details, up to 20 photographs are up loaded to the micro site home page. A reservations calendar (4 years), 3 forward and 1 back and a reservation system detailing the booking entry system are on page 2 and the last minute deals section is on page 3.

The entry system is time locked preventing double bookings or last minute arrivals being missed.

We also use a system which is blind to the home owner, but used by tour operators and suppliers, (MLX link) style software enables us to integrate the tour operator reservations system into our reservations system 24 hours a day.

Statements of account are emailed as PDF files to the home owner / investor monthly and a full set of accounts from Sage software (Peach Tree) is available to aid year end.

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# FLORIDA RECREATION OPTIONS

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## Sample CONTRACT

Property Management and Rental Agreement

This agreement is between Florida Recreation Options, herein called (Agent) and \_\_\_\_\_ (owner) for the purpose of management of the owner's property.

Vacation Home Name and Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Owners Main Residential International Address: \_\_\_\_\_  
\_\_\_\_\_

This agreement becomes effective on \_\_\_\_\_ and shall run for a period of one year and shall renew on an annual basis automatically without renewing contract paperwork.

### **1: AGENTS RESPONSIBILITIES**

- a) To manage the property in a professional manner. To maintain the property and check security on a regular basis. To affect all repairs and maintenance required, provided the owner has made available sufficient funds for said repairs.
- b) To prepare the property for each occupancy. To check the property after each occupancy and advise on any unusual wear or damage immediately.
- c) To obtain Owner's permission prior to affecting any repairs/replacements amounting to more than \$300.
- d) To ensure that the home is licensed as soon as possible, the relevant inspections carried out, and where appropriate all licenses and occupational licenses are held as current. The home is further maintained at all times in accordance with licensing requirements.
- e) To keep all monies belonging to the owner in a non-interest bearing account in the name of the Agent. On a monthly basis and at the end of each calendar month the Agent will prepare and send by the 1st of the following month a Florida Recreation Options Statement via email to the owner detailing expenditures and deposits made, as well as the current balance.
- f) The Agent will not be responsible for any expenses owing once the account has been depleted and not reimbursed to its full balance. Agent is not obligated to advance any personal funds on behalf of Owner and it is expressly understood that Agent is not liable for any repair orders, contracts, invoices or such other documents executed on behalf of and for the benefit of the Owner.
- g) To maintain a professional and informative web site and to maintain the hosting and access to your individual logon availability chart. Plus maintain a web page specific to your home on [www.floridavacationshop.com](http://www.floridavacationshop.com) and various other FVS sites giving clear and informative descriptions of your home together with photographs and where available, floor plans. Virtual tours are available at the request of the owner at the owner's expense, quotations available.
- h) To actively display in a clear form, the rates applicable to your villa on the web site. This will clearly show net rate collected for your home and any local taxes due will be calculated and added to the total rental charges and will be collected and where specified, paid on the owners behalf.
- i) To actively promote your home through advertising the web site both on the internet and by way of promotion to wholesale suppliers.
- j) To offer your home to potential guests whenever it is available for the desired dates in an unbiased and impartial manner. That further Florida Recreation Options will allocate bookings to the owner(s) property on the basis of availability in order to maximize rental space during the year/available rental period.
- k) To manage the booking from initial contact through to completion, ensuring that the guest pays in full, on time, inclusive of the security deposit and signs to agree to the "Terms and Conditions" as laid down on the web site and on the booking form.

- l) To take and administer the appropriate security deposits on behalf of the homeowner in a professional and ethical manner. To return the security deposits to the guests (where appropriate) in a timely fashion (as laid down in the “Terms and Conditions” and on the signed booking form)
- m) To ensure (wherever possible) that the monies owed to the homeowner are paid promptly. Deposit money is due upon initial booking. The balance is due 8 weeks BEFORE guests’ arrival and is paid into the owners Florida Recreation Options Account. If your Management Account is in excess of the “FLOAT” the funds exceeding that amount will be when requested in writing paid into the owners local USA bank Account, or check sent, after the Florida Recreation Options Account has been dispatched to the owner and no later than 18<sup>th</sup> of the month following receipt of that statement. The Float is \$2000 minimum, if we are paying tax on private bookings it is \$2500, if we are paying owners utility bills add another \$1000.
- n) That Florida Recreation Options will pay the owner(s) the rates specified on the web site or agreed rates with the owner in writing, for all bookings that are placed in the property by Florida Recreation Options, less the agreed 10% commission for wholesale and 15% for retail.
- o) That Florida Recreation Options will be responsible for collecting and paying direct to the authorities all sales taxes on all rents generated by the agent.
- p) That All US generated rental income will be dispersed in US Dollars directly into the owners Florida Recreation Options Account. Any bookings income received in Sterling will be converted to United States Dollars at a rate of 1.50, but subject to change without notice.
- q) To keep your private details confidential except from the authorities who do need information about you for licensing.
- r) To provide the homeowner with any/all feedback from the guests.

## **2: OWNERS RESPONSIBILITIES**

- a) To provide adequate insurance cover for him / her and the property should any claim arise? The Agent shall not be held responsible for any such claim regardless of the circumstances.
- b) To ensure that the balance in the owners Florida Recreation Options Account is bought back to the minimum credit balance of “THE FLOAT” by the 12<sup>th</sup> of the month following the statement.
- c) To pay the Agent by the due date. A one hundred dollar (\$100.00) late payment fee will be levied against the owners account for failing to meet the payment date of the 12<sup>th</sup> of the month as specified in paragraph (b) of the owner’s responsibilities. A service charge of 3% per month, 36% per annum will be added to all overdue accounts where the balance due has not been received by the agent before or on the 12<sup>th</sup> of the following month and interest will be calculated daily. Owner will be responsible for all legal and collection fees, including costs at one hundred and fifty dollars (\$150.00) per hour for each, Florida Recreation Options staff member or contractor required to make collections, including time spent working or travelling
- d) To pay any property related expenses that are not the responsibility of the Agent, including but not necessarily limited to mortgages, insurances, personal taxes, property taxes, tourist taxes and sales taxes.
- e) The Owner expressly understands and acknowledges that a failure to undertake repairs, maintain the property and/or to ensure sufficient funds are available to pay bills may adversely affect the use of residence by tenants and which further could result in a significant claim by tenant. In such an event, Owner shall be solely liable for any such claim.
- f) In the event of any claim, demand, lawsuit or other such legal proceeding relating to the property and which is not the result of the gross negligence or intentional misconduct of Agent, Owner agrees to indemnify and hold harmless the Agent for all damages, costs and interest or attorney's fees. The parties hereby expressly agree the venue and jurisdiction for any legal proceedings relating to this agreement shall be in the appropriate state court in Florida.
- g) The owner(s) will be responsible for collecting and paying all sales taxes on bookings generated by the owners(s).
- h) The owner accepts and understands that Florida Recreation Options , can reserve and book any dates showing available on the owners allocated Florida Recreation Options Availability chart for Florida Recreation Options generated Florida Recreation Options bookings without checking with the owner first. The homeowner agrees to honor any Florida Recreation Options, bookings entered onto the

availability chart on the Florida Vacation Shop web-site. It is the homeowners, responsibility to enter their own private bookings on to the availability chart as well as any dates reserved for the owner. Failure to do this could mean double bookings and the owner further agrees that a Florida Recreation Options booking, will always take precedence.

- i) The Agent shall not be held responsible for any mistakes occurring on Owner's bookings. It is the Owner's responsibility to ensure all relevant information on Owner's bookings is provided to the Agent and the Florida Recreation Options/ Florida Vacation Shop Availability Chart is correct and maintained up to date at all times. Should an owner need to change any details on an owner booking in the 10 day period before the guests arrival, the owner further accepts that they must additionally advise the management company of these changes by email as cleaning schedules and access arrangements may already have been prepared. This includes the arrival of the owners themselves or parties instructed on the owners behalf.
- j) Should the owner terminate the management agreement made with Florida Recreation Options the owner agrees to honor all reservations generated by the Florida Recreation Options and Florida Vacation Shop companies.
- k) That should the owners' account reflect insufficient funds to cover any current bills the Agent will contact you immediately to advise you of the shortfall. The account will have five (5) business days to be bought up to balance. After five (5) business days the account can be suspended, and in this event Florida Recreation Options , will not be held responsible for any loss of rents sustained by the owner as a direct result of suspension of services.
- l) The owners agree to provide full descriptions of property for inclusion on to web site, including photographs and floor plans, (if available). The Agent reserves the right to negotiate and collect a fee for providing photographs / and virtual tours or edit the information supplied in the interests of marketing and for complying with law or to avoid liability.
- m) The owner agrees to verify accuracy of any published information and rates pertaining to property on the web site [www.floridavacationshop.com](http://www.floridavacationshop.com). Once the owner has agreed and confirmed the accuracy of the rates quoted on the web site they must be honored by the owner.
- n) Should either party wish to terminate this agreement, a thirty (30) day written notice will be required. If neither party wishes to terminate this agreement it shall renew on its anniversary automatically without any additional administration.

The owner(s) agrees to abide by the terms set forth in this agreement.

Signed\_\_\_\_\_ Dated\_\_\_\_\_

Signed\_\_\_\_\_ Dated\_\_\_\_\_

## Limited Power of Attorney Rental Agreement

We / I \_\_\_\_\_ do hereby give Wayne Gray for and on behalf of Florida Recreation Options , Authorization to communicate, open, receive and settle all of the following accounts associated with our property at:

Address of Vacation Home: \_\_\_\_\_

- Electricity supplier
- Water/Sewerage Supplier
- Cable Supplier
- Satellite TV Supplier
- Telephone Supplier
- Gas Supplier
- Florida Dept of Revenue
- County Taxes
- Alarm Company Supplier
- Insurance Company / Policy Details \_\_\_\_\_

Signed \_\_\_\_\_ Dated \_\_\_\_\_

(Foreign National) Passport Number \_\_\_\_\_

(Foreign National) Passport Number \_\_\_\_\_

(United States Citizen) Social Security Number \_\_\_\_\_

(United States Citizen) Social Security Number \_\_\_\_\_

Witnessed by \_\_\_\_\_ Dated \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Service Fees Resort 3 and 4 bedroom town home

<u>PROPERTY MANAGEMENT SERVICE FEES</u>	Monthly	As Req'd.
➤ Management Fee -24hr on call and guest services	\$100	
➤ Maintenance Call out Fee as required (Upon request from owner only)		\$40
➤ Maintenance Charges per hour. (Upon request from owner only)		\$40
➤ Attend warranty issues on new home construction on behalf of owner. Charges per hour.		\$40
➤ 3 <sup>rd</sup> party maintenance charges plus 10% management charge.		
 <u>POOL SERVICE</u>		
Weekly pool maintenance to include chemical check, chemicals, filter clean, vacuum and brush pool, hose wash, pool furniture and pool deck.	n/a	
 <u>LAWN MAINTENANCE</u>		
➤ Lawn maintenance. (Quotation for plants and grounds additional)	n/a	
 <u>PEST CONTROL</u>		
➤ Pest Control includes 24 hour/7 day a week call out for any pest problems, plus application of pest control substance inside and outside the home, performed quarterly. All services provided by a Professional, fully licensed and bonded Pest Control Company, \$30 per month.	\$30	
➤ Lawn pest and fertilizer by agreement, by quotation quarterly.		
 New Villa Owner Set Up. – One off charge		
<ul style="list-style-type: none"> <li>• Ensure villa meets all License requirements plus provide all signage and guest information as required by State Dept.</li> <li>• Obtain Hotel and Restaurant License and County Occupational License.</li> <li>• Change ownership details with Utility companies, and pay owners deposits.</li> <li>• Set up individual Tax Accounts, Federal and County so owner may pay private bookings tax due direct.</li> <li>• Set up direct debits for utilities so owner may pay utility bills directly from own private bank account.</li> <li>• Management Company undertake to pay utilities until direct debits are set up.</li> <li>• Electronic door entry installation by agreement.</li> </ul>		\$300
 <b><u>CLEANING CHARGES- to Include professional clean plus inspections by management team including high value inventory item check, secure homes and change of door code for next guests.</u></b>	 \$65	 \$275 As Req'd.