

The Cottages

ON THE KEY



A Word from Our CEO...

Welcome Back to Owner Newsletters!

Hello all! It's finally time to get back on track with our owner newsletters. As many of you may recall, we tried to make a concerted effort last year to keep monthly email blasts going but unfortunately, I was unable to maintain the communication over the last half of the year. I do believe that many of you found these emails very useful and insightful, so we wanted to bring it back as soon as possible! Our dedication to communication is extremely important to us and we know it is important for you! We plan on sending out the newsletter within the 1st week of each month. I invite each of you to email or call me in reply to these emails at any time if you have additional questions (maybe these newsletters will spark some thoughts for you!) I will always be happy to continue deeper discussions at your leisure. We have a great team here, all of which represent you and your homes daily, so we thought you might like to hear from each department throughout the months to come! I promise we won't try to bombard you with emails in any way, but we may once in awhile use this same system to make announcements when necessary. Also, if you have any suggestions for this newsletter, do not hesitate to reach out to me with ideas! Many of you have been extremely helpful over the years in helping us learn how to facilitate our owners in a better way! We wouldn't be where we are today if it weren't for you!

On the topic of communication strategies, have you also had a chance to pick up our new quarterly magazine called SRQ 1902? If you have yet to see this, I would highly recommend you [request us to send you a copy](#) of the newest quarter. These magazines have taken the place of our guest reference booklets and the guests absolutely love them! You will see all things SRQ and Siesta Key in the magazine such as top restaurants to visit, events in the area, things to do, and even rainy day activities!

Another great announcement that I am excited to discuss is that our new website will be launched in the coming months! I should have more information for all of you by next month's newsletter including the more robust and dynamic features we are adding to create a more interactive experience for all who use our website. A new look with a new feel! Get ready!

Thanks for staying tuned and we hope you enjoy hearing more from us over the coming months!

Heather Flange
The Cottages CEO



"It is our personal endeavor to create a harmonious, stress-free and easy environment for the owners and guests alike." ~ [Company Credo #1](#)

A Word from Administration...

Meet Our Newest CottageCrew Member

Sara Harris, Office Assistant

Sara oversees interdepartmental communications and assists all managers in her administrative role. Sara also works extensively alongside Heather in accounting and on Mondays, she handles all guest services relations and work orders on behalf of operations. She has been trained across all departments which lends her a dynamic understanding to The Cottages business methodology. Please stop by and say hello to her in the office the next time you are in town!

"I have spent the past 12 years working as public relations specialist, creative marketing director, and customer service operations manager in the salon/spa industry. These opportunities have empowered my passion to continuously enhance and refresh the consumer experience. Growing up on an Army base gifted me the ability to adapt and interact with people from every background and culture. It has been from these experiences that I am able to communicate, anticipate, and discover the needs of others. This is imperative to my role here as I work cross departmentally within the company as well as connect with our guests on a more personal level."

Favorite Quote: "The way to get started is to quit talking and begin doing." ~ Walt Disney



Sara

[CONTACT ME](#)



Nick

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A Word from Operations...

Hurricane Season is Here!

As we head back into hurricane season, we wanted to give you an update on some of our procedures and processes in the event a storm is approaching.

Pre-Storm

We will start communications to you between 5-7 days of any named tropical storm or hurricane with updates of our preparations and storm details. Please note that in case there is an evacuation, guests will be leaving abruptly in the middle of their stay. We will go into your home and conduct the following task list:

Interior: Verify all windows and doors have been shut to the best of our ability, empty out all refrigerator/freezers, unplug all appliances, remove all leftover trash from inside home.

Exterior: Secure and/or bring in all outdoor furniture inside,

store away grill and extra propane, completely remove any existing trash, Store away all empty trash cans and when applicable, turn off pool motors (we don't want debris running through the system). We will also load extra chlorine into the pools to keep them from turning green which will help in the recovery process.

**It is important to consider and understand that we are not a hurricane protection company and we do not guarantee the securement of any home. We will not be held liable for any damages that occur to any property. If you have hurricane shutters or if you want to board up your property, we advise you to call a local hurricane protection company to help secure your home. Making a company selection now rather than waiting for an impending hurricane is highly recommended.*

Post-Storm

We will continue to communicate to you throughout the storm via email. Once the storm has passed and we are allowed to return to the island, our management team will meet. Each representative will then be assigned to go to specific properties. Once the management representative is at your specific property, they will call you directly to give you an assessment. We then conduct the following inspection list:

Interior: Check on electricity (essential in our order of operations to determine if it's ready to be put back on the rental market), any leaks that are coming through the ceiling, check on whether there is damage to the floors from flooding.

Exterior: We will check if there is any visible damage to the roof, if the dryer vent is plugged with debris from the storm, if there are any trees that pose a liability and will need to be removed, check on exterior windows, whether the lanai is still secure, whether the downspouts are secure- can come loose and swing, whether fences are damaged or knocked over.

If there is any damage that would fall under a homeowners insurance claim we will take pictures and send a document to assist in your claim process. This is a quick rundown of what to expect, but if you are interested in learning more about our Hurricane Protocol, feel free to [reach out to me](#) at any time!

A Word from Marketing...

Focusing on Local Awareness

I would like to thank all of the owners who came to our open community event at Pi Craft & Spirits on July 25th. We truly appreciate your support for The CottageCrew! We plan to host many more community "meet and greets" in the coming months. Our desire is to become even more deeply embedded in the Siesta Key community and to be recognized as a trusted local vacation rental company with a name that everyone knows! We feel that reaching out locally will help maximize our marketing exposure during key months in the winter and summer seasons when so many tourists are here discovering and considering new places to stay. If you are in town, please join us as we promote our portfolio during these great events!

Also, we have proven great success in generating bookings during our open house events. These events are focused on introducing homes to the public through wine and cheese parties or pool BBQ parties. An open house event where one can walk through and really get to know a property in person is a great way to impress visitors and obtain their interest for booking their next vacation. We will be hosting more open house events to feature upcoming properties to prospective guests, so please [let us know](#) if you would like your home to be featured! We'd love to put you in the line up!



Amanda

[CONTACT ME](#)

A Word from Sales and Reservations...



Coming into Fall Season

As we enter our Fall season, we have a couple of new promotions and discounts going on right now to stimulate and drive booking trends! You may even see some of your homes renting for less than 7 nights (if you own an RMF) in the upcoming months. This new strategy has helped us produce higher revenue during the Fall season in a great way. This is the time of the year that rates are the lowest, so if you are a new owner on the portfolio and you begin seeing incoming reservations at much lower rates than before, please remember that the time of year will warrant the price range and do not fear it! All seasonal rate changes are loaded and they will fluctuate over time. It's always best to consider overall revenue goals on an annual basis. If you need any additional clarification on this process, or if you would like a YTD booking report on your home, reach out to [myself](#) or [Heather](#) and we will be happy to assist!

Also, we've recently made a change as to how we urge guests to write reviews for our homes which has proven to be successful! Keep checking weekly for new reviews of your home, as we will continue to add them to our website as soon as we receive them.

Upcoming Events

- 8/07 1pm-4pm: Siesta Key Rum Tour - Siesta Key Rum
- 8/08 9am-10:30am: Yoga - Siesta Beach
- 8/09 6:30pm-7:30pm: Spin-Yasa - Tilt Cycle
- 8/15 5:30pm-6:30pm: Free Tai Chi - Florida Blue Center
- 8/17 6pm-9pm: Monthly Art Night at J&J Gallery
- 8/18 10am-1pm: Paws in the Park - Ed Smith Stadium
- 8/18 6pm-12am: 4th Annual Nole Stroll - Evie's Tavern
- 8/18 9pm-1am: Triggerfish - Old School Bar
- 8/19 7pm-10pm: Night Market - Westfield Mall Siesta Key
- 8/23 5pm-7pm: Neighbors Night Out - The Mellow Mushroom
- 8/25 9pm-10:30pm: Full Moon Ghost Tour - Historic Spanish Point
- 8/25 6pm-10pm: Sommerfest - Music Compound
- 8/26 9:30am-10:30am: Stand-Up Paddleboard - Overlook Park



Coming Soon! There will be a link to all area events on our website for you to use! Stay tuned!

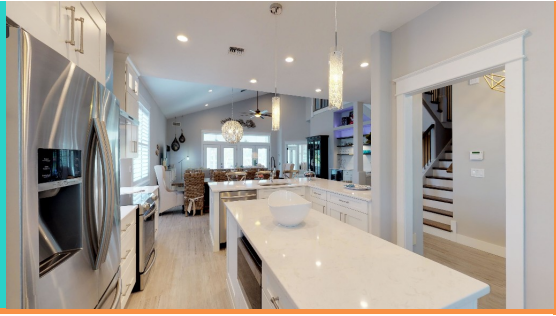
Introducing Our Newest Portfolio Addition

Welcome to Isla Amor



Drone Video

Virtual Tour



[Learn More About Isla Amor](#)



Recipe of the Month | Banana Pudding

"This is truly one of my favorites & always reminds me of home when I make it." ~ Amanda Smith, Marketing Coordinator

Ingredients

1. 2 3.4 oz pk of Instant French Vanilla Pudding
2. 3 cups of whole milk
3. 1 14 oz can of sweetened condensed milk
4. 8 oz package Philadelphia cream cheese (softened)
5. 1 12 oz container of Cool Whip
6. 6-8 sliced bananas
7. 1 box of Nilla Wafers

Instructions

1. Combine milk and pudding mix and blend using hand mixer
2. In separate bowl, mix together cream cheese and condensed milk until smooth.
3. Gradually fold in cool whip into cream cheese mixture.
4. Add cream cheese and cool whip mixture to pudding mix and stir well.
5. Mix in sliced bananas and nilla wafers.
6. Enjoy!

Would you like to share a recipe with fellow owners? [Send us an email](#) and we will add it to the next owners newsletter! Thanks for your support!

Craft of the Month | Coastal Flag

Materials

1. 8 small knobby starfish (I got mine on Amazon)
2. 26" x 14.2" x 1.2" Wood Pallet
3. FolkArt Pickling Wash Paint (in Cottage White)
4. FolkArt Home Decor Chalk Paint (in Patina)
5. Foam Paint Brushes
6. Heavy Rope String
7. Hot Glue Sticks
8. Hot Glue Gun
9. Blue Painter's Tape



Instructions

1. Using painter's tape, tape middle of pallet to section off pallet in half.
2. Paint top half of pallet with the Patina Chalk Paint.
3. Paint bottom half of pallet with the Pickling Cottage White Paint.
- 4.
5. Set aside while paint dries.
6. Once Paint is dry, use rope string and hot glue to section out rectangle at top left corner of wooden surface.
7. Using hot glue gun, glue knobby starfish to top left corner of pallet. Use 3 starfish for first row, 2 in second row, & the last 3 on bottom. (See picture for placement).



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