



"Every guest and owner deserves to be treated as a priority and a VIP."

~ The Cottages Credo #7

The CottageCorner | October 2019



A Word from Our CEO...



What an amazing month of change and progress we have seen!

Between expanding into our new office and attending one of the best annual conferences for VRBO at the end of September in Las Vegas, we have been very busy with new ideas, designs, implementing new systems, programs and then some! I will always remember 2019 as one of the greatest years for us as a company in regards to how much we learned and what we were able to accomplish given the new tools and resources we invested in this year.

Below, you will certainly hear what my team has to share from our most recent experience at the VRBO conference. If you are not already aware, HomeAway has officially re-branded over to VRBO completely,

and with it came their newly refreshed website, special tools and updated advertising algorithms, with a greater emphasis on the property manager support. They clearly are investing deeply into the PM sector of their business, because it is without a doubt one of the fastest growing industries in hospitality today. This equals all great things for us and for you! It was indeed one of the best investments The Cottages made this year, as we took a team of 5 to fully immerse ourselves into all things HomeAway/VRBO. It was also amazing to walk away from the experience realizing how much more power and opportunity it provided us over our competitors. As owners, you will see us roll out new programs, tools and more over the coming months, and don't be surprised if we continue to update you through our Owner's Newsletters with more details. The team has got a little to share with you today that I think you will enjoy and see some great benefits to come. With all of our new goodies and tricks, we are certainly that much more excited for 2020!



A Word from Operations...

Hello Everyone!

This is always an exciting time of the year for us! Hurricane season has passed, the temperatures start to cool (mornings and evenings are particularly pleasant), and we start to prepare and strategize for our upcoming season! We have also been excited to announce that we have a slew of promotions and new hires!

Barry Privette is now our Director of Sales and Predictive Analytics. He started as an intern a few summers ago, and was hired as a Revenue Analyst while completing his degree in mathematics at UNC Charlotte. Since moving here full time in January, we have all been impressed by Barry's ability to forecast and stay on top of all trends when setting our revenue goals and rates!

Fabiana Read has been promoted from Guest Services Coordinator to Guest Services Manager; since arriving in February, she has proved to be an amazing asset and will continue to oversee our operations relating to Guest Services. Most of you have had the pleasure of getting to know her in the last few months - her work ethic is second to none!

Mikalyn Weston was a Business Administration major at Lindonwood University. She started as an Administrative Assistant two months ago. We have promoted her to Guest Services Coordinator, filling Fabiana's vacancy. We have all been impressed with her enthusiasm and



dedication to our guests!

Katy Karas has been hired as an Administrative Assistant. Katy grew up in Iowa and attended The University of Iowa with a degree in Theater Arts. From there she moved to Brooklyn, NY where she worked as an office manager and then a project coordinator for an interior design and renovations company. We are extremely excited to bring Katy on where we see her a very well rounded and talented fit to our team!

Lastly, We are excited to welcome a new intern to our team, **Greer Monahan**. Greer is a recent graduate of Robert Morris University where she majored in Communication with a concentration in Advertising. She was also a full scholarship soccer player for all 4 years of school! Very impressive dedication and work ethic! Greer will assist in every aspect of our company! She will work both out in the field as well as in the office where she will be supporting all departments!

At the end of September, we had an amazing opportunity to attend RezFest in Las Vegas. RezFest is a conference put on by VRBO which is one of the top industry leaders when it comes to vacation rentals. VRBO has been re-branded from HomeAway, which was acquired by the Expedia travel group in 2015 for \$3.9 billion dollars. They are major players in our industry. The conference was first class all the way. The content and presentation was excellent and all of us who attended (we brought 5 employees) walked away with knowledge, ideas, and ways to leverage technology in this new and expanding sphere of travel that is becoming the preferred way to travel for people across the world.

We did come home with a new toy! We are currently undergoing a beta testing program for something called GuestView Guide by NEC. These are like over sized iPads in a picture frame that go inside of your home. They will provide direct interaction between ourselves and all guests, including owners! The one we are beta testing is currently in our office right now. If you are around and curious, please stop by to check it out! Having these in a home will allow us to get immediate feedback from guests in real time, send personalized messages to them (anniversaries, birthdays, etc.), and provide how-to information and video guides for appliances, any items specific to a house. This will be an effort to drive down costs to you as the owner, and improve the guest experience. For example, we have all identified the hot tub as a recurring expense and it is usually an operator error. We can now make a video on how to use it which would be easily accessible to all the guests through this new tool!

Once our beta testing has completed and we feel certain this is the right product to represent our homes, we will start the roll-out process and put the guides 10-12 homes at a time. This will take place over the next month provided we are happy with the testing that is being performed!

Hope you all have a great October and as always, contact me directly if you have any questions!

A Word from Marketing...

Happy October Owners!

Here is the link to last month's newsletter:

[The CottageCorner - September 2019](#)

As Heather and Nick mentioned above, we just got back from attending Rezfest 2019 in Las Vegas, Nevada. I cannot say enough about how amazing this experience was and how much we learned, not only from the VRBO staff, but other vacation rental companies as well. We came back full of new ideas and fresh ways to make our operations as a whole more efficient. We hope to start implementing some of these for the new 2020 year.



One of the things we were able to implement while at the Rezfest conference was their newest and most exciting program yet offered through HomeAway called Boost. Boost is a new feature offered through the HomeAway site for Premier Partner listings. It is designed to help improve your property listings search position for certain days. This means your home has the potential to show up higher in traveler search results, which in turn makes it easier for our guests and potential guests to find your home!

I am also very excited about the GuestView Guide and can't wait to see what everyone think once we start implementing them into your homes. We are currently working on a way to digitize our quarterly magazine to add to each GuestView Guide. This will also allow us to reach more guests/potential guests through our brand awareness. There are so many things we can do with GuestView Guide and we can't wait to share this with all of you and see what other types of experiences we can offer to our guests!

Rezfest aside, The CottageCrew has been very busy along onboarding new properties, new employees and starting to plan ahead for the upcoming 2020 year. We are constantly looking for new and improved ways to market your homes and we have some exciting new programs that we can't wait to release! Stay tuned!

As always, please do not hesitate to contact me with any questions. Hope you all have a safe and Happy Halloween!

Until next time, #CottageOn!

A Word from Revenue...



HAPPY (EARLY) HALLOWEEN!

As Halloween can be spontaneous and scary, you should be thrilled that being an owner of a home with The Cottages on the Key isn't either of those! We love to provide a transparent and simple platform for you and all of your homes. To be able to prevent unplanned and shocking occurrences from happening, we must learn from our own experiences. However, in addition to this, we also must learn from other companies and the scenarios that they have gone through to learn how to prevent problems from happening prior to them beginning in our own company. As we are now on pace to grow faster than we ever have, there will be growing pains that we are trying to get ahead of early on. To do this, we are reaching out of the comfort zone that is Siesta Key and exploring the growth and progression of many companies internationally.

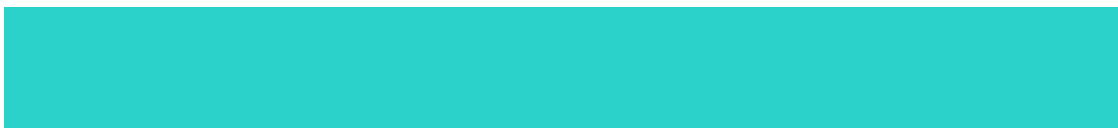
By attending RezFest, presented by VRBO, members of our company were able to interact, grow, and learn from other vacation rental companies worldwide. We learned specifics about tactics, strategies and technologies that can enhance our company and make renting your home much more scalable. Speaking on revenue, I found a potential program that can integrate with our reservation system that will manage data entry on a much more heightened level and provide us with real time reports that can help us make better decisions on pricing, seasonality, minimum nights, and more! Long story short, instead of entrusting in me to look at nearly 110 listings and adjust pricing to these on a **daily basis**, there is a program out there that will provide detailed information on not just our own portfolio's revenue trajectory but also our entire Siesta Key/ Sarasota markets' activities. I can then review and make a much more informed decision.

This is only one of the keynote ideas that I took away from RezFest, but there are many more that I just cannot fit in 450 words. Along with this, I gained so much knowledge based on social activity and just being a sponge by absorbing ideas, concepts, and experiences from others. Information is power, and this power is not only used by us, but benefits you as an owner too! This is something I am working hard for, and I will share with you updates in our newsletter as I have them.

I hope you all are doing great and transitioning into the Fall season and cooler temperatures well. I hope you guys have a fantastic and enjoyable Halloween as well. In the meantime, I will try and stay spoiled in this Siesta Key weather for your guys!

Until next time,

Boo to you from our Crew!



New Property Media: Coral Breeze





Drone Video



Virtual Tour

Learn More about Coral Breeze

CottageCalendar | Upcoming Events



10.18: [Eerie Evenings Paranormal Investigation](#): 7PM - 9PM - Historic Spanish Point

10.18: [Sarasota Oktoberfest](#): 4PM - 10PM - J.D Hamel Park

10.19: [Downtown Sarasota Farmers Market](#): 7am - 1pm - Downtown Sarasota

10.19: [Sarasota Oktoberfest](#): 11AM - 10PM - J.D Hamel Park

10.20: [Siesta Key Farmer's Market](#): 9AM - 1PM - Siesta Key Village

10.20: [Siesta Key Drum Circle](#): 1 Hour before Sunset - Siesta Key Beach

10.20: [Sarasota Oktoberfest](#): 11AM - 6PM - J.D Hamel Park

10.21: [Free Tai Chi](#): 15 Minutes before Sunset - Siesta Key Beach - access # 5

10.22: [Brunch & Bubbly](#): 10AM - 12PM - The Cottages on the Key, Inc.

10.23: [Free Yoga](#): 8:00AM - 9:30AM - Siesta Key Beach

10.26: [Downtown Sarasota Farmers Market](#): 7AM - 1PM - Downtown Sarasota

10.27: [Siesta Key Farmer's Market](#): 9AM - 1PM - Siesta Key Village

10.27: [Siesta Key Drum Circle](#): 1 Hour before Sunset - Siesta Key Beach

10.28: [Free Tai Chi](#): 15 Minutes before Sunset - Siesta Key Beach - access # 5

10.28: [Free Yoga](#): 8AM - 9:30AM - Siesta Key Beach

10.29: [Brunch & Bubbly](#): 10AM - 12PM - The Cottages on the Key, Inc.

10.30: [Free Yoga](#): 8AM - 9:30AM - Siesta Key Beach

10.31: [Trick-or-Treat in The Village](#): 3PM - 6PM - Siesta Key Village

11.02: [Downtown Sarasota Farmers Market](#): 7AM - 1PM - Downtown Sarasota

11.03: [Siesta Key Farmer's Market](#): 9AM - 1PM - Siesta Key Village

11.03: [Siesta Key Drum Circle](#): 1 Hour before Sunset - Siesta Key Beach

11.04: [Free Tai Chi](#): 15 Minutes before Sunset - Siesta Key Beach - access # 5

11.04: [Free Yoga](#): 8AM - 9:30AM - Siesta Key Beach

11.05: [Brunch & Bubbly](#): 10AM - 12PM - The Cottages on the Key, Inc.

11.06: [Free Yoga](#): 8AM - 9:30AM - Siesta Key Beach

11.09: [Downtown Sarasota Farmers Market](#): 7AM - 1PM - Downtown Sarasota
11.10: [Siesta Key Farmer's Market](#): 9AM - 1PM - Siesta Key Village
11.10: [Siesta Key Drum Circle](#): 1 Hour before Sunset - Siesta Key Beach
11.11: [Free Tai Chi](#): 15 Minutes before Sunset - Siesta Key Beach - access # 5
11.11: [Free Yoga](#): 8AM - 9:30AM - Siesta Key Beach
11.12: [Brunch & Bubbly](#): 10AM - 12PM - The Cottages on the Key, Inc.
11.13: [Free Yoga](#): 8AM - 9:30AM - Siesta Key Beach
11.16: [Downtown Sarasota Farmers Market](#): 7AM - 1PM - Downtown Sarasota
11.17: [Siesta Key Farmer's Market](#): 9AM - 1PM - Siesta Key Village
11.17: [Siesta Key Drum Circle](#): 1 Hour before Sunset - Siesta Key Beach

The #CottageCrew



Until next time, #CottageOn!



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