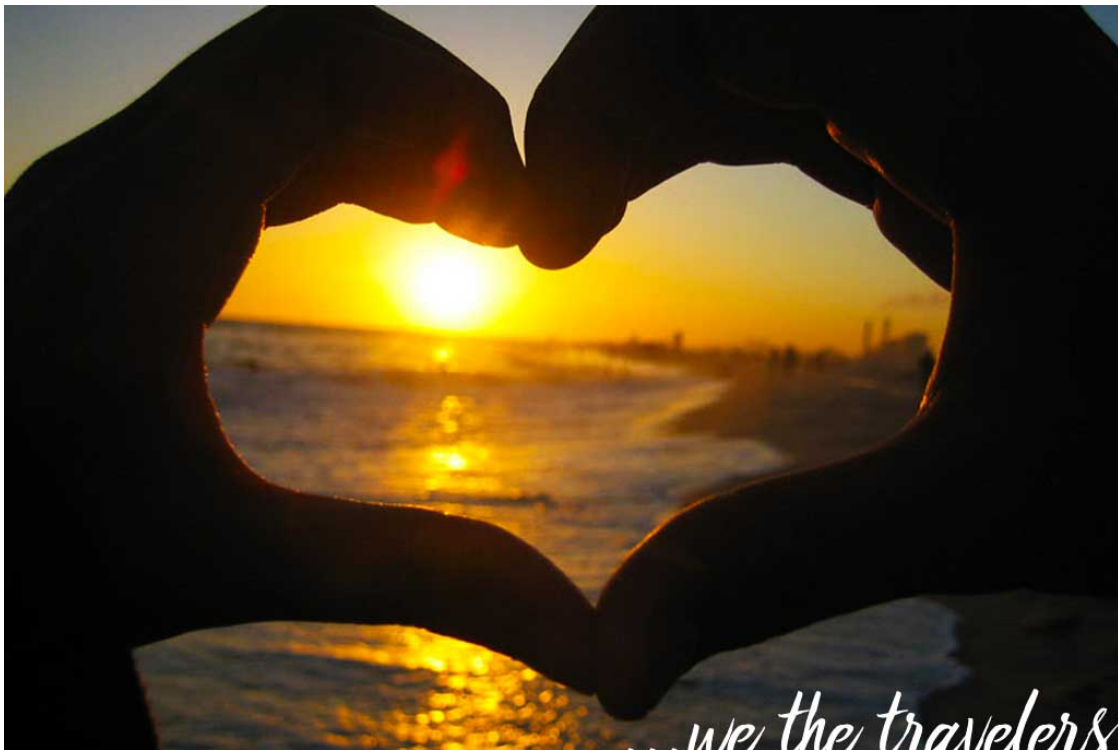




September Owner Newsletter



A Word from Our CEO...

Website Preview Group

Welcome to September! I would say Fall is right around the corner, but most of our northern Owners are experiencing major heatwaves similar to Florida! If you are up north, stay cool up there and enjoy the soon-to-come color changes in Fall leaves!

I have some more exciting news to share and a request! Our new website is launching soon and with it we promise a more dynamic end-user experience along with so much more content and pages relating to Sarasota and Siesta Key. However, before we go live, we'd love to test out the new site using a dedicated subset of users.... and what better way to get great feedback than to ask our Owners for their opinions and suggestions!



If you would like to be involved in our Website Preview Group, **please email me right away** and we will provide you access to the website. We are looking to gain insight on the following details:

- Ease of use, navigation and searching
- Content overview and suggestions
- Display clarity, readability
- Desktop/Mobile/Laptop/Tablet comparisons and issues
- Ease of booking, contact forms, inquiries

Thanks again for your continued involvement! Without you, we would not be the company that we are today and our progress is directly related to your participation! We appreciate all your help throughout the years!

Shutter Flange
The Cottages CEO



A Word from Administration...

All About Insurance Claims

Over the past several months I have been diligently working towards a more efficient process for Insurance claims and reimbursements. Although there is no formula to determine how many claims per individual home or unit will be received, we are able to maintain a more systematic exchange of replacing damaged items. In the past an insurance claim could take up to 45 days to be approved for reimbursement. That time frame is now less than 7 days for approval.

How does it work?

After the guests have vacated the property the assigned house cleaners begin their work on getting the home showcase ready for the next arrival. During this process a strict checklist is maintained to ensure the home remains as pristine as the photos we advertise. This can mean that anything from stained linens to broken furniture are evaluated and reported immediately. Lastly, our own inspection is completed on the home for one final assessment. It is then that the damaged items are replaced with exact or like items before the next arrival checks in.

What does this mean for you?

Some of you may be familiar with the claims process and even look forward to your quarterly reimbursement. As of now the reimbursements will remain on a quarterly basis. However, by October 1st you will have access to a new folder in your Lodgix



Sara

CONTACT ME

owner's portal that will house "Insurance Claim" material. This will assist in understanding the difference between all the receipts and documents inside your expense folders. Stay tuned for more information!



A Word from Operations...

Have You Reviewed These Reports?

As occupancy decreases during the month of September, it allows for a great opportunity to get back into the properties and to perform some quality control and maintenance! For many of our island properties, this is the first real chance since February to take our time and go through everything in a non-rushed manner. In example, we can repaint an entire wall if necessary as opposed to merely performing touch up.

Our approach to this process is multi-layered. We rely on feedback from our owners and our guests throughout the year and start to compile lists of issues we need to address. If these issues are larger, you will hear from us directly for planning and approval. We do not like to make unilateral decisions. We view ourselves as a sales/marketing/hospitality company as opposed to the more traditional "property managers." Our decisions can be traced back to those pillars and our preference will always be to take a partnered approach to the overall maintenance and well-being of your home. Outside of feedback from owners and guests, we produce two separate reports for our homes. Let's review these types of reports and why we perform them:

Monthly Maintenance Reports

The monthly maintenance reports are designed to save owners money in part because they limit the number of service trips over the months for things like light bulbs, batteries for remotes/fire alarms, and A/C filters. Work orders are also generated from these reports which allows for greater efficiency and a proactive approach. You will notice the acronym "MR" on a work order which signals that this is a WO that has been generated from a maintenance report. Although it is our goal to do these monthly, it is sometimes difficult to execute during periods of high occupancy. Each completed maintenance report is then scanned into its own folder under your Expenses file in the Lodgix owners portal for your review. Take a look when you get a chance!

Quarterly Inventory Inspections

Our quarterly inventory reports are essential to maintaining the overall experience of our guests and owners alike. We go into each property and go through every required item one by one. We not only make an assessment on the condition of each item, but we also take count of required items. For example, if your home sleeps 10 people, then we require 20 total bath towels. So not only are we making an overall determination on where each item is in it's life cycle, we are also making sure that the number of items needed are supplied.

We have found that by implementing these particular checks and balances, we have increased our ability to maintain a high quality in our homes which is very important to us. Due to our detailed approach, we have also been able to make excellent changes to the insurance claim process, which Sara has begun to outline and will explain over the next two months. This has

become another very reliable method for saving our owners more money throughout the year!

A Word from Marketing...

Focusing on Siesta Key Experiences

Happy September Owners!

This month I will be focusing on events and experiences around Siesta Key. This includes restaurants, excursions and local events on the island. We will also be working diligently to get our brand new and dynamic "Calendar of Events" up and running on the new website as soon as possible! I will also be updating our website with bi-weekly blog posts that include restaurant reviews, things to do and much more! Our strategy is to create a content driven website (rather than only a booking site) and become an authoritative figure on all things Siesta Key and Sarasota. Ultimately, this will help our SEO and web placement as well.

We have added a new Featured Reviews section to the newsletter- take a look below of all the wonderful comments about your properties!

Lastly, we will be hosting another Wine & Cheese Event at our new property... The Sun Dial! It will be open to the public, and we encourage any and all owners that are in town to stop by and hang out with The CottageCrew! It will take place on **September 13th from 5PM-7PM at 827 Paradise Way, Siesta Key, FL 34242**. Please contact me to RSVP or with any questions regarding the event. The CottageCrew is looking forward to seeing you! To view The Sun Dial, take a look below or go to our website!



Amanda

[CONTACT ME](#)

[RSVP To Wine & Cheese Event](#)



Matthew

[CONTACT ME](#)

A Word from Sales and Reservations...

Let's Talk About Red Tide

As many of you are aware, Siesta Key has experienced Red Tide this year. As with many paradise locations you call home, sometimes you have to take the good with the bad. The Red Tide was most certainly longer than usual this year but due to our sales and guest services teamwork, we were able to move rather than cancel many of the affected reservations and it has only made our protocol stronger for future impediments that may occur.

Now for the good news!! I never thought I would say this but a tropical storm has been the answer to our prayers! Tropical Storm Gordon has pushed most of the Red Tide away from Siesta Key and Crescent beach, the birds have returned, fish

are jumping and most importantly our beaches are once again flooded with families having a great time and making memories on our beloved beaches. Siesta Key is certainly on the rebound and you should see this in your bookings that will be coming your way! If you would like more detail on Red Tide and how it affects our areas, please call or [email](#) Heather directly. She would love to share with you her thoughts and past experiences over the last 14 years in dealing with these occurrences.

Upcoming Events

- **9/09:** Siesta Key Farmer's Market - 8AM-2PM
- **9/11:** 5th Annual 9/11 Victims & Fallen Heroes Memorial Ceremony - 10AM-11:30AM
- **9/11:** Tuesdays Appreciation Day! Coffee, Mimosas and Donuts in Office
- **9/13:** Wine & Cheese Event/New Property Intro - Hosted By The Cottages - 5PM-7PM - The Sun Dial - 827 Paradise Way
- **9/14:** 17th Annual Summer Music Festival - 5PM-9PM - The Bayfront Lawn/Van Wezel
- **9/14-16:** Sarasota Bradenton Fall Home Show - 10AM-6PM - Robarts Arena at the Sarasota Fairgrounds
- **9/15:** Downtown Sarasota Farmer's Market - 7AM-1PM
- **9/15:** 6th Annual Life's a Beach Triathlon - 6AM - Lido Beach Resort
- **9/15:** A taste of Downtown Sarasota - 1PM - Sarasota Opera House
- **9/16:** Siesta Key Farmer's Market - 8AM-2PM
- **9/18:** Tuesdays Appreciation Day! Coffee, Mimosas and Donuts in Office
- **9/22:** Downtown Sarasota Farmer's Market - 7AM-1PM
- **9/23:** Siesta Key Farmer's Market - 8AM-2PM
- **9/29:** Downtown Sarasota Farmer's Market - 7AM-1PM
- **9/30:** Siesta Key Farmer's Market - 8AM-2PM
- **9/24:** Full Moon Ghost Tour - 9PM-10:30PM - Historic Spanish Point
- **9/25:** Tuesdays Appreciation Day! Coffee, Mimosas and Donuts in Office



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 The Sun Dial!



Virtual Tour



Learn More About The Sun Dial

Recipe of the Month | Island Breeze

*The Perfect summer cocktail to take you to an Island
Getaway*

Ingredients

1. 1 1/2 parts Malibu Coconut
2. 1 part Pineapple Juice
3. 1/2 part Cranberry Juice
4. 1 part Hiram Walker Peach Schnapps

Instructions

1. Combine all ingredients



2. Shake well & serve over ice
3. 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 | Shell Wall Decor

Materials

- 20" x 4.9" x 0.6" Wood Plaque
- FolkArt Home Decor Chalk Paint (in Patina)
- FolkArt Pickling Wash Paint (in Cottage White)
- Foam Paint Brushes
- Heavy Rope String
- Hot Glue Sticks
- Hot Glue Gun
- Painter's Tape
- 1 Large Sea Shell
- 3 Medium Size Sand Dollars

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. Set aside while paint dries.
5. Paint 2 of the 3 sand dollars with the cottage white paint.
6. Paint the last sand dollar with the patina paint.
7. Set aside while paint dries
8. Using the hot glue gun, glue the edges of large sea shell to the wood pallet.
9. Glue heavy rope string along the edges of large sea shell. Allow to dry.
10. Using the heavy rope string, string the sand dollars together - starting from the bottom and going up.
11. Double knot the top sand dollar so that it hold all



3 together - leave some rope at the top to glue to back of wood pallet.

12. Glue sand dollars to back of wood pallet.

13. Allow to dry at least 1 hour before hanging.

Featured Reviews

Topsail Cottage - ★★★★★

Beautiful, spacious house! Loved the cupcakes at check-in - a great, personal touch! We came from Raleigh and Savannah and would definitely stay again on next trip to Siesta Key!

Luna Nueva - ★★★★★

Luna Nueva is a great place to stay I and my family enjoyed it. It is close to the beaches and very good restaurants.

Peacock Villa - ★★★★★

Beautiful property, clean, right across from the beach! Great service....definitely will try to go next summer!

Siesta Dream House - ★★★★★

What a beautiful home! Big bedrooms and plenty of room for families to spread out. Everything that you needed for the beach was there. The pool was so relaxing after all our beach time. We highly recommend this house for your vacation in beautiful Siesta Key!

Casita Playa - ★★★★★

We have stayed at same place for over 40 years. We made a change in order to get a little extra space. We were so pleased with the accommodations and can't wait to stay here again.

Casita Bayou - ★★★★★

Beautiful home, wonderful customer service, and great location. Loved it!

Casita Coco - ★★★★★

Met all of our expectations plus some!! My son and I had a wonderful little trip together here! The bikes, kayaks and pool were wonderful!!! The personalized cupcakes waiting for us was such a sweet surprise!! We liked being away from the resort area but close to everything at the same time.

Latitude Adjustment - ★★★★★

Latitude Adjustment was the perfect house for our family of 8 to stay. It was clean and very inviting when we arrived and fully stocked with beach gear, towels, and kitchen necessities. The decor is very artistic and happy, giving the vacation a great vibe. Going above and beyond, Cottages at the Key welcomed us with personalized gourmet cupcakes and stopped by with a bottle of wine during our stay. This house is within walking distance of the village and the

beach, no need for a car! If you are looking for a perfect place for your family to stay, this is it! We will return!

Crescent Cottage - ★★★★★

Unfortunately our first trip to siesta key was marred by the red tide. The cottage was clean, comfortable and well located to walk to the beach, shops and restaurants. Also just a short drive to siesta key village. We were unable to use the beach even though they claimed to be open. Thankfully the pool at the house and the wonderfully landscaped back yard made up for the beach problem and we had a great time. The cottage is spacious and well stocked. Management is helpful and responsive. We hope to return when the red tide is gone.

Casa Ohana - ★★★★★

We really enjoyed our stay at Casa Ohana! It's a great layout for extended family to stay together!



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