



The CottageCorner | December 2018



A Word From | The CottageCrew



A Word from Our CEO...

Warm Wishes and Happy Holidays!

We would all like to take a moment during this festive holiday season to show our gratitude and love for each and every one of you, our owners! Your continued trust in our company to care for your homes and to maintain the vacation rental revenue is very appreciated and we are happy to have every day to prove

that to you!

Although this particular newsletter is a bit later than usual, I am happy to say it is because our incoming guests for the Christmas week kept us extra busy as the end of the year draws near.

2019 is right around the corner and we are excited about the winter season and what it will bring! We look forward to updating you with more information as we move into January!

Spencer Flanagan
The Cottage CEO



A Word from Operations...

Preparing for Tax Season

I hope everyone is having an amazing holiday season. As most of you are aware, we are at the beginning of one of our busiest stretches of the year! As owners, you are in the process of closing out your books for the year and I wanted to provide you with a couple of pointers in preparation for taxes and bookkeeping.

At the bottom of your distribution reports, you will see the typical line items that detail your expenses for the period. If you are interested in an in-depth look at these expenses, they are all scanned and available to you in your Lodgix owner's portal under "documents." You will match the WO# from your distribution report to the WO# in your owner's portal. This will give you a larger picture with a narrative (when applicable) from whomever did the work. If you ever have any questions, you can contact me directly. Please remember to include the WO# when addressing a specific question.

For tax purposes, you will also notice that the labor and the material costs have been consolidated one invoice (we started this in July). Like any other vendor invoice. This will be much easier and will increase efficiency when attempting to collect the sometimes copious amounts of information that may



Nick

[CONTACT ME](#)

be requested by your accountants. We only started this process in July so remember that when going back into your documents. You will see separate materials receipts from earlier in 2018. I think you will appreciate this change when going back prior to July!

Some of you have been asking about pet fees and I wanted to clarify our protocol as it relates to the collection and disbursement of them. We collect a fee of around \$250 (it can vary at times) when someone stays with a pet at your home. From that fee, we deduct the additional fee that results in a pet exit cleaning as well as even an interim cleaning (this varies based on length of stay and time of year), along with any other minor expense associated with having a dog. Whatever is leftover from that fee is tracked by our accountants and then released as our typical split of revenue earned at the end of the year between yourselves and us. For distribution purposes, this will be similar in nature to how we handle insurance claims except this is yearly as opposed to quarterly.

Please contact me directly if you had any other questions on anything I covered above. Happy New Year to all!



A Word from Administration...

Changes to Lodgix Folders

In recent months I have mentioned changes in the way your distributions will read and how your Lodgix folders will look. It is my 2019 goal to maintain standardization and transparency in the information you see, and keep you apprised of any changes or unforeseen challenges. In an effort to punch through to the New Year, you will notice an influx of information in your November and December folders.

What does this mean? I have gone through each of your individual folders and have located missing items throughout the year. These items have been added to your most recent folders so that you are able to view them on your current distribution statement. Simply stated, rather than go through each month to compare what has been added, we have done the work for you. For example, you may see a landscaping charge

from September in your December folder, or a receipt for maintenance done in June. Please know that this does not indicate double charges in any aspect. My hope is that this will alleviate your recent concerns regarding missing items.

Of course you will have questions! Please know I am at your disposal for any questions or concerns. As I am continuing to develop my administrative role, it is my absolute objective to remain efficiently adept and accessible.

A Word from Marketing...

'Tis the Sea-Sun!

Merry Christmas & Happy New Year! The Marketing team is very excited for 2019 & we're looking into different platforms and outlets to advertise your properties. You will notice in 2019 we will be adding our property listings to yet another large OTA (Online Travel Agency) - one you have likely heard of - called Booking.com.

This year has been a great year to see what types of marketing sectors have been most beneficial for the portfolio. In 2018, we implemented two new marketing tactics, which we feel has greatly improved our stats for returning guests - 1) Brunch and Bubbly (every Tuesday between 10AM-12PM) and 2) Email Blasts (once a week to a collected list of 20,000+ inquirers and past guests). We will continue these two new additions in the new year as well!

It has definitely been a great learning experience & we're looking forward to all that 2019 has to offer!



A Word from Reservations...

Strong Outlook for 2019

I hope all had a wonderful holiday season and a Happy New Years!! Well it is that time of the season again for reservations to start really picking up and for our owners to jump for joy with the revenue pouring in. For the next four months, this is typically the time when our owners will make half of their revenue for the year!!



We are expecting a very strong 2019 winter season with all the snowfall going on up north and people dreaming about being in bathing suits and soaking up the sun's rays on Siesta Key's amazing beaches. The weather has been perfect down here with the average temp being in the mid-70s and the humidity all but gone.

You will start to see the rental gaps filled from February to end of April of 2019 with people wanting to escape to our tropical paradise. We will also be making a lot of 2020 reservations since most people like to book out a year in advance especially for those who have stayed with us before and know how quickly homes fill up down here for the winter months.

With this being said, it is very important that owners block their time for personal use so we know what weeks we can sell and maximize revenue to its fullest potential. FYI- we do like to keep the winter months open for guests as much as possible since this is our peak time and we want to capitalize on our revenue income.

CottageCalendar | . . . *we the locals*



Upcoming Events

- **12.31:** Sarasota New Year's Eve Pineapple Drop - **1pm-1:30am** - Downtown Sarasota
- **01.01:** Lights in Bloom - **6pm-9pm** - Marie Selby Botanical Gardens
- **01.02:** Phillippi Farmhouse Market - **9am-2pm** - Phillippi Estate Park
- **01.02:** Lights in Bloom - **6pm-9pm** - Marie Selby Botanical Gardens
- **01.03:** Lights in Bloom - **6pm-9pm** - Marie Selby Botanical Gardens
- **01.03:** Deck the Halls at Ca' d'Zan - **5pm-8pm** - Ringling Museum
- **01.04:** Lights in Bloom - **6pm-9pm** - Marie Selby Botanical Gardens
- **01.05:** Lights in Bloom - **6pm-9pm** - Marie Selby Botanical Gardens
- **01.05:** Goat Yoga SRQ - **10am-11am** - Fruitville Grove
- **01.06:** Lights in Bloom - **6pm-9pm** - Marie Selby Botanical Gardens
- **01.06:** Siesta Key Farmer's Market - **9am-1pm** - Siesta Key Village
- **01.07:** Lights in Bloom - **6pm-9pm** - Marie Selby Botanical Gardens
- **01.08:** Brunch & Bubbly - **9am-12pm** - The Cottages on the Key, Inc.
- **01.09:** Phillippi Farmhouse Market - **9am-2pm** - Phillippi Estate Park
- **01.12:** Moonlight Movie Night - **Sunset** - Siesta Key Beach
- **01.13:** Siesta Key Farmer's Market - **9am-1pm** - Siesta Key Village
- **01.15:** Brunch & Bubbly - **9am-12pm** - The Cottages on the Key, Inc.
- **01.16:** Phillippi Farmhouse Market - **9am-2pm** - Phillippi Estate Park
- **01.18:** Seafood & Music Festival - **11am-10pm** - Downtown Sarasota
- **01.19:** Taste of St. Armand's - **5pm-8pm** - St. Armand's Circle
- **01.20:** Siesta Key Farmer's Market - **9am-1pm** - Siesta Key Village
- **01.21:** Ringling by the Bay - **6pm** - Ringling Museum
- **01.22:** Brunch & Bubbly - **9am-12pm** - The Cottages on the Key, Inc.
- **01.23:** Phillippi Farmhouse Market - **9am-2pm** - Phillippi Estate Park
- **01.26:** St. Armand's Art Festival - **10am-5pm** - St. Armand's Circle
- **01.27:** Siesta Key Farmer's Market - **9am-1pm** - Siesta Key Village
- **01.29:** Brunch & Bubbly - **9am-12pm** - The Cottages on the Key, Inc.
- **01.30:** Phillippi Farmhouse Market - **9am-2pm** - Phillippi Estate Park

CottageCohort | . . . *we the indulgers*

The Hub Baja Grill

The CottageCrew celebrated
#FoodieFriday a couple of weeks
ago & the Hub is amazing! The
staff was excellent, as well as the

menu & drink offers. If you haven't been there before I would highly recommend it if you're looking for somewhere to eat in the Village.

~ Amanda



Recommendations

- Baja Fish Tacos
- 2-for-1 drink Specials

[Learn More/See Menu](#)



Brunch & Bubbly

We are very excited to announce that we have extended our Brunch & Bubbly Event (used to be called Guest Appreciation Brunch). Join the CottageCrew every Tuesday from 10am to 2pm for pastries & mimosas. This event is open to the public & it gives potential guests the opportunity to learn about the company as well as the properties. It's a great way for our current and potential guests to meet with our Vacation Specialists and learn more about what properties are good for their needs.

Materials

- 1 White Resin Pencil Finger Starfish (2.3 inches)
- Square Wood Pallet (5" x 5" x 0.3")
- Chalky Craft Paint in Patina
- Foam Brushes
- Hot Glue Gun/Sticks



Instructions

- Paint Surface of pallet with chalky paint
- Let dry
- Once dry, glue starfish to center of pallet
- Let dry completely
- Enjoy!



Blood Orange Champagne Mule

Ingredients

- Juice of 1 Medium Blood Orange (2 blood oranges total)
- Juice of 1 Lime
- 1 oz. Vodka
- 8 Mint Leaves
- 2 oz. Chilled Ginger Beer
- Splash of Champagne
- 1/3 cup red and green sprinkles
- Mini gingerbread men cookies

Instructions

- In glass, combine blood orange juice, lime juice & vodka
- Add ginger beer

- Top off with Champagne
- Garnish with blood orange slices & mint leaves
- Enjoy!

Featured Reviews | . . . *we the grateful*

Siesta Dream House - ★ ★ ★ ★ ★

Just Perfect! This was a wonderful place. Perfect for our family!

The Seagull - ★ ★ ★ ★ ★

Beautiful unit! We enjoyed our stay at the Seagull - the unit was beautiful and well maintained. We were able to walk to beautiful Siesta Beach and were located near all the restaurants and shops. We didn't even need to use our car!

Villa Las Flores - ★ ★ ★ ★ ★

My family & I enjoyed a work/pleasure trip at this property. It had all of the expected conveniences - tv, internet, pool. Everything was modern and the sheets were luxurious. Jennifer, our hostess, was top notch. She was on top of everything from the initial booking through to the end. She called to make sure everything was going smoothly after we'd settled in the first couple of days. They left us welcome cupcakes and even dropped by with a bottle of wine. They also shared info about activities in the area. The property is walking distance to restaurants (including a great local Italian restaurant, Cafe Baci) and to Trader Joe's. My only

Crescent Cottage - ★ ★ ★ ★ ★

Beautiful Cottage with great location. This property far exceeded our expectations! The cottage was very clean and the rooms were perfect for our family. A very close 5 minute walk to the beach was a real bonus. The neighborhood was quiet and the backyard pool area was wonderful. We would definitely stay here again on our next visit to Siesta Key.

complaint would be that the pillows were either too firm, or too flat. But, that is minor compared to the luxury we enjoyed staying at Villa Las Flores - One of the Cottages.

Casita Morning Star- ★ ★ ★ ★ ★

Had a great time at the residence. The Cottage has everything you need to complete your beach stay (wagon, beach chairs, sand toys, coolers, pool floats, etc..) so bring only the minimum. The facility was clean and operated as advertised. Greeted very friendly by the staff and encouraging to see a genuine “customer service” approach. Happy to stay there again. There is a public beach access within a 5-8 minute walk (we did it with four kids under 6). Beds are comfortable and linens were clean. All the best!

Sea The View - ★ ★ ★ ★ ★

Highlight of this nicely appointed home was the backyard. It contained a covered patio (nice for the couple rain showers we experienced), pool, spa pool, plenty of lounge chairs around the pool, Tiki hut (with a roof that didn't leak during the showers) and a canal front dock, which was great for fishing. It was about a 10-15min walk from beach access 11, which is very close to the great public beach area. The walk to Siesta Village was about 20mins because you had to walk around Palm Island. All in all, a good location. House was comfortably out fitting.

Casa De Mariposa - ★ ★ ★ ★ ★

Stunning villa across the street from beach. Walk to village or ride the trolley right outside. Comfortably fit our family of 10. Very roomy with everything you could need for a beach vacation.

Sandy Seahorse Cottage- ★ ★ ★ ★ ★

Great location for vacation. The staff answered all questions. We had to make 2 special arrangements and they accomplished that perfectly. So gracious.



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