

Global GREETING



Hello,

My name is Francesca, though most know me as Frankie.

I have had the pleasure of working with Global since 2012 and what I enjoy most is meeting homeowners from all over the world. I have a degree in Hospitality and an MBA in International Business, making my background the perfect fit for what I do. It is my responsibility to help homeowners realize all the unique benefits that Global has to offer and help them achieve their goals with their investment.

Global is not only an amazing place to work, but also was named Property Manager of the Year by the Florida Vacation Rental Managers Association (FVRMA). I am confident that you will come to realize what I already know: that Global is your best choice for managing your vacation home.

I would love the opportunity to personally share with you the services Global provides and, hopefully, earn your business.

Thanks,

Francesca "Frankie" Magliocchetti

Manager of Client Relations

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"Working With a Spirit of Excellence in All We Do!"



Global FACTS

- We've got you covered with over **23 YEARS OF EXPERIENCE**
- **24/7 ON-CALL MAINTENANCE** to ensure your home is well cared for
- **TEAM MEMBERS LOCATED IN EACH RESORT** for quick response
- Managing only those homes located in the **TOP GATED RESORT COMMUNITIES**
- **BOOKING SOURCES** from around the world
- Our custom responsive website is tops in our industry: GlobalResortHomes.com
- We have an on-site team of web developers, social media, graphic designers, photographers & videographers for all marketing needs.
- We have **OVER 85,000 FACEBOOK FANS** and counting

Global SERVICES

- **CUSTOMIZABLE PROGRAMS** to meet individual owner needs
- **FULL BILL PAY AND MONTHLY STATEMENTS**
- **DIRECT CHECK DEPOSITS FROM INCOME**
- **WEB ACCESS TO VIEW REAL-TIME ACTIVITY**
- **COMPLETE SETUP** of utilities, licensing, furniture purchase & delivery
- **WELCOME CENTER** for guest check-ins
- **360° Virtual Tours**
- **Realtor Services**

Experience The Global Difference!

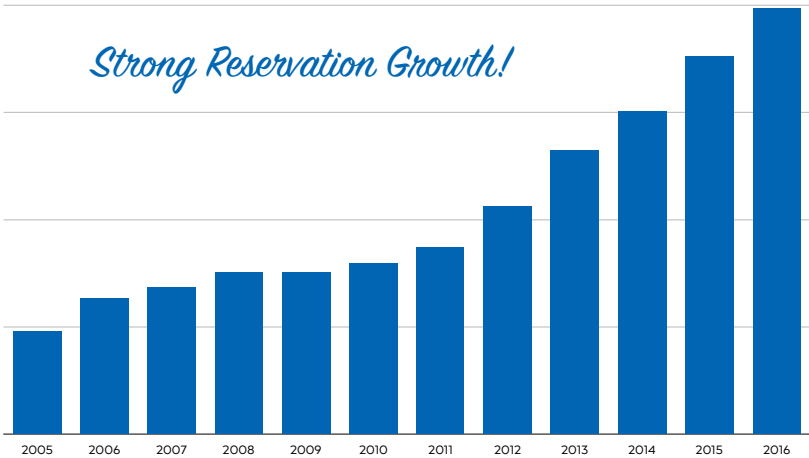


Global **MARKETING**

The Booking Advantage

<p>24HR RESERVATIONS</p>	<p>CALL RECORDING ENSURES QUALITY CUSTOMER SERVICE</p>	<p>DIRECT MARKETING NATIONAL & INTERNATIONAL</p>	<p>CUTTING EDGE RESPONSIVE WEBSITES</p>	<p>IN-HOUSE MARKETING & DESIGN STAFF</p>	<p>AGGRESSIVE PAY-PER-CLICK MARKETING</p>

<p>INDUSTRY LEADING CRM SOFTWARE</p>	<p>FANTASTIC RETURNING GUEST STATISTICS</p>	<p>CONSISTENT DOUBLE DIGIT SALES GROWTH</p>			
<p>LONG STANDING MEMBERS OF INDUSTRY ORGANIZATIONS</p>			<p>SELECTIVE TRAVEL PARTNERS FROM AROUND THE WORLD</p>		



Questions & ANSWERS

Q WHAT IS THE DIFFERENCE BETWEEN RETAIL & WHOLESALE RATES & WHAT COMMISSION DOES GLOBAL TAKE ON BOOKINGS?

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 Travel Partner, who are able to offer us volume bookings. The Travel Partner rates include all applicable taxes. The Travel Partner marks up this rate and sells to their customers. Net rates are also based on market conditions. For most Travel Partner bookings, a 15% commission is applied.

Q HOW DOES GLOBAL PLACE BOOKINGS INTO MY HOME?

A Global advertises through various media, with the largest being Google and Bing pay-per-click campaigns. Global receives retail bookings through our website 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 Travel Partner 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. Travel Partner 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 MONTHLY MANAGEMENT FEE & WHAT DOES IT COVER?

A The monthly management fee is \$150. This fee will cover, but is not limited to, processing owner invoices, providing a monthly owner’s statement along with an annual 1099, remitting applicable sales/occupational taxes, on-call maintenance personnel, Z-wave technology (if applicable), checking air-conditioning filters and replacing when necessary, checking light bulbs and replacing when necessary (includes normal house bulbs and 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 WHAT KIND OF INSURANCE IS NEEDED FOR THE HOME?

A Owner(s) shall secure proper and adequate home insurance covering the rental dwelling, naming Management and its agents as additional insured, with liability of at least \$300,000.

Q WHAT DOES IT COST TO GET STARTED WITH GLOBAL?

A Upon signing with Global, the owner will provide and maintain a balance of \$2,000 referred to as the “reserve”. This deposit will be used on the Owner(s) behalf to pay regular bills for the rental property, such as utilities, licenses, pool service, phone, etc. in advance of rental income. Lock fees vary from \$300 - \$425 to be purchased and installed in home.

A fee in the amount of \$500 will be charged for the initial setup. The set-up consists of the following:

SET UP FEE

- Install/Mount Fire Extinguisher
 - One per floor
 - Must be visible
 - Does not include fire extinguisher; estimated cost \$85
- Install pool locks (homes with swimming pool only)
- Ensure cable is hooked-up through cable company
- Complete phone, electricity & water invoicing agreement
- Complete application to collect &/or report sales tax in Florida
- Set up pest control services with vendor

WEBSITE MARKETING

- Set up home in Property Management System (RNS)
- Set up Owner link via RES/x
- Take pictures of home (anywhere from 6-14 digital images)
- Take 360° pictures of home
- Add home to websites

HOME SIGNAGE & REQUIRED DOCUMENTATION

- Put up Hotel/Motel Occupancy License (Global umbrella – expires annually in April)
- Put up Local Business Tax Receipt License (Owner specific – expires annually in September)
- Install floor plan w/exits highlighted along with locations of fire extinguishers & available occupancy
- PASS (Pull, Aim, Squeeze, Swap) sign by all fire extinguishers
- Fire extinguisher log
- Smoke detector log
- No Smoking sign in living room
- 9-1-1 sign by phone
- Telephone card by main phone
- Emergency lighting log
- Put up pool signs (homes with pools)
- Welcome book with required laws
- Notification of exception to sanitation requirements

POSSIBLE ADDITIONAL CHARGES

- Fire Extinguisher (as required by law)

Q AS AN OWNER, AM I ABLE TO MAKE MY OWN BOOKINGS?

A Yes! Global welcomes the owner to get involved in the booking process. However, it is not necessary as Global will do a great job at keeping your home occupied. If an owner places his own booking in the property, Global will charge the owner \$10 per night to facilitate the rental. This fee will cover the confirmation paperwork, administration of the booking, the care of the guests while they are in the property, scheduling the clean, and collecting all payments and remitting taxes.