

START-UP INFORMATION



Q: What is involved in the 'Start-Up' process?

A: Global manages the process to bring your home 'online' quickly to maximize your potential for rental revenue. Our Accounting Department walks you through the paperwork process in a quick and efficient manner.

Our team will complete the following to get your home in a rent ready condition:

- Install/mount fire extinguisher (one per floor) – must be visible
- Install floor plan w/exits highlighted along with locations of fire extinguishers and available occupancy
- Install pool locks & post pool signs (if home has a swimming pool)
- Post Hotel/Motel Occupancy License– framed & mounted
- Put in Welcome Book with required laws
- Ensure cable, phone, electricity, water & high-speed internet is set-up
- Contact pest control company and set up
- Complete Occupational License – Fill out application, sign and send
- Complete Tourist Development taxes – Fill out application, sign and send
- Complete DBPR– fill out form and fax
- Complete application to collect and/or report sales tax in Florida
- Complete W-7 & W-8 Forms

Home Signage:

- PASS (Pull, Aim, Squeeze, Swap) sign by all fire extinguishers
- 9-1-1 sign by all phones
- Telephone card by main phone
- Notification of exception to sanitization requirements
- No Smoking signs in living room

Required Documentation

- Fire extinguisher log
- Smoke detector log
- Emergency lighting log

Information Technology

- Set up Ownerlink for homeowner portal
- Take pictures of home (anywhere from 6-14 digital images)
- Take 360 pictures of home
- Add home to websites

Q: How are my local utility bills handled?

A: Typically, Global pays the operating bills on behalf of the homeowner. Global arranges for all utilities (water, gas, electric, cable, etc.) along with proper deposits to bring your home online quickly.



Q: What are the legal requirements for operating a short-term rental property?

A: Global will register your home with the State of Florida and obtain all necessary licenses and permits. Because the State of Florida views short-term rentals similar to a hotel, they require similar documentation. Don't worry, Global has been in business since 1993 and have set-up hundreds of vacation homes with the state of Florida.

Q: Are Safety devices required for my home? If so, what are they?

A: Your rental home is required to have certain safety equipment such as emergency lights, fire extinguishers, smoke detectors, signage, etc. Global will ensure your home meets all requirement set forth by the State of Florida.

Q: Are there certain amenities in a home that draw more attention to a guest than others?

A: While having access to a pool certainly ranks the highest, there are several other ideas that seem to peak interest such as game-rooms, high-speed internet, plasma/flat screen TV's and free international calling. Global recommends accent painting interior walls and having adequate/comfortable pool furniture. We find that bunk beds are NOT in demand.

Q: Do you utilize a certain type of lock?

A: Yes, we will install a digital Kaba (web based) lock on the main entrance door. This lock has a digital numeric pad which allows you to go directly to your home. We are able to audit the lock if needed and it is very durable and reliable.

MARKETING

Q: How does Global place bookings into my home?

A: Global advertises through various media with the largest being Google and Yahoo pay-per-click campaigns. Global receives retail bookings through our website (www.globalresorthomes.com). The guest can either book online or call our office to reserve a specific unit. Typically, our guests will choose a particular home based on their needs. From time to time, we will advertise specials, which could include discounts on nightly rates in an effort to increase the number of bookings.

We encourage homeowners to consider taking tour operator bookings. While these are offered at wholesale rates, they are capable of producing volumes of bookings throughout the year, especially during the difficult shoulder seasons. Tour operator bookings are placed in homes based upon availability. Global strives to get as many bookings as possible for all our homeowners.



Q: What is the difference between retail and wholesale rates?

A: Our retail rates are often referred to as our “rack” rates. These are the rates that we sell to the general public. We base these rates on market conditions and try to get as high a rate as possible. For retail bookings, a 20%–30% commission is applied.

Wholesale rates are “net rates” given to a Tour Operator, who are able to offer us volume bookings. The tour operator rates include all applicable taxes. The tour operator marks up this rate and sells to their customers. Net rates are also based on market conditions. For tour operator bookings, a 15% commission is applied.

Q: How does Global set rates for my home?

A: Global sets its retail and tour operator rates based upon market conditions. We recommend allowing us to have the ability to offer discounts on retail rates based upon current demand. We also recommend tour operator bookings to maximize rental revenues. Homeowners are able to set minimum rates they’ll accept. However, setting minimum rates may affect the volume of bookings received. In addition, minimum rates cannot be higher than our published retail rates.

Q: Do you have any suggestions as to how I can market my home?

A: We are excited to introduce a brand new Global Homeowner website that our I.T. department developed. The website features a virtual tour of your home, specific information about your home, area attractions and more. You can highlight and advertise special weeks that you have available and update them yourself. This site will be specifically designed for you! You may choose to have the “Book Now” button for on-line bookings or you can choose not to offer this feature and have them call or email you directly to book. You can write “owner blog” information and include guest comments about your home. You’ll also choose a domain name for your website, which we will register for you. There is no initial cost for the website. However, there is a \$10 per night charge for all future homeowner bookings. You can visit a sample site at <http://www.myglobalvacationhome.com>.

Q: Can I send leads to Global to get my home booked?

A: Yes, Global is now able to create unique toll-free numbers so you can advertise your home in your local market or on “For Rent by Owner” websites. With this new system, when our phone rings, our software tracks the call back to the exact campaign you are running. For example, if you want to try advertising in a local newspaper, we can create a unique toll-free number. Not only can we track the call to give you the booking, we can track which campaign was used. This way, you know if your campaign is working. If you are doing multiple advertising campaigns, we can provide you multiple toll-free numbers free of charge. When the guest calls the number, it will ring directly to our agents who can sell the caller on your particular home. The agent will know the specifics of your campaign from the notes. Accordingly, if you want to run a specific special or promotion on your individual home, all will be in the notes for the agent to view.



We discount our commission by 10% since you are generating the lead. Should your home be booked for the time the caller is seeking but we obtain a booking in another home, we will pay you a 10% commission for generating the lead.

Q: How do I place a booking/reservation for my home?

A: Our RESx system will allow you to not only place bookings for your home but also to access your account online and view availability calendars and monthly statements. To get started, we will supply you with your P.I.N. After that, you would simply login and enter your login (which is your email address we have on file), and your P.I.N. Once you are logged in, the first page will give you the choice to: (1) access your availability calendar and book online, or (2) review past statements and revenue/expense reports, or (3) view a list of all current reservations in our system.

Q: What is the difference between an “Owner Booking”, an “Owner Booking Chargeable” and an “Owner In” when it comes to charges and fees?

A: Owner Booking (OB)- this is when the homeowner places the booking in the RESx system and collects all money related to the reservation. The owner is responsible for remittance of all taxes. Once the booking has been received by Global, we will send a confirmation to you. You would be the communicator with the guest as to the instructions for check-in, check-out, etc. Global charges the homeowner \$10 per night to process this type of booking plus the clean fee. The homeowner has the choice whether to pass these expenses on to the guest.

Owner Booking Chargeable (OC) - the homeowner places the booking in the RESx system with all information pertaining to the guest, including email address, phone number, address, nightly rate, credit card information, etc. Global will collect all money and remit all taxes related to this reservation. The deposit is taken immediately and the balance will be charged approximately 30 prior to arrival. Once the booking is complete, Global will send the homeowner and guest a confirmation with information relating to their stay. The first confirmation is sent to inform the guest that the reservation has been placed and the \$275 deposit has been collected. The final confirmation will inform them that the balance has been collected along with the directions for arrival to the property. Global charges the homeowner \$10 per night to process this type of booking plus the clean fee. The homeowner has the choice whether to pass these expenses on to the guest.

Owner In (OI) - this reservation is placed in the RESx system when you, the homeowner, plan to occupy the home. Confirmation will be sent by Global when it has been received. Only the clean fee will be charged to the homeowner.

GUEST/OWNER INFORMATION

Q: What if my guest arrives after office hours?

A: If a guest knows they will be arriving after office hours (i.e., Monday - Saturday 9am-7pm, Sundays 9am-5pm) they will need to read their confirmation. The confirmation has a code to get into the lock box outside the Formosa office. The lock box will store check-in packets for

after-hour pick-ups. For Vista Cay, they will have the entry access code to the vacation home and will not be affected by the time of their arrival.



Q: How are guests responsible for damages to my home?

A: The guest must register with Global during the check-in procedure. Our registration form explains our policies. The guest must sign this document along with giving us credit card information allowing us to collect for any damages &/or thefts.

Q: What kind of information will my guests be aware of during their stay?

A: Each home is supplied with a Welcome Book. The book includes check-in/check-out procedures, emergency phone numbers, house rules, rental items that are available to them, check-out lists, other important things to know about the home, local restaurants, golf courses, attractions, shopping, discount tickets to parks and important airport information.

Q: When do I receive my statement and when is the money dispersed from Global?

A: You will receive your statement via email by the 15th of each month reflecting the activity of the previous month. Global sends out homeowner checks by the 20th of each month.

Q: Do I receive any discount tickets for being a Global Homeowner?

A: You sure do! Kissimmee Guest Services (KGS), our ticketing partner, would like to offer each Global Homeowner a discount on their park and attraction tickets.

Q: Who do I contact at Global?

A: We have an entire team here at Global that are happy to help at any time. For your reference, below is a small list of names you might like to become familiar with:

Owners	Guy and Robyn Bouchard
General Manager	Russ Kraft
Accounting Manager	Lisa Burton
Director of I.T.	Bill Downs
Director of Guest Relations	Adam Costner
Director of Field Operations	Jeff Filegar



Q: To whom would I address for specific concerns with my home?

A: While all of our team is committed to helping, we encourage you to email the following departments. By emailing departments, rather than specific team members, Global is able to track the status of emails utilizing our ticketing system.

Owner Bookings	owner.services@globalfl.com
Accounting	acct.tickets@globalfl.com
I.T. Support	it.tickets@globalfl.com
Maintenance	field.tickets@globalfl.com
Owner Questions	owner.tickets@globalfl.com
Guest Questions	guest.services@globalfl.com

Q: Is there a Global phone number that I can call with questions?

A: If you need to speak with a specific department, we welcome your call at 407-387-3030 or 1-800-280-9516

Q: What does the Administrative Fee cover?

A: This fee will cover, but is not limited to processing owner invoices, providing a monthly owners statement along with an annual 1099, remitting applicable sales/occupational taxes, on-call maintenance personnel, checking air conditioning filters and replacing on a monthly basis, checking light bulbs and replacing when necessary (includes normal house bulbs & excludes flood/ceiling lights) and monthly checking of emergency lights, smoke detectors and fire extinguishers including documentation per the Department of Business & Professional Regulations.

Q. Do you perform Pool Service and other Maintenance Services?

A. Yes, our pool service is done by our in-house team. The swimming pool will be serviced weekly. All chemical balances will be checked and corrected. Filters will be checked, skimmer baskets will be cleaned and the pool will be vacuumed and brushed. We also will make sure you have proper interior pest control. Our maintenance team is available and on-call 24/7. Any necessary repairs required will be performed by Global. In addition, our housekeeping team will ensure your home stays clean and in tip-top condition.

Q. Do I need High Speed Internet:

A. Yes, all homes must be equipped with high speed internet. The cost is based upon the vendor chosen by the homeowner.