



*"A proactive work culture equates to a more relaxed and thoughtful approach. It means today is important, but tomorrow is our focus."*

~ The Cottages Credo #6

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## The CottageCorner | September 2019



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### A Word from Our CEO...



Happy Fall Season, Everyone!

Although, our weather doesn't feel like Fall just yet, we are certainly partaking in the enjoyment of everything Pumpkin; from candles to coffee... anything to impersonate what our Northern friends are currently experiencing! Our very short Fall Season is indeed one of the times of year we are truly envious of many of you!

First, I want to thank you for your patience and understanding, as we

are sending out our September Owner's Newsletter a little late. We have good very reasons however, as we have been busier than usual with some fun and exciting news!

In just the last couple of weeks, we have begun expanding and renovating our office and we now have a new "wing" to provide our CottageCrew more space and resources! The new wing consists of a greeting area, two offices, and a new private conference room. We are committed to creating a better working environment for our growing team, while also providing a more convenient location for private owner meetings. We hope that you will come by and see our expansion and new renovated office space! We enjoy the opportunity to meet one-on-one with each of you and always feel free to attend our Brunch and Bubbly event on Tuesdays whenever you are in town. See you soon!!!



## A Word from Operations...

Hello Everyone,

We are all looking forward to the end of Hurricane season and hoping that we don't have anymore scares as we did with Dorian. It did allow for the entire team to have an opportunity for some excellent training and experience when preparing for a storm. We put our hurricane protocol into action and started the preparation for two full days and then froze the process on Saturday as the storm began to push away from us.

We are also looking at our options regarding incorporating some kind of mandatory trip insurance during this time of year. This way both parties, you as our owners and the company, are protected. For this to work it will be important to truly define how it's actually applicable and how we want to conduct our business for all involved parties: the owners, the guests, and ourselves.

As September wraps up, we are still working on our various forms of maintenance while we have the opportunity. As you will see, October and November will increase with occupancy and we will see plenty of last-minute bookings. Please communicate to me directly if there are any maintenance-related issues at your properties that you would like to address before season arrives. If there are any bigger ticket items, we will reach out to you directly.



## A Word from Marketing...

Hello Fall Owners!

As promised, here is the link to last month's newsletter:

[The CottageCorner - August 2019](#).

Seeing as Fall is upon us, I thought it would be a good time to reflect on the past couple of months and let you know what The CottageCrew has accomplished so far this year:

- Reached over 1,000 followers on Instagram
- Reached over 100 properties in our portfolio
- Reached over 80% on retention visits for all arriving guests
- Updated photos/media for over 30 properties on our portfolio
- 22 properties reached HomeAway's Premier Partner Status
- Updated over 30% of property descriptions to match third-party requirements and become more user-friendly with potential guests

In addition to this, we will now be tracking all of our 5-Star reviews for each month. This will allow us to track our progress as well as anticipate any potential issues for guests and use their feedback to better serve our returning, new and potential guests.

Speaking of HomeAway Premier Partner status, I am very excited to share with you all the 10 new additions to HomeAway's Premier Partner Status:

- Casa Antilles
- Casa Coquina
- Casa Eulimia
- Casa Stolidia
- CocoBayou Cottage
- Sea the View
- Serenity Cottage
- Villa Brisa Marina
- Villa Cascada
- Villa Vista Mare

For more information on HomeAway's Premier Partner Status and criteria, please see my "A Word from Marketing" from May 2019 [here](#). If you would like to know what your current Premier Partner Status is, please do not hesitate to contact me directly. I can't wait to share next assessment's additions with you in December!

In other news, some of The CottageCrew will be attending HomeAway's Rezfest 2019 in Las Vegas! We are very excited to learn more about HomeAway and how we can better market your home to potential guests. As we are always refining and perfecting operations and procedures, this will be a great asset for us to evaluate how our processes can be more efficient when it comes to third-party listings. We can't wait to share what we learned with you all! As always, please



do not hesitate to reach out to me with any questions/concerns.

Until next time, #CottageOn!

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## A Word from Revenue...



Hello Owners!

After last week's scare from Hurricane Dorian, I hope all has been well with you. In addition, I hope you are all currently prospering today. Finally, I believe together, we can make tomorrow great for all of us. That is what I would like to speak about with all of you today. For me, the future can be intimidating considering sometimes even I can't make up my mind on what I would like for dinner tonight, much less consider anything for 2020 and beyond. However, the valuable thing about our future is that we have recorded information from the past, and the year-to-date status of each individual home as they stand. I am currently working on a project to optimize the way nightly, weekly, and monthly rates work for each specific home. I am using past booking information, locational references and comparable homes, consistent annual owner block projections, and more individualized reports to create rates that meet each home's projected revenue goal. By using more than one source of information to create these rates, I am connecting multiple facets of data to break down every single home in order to maximize its revenue. For example, if there are past owner's blocks in place that are repetitive every year from date A to date B, then I am adding that in as lost revenue. However, I am finding other ways to make up that money throughout the year. This way you can all stay in your beautiful homes as you have in the past and have a projected goal that has this information factored into it. This is just one of the facets of data I am diving deep into to try and boost your home's revenue. Internally, I have created a couple of organic reports that signify relevant data such as your average weekly rate and the resulted occupancy from these rates. This can be helpful to see what season your home is either taking a beating due to high occupancy or is needing some bookings due to low occupancy. This will be very clear, and as I analyze past data, I will use this information as a reference to enhance your home's value on a case by case basis for the future.

As we have 106 unique listings now, this process becomes ever so important because if I can help every single home make more money than they did this year, then we all win. Thank you all for taking the time to read this. I am excited for the future and what it has in store for us all!

- "Today is important, but tomorrow is our focus" - Our Company  
Credo

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## Updated Media: Mermaids Lookout



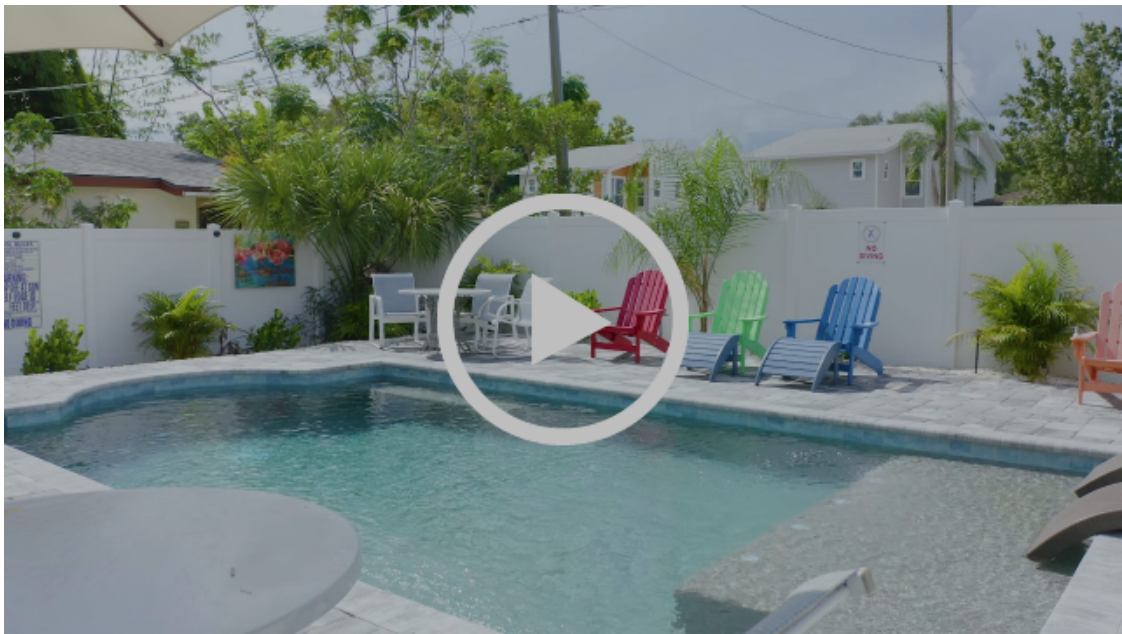
[Learn More about Mermaids Lookout](#)

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## Updated Media: The Tropical Gardens







Drone Video

[Learn More about The Tropical Gardens](#)

## CottageCalendar | Upcoming Events



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

09.20: [Friday Fest](#): 5PM - 9PM - Van Wezel

09.21: [35th Annual Triathlon](#): 7:30AM - Siesta Key Beach

09.21: [A Taste of Downtown Sarasota](#): 1PM - Sarasota Opera House

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

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

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

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

09.24: [Brunch & Bubbly](#): 10am - 12pm - The Cottages on the Key, Inc.

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

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

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

09.28: [\\$7 Saturdays](#): All Day - Mote Marine Laboratory & Aquarium

09.28: [Mystical Bazaar 2019](#): 11am - 6pm - Sarasota Municipal Auditorium

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

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

09.29: [Mystical Bazaar 2019](#): 11am - 6pm - Sarasota Municipal Auditorium

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

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

10.01: [Brunch & Bubbly](#): 10am - 12pm - The Cottages on the Key, Inc.

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

10.04: [First Friday Wine Tasting](#): 5pm-7pm - Morton's Gourmet Market Sarasota

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

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

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

10.06: [Beach University](#): 9:30am-10:30am - Siesta Key Beach

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

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

10.08: [Brunch & Bubbly](#): 10am - 12pm - The Cottages on the Key, Inc.

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

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

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

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

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

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

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

10.15: [Brunch & Bubbly](#): 10am - 12pm - The Cottages on the Key, Inc.

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





Thank you to Roger Van Wie for these wonderful photos!  
(Owner of [The Grand Canal Cottage](#), [Luna Flores](#) & [Ventana Rosa](#))

## Featured Reviews

Topsail Cottage - ★★★★★

Seaside Cottage - ★★★★★



Great property with lots of extras. The elevator was a plus for my 90 year old mother. Property manager was very responsive. Would highly recommend the Cottages.

We loved staying at the Cottages, this was such a clean and convenient place for us to stay. So much room for us and the private pool was amazing. Couldn't have been any closer to the beach as far as walking and I'd stay here again and again!

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**Latitude Adjustment - ★ ★ ★ ★ ★**

We had an amazing holiday at this lovely villa!

**Sophie's Quartier - ★ ★ ★ ★ ★**

Love the house, property and location.

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**Serenity Cottage - ★ ★ ★ ★ ★**

The property was beautiful and much closer to the beach than I thought. Everything was included; all beach/pool supplies that's could have needed, all kitchen cooking needs, plenty of r gulag towels and beach towels. The property is absolutely spotless and the property manager checks on any need you may have throughout your stay. It well exceeded our expectations!

**Sea Grape Cottage - ★ ★ ★ ★ ★**

August 2019, it rained and/or was cloudy every single day of the week we were there. But we were still able to have a good time. The house was the perfect size for our large family. The pool was the perfect temperature. Only complaint is the water was cloudy and the maintenance guy who came to check it out didn't communicate with the pool company. So it wasn't addressed until the day before we left. Other than that and the weather, it was a great week.

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**Siesta Salt Life - ★ ★ ★ ★ ★**

We just returned from Salt life and found it to be a great success. It is

**Casa Mahalo - ★ ★ ★ ★ ★**

This place was perfect for our girls getaway! The location was perfect!

places like this that keep me coming back. The accommodations were awesome. Went with 3 families totaling 12 people. We never felt crowded and always had fun. This house is perfect if your vacation is full of sun or you have a couple of rain days, (which we had), but with the layout of the house you can enjoy the outside either way. Making this house a perfect vacation rental. They have thought of everything and I highly recommend it. I will definitely rent here again.

Walking distance to all the shops, restaurants, and the beach. My only complaints are that we could've get the elevator to work after the first day, the ice machine did not work on the kitchen refrigerator, and there were ants in one of the bedrooms/bathrooms. Other than those things we had a great time and would definitely come back!

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**Casita Blanca - ★ ★ ★ ★ ★**

The cottage was clean, cozy, comfortable. Able to walk to so many places. My family enjoyed it so much especially being so close to pool and beach. Great vacation.

**Casa Ohana - ★ ★ ★ ★ ★**

This house was perfect! It was in the perfect location and the house was beautiful! It fit us all perfectly and comfortably.

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**Until next time, #CottageOn!**

*With Love,  
The CottageCrew*



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