



*"Showing gratitude is one of the simplest yet most powerful things humans can do for each other."*

*~ Randy Pausch*

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## The CottageCorner | November 2019



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### A Word from Our CEO...



Welcome to the Holiday Season! It is finally upon us.... and with that The CottageCrew begins to turn its attention to end of the year tasks for our homeowners. A very important task is preparing your records for tax season. Just a reminder! We will need your W-9 for our accounting firm to issue 1099s. If you have already provided one to us in the past, no fretting! We are good to go! But if you are a new owner to our portfolio, it will be prudent that we receive this from you as soon as possible. To make things easier, [here is a link to the W-9 file](#) that you can download, print, sign, and return to Fallon, our Admin Assistant, by [email](#).

**On a much more interesting note** (if it's even possible to define

taxes in such a light), because of one very savvy homeowner on our portfolio, we have become aware of a NEW tax benefit that you may all be able to appreciate. Have you heard of the 199A Deduction? It is new, and it relates directly to anyone who owns and operates real estate property for rental income purposes. Here is the skinny....

*"Taxpayers who qualify for it can claim up to a 20% deduction on qualified business income (QBI) for businesses operated directly by the taxpayer or through a pass-through entity. For rental property owners, this can be a particularly valuable benefit."*

We were able to collaborate with the homeowner that brought this new tax benefit to our attention and create a report specifically to meet these requirements and purpose. The homeowner's very own accountant has already reviewed the report from 2018 and approves of it for use towards his tax returns. Because of this, we have designed the report to easily be done for all of our owners.

I will provide links to informational sites that you can review to see if you qualify for this easy deduction. Please share it with your CPA. If you decide to take this deduction, email me and let me know that you are interested. I will put you on the list and provide you 199A Deduction Qualification Report at the beginning of the new year.

<https://aemcpas.com/how-rental-property-owners-can-qualify-for-the-199a-deduction/>

<https://www.irs.gov/newsroom/tax-cuts-and-jobs-act-provision-11011-section-199a-qualified-business-income-deduction-faqs>



## A Word from Operations...

Happy Holidays!

We are currently preparing to head into our Thanksgiving week arrivals! This is always an exciting time of year as everyone starts to get into the festive spirit. After one of the warmest Octobers on record, we have experienced a chilly November. All pool heaters are officially on and running. We appreciate the responsiveness to all of our repair and replacement requests as we should be good to go heading into our winter season!

Over the years, the entire CottageCrew have sharpened our skills when it comes to guests that travel over the holidays. We recognize that there is a higher stress level that goes along with travel at this time of year. We have categorized the specific requests and needs of guests



during this time frame in true form to our company credo - "anticipate what they need before they even know themselves." This means an increased focus on kitchens and their utensils! We have been extremely proactive on assessing properties and their readiness for the holiday season by conducting inventory inspections (focusing specifically on the kitchen) and by ensuring maintenance reports are being completed.

This will be our first high volume Saturday arrival day since the late summer so it will be another opportunity to prepare for the next phases of holiday arrivals which occur over Christmas and New Year's weeks.

In addition to our pre-arrival cupcakes, this year we are again purchasing individual Key Lime Pies for all of our in house guests over Thanksgiving week! This was a huge hit last year and we look forward to doing it again! We will personally deliver them to each home on the Wednesday before Thanksgiving. The pies are purchased locally and are absolutely outstanding! Here is a link in case any of you are interested:

<https://caribbeanpieco.com/shop?olsPage=products%2Fclassic-key-lime-pie>

The first two weeks of December will provide us the last best chance to complete any longer term maintenance projects. Most have been completed by now, but if there is anything that you would like for us to focus on that we haven't already discussed, send me an email and we will get it scheduled!

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## A Word from Marketing...

Happy November Owners!

Here is the link to last month's newsletter:

[The CottageCorner - October 2019](#)

As we continue towards our goal of becoming a HomeAway Premier Partner for each and every home, I can't wait to share with you all the newest additions:

- Casa Mahalo
- Casita Morning Star
- Luna Flores
- Sea Esta
- The Solaster

We now have 27 properties that have made it to Premier Partner Status and more to follow on the next assessment taking place in February 2020.



In other news, we are almost complete with Phase 1 of our GuestView Guide and we will be implementing them into the first home in the next couple of weeks. The CottageCrew has been working very diligently on testing the guide in the office and making sure everything is all set with the first home in which it will be placed. It's the perfect time to add this amazing product as it has so much to offer our guests, especially during the Holiday season. We will have the ability for our guests to rebook homes before they leave, as well as offer them tailored experiences based on the home they are staying at. Another very exciting thing, is that we will also be able to offer them any sales/discounts we have so they can rebook with a promo code. We are so excited to start getting these into more homes. If you would like to see it in person, please stop by our office as we will have one GuestView Guide there at all times.

You may have noticed that we have done away with the featured review in the newsletter 2 months ago. We will now be sharing each review with the owner as they come in. For the newsletter, I have added reviews/comments from our GuestBook to replace the on-line reviews.

The Marketing Team, as well as all of The CottageCrew has been working very hard to prepare for the Holiday Season. We will be rolling out with some Christmas/New Year's specials to fill our homes for the Holidays. We will also be having a very special Christmas package for one of our homes, stay tuned next month for more details!

As always, please do not hesitate to contact me with any questions. Have a wonderful Thanksgiving!

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## A Word from Revenue...



Hello Friends!

I hope everyone is doing well and staying warm! As we are getting through our Fall season, we are getting closer and closer to our primetime season. It sure is hard to believe it is coming back around, but don't blink or else you'll miss it! As season is around the corner, I am starting to see some gaps and openings in our calendars that can be addressed and filled prior to those arrival dates. I am assessing what we have on our portfolio, what other companies in our market have left to book, and those price differentials to determine whether or not we need to make adjustments.

When looking at this, I am currently reviewing what we still have left in projected revenue to book for each of the upcoming months. This information is accurate as of November 15th:

- December - 13.5%
- January - 19.9%



- February - 25.7%
- March - 30.9%

Some of this revenue can happen organically through instant online bookings as people are in need of a certain place to stay. Other revenue will happen by constantly monitoring and assessing the necessary adjustments to make in order to maximize revenue. However, as these are our projections, we strive to beat these numbers and push further than our goals so that not only do we try and exceed our company goals, but you guys feel the influx in outsized revenue as well.

I believe in this approach because it is better to be proactive than reactive. My favorite quote from our Company Credo is, "Creating a proactive work culture means getting ahead of the curve, working on realistic deadlines, and stopping the anxiety and mistakes that come with making hasty decisions. It relieves not only the company from the burden of reinventing the wheel over and over, but it also allows guests and owners an unfettered feeling of acknowledgement and deep understanding. A proactive work culture equates to a more relaxed and thoughtful approach. It means today is important, but tomorrow is our focus." This simply empowers us to get ahead of the ever changing vacation rental industry and be the best team we can be with you.

Thanks for taking the time to read this, and for all of you that celebrate, I hope you all have a wonderful Thanksgiving holiday. Safe travels!

Until next time my friends,

#CottageOn!

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## Updated Media: The Hummingbird





**Drone Video**

**[Learn More about The Hummingbird](#)**

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## Cranberry Chili Meatballs

### Ingredients

- 26 oz fully-cooked frozen meatballs (I use Italian homestyle)
- 1 can (14 oz) jellied cranberry sauce
- 12 oz Heinz Chili Sauce

### Directions

- Combine cranberry and chili sauce in bowl
- Add meatballs to crockpot
- Stir in cranberry/chili sauce mixture
- Heat on high for 2 hours or low for 4 hours
- Enjoy!



- 11.19: [Brunch & Bubbly](#): 10AM - 12PM - The Cottages on the Key, Inc.
- 11.20: [Sangria & Sunset: Zumba on Siesta Key](#): 5:30PM - 6:30PM - Siesta Key Beach
- 11.21: [Trunk Show Party](#): 6:30PM - 9PM - Siesta Key Wine Bar
- 11.23: [Downtown Sarasota Farmers Market](#): 7AM - 1PM - Downtown Sarasota
- 11.24: [Siesta Key Drum Circle](#): 1 Hour before Sunset - Siesta Key Beach
- 11.24: [Siesta Key Farmer's Market](#): 8AM - 12PM - Siesta Key Village
- 11.27: [Sangria & Sunset: Zumba on Siesta Key](#): 5:30PM - 6:30PM - Siesta Key Beach
- 11.30: [Light Up Siesta Key & Village Holiday Parade](#): 5PM - 9PM - Siesta Key Village
- 11.26: [Brunch & Bubbly](#): 10AM - 12PM - The Cottages on the Key, Inc.
- 12.01: [Siesta Key Farmer's Market](#): 8AM - 12PM - Siesta Key Village
- 12.01: [Siesta Key Drum Circle](#): 1 Hour before Sunset - Siesta Key Beach
- 12.03: [Brunch & Bubbly](#): 10AM - 12PM - The Cottages on the Key, Inc.
- 12.04: [Sangria & Sunset: Zumba on Siesta Key](#): 5:30PM - 6:30PM - Siesta Key Beach
- 12.06: [Siesta Beach Seafood & Music Festival](#): 12PM - 9PM - Siesta Key Beach
- 12.07: [Siesta Beach Seafood & Music Festival](#): 12PM - 9PM - Siesta Key Beach
- 12.08: [Siesta Beach Seafood & Music Festival](#): 12PM - 9PM - Siesta Key Beach
- 12.07: [Downtown Sarasota Farmers Market](#): 7AM - 1PM - Downtown Sarasota
- 12.08: [Siesta Key Farmer's Market](#): 8AM - 12PM - Siesta Key Village
- 12.08: [Siesta Key Drum Circle](#): 1 Hour before Sunset - Siesta Key Beach
- 12.10: [Brunch & Bubbly](#): 10AM - 12PM - The Cottages on the Key, Inc.
- 12.11: [Sangria & Sunset: Zumba on Siesta Key](#): 5:30PM - 6:30PM - Siesta Key Beach
- 12.14: [43rd Annual Sandy Claws Beach Run](#) - 8AM - 11AM - Siesta Key Beach
- 12.14: [Downtown Sarasota Farmers Market](#): 7AM - 1PM - Downtown Sarasota
- 12.15: [Siesta Key Farmer's Market](#): 8AM - 12PM - Siesta Key Village



12.15: Siesta Key Drum Circle: 1 Hour before Sunset - Siesta Key Beach

12.17: Brunch & Bubbly: 10AM - 12PM - The Cottages on the Key, Inc.

12.18: Sangria & Sunset: Zumba on Siesta Key: 5:30PM - 6:30PM - Siesta Key Beach

## GuestBook



Until next time, #CottageOn!



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