



## **WC LODGING, INC. VACATION RENTAL MANAGEMENT SERVICES**

WC Lodging offers full-service vacation rental services from marketing, reservations, payment collections; guest relations; cleaning; transient occupancy tax collection and payment and full monthly accounting statements. We are a local company with strong roots in the community with many generations of family and friends in the Sonoma and Lake County area. Debra Sacco the Owner/Broker has been licensed by the state since 2004, with experience in sales and property management. As a vacation homeowner as well, Debra knows what vacation rental owners expect from a management company and has been specializing in high end real estate and vacation rentals since 2010.

Having seen many local trends and waves, we look forward to sharing our expertise to make your vacation rental successful and profitable.

**Marketing:** WC Lodging markets your home on the most popular listing sites, Booking.com, Marriott Homes and Villas, Google Vacation Rentals, HomeToGo, TripAdvisor and Got2Go. We are a SuperHost on AirBnB and a Premier Host on the Homeaway/VRBO network. We also have an extraordinary #BookDirect Clientele who book via our WC Lodging Website.

We have found that these sites have the best results in converting inquiries into bookings and are the most viewed sites by potential guests. Our current inquiry to booking conversion rate is 92% compared to the industry average of 60-65%.

We are a Homeaway/VRBO Premiere Partner as we have consistently proven to provide great traveler experiences. As a Premier Partner we receive enhanced marketing and traveler exposure including Premier Partner badging which helps our listings stand out to travelers and eligibility to be featured in the Moment Makers series which is promoted on Homeaway's YouTube channel, the Discovery Hub, and their social media platforms as well as the A&E TV show Vacation Rental Potential.

We help coordinate professional Aerial Videography and Photography of your home to ensure it stands out from the crowd.

**Reservations:** WC Lodging responds to all inquiries from potential guests to answer any questions and convert the inquiries to bookings, as well as determine if the home is a good fit for the guests. We strive to respond to all inquiries within an hour and most are responded to within minutes with our mobile setup (Guests are 40% more likely to book a property if responded to within 4 hours). We have a 100% response rate within an hour on all sites. We require guests booking with us to have an accidental rental damage insurance policy, which we provide for Homeaway/VRBO and WC Lodging bookings, and Security deposit for AirBnb guests

Property Manager



**Hosted by WC Lodging**  
 Healdsburg, California, United States · joined in May 2017

WC Lodging  
 Member since: 2017

Speaks: English

Response time: **Within an hour**  
 Response rate: **100%**

23 Reviews

Contact host

Response rate: **100%**  
 Response time: **within an hour**

**Guest Insurance:** WC Lodging provides and requires Accidental Rental Damage Insurance for all guest reservations made on Homeaway/VRBO and direct on the WC Lodging website.

**Payments:** WC Lodging collects all reservation deposits and payments for the reservations and disperses monthly income payments to homeowners.

**Guest Relations:** WC Lodging staff are available 24/7 for guest questions or concerns during their stay, as well as after-stay communications to improve future guest experience and garner positive reviews on marketing sites. Our staff handles all after-hour emergencies that may occur during the guests' stay.

**Cleaning:** WC Lodging provides full housekeeping and laundry services after guest stays. After initial supply WC Lodging replenishes guest amenities (toilet paper, paper towels, soap, shampoo, conditioner, cleaning supplies) at no cost to owner.

**Tax Collection:** WC Lodging obtains a Sonoma or Lake County Transient Occupancy tax certificate for the home, collects the tax from guests, reports and pays the tax to the county on a quarterly basis.

**Accounting:** WC Lodging provides monthly owner statements with full accounting of income and expenses and provides yearly Federal and State tax documents.

**Owner Access:** WC Lodging has a fully integrated reservation calendar that owners have access to 24/7. Owners can see all reservation dates and information on an easy-to-read calendar, as well as block any dates they would like to use or have friends or family stay at the property. We can customize the guest experiences to owners' requests for their home.

**Insurance:** WC Lodging is fully licensed and insured, as are all of our contractors.

**Maintenance:** WC Lodging repairs and replaces minor maintenance issues that may occur. For more extensive repairs we have licensed contractors we have had long-term relationships with.

## Monthly Fees

WC Lodging Management Fee is property specific and is based on the Gross nightly Income generated per reservation. This includes:

- Responding to reservation inquiries and Securing Bookings for the property.
- Processing reservations, cancellations and personally handling deposit, damage, and refund disputes.
- Guest relationship management, communications, and Guest Services.
- Scheduling Property Maintenance Inspections, housekeeping, and laundry services.
- Check-in and Check-out Services. (Inspections, Inventories, damage assessments, maintenance reports)
- Preparation and Personal enforcement of rental agreements.
- Property Management Inspections of home (typically occurs between all guests)
- Maintenance of all marketing channels
- Owner statements, disbursements and (*if applicable*) tax payments and reported monthly.
- Replenishment of all guest amenities

Advertising Site Processing Fees AirBnb, Homeaway/VRBO Network and other additional sites requested by Owner. (Typically, 3-5% of nightly rate)

You will find many other management companies charge a lower percentage, but have add on fees for monthly marketing site maintenance, accounting, cleaning, inspections, replenishment of amenities, in-person visits and guest issues outside of normal office hours. All of which are included in our Fee.

## Additional Monthly Fees (If services requested)

\$30/hour owner requested scheduling of repairs, escorting contractors, repair persons, technicians, shopping for replenishment of supplies or replacement of household items or furnishings.

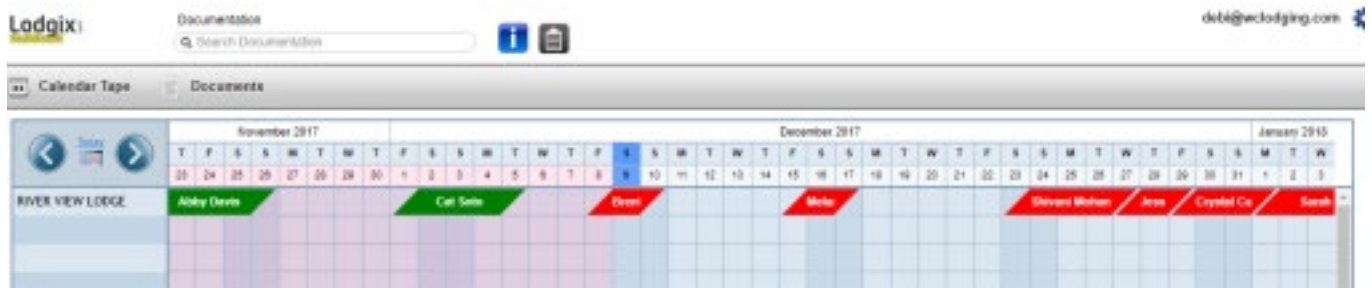
\$65/hour handyman maintenance time

The owner is responsible for all the running costs of the subject property, including all insurance, utilities, telecom services, pest control, pool/spa service, trash collection, lawn care, and any other expense normally associated with owning a home.

## Online Access for Owners

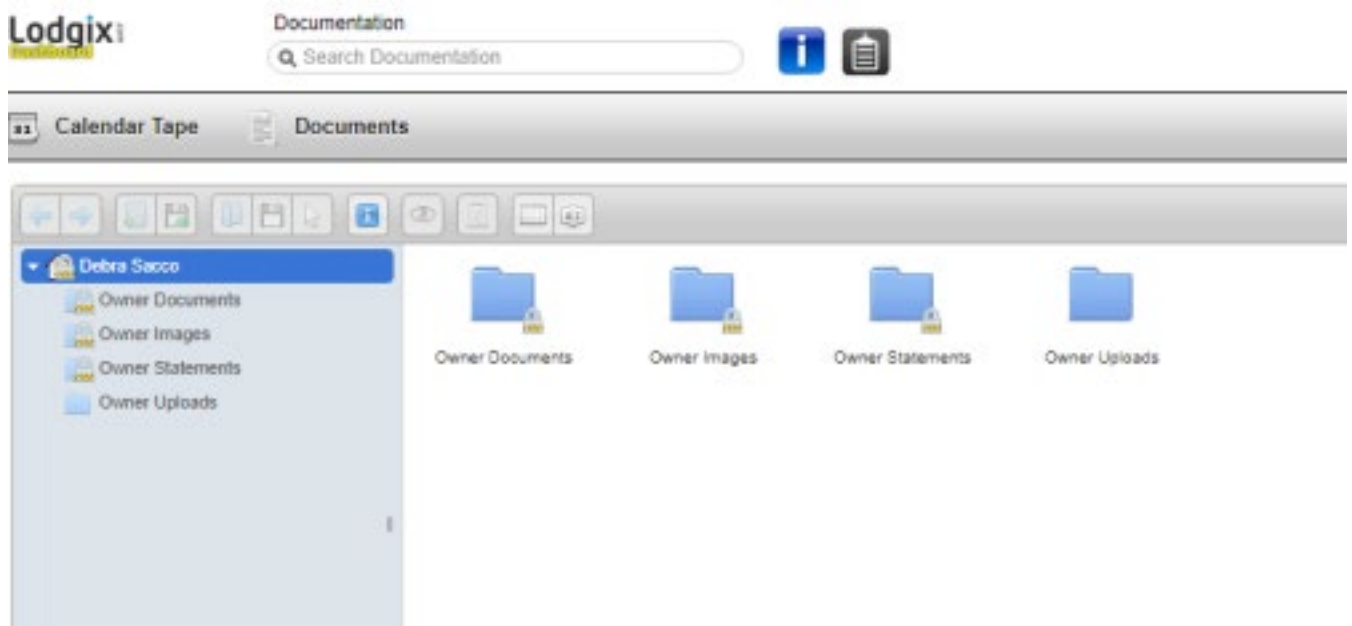
### Sample Owner Calendar View

Owners have full access to the homes calendar. Dates can be blocked, and housekeeping scheduled at any time. We will be automatically notified of any changes.



### Sample Owner Home Screen

Owners have online access to Monthly Reports, Documents, Work orders at any time and can upload any additional documents to their account.



# WC Lodging Contract

WC Lodging uses an open-ended contract. We do not require a minimum of 1 year as most others do. The Owner can cancel the contract at any time with 30 days' written notice. We are sure you will be happy with our services and are not bound for a year if not.

## Nightly Rental Rates

WC Lodging uses a tiered rate schedule based on seasonality, local area events and holidays specific to each home. We have developed this system over the last 7 years to maximize income while reducing wear and tear on your home.

Call or email us to schedule a free vacation rental analysis of your home.

Best,




### **Debi Sacco**


Broker/Owner


Sacco Real Estate, #01464629 | WC Lodging, Inc.



---

 [707-304-6467](tel:707-304-6467) | [707-227-4713](tel:707-227-4713)

 [Debi@wclodging.com](mailto:Debi@wclodging.com)

 [WCLodging.com](http://WCLodging.com)





# Forecasting Tool for Owners

1234 Smith Ln., Clearlake Park, CA

## YEARLY OPERATING INCOME

Estimated Percentage of Nights Rented	60%
Nightly Rate	\$
Total Monthly Rental Income	\$
<i>Total Yearly Rental Income</i>	\$

## YEARLY OPERATING EXPENSES

Estimated Cost of Yearly Repairs	\$5000
HOA Fees if applicable	0
WC Lodging Commission	\$
<i>Yearly Operations Expenses</i>	\$

## LOAN INFORMATION

Down Payment	0
Loan Amount	0
Length of Mortgage (YEARS)	0
Annual Interest Rate	0.00%
Initial Investment	0
Monthly Mortgage Payment	\$0.00
<i>Total Annual Debt Service</i>	\$0.00

## CASH FLOW PROJECTIONS

<i>Total Monthly Cash Flow</i>	\$
<i>Total Annual Cash Flow</i>	\$