



"Quality and consistency is the most important trait for our portfolio of homes."

~ The Cottages Credo # 5

The CottageCorner | August 2019



A Word from Our CEO...



Happy Tuesday, folks!

Sadly, we have some news to share that Sara, our Office Manager, has moved on to a different position with another company! Although we are sad to see her go and we will miss her greatly, we wish her good fortune in her new endeavors! You may be aware that Sara was your point of contact for all things accounting and bookkeeping! Before Sara's transition to her new career, she spent an extensive amount of time training her Administrative Assistant, Fallon Markwell, to take over many of her duties and responsibilities. Fallon is one of our newest employees, and she has grown exponentially in her learning over the course of the last three months. If you need any help or have additional accounting questions, don't hesitate to reach out to her via

email: fallon@thecottagesonthekey.com. Come by and say hello anytime if you are in town. Fallon is very excited for the opportunity to meet and interact with all owners in the near future!



A Word from Operations...

Hello everyone!

I hope the end of your summer is going well! Ours has been great as we start to wind down from our summer! As all of you know, we are in the middle of hurricane season. I wrote about storm preparation last year, click on this [link](#) if you would like to refresh yourself.

Hopefully we won't need to go through a hurricane, but if we do, we will be prepared. During hurricane season, I am constantly monitoring developments from there, preliminary stages off the West African coast to where they become more organized in the Caribbean. If you have any questions, you can always reach out to me here regarding storms.

As I mentioned earlier, we are finally starting to wind down at the end of the summer which means it will be time to start doing maintenance on your homes. We have had a successful run from early in the year, through season, and now the summer which hasn't left many gaps for deeper maintenance. This is the time of year where we get to give your homes a little more TLC than normal. We will be sending members of our maintenance team to conduct maintenance reports, which you can find in your expenses folder and our quality control department will be conducting inventory inspections as well.

Our focus first and foremost is always centered on the guest experience. We are focused on being proactive and identifying reoccurring issues or complaints and resolving them. Bad reviews can really hurt your home and we are focused on making sure they don't happen.

This means casual maintenance like painting, power washing, cleaning gutters. It can also be more specific items like replacing carpets, furniture, and even exterior painting in some circumstances. Please feel free to reach out to me here specific items of focus that pertain to your home. For any larger scale maintenance or repairs, we will always reach out to you directly.



A Word from Marketing...

Hello Owners!

Can you believe it's been 1 year since we've started The CottageCorner?! In light of this milestone, I would also like to announce that you can find all of our previous newsletters can be found below! Moving forward, I will be including the previous months link in each newsletter.

1. [July 2019](#)
2. [June 2019](#)
3. [May 2019](#)
4. [April 2019](#)
5. [March 2019](#)
6. [February 2019](#)
7. [January 2019](#)
8. [December 2018](#)
9. [November 2018](#)
10. [October 2018](#)
11. [September 2018](#)
12. [August 2018](#)



It's been another busy month here at The Cottages on the Key. A great month full of photoshoots and new additions to our portfolio! As we continually strive to perfect the experience for both our guests and owners, we have been extremely focused on updating our photos and adding drone videos as well as virtual tours. We are so excited to share with you our newest homes: Ventana Rosa and The Gran Vista! You can view the media further down.

We have also completed our Q3 magazine, so if anyone would like a copy sent to them, please e-mail me [here](#).

I would like to take a moment and share this wonderful review we received from one of our owners and I thought this would be the perfect opportunity to respond.

Owner Review:

Just a quick note in my way to work to say what a lovely and truly informative communication I will look again and respond specifically as requested tomorrow when I have more time but just wanted to give some instant feedback to say we really appreciate everything you do. We have only been in the Cottages family a very short time but we can already tell we are going to love it.

The CottageCrew Response:

Thanks you so much for your kind words! It's been an absolute pleasure for our CottageCrew to on-board The Sandpiper Cottage. Thank you for giving us the opportunity to #CottageON with you!

Stay tuned next month for the newest additions to the HomeAway

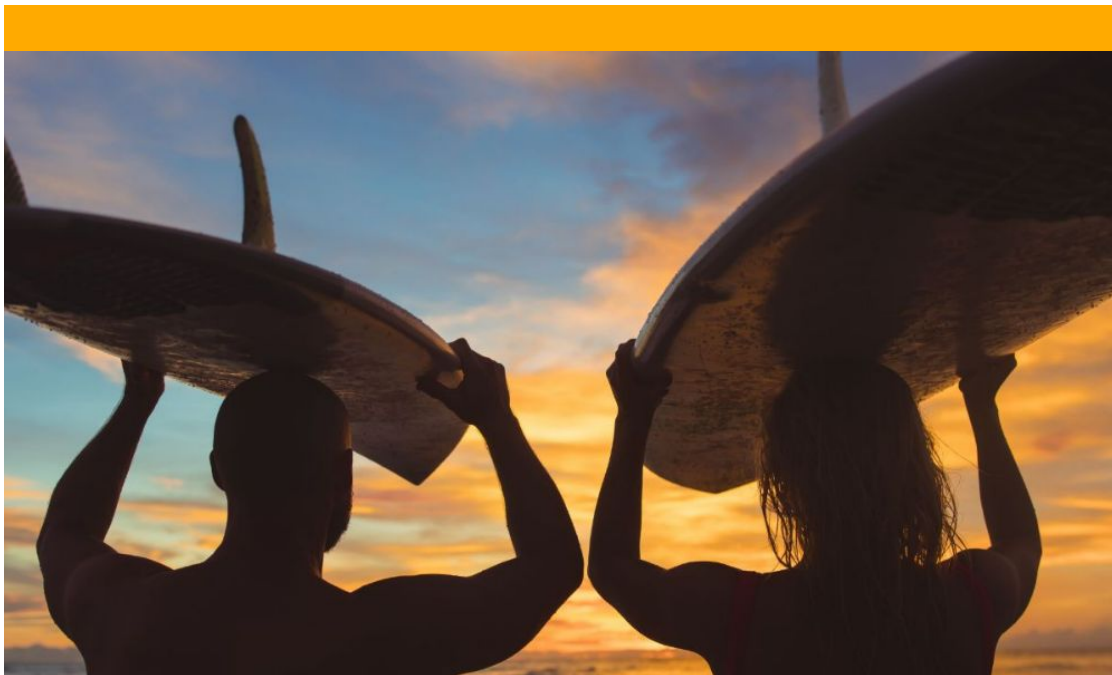
Premier Partner status which will be finalized at the end of this month!

As always, do not hesitate to reach out to me if you need anything at all!

A Word from Revenue...



Ready for it too cool down yet? In terms of revenue left for this year, we find ourselves ready to cool off after a busy Winter, Spring, and Summer seasons. This is only in terms of pricing, but not occupancy. Our rate structures work together with booking trends and take advantage of busy booking seasons. However at the same time, we try to break the trend in the slow season and defy what data says we cannot do. September is notoriously our slowest month and anything we can do to put "butts in beds," people on the beach, and money in your pocket, we are going to do. To do this though, we cannot charge Summer prices and expect this result. Where supply exceeds demand, we have to win the pricing battle to fill your homes. We provide the 24/7 customer service. You provide the jaw dropping, private homes. But to successfully portray this information to as many people as possible, we have to out price our competitors to obtain views, clicks, and leads. This is a win for everyone because better overall occupancy means better revenue, resulting in happier owners. In addition, this can lead to more reviews in your home. With the combination of great customer service, unique homes, and low pricing, reviews will be geared toward "affordable, beautiful, and cared for homes." That is the CottageCrew's main objective for filling your homes in the coming month. Along with everything we have control of, there is also the unexpected and unwanted hurricane season that always comes around to cause havoc on your precious homes. People are scared to come here, not only because the potential of the hurricane, but because they aren't guaranteed their money back if they choose safety over a vacation. This is why it is important that we gather as many touch points as we can along with the lower pricing implementation so that we can reassure them of our natural disaster cancelation policy where if anything happens, they can rest assured they will receive 100% of their money back no questions asked. This promotes us as responsible, caring hosts to guests that come back nearly 17% of the time. By using this knowledge and responding to the needs of the guests in terms of requests, budgets, and worries, we can try and break the pre defined "slow season" and make it beneficial to us all.



CottageCalendar | Upcoming Events

Click on picture to learn more about each event!

Brunch & Bubbly



Date: 08.20.19

Time: 10AM-12PM

Location: The Cottages on the Key, Inc.

Address: 5011 Ocean Blvd. Suite 303

Siesta Key Farmer's Market

Date: 08.25.19

Time: 9AM-1PM

Location: Siesta Key Village

Address: 5104 Ocean Blvd. Siesta Key



Brunch & Bubbly



Date: 08.27.19

Time: 10AM-12PM

Location: The Cottages on the Key, Inc.

Address: 5011 Ocean Blvd. Suite 303

Justin Layman at Daiquiri Deck

Date: 08.31.19

Time: 3PM-7PM

Location: Daiquiri Deck - Siesta Key

Address: 5250 Ocean Blvd. Siesta Key



Siesta Key Drum Circle

Date: 09.01.19



Time: 1 Hour before Sunset

Location: Siesta Key Beach

Address: 948 Beach Road, Siesta Key

Brunch & Bubbly

Date: 09.03.19

Time: 10AM-12PM

Location: The Cottages on the Key, Inc.

Address: 5011 Ocean Blvd. Suite 303



Downtown Sarasota Farmer's Market



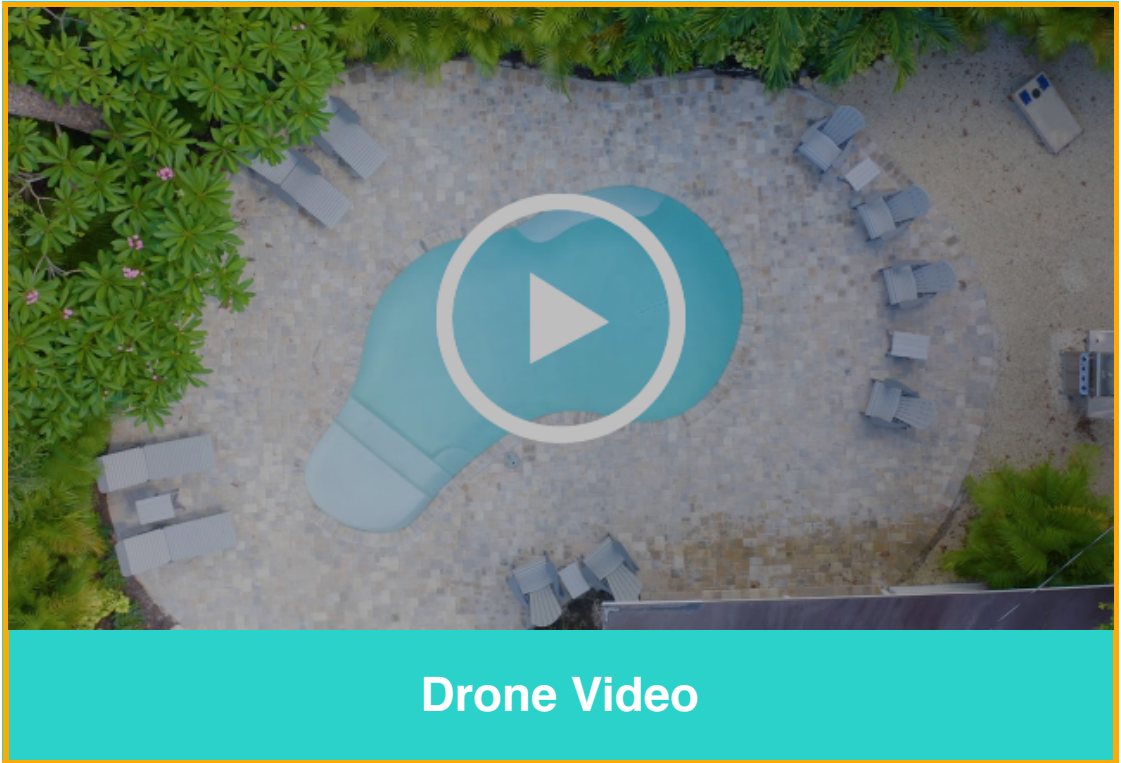
Date: 09.07.19

Time: 7AM-1PM

Location: Downtown Sarasota

Address: Between Maine St. & Lemon Ave.

Updated Media: Ventana Rosa



[Learn More about Ventana Rosa](#)

New Property Introduction: Gran Vista



Drone Video

[Learn More about Gran Vista](#)

Featured Reviews

The Canopy Cottage - ★ ★ ★ ★ ★

Very enjoyable

Baydream Bungalow - ★ ★ ★ ★ ★

This beach bungalow was a great place to stay while visiting Siesta Key. My family and I enjoyed the newly renovated house and pool. The quiet neighborhood allowed for peaceful morning walks with our dogs. This house was super clean, and stocked with all the beach necessities a family could need. Highly recommend this house and dining at Gilligan's.

La Contento Casa - ★ ★ ★ ★ ★

Excellent property - would be happy to stay there again

Casa Ohana - ★ ★ ★ ★ ★

We all had a great time in Siesta Key this summer. Very nice vacation.

Sea Grape Cottage - ★ ★ ★ ★ ★

What a great experience! Home was as described and perfect for our family of 11! The Cottages were very responsive to any communication.

Buccaneer's Hideaway - ★ ★ ★ ★ ★

The house is great for a large family, plenty of room to hang out in living room and kitchen area and bedrooms are very spacious! The kitchen is well equipped and the pool area is a great size. My son had a great time fishing from the dock :) 8 minutes from public siesta key

beach access, which was fine!
Would definitely stay here again!

Casa De Mariposa - ★ ★ ★ ★ ★

Great for a group of 12 and an a beautiful location!

The Palms Cottage - ★ ★ ★ ★ ★

Convenient and close to all amenities. Had a great time.

Sandy Cabana - ★ ★ ★ ★ ★

This house had everything we needed plus stuff for the beach. I have never felt so welcomed by a company in the 20+ years that we have rented. Cottages on the Key is doing rentals right!!

Sandy Seahorse Cottage - ★ ★ ★ ★ ★

We rented both the cottages and they were perfect for us all. They were well equipped and very clean, it was just a short stroll to the beach and the beach trollies and chairs etc were great to have. The kids loved the pool and the cottages were in the perfect location. Would definitely recommend and will come back.

Until next time, #CottageON!

*With Love,
The CottageCrew*



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