

# RENTAL GUIDE FOR HOMEOWNERS

A FREE MIKE Z RENTALS RESOURCE

[www.RentWithMikeZ.com](http://www.RentWithMikeZ.com)

239.325.6490

Standards &  
Resources for  
Renting your  
Southwest Florida  
Property as a  
Vacation Home

Stress-free listing, renting and  
management from Mike Z Rentals



# The Mike Z Difference

## NO Commission Model

We treat our business model much differently than our competitors. Our competitors are "hired" and charge a commission. We are different, we partner with you and we do not charge a commission, we share the income.

**Custom Strategies:** Not every owner, community or property is the same, so we don't have a "one size fits all" approach. We carefully interview you to understand your needs, wants, priorities and goals. We then build a custom Revenue Management strategy for you to achieve your definition of success.

## Education & Experience

Each year members of Mike Z Rentals attend events worldwide held by industry leaders. During these priceless opportunities, we learn from and network with the best in the business. Each year we incorporate new ideas, systems and tools to improve our services



## OUR PARTNERSHIP PHILOSOPHY

**Together, our job is to meet or exceed your goals and expectations derived from your priorities.**

### WE RELY ON YOU TO PROVIDE A 5-STAR PROPERTY WHICH IS...

- Clean
- Has everything in working order
- Well stocked (kitchen, linens, beach gear, etc.)
- Furnished and decorated well
- Always up-to-date on the availability calendar
- Provides clear house rules and property-specific instructions
- Updated when needed
- Make your home a place guest don't want to leave

### YOU RELY ON US TO PROVIDE 5-STAR RESERVATIONS INCLUDING:

- Great guests who take care of your property
- Top of the market rental income
- Target occupancy rates
- 5-Star reviews
- Constant and Clear communication with you and guests
- 24/7 customer service for guests
- Professional representation for your property
- Secure access control to your property
- Protection from damage, theft, and loss
- Timely response to guest issue and inquiries





# The Mike Z Difference

## Our Tech Stack

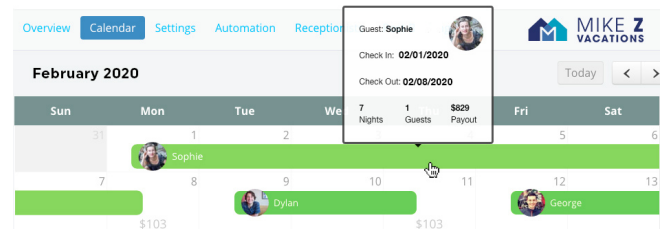
Technology plays an integral role in our ability to deliver superior results. New companies, ideas, concepts, and tools are carefully vetted and introduced when they provide a shared value for both the homeowners and our team.



### PROPERTY MANAGEMENT SOFTWARE (PMS)

This is the hub of any vacation rental company. Our PMS provides us with many great features such as:

- Remote Lock Management – Ability to control guest codes and property access
- Owner Portal & Accounting – Log in to manage your properties availability, view reservations and reports.
- Advanced Analytics – Extremely detailed information at our fingertips to analyze and make data driven decisions/changes to benefit you.
- Distribution Hub – Seamless distribution to all our partners with availability and rate synchronization.
- Auto Messaging & unified inbox – All messages in one place and time released auto messages to keep in touch with guests at the right moments.
- Revenue Management – Tools to achieve your specific occupancy goals



*Snapshot of our easy to use Online Booking & Calendar Management System*



### OPERATION MANAGEMENT

A tool to efficiently manage all the cleans, inspections and maintenance tasks.



### 24/7 PHONE SERVICE

We are always available with our virtual phone system and our 100% US based Call Center partner.



### PREDICTIVE PRICING TOOL

We offer dynamic, ever changing, pricing by utilizing a tool that constantly reads real time supply and demand, making changes to maximize booking opportunities.

# How We Work

*We have a streamlined process to get you and your home ready for vacation renters.*

Mike Z Rentals is one of the fastest-growing vacation rental agencies in Southwest Florida. We know renting your home can be daunting, but our professionals take the worry and stress away by taking care of everything from start to finish.

Continue reading below as we outline our simple process of assessing, prepping, listing and renting your home as vacation property in Southwest Florida. If you have additional questions, please just give us a call or visit us online at [www.rentwithmikez.com](http://www.rentwithmikez.com)



## Mike Z Rentals Philosophy:

To discover your individual goals and priorities and apply a custom strategy to achieve them using our team's knowledge, experience, and our carefully curated Tech Stack.



## Step 1: Prepping Your Home

*Getting you and your home ready for the Mike Z Rentals Experience.*

We aim to keep all of our processes as streamlined as possible so you can get on with your life and leave your vacation rental management to us! Here's what we take care of together to get your home ready for becoming a vacation rental with Mike Z:

- Research the market for your home/community
- Review leasing packet from HOA for rental restrictions & policies (if applicable)
- Find out if your home qualifies
- Discover your goals and priorities
- Review Mike Z Rentals policies and procedures in detail
- Property walkthrough – inspect for minimum standards
- Consult on pricing and terms
- Sign partnership agreements
- Collect important information about you, your property and community
- Collect house key and/or any applicable codes
- Install our lock
- Schedule professional photography
- Create a Welcome Guide for your home

*"We have never worried about leaving our home to Mike and his team. They are wonderful with managing everything and communicating with us."*

**Caroll & Dave R.**  
Naples, FL



# Our Home Owner Expectations

*We keep high standards to exceed your highest expectations*

Our guests rent from us year after year because they know exactly what to expect when they arrive at one of our properties. We do this by ensuring all of our properties meet our minimum standards. as part of our partnership we rely on you for the following:

## MINIMUM HOME STANDARDS:

- The entire property must be clean and tidy, inside and out.
- All beds must be made with clean sheets
- All closets must be cleared and clean (optional; you may lock personal belongings in one closet. At least one closet must remain empty in each room.
- Bathrooms clean with toilet paper and bath towels
- All appliances clean and in working order
- Dispose of all perishable food items & remove alcohol
- All TV's working with basic cable or equivalent
- Working Wi-Fi with network name and password given to Mike Z Rentals
- All light bulbs working (please replace burnt out lights)
- Instructions for Pool/spa, blinds, etc. Make it easy for guests to enjoy your home.
- Supply all access items (mailbox keys, community gate or amenity center access items, garage remotes, parking/beach passes)
- Complete Mike Z Rentals online owners questionnaire
- Mike Z Rentals Wi-Fi remote lock

## REQUIRED SERVICES:

- Semiannual HVAC service
- Quarterly pest control service
- Annual smoke detector battery change
- Dependable & responsive pool & landscape services
- Local TV channels - (Cable, Sling, Hulu, Pluto TV, or similar)



## PRO TIP:

*Contact your cable service provider and lock all purchasable features, such as movies rentals.*

*All purchases made resulting in failure to comply will be the owner's expense.*



# Stocking Your Home



## STANDARD HOME REQUIREMENTS:

You must supply all of the items on the standard home list below:

### KITCHEN:

- Dishes (2 sets)
- Silverware (2 sets)
- Glasses (2 sets)
- Wine Glasses
- Plastic Pool Plates & Glasses
- Serving Bowls & Platters
- Beverage Pitcher
- Pots & Pan Set
- Tea Kettle
- Cookie Sheets
- Pyrex Baking Dish
- Can Opener
- Coffee Maker - Combo Recommended
- Cutting Board
- Spatulas
- Knife Block w/Steak Knives
- Peeler
- Toaster/Toaster Oven
- Set of Wooden Spoons
- Ice Cube Trays
- Tupperware
- Electric Hand Mixer
- Blender
- Tongs & Whisk
- Corkscrew/Bottle Opener
- Measuring Cups & Spoons
- Colander
- Paper Towels
- 6 Dish Towels & 6 Drying Towels
- Pot Holders
- Basic pantry items (coffee, tea, salt, pepper, sugar, oil, spices)

### EACH BEDROOM:

- Mattress Protector
- Bed Spread/Comforter
- 2 Sets of Sheets
- 4 Pillows
- 24 Clothes Hangers
- Alarm Clock
- Extra Blanket in Closet

### EACH BATHROOM:

- Hand Soap
- Toilet Paper
- Hair Dryer
- Shower Curtain and Liner
- Bath Mat
- Towels (2 per occupant)
- Hand Towels (2 per occupant)
- Wash Clothes (2 per occupant)
- 4 Beach Towels (1 per occupant)
- Toilet Scrub Brush
- Plunger
- Trash Can

### MISC ITEMS:

- Vacuum, Mop, Broom & Dust Pan
- Cleaning Supplies
- Scrubbing Brush
- Dust Cloths
- Sponges
- Dish Soap/Dishwasher tablets
- Laundry Detergent & Dryer Sheets
- Laundry Basket
- Iron & Ironing Board
- Step Ladder

# Stocking Your Home



## STANDARD HOME REQUIREMENTS:

You must supply all of the items on the standard home list below:

### OUTDOOR AMENITIES:

- Patio Furniture (table, chairs, loungers)
- Barbecue Grill/Grill Brush & Tools
- Grill Lighter
- 2 Propane Tanks
- Outdoor Lighting
- Umbrella or Sunshade
- Trash Bins & Recycling Containers
- Pool Skimmer (if applicable)

### OUTDOOR RECREATION:

- Beach Chairs (1 per occupant) & 1 Umbrella
- Cooler

### SAFETY & SECURITY:

- First Aid Kit
- Flash Light
- Fire Extinguisher
- Smoke Detectors
- Co2 Detectors (Recommended)
- Pool Safety Sign
- Life Vest (if watercraft is included)

### OWNER'S SUPPLY CLOSET:

- Extra Light Bulbs, 9V Batteries, AA and AAA Batteries (Specialty Bulbs)
- Fridge Filters
- A/C Filters



## ENHANCED PROPERTY SUGGESTIONS:

Traveler expectations and competition are on the rise. Make your home more inviting by providing the following:

### ENTERTAINMENT:

- High-speed Internet Connection
- HDMI Cable & Connectors for Connecting Devices to TV's
- Bluetooth Speakers for Music
- Board Games, Playing Cards, or Puzzles
- Books or Magazines

### OUTDOOR RECREATION:

- Bicycles
- Pool Toys & Storage Bin
- Beach Cart

### CHILD FRIENDLY ITEMS (if applicable):

- Pack 'n Play or Portable Crib
- High chair and/or Booster Seat
- Children's Books or Toys
- Baby Monitor or Nightlight

### PET FRIENDLY (if applicable):

- Dog Bed
- Food & Water Dish
- Treats
- Waste Bag

### MISCELLANEOUS:

- Full Length Mirror
- Rain Umbrellas
- Coasters
- Luggage Racks
- Power Strip on Each Side of Bed



## Step 2: Market, List & Manage

*We have a streamlined process to get you and your home ready for vacation renters.*

By the time we get to Step 2, the hard part for you is over! Here is how we work to get your vacation home rented and managed:

- More in-depth market analysis to determine rates
- Generate marketing materials
- Send invitation for owner portal access
- Syndicate to marketing channels and network of 1,800+ Realtors
- Continually adjust marketing for optimal performance
- Reservations Department committed to responding to inquiries, qualifying guests & confirming reservations
- Execute reservation agreements & confirm funds are collected
- Provide HOA application & instructions
- Communicate with future guests & coordinate arrival
- Focused on repeat reservations from past & current guests
- Mike Z Rentals Hotline is available 24/7/365 to guests for repairs and other guest issues/inquiries - 100% US Based
- Coordinate departure, cleaning & post-stay inspections
- Remit tourist tax payments to state & county



Named Best Vacation  
Rental Agency 2018



# Marketing Your Home

Mike Z Rentals will utilize the best marketing channels available to expose your property to the greatest number of potential guests, increasing our occupancy rates and rental rates. Our marketing is adjusted by our Marketing Coordinator and pricing software continuously to NET more income for you.



PLUM GUIDE  
NO TIME FOR AVERAGE STAYS



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I CAME HOME AFTER LEASING MY HOME WITH MIKE Z AND  
I COULDN'T EVEN TELL IT HAD VACATIONERS IN IT!  
I WAS SOLD THAT THESE GUYS KNOW WHAT THEY'RE DOING  
AND THEY WILL CONTINUE TO CARE FOR MY HOME LIKE IT'S THEIR OWN."

- TERRI W.  
NAPLES, FLORIDA

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# Pricing

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Commissions are calculated using rental income, disregarding reservation expenses. This is an unfair and outdated pricing model. Mike Z Rentals does not charge a commission! We consider ourselves partners, and **we pay you up to 80% of the NET Rental Income**, depending on the Revenue Management Strategy you choose.

Recurring Technology Fee (**\$299/yr & \$25/mo**)

*\$500 Maintenance Funds held in reserve*

ONE TIME COST – Access Control *Required*

- Yale Electronic Wi-Fi Door Lock - **\$299**
  - Installed, programmed & monitored by Mike Z Rentals
  - No keys for guests to lose, copy or steal
  - No unauthorized access
  - Logged access every time the lock is used and by who
  - Unlocked door will automatically lock after 30 seconds.
  - Contact Free – Self Check-In for Guests
- \*If you have an existing compatible lock the cost will be reduced
- Locking handles under the deadbolt will need to be replaced with non-Locking handles for an extra fee.




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MIKE Z IS THE BEST MANAGEMENT COMPANY I HAVE HAD FOR A SHORT TERM RENTAL. WELL ORGANIZED AND EFFECTIVE , HE AND HIS TEAM PROVIDE ME WITH A GREAT INCOME STREAM AND PEACE OF MIND. I HAVE JUST RECENTLY RETURNED TO ONE OF MY PROPERTIES AFTER 8 MONTHS AND IT IS IMMACULATE. I CAN'T RECOMMEND THIS TEAM ENOUGH

- BERNADINE SWALE  
NAPLES, FLORIDA

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# The Little Things

*Above and Beyond Listing and Renting*

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## FOR YOUR GUESTS:

We provide the following little touches to make your guests feel at home:

- Complimentary Gift Basket
- Community Rules and Regulations
- Custom Home Guide
- Garbage and Recycling Info
- Wi-Fi Network Name and Password
- Our Contact Info, 24/7
- Check-Out Procedures
- Unique Door Code



MIKE "Z"

## FOR YOU:

We provide you with the following tools and benefits:

- Owners portal
  - Reservation and year-end reports
  - View reservations on calendar
  - Add owner reservations
- Text Notifications for New Bookings and Check-in/Check-out Reminders
- Detailed Property Inspections
- Property Cleaning & Maintenance
- Damage Protection



**QUESTIONS? Let's Chat.**

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