

ASPIRE

Property Management



SUNSHINE BEACH ACCOMMODATION

The perfect place to stay

Owner Information Pack
for Holiday Letting

To whom it my concern,

I have used Aspire Property Management to manage my Sunshine Beach property for many years. The staff have always been professional and courteous to me and have taken care of our house extremely well. Property management is no easy task – balancing the needs of both owners and guests, during peak holiday times and throughout the year, takes patience, knowledge and a highly organized system. Lou and her team have always displayed a high level of professionalism while remaining warm and interested in my needs as a property owner. I am very happy with their level of commitment and service and would not hesitate to recommend them to anyone seeking a property management team in the Sunshine Beach area.

Regards,

Jacky Marr

Contents

Executive Summary	2
• Your management team	4
• Property services offered	6
• Advertising and Marketing	8
• Letting processes	10
• Season and tariff information	11
• Conclusion	12



Sunshine Beach Accommodation

If you would like more information, or a free no-obligation appraisal of your property, please contact Michal Svoboda at Aspire Property Management on 0419 825 956.

Office Hours

Monday - Friday: 9am - 5pm

Saturday: 9am - 12pm

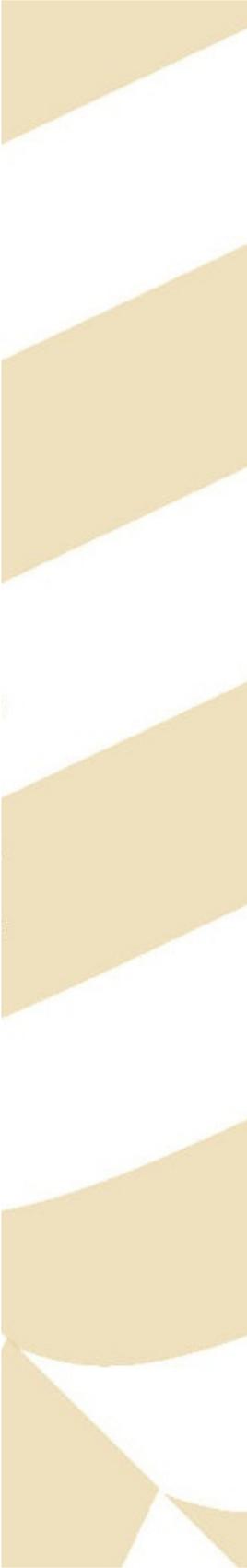
Sunday: 9am - 11am

Shop 5, 46 Duke Street Sunshine Beach

1300 810 944

holidays@aspirepropertymanagement.com.au

www.sunshinebeachaccommodation.com.au



Executive Summary

Are you looking for a superior property management service? Sunshine Beach Accommodation offers bespoke, high quality holiday letting and property management services to owners of Sunshine Beach, Noosa and district holiday homes.

These services are the overall management, letting and marketing of your property, including: managing bookings and guest needs; coordinating cleaning and house-keeping; and, supervision of repairs; replacements and refurbishments.

Unlike many agents that do a little bit of everything, our speciality and expertise is the management of quality holiday accommodation properties.

This document is designed to give you an overview of our services. If you would like more information or to organise a free, no-obligation appraisal of your property, please contact Michal Svoboda on 0419 825 956.

In summary, we strive to offer you:

- **Better returns** - through proactive marketing and low fees, we routinely offer returns in excess of the industry standard. While some agents are returning less than 35% of gross takings to owners, we return up to 60% on average.
- **More service for your money** - while most letting agents usually have 1 agent per 80 properties, we have 1 per 20 properties. This makes for better service in regards to bookings, maintenance and communication.
- **Professional cleaning services** - unlike most agents that use contract cleaners on a fixed rate that therefore get an average result, our cleaners are also employees, not external contractors.

- **Marketing expertise** – we coordinate strategic marketing to our extensive database and through our cutting edge websites www.sunshinebeachaccommodation.com.au, www.stayinnoosa.com.au and through marketing portals.

- **Above all, a personalised service** - to ensure property management, cleaning and advertising are coordinated in close consultation with you to make sure your needs and requests are carefully tended to.

If you are looking for a superior letting service for your holiday home, please contact Michal Svoboda on 1300 810 944.



*Tom Offermann Real Estate provides a premium level of service for no additional cost to our clients. We know that when it comes to the care and management of your valuable property, you expect a service that also exceeds your expectations. That is why we recommend the care-taking and letting services of Aspire Property Management with utmost confidence - Tom Offermann
Principal - Tom Offermann Real Estate*

Your Management Team

Noosa Locals, Dave and Kaz Langdon and their team Michal Svoboda and Allirra Maddox manage Sunshine Beach Accommodation along with a dedicated team. It is a family oriented business that has managed properties in Noosa for around 10 years.

Over this time the team has developed a reputation for a high-level of quality, personal service along with great income returns for owners. All the family and staff live in Noosa and the local area. This gives guests and owners peace of mind if assistance is needed.

The team are true locals when it comes to the Noosa area and can help guests with anything they need to know about Noosa and the district.



We value integrity

The real estate industry around Sunshine Beach and Noosa has reached new levels of low with some agents providing owners with ridiculously over-inflated appraisals just to get their business.

We have examples of homes that have been appraised by other agents at as much as 100% above a reasonable rate based on what the market is currently paying.

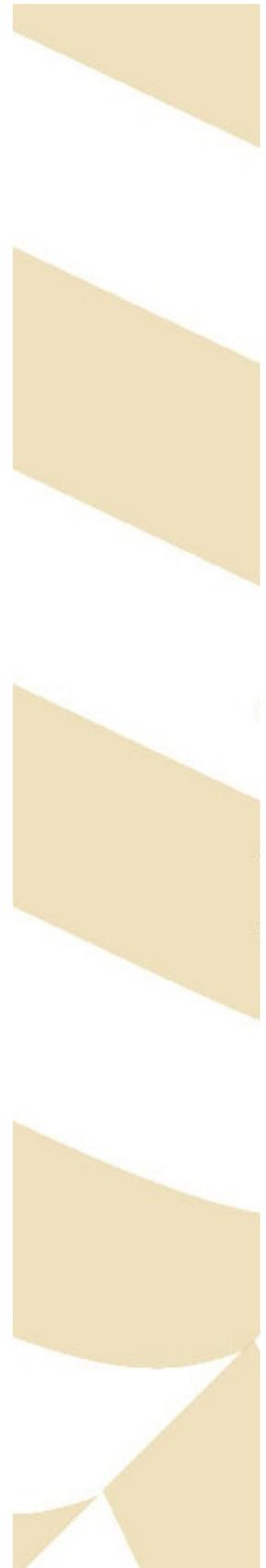
The issue of course, is that, once they sign owners up, there's no way they will be able to get the tariffs they have initially proposed. They then knock rates down and hope that owners don't move their business on.

Aspire Property Management is different. We absolutely refuse to lie to owners and we only provide honest appraisals based on our expert market evaluations. We believe it is more important to maintain our integrity and will just not participate in these dishonest practices.

We are property investors

The reason the Aspire team got into property management initially is because we are property investors ourselves, and we were not satisfied with the level of property management services we were receiving from other agents. We created Aspire to not only manage our own properties, but other properties also in a manner more in line with what we would expect as property managers.

Being property managers ourselves, of course means that we know what owners expect and deserve when it comes to a property management service.



Property Services Offered

The Sunshine Beach Accommodation team offers a wide range of services for owners. These services and their subsequent charges are all covered in the PAMD Form 20a and the addendum.

These services are the overall management, letting and marketing of your property. This includes supervision of repairs, replacements and refurbishments of the property and payment of accounts as agreed or requested. On top of this, we are responsible for employing the cleaners and managing guests' needs throughout their stay.

We also offer 24-hour service so we can be contacted by guests in case of emergency.

Expert Cleaning

Noosa Luxury Holidays employs its own cleaners, they are not sub-contractors and this is what separates our service from the majority of property managers in the Noosa area. We believe that this ensures a higher quality of cleaning through securing good and reliable staff over a long term. We have our own head of housekeeping and they will understand all the idiosyncrasies of your property thus performing a more personalised service.

A mid stay clean and linen change is supplied to every booking that stays 8 nights or more. So a booking of 8 to 14 nights will receive 1 mid stay, a booking of 15 to 21 nights will receive 2 mid stays and so on. This enables management to offer guests a chance to keep the property refreshed over a long stay and to inspect the property regularly during a long stay.



Management Services

We provide services to our owners that are also better for their property. Most letting agents usually have 1 agent per 80 properties as we have 1 per 20 properties which makes our services better in regards to bookings, maintenance and generally communication with our owners.

Quality Linen

We only use the highest quality A-Grade' linen, as it is not in our interest to put inferior linen within the properties.

Repairs and Maintenance

Replacement items are charged on a needs basis. We try to buy items in bulk so as to reduce the cost to owners. Light bulbs are charged at cost for bulb plus time to install. We try to use long life globes and LED bulbs where possible so as to extend the life of these products to reduce energy costs and replacement costs to the owners.

Office Hours

Our office is open Monday to Friday from 9 am – 5 pm and Saturday and Sunday mornings. We are also available on call 24 hours a day in case of emergencies and at all times there is an owner of our business within only a short drive to your property.

Welcome Packs

A welcome pack is provided to guests for every arrival. Guests will find a compendium of information on the house and things to do and see in the area. They will also find a supply of toilet paper, tea, coffee, sugar, bin liners & cleaning products in the property.

Advertising and Marketing

Sunshine Beach Accommodation has considerable expertise in marketing properties and your property will be part of an ongoing marketing plan to ensure your property is found and to encourage repeat business.

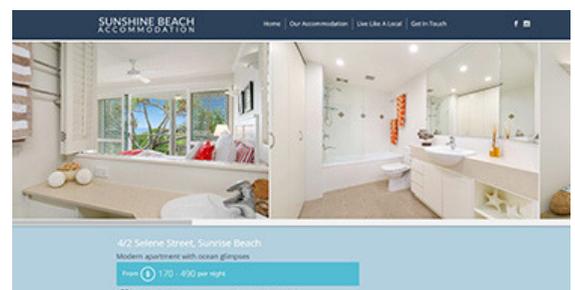
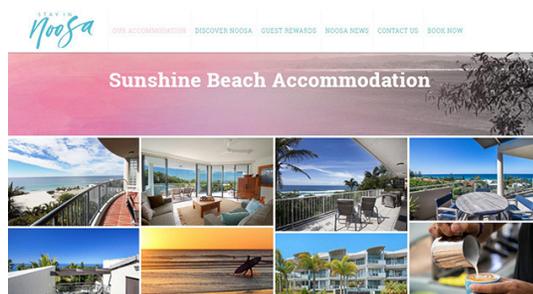
The money for advertising gets raised via the charges as shown in the schedule of charges attached to the PAMD Form 20a and they are 2.5% of gross rentals. All of this money sits in the trust account until it is used exclusively for marketing purposes.

Our marketing is highly effective and involves an integrated set of strategies including: direct marketing to our extensive database of previous visitors to Noosa and previous guests; internet and social media marketing through our leading edge websites; and, management of property listings on a variety of accommodation portals, to ensure as many people as possible can find and book your property.

It is important to note however that wherever possible we encourage guests to book directly with us, as this saves owners the expense of paying additional third-party commissions.

Photography of apartments for the website, other promotional material and our website optimization services are included in the advertising budget.

Membership of Noosa Tourism, AAA Tourism, and other website listing services are also paid via the advertising monies. Advertising with Sensis (telephone) directory voice services are included.

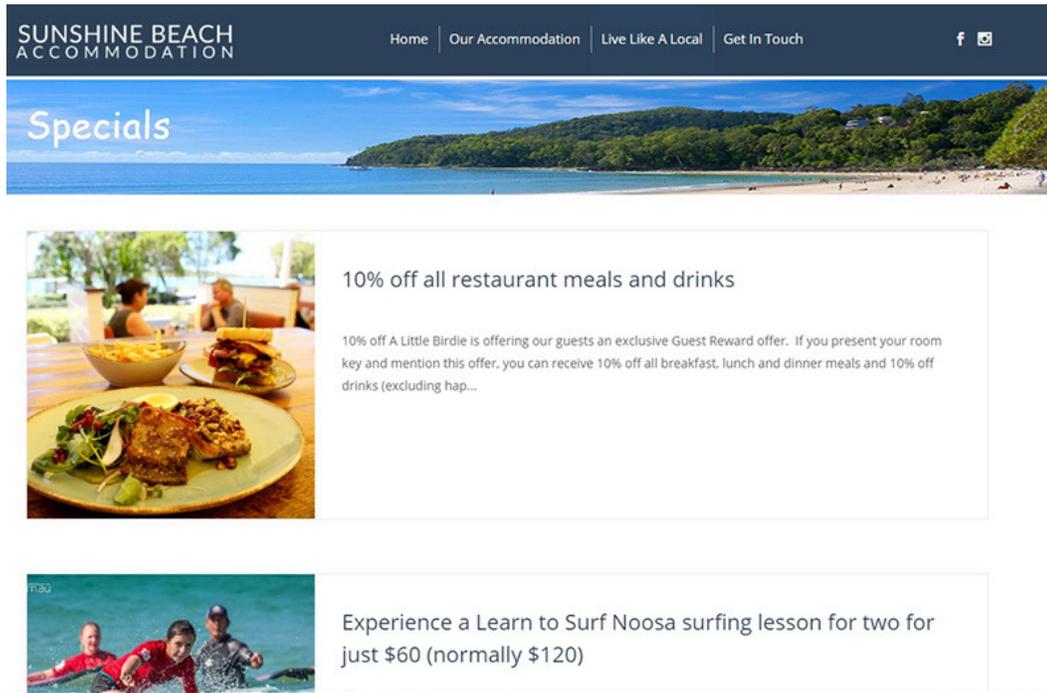


Guest Rewards

Our Guest Rewards program involves partnerships with local businesses to offer our guests VIP treatment and special offers on a range of attractions, activities and experiences in the region.

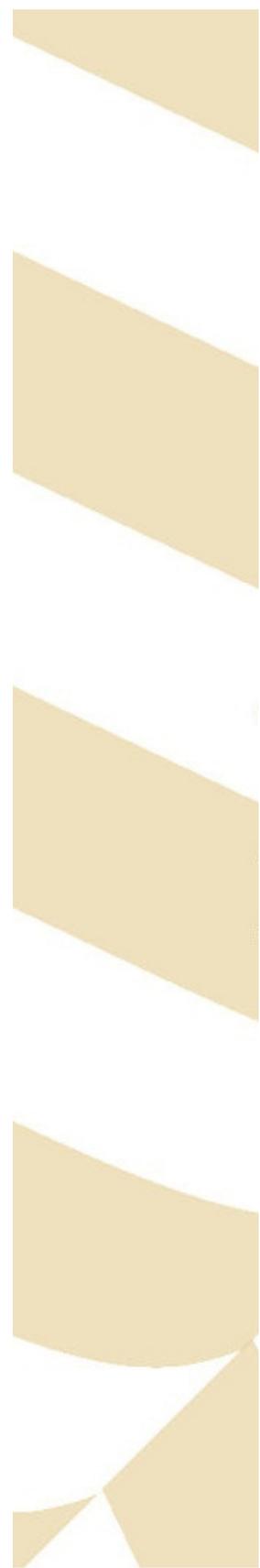
The rewards will be available to guests (and owners) of Sunshine Beach Accommodation homes. The number of reward offers and participants continually increases as we get more partners on-board.

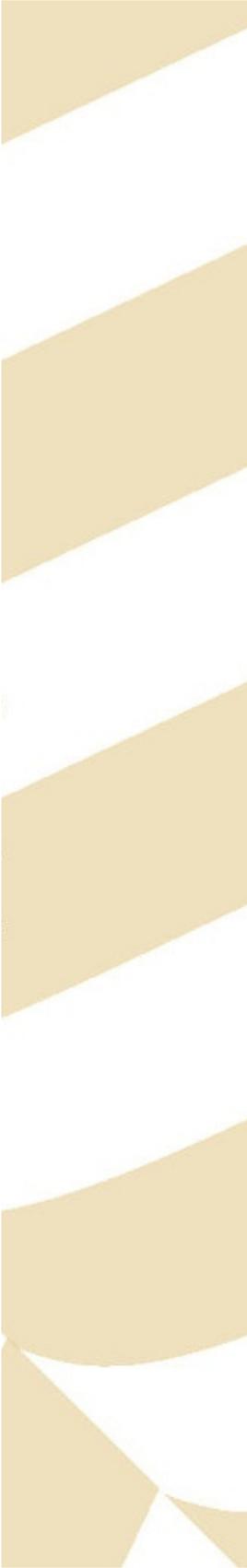
This campaign is unique in that no other holiday letting agents have developed such a project to offer guests rewards and incentives to book with us.



The screenshot shows the website header for Sunshine Beach Accommodation with navigation links: Home, Our Accommodation, Live Like A Local, and Get In Touch. Social media icons for Facebook and Instagram are also present. Below the header is a banner image of a beach with the word 'Specials' overlaid. Two promotional cards are displayed below the banner:

- 10% off all restaurant meals and drinks**
10% off A Little Birdie is offering our guests an exclusive Guest Reward offer. If you present your room key and mention this offer, you can receive 10% off all breakfast, lunch and dinner meals and 10% off drinks (excluding hap...)
- Experience a Learn to Surf Noosa surfing lesson for two for just \$60 (normally \$120)**





Letting Process

Management has undertaken training in order to become licensed under the Property Management and Motor Dealers Act 2000. This enables them to legally offer services to owners in terms of managing their property and to facilitate a trust account.

This account holds all owners and forward booking monies and is spot audited twice per year to ensure it is being managed correctly. Property management software tallies your income and expenses and distributions are made monthly to owners, creditors and ourselves.

The contract that exists between the managers and the owners of a property is called a PAMD Form 20a and is provided under license to all owners. This contract provides the basis of our legal obligations and services being offered to owners.

The PAMD Form includes an addendum describing the finer details of the contract. Included in the addendum is a Schedule of Fees and Charges for the services provided under the PAMD Form 20a contract.

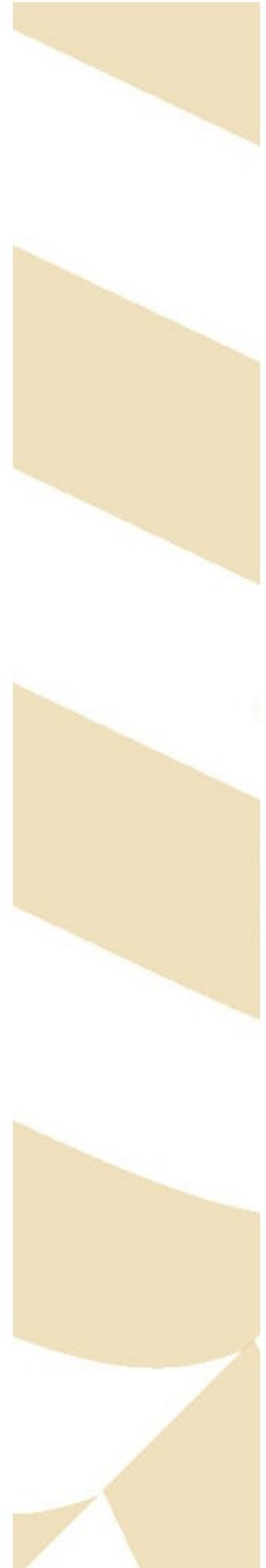
Seasons and Tariffs Information

Sunshine Beach Accommodation operates using four seasons, Low, Mid, High and Christmas. These are linked to customer demand.

High Season runs between Christmas Eve and the end of the first week of January. And over the September/ October school holidays, excluding the one-week from the 27th to the 3rd, which is the higher tariff for the Christmas New Year week.

Mid-Season covers the QLD, NSW and VIC school holiday periods. Some periods during the year also attract mid-season rates depending on demand, e.g. Noosa Triathlon Weekend in October. Low Season covers the balance of the year with the exception of Easter where a separate tariff lying between the High and Mid rates is charged.

The tariffs actually charged may vary from the advertised figure to account for consumer demand and market variances.





Conclusion

We believe that given the above combination of services, we are in a position to offer you a very high quality and value for money property management service.

If you would like more information on any aspect of our services, including an indicative schedule of fees, or a free, no-obligation appraisal of your property, please contact Michal Svoboda on 0419 825 956.

