

PERDIDO KEY RESORT MANAGEMENT

INTRODUCTION: YOUR PROPERTY, OUR PARTNERSHIP



WHY PARTNER WITH AN INDUSTRY LEADER?

At PKRM, we believe in creating unforgettable moments through **exceptional vacations**. As a **family-owned business deeply rooted in our beach destination**, we take pride in curating experiences that go beyond mere stays. We don't just manage properties, we focus on ensuring our guests and property owners enjoy Perdido Key.



JD Hallam, CEO PKRM
Broker/Owner Perdido Key Resort Realty

THE PKRM ADVANTAGE



We do not believe that one-size fits all. **Our program is tailored to meet each property owner's goals.**



We maintain **premier accounts with major booking websites**. Our homes are featured individually on marketplaces including PerdidoKeyFlorida.com, Vrbo.com, Airbnb, Booking.com, Expedia, Marriott, Google, & many others.



PKRM covers all initial marketing costs. **You don't pay** for listings, ads, or photos to get your property live online.



High **housekeeping standards** with all **linens professionally cleaned**. Cleanliness and property condition checks are completed after every guest's departure.



Elevated Guest Experience - Keyless locks and Alexa smart home devices are installed in your home and are programmed with wi-fi connectivity instructions for guests' convenience.

COMMISSION & COSTS: PLEASE EXPLAIN YOUR COMMISSION STRUCTURE AND ANY ADDITIONAL COSTS A HOMEOWNER MIGHT INCUR.

At PKRM, our commission structure is designed to provide transparent value for our homeowners. We understand the importance of a fair and mutually beneficial partnership and we take pride in offering a competitive and industry-aligned rate.

In addition to our commission, we aim for transparency by clearly outlining any additional costs that homeowners might incur. These costs are typically associated with property management services, maintenance, personal housekeeping, general upkeep, and marketing efforts to enhance the visibility of the vacation rental.

It's important to note that our approach is tailored to respect the objectives and individuality of each property owner. Before entering into any partnership, we ensure clear communication about all associated costs and work collaboratively with homeowners to maximize the return on their investment. We believe in fostering a relationship built on trust, and our commitment is to provide exceptional service that goes beyond mere property management. We are dedicated to transparency and open communication to ensure a successful and rewarding partnership with our valued homeowners.



Z Davison | 2 Bedroom 2 Bath Condo

My husband and I are new to vacation rental; it has been our experience that our contact, goes above and beyond to make sure every concern that we have is met. It is important to us that whoever uses our rental has the same experience we want when we vacation. Our property should be a place to relax and feel at home and PKRM is readily available to assist in any way. We are very grateful to have the staff at PKRM.

PKRM MANAGEMENT TEAM

MARKETING: PLEASE DETAIL THE STRATEGIES YOU UTILIZED TO MARKET PROPERTIES TO GUESTS.

At PKRM, we employ a comprehensive and multi-faceted approach to market properties, ensuring maximum visibility and attracting a diverse range of guests. Our marketing strategies are designed to go beyond conventional methods, providing our property owners with the exposure needed for success.

- **Multi-Platform Listings:** We understand the importance of reaching a broad audience. Therefore, our properties are strategically listed on all major marketplace websites, including VRBO, Airbnb, Booking.com, and Google. This ensures that our listings are accessible to potential guests across various online platforms.
- **Marriott HVM I Inclusion:** As part of our commitment to excellence, our properties are submitted for inclusion to HVM I by Marriott. This exclusive partnership not only enhances the visibility of our listings but also positions our properties for exposure to Marriott's discerning audience.
- **Company Website - PerdidoKeyFlorida.com:** Our dedicated company website, perdidokeyflorida.com, serves as a centralized hub for showcasing our properties. With a user-friendly interface, vibrant visuals, and detailed property information, our website is a powerful tool for attracting and engaging potential guests.
- **Social Media Presence:** We leverage the reach of social media platforms to create engaging content and promote our properties. Through strategic use of platforms such as Instagram and Facebook, we connect with our audience, share captivating stories, and keep them informed about our latest offerings.
- **Search Engine Optimization (SEO):** Our digital marketing team employs SEO strategies to ensure that our properties rank prominently in online search results. This helps potential guests discover our listings when actively searching for vacation rentals in our target area.

Our commitment to marketing goes hand in hand with our dedication to transparency. We believe in keeping our property owners informed about our marketing efforts and providing them with regular updates on the performance of their listings.

Should you have any specific inquiries about our marketing strategies or would like more detailed information about how we can elevate the visibility of your property, please don't hesitate to reach out. We are here to ensure that your property receives the attention it deserves in the competitive

vacation rental market.



PKRM MANAGEMENT TEAM

CLEANING AND MAINTENANCE: PLEASE OUTLINE YOUR PROPERTY MANAGEMENT SERVICES, INCLUDING BUT NOT LIMITED TO CLEANING, INSPECTIONS, AND MAINTENANCE

At PKRM, our property management services are designed to provide comprehensive care for your investment, ensuring that your property not only meets but exceeds the expectations of both you and your guests. Our commitment to excellence extends across various aspects of property management:

- **Cleaning Services:** We prioritize cleanliness to enhance the guest experience and maintain the overall quality of your property. Our professional cleaning services are thorough, consistent, and conducted by experienced and reliable teams. We adhere to high cleanliness standards, and our goal is to create a welcoming and pristine environment for every guest's arrival.
- **Inspections:** Regular inspections are a crucial part of our property management strategy. We conduct thorough inspections before and after guest stays to promptly identify any maintenance or cleanliness issues. This proactive approach allows us to address potential concerns before they escalate, ensuring the long-term integrity of your property.
- **Maintenance:** Our maintenance services are proactive and reactive. We address routine maintenance tasks to prevent issues from arising, and our team is equipped to handle any unexpected repairs promptly. From small fixes to larger projects, we work with a network of trusted vendors and contractors to maintain the value and functionality of your property.
- **Emergency Response:** We understand that unforeseen circumstances can arise, and we have a dedicated team available to respond to emergencies 24/7. Whether it's a sudden maintenance issue or a guest concern, we act swiftly to resolve matters and ensure a positive experience for both guests and property owners.
- **Transparent Communication:** Communication is key to a successful property management relationship. We provide regular updates on the status of your property, including post-guest reports, inspection results, and any necessary maintenance or repairs. Our transparent communication ensures that you are informed and confident in the care of your investment.

Our property management services are not just about maintaining your property; they're about enhancing its value and ensuring that every guest experience is exceptional. If you have specific questions about our cleaning, inspections, or maintenance processes, or if you would like more detailed information on how we can tailor our services to meet your property's unique needs, please feel free to reach out. We're here to partner with you in the success of your investment.



Eric L | 4 Bedroom 4 Baths Home

I appreciate their responsiveness to issues and guidance to protect my investments while generating revenue. Thank you PKRM!

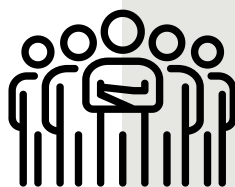
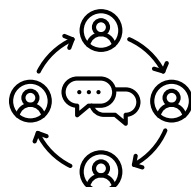
PKRM MANAGEMENT TEAM

COMMUNICATIONS AND REPORTING: HOW DO YOU COMMUNICATE WITH HOMEOWNERS AND WHAT TYPES OF REPORTS DO YOU PROVIDE? WHO WILL I BE WORKING WITH ON YOUR TEAM? WILL I HAVE A DEDICATED REPRESENTATIVE OR A TEAM APPROACH?

At PKRM, we understand the significance of transparent and effective communication with our property owner partners. To ensure the success of each property and foster a strong partnership, we have a dedicated Owner Relations team in place. This team serves as the main point of contact for our property owner partners, facilitating seamless communication and acting as a liaison between owners and our operations staff.

- **Communication Channels:** Our Owner Relations team is committed to accessibility and convenience. We offer multiple communication channels, including phone, email, and text. This flexibility allows property owner partners to reach out in the manner that suits them best. Whether you have a quick question, need assistance with a specific concern, or want a detailed update on your property, our team is just a message or call away.
- **Routine Inspections:** As part of our commitment to property success, our Owner Relations team conducts routine inspections on properties. These inspections provide valuable insights into the condition of the property and help us address any maintenance or cleanliness concerns promptly.
- **Team Approach:** When you partner with PKRM, you will have the benefit of a dedicated Owner Relations Team. These individuals will be your primary point of contact, ensuring a personalized and attentive approach to your property management needs. Our dedicated representatives are here to understand your unique goals, address your concerns, and work collaboratively to maximize the success of your investment.
- **Reports and Updates:** We believe in keeping our property owner partners well-informed. Our team provides regular reports, including post-guest reports, inspection results, and updates on any maintenance or repairs conducted. These reports are designed to provide an ongoing overview of your property's performance and address any questions or feedback you may have.

If you choose to partner with PKRM, your dedicated Owner Relations representatives will be your main contact throughout our collaboration. These individuals will work closely with you, ensuring a personalized and attentive approach to your property management needs. We value transparency and communication, and our team is dedicated to ensuring that you have a positive and informed experience throughout our partnership.



PKRM MANAGEMENT TEAM

REVENUE MANAGEMENT: PLEASE EXPLAIN YOUR STRATEGY FOR REVENUE MANAGEMENT. HOW DO YOU DETERMINE PRICING TO OPTIMIZE EARNINGS? DO YOU UTILIZE DYNAMIC PRICING SOFTWARE, MANAGE RATES MANUALLY, OR EMPLOY A COMBINATION OF BOTH METHODS?

At PKRM, our revenue management strategy is dynamic and tailored to maximize earnings for our property owner partners. We employ a combination of innovative approaches to determine pricing, ensuring a proactive and data-driven approach.

- **Dynamic Pricing:** We leverage advanced dynamic pricing software to stay at the forefront of market trends and adjust pricing in real time. This technology allows us to analyze factors such as demand, seasonality, local events, and competitor pricing. By dynamically adjusting rates, we optimize earnings while staying competitive in the ever-changing vacation rental market.
- **Manual Rate Management:** While dynamic pricing software plays a crucial role, our strategy also involves manual rate management. Our experienced revenue management team closely monitors market dynamics and possesses a deep understanding of the local vacation rental landscape. This human touch allows us to incorporate nuanced factors that may not be captured by automated tools.
- **Data Analysis:** Our revenue management approach is data-driven. We analyze historical booking data, market demand patterns, and guest behavior to make informed pricing decisions. This analysis enables us to identify optimal pricing strategies for different seasons, events, and property types.



- **Competitive Analysis:** We conduct regular competitive analysis to benchmark our pricing against similar properties in the market. This ensures that our rates are strategically positioned to attract guests while maximizing revenue for property owners.
- **Guest Experience Consideration:** While optimizing earnings is a priority, we also consider the guest experience in our pricing strategy. Competitive rates, coupled with the high-quality experience we provide, contribute to positive guest satisfaction and repeat bookings.
- **Transparent Communication:** We believe in transparent communication with our property owner partners. Our revenue management team can provide regular updates and insights to our Owner Relations team members who work to keep homeowners informed about the performance of their property and the rationale behind pricing decisions.

By employing a combination of dynamic pricing software, manual rate management, data analysis, and a focus on guest experience, we aim to strike the right balance between maximizing revenue and ensuring guest satisfaction. If you have specific questions about our revenue management strategy or would like more detailed information, please feel free to reach out. We are dedicated to optimizing earnings for our property owner partners through strategic and transparent pricing practices.

PKRM MANAGEMENT TEAM

FINANCIAL MANAGEMENT: PLEASE DISCUSS HOW YOU HANDLE FINANCIAL MANAGEMENT FOR THE PROPERTIES YOU MANAGE.

At PKRM, we take a meticulous and transparent approach to financial management for the properties we manage. Our commitment is to ensure the financial well-being of our property owner partners through a combination of comprehensive practices and adherence to trust accounting principles.

- **Financial Transparency:** We believe in complete transparency when it comes to financial matters. Our property owner partners have access via our Owner Portal to detailed financial statements and reports, providing a clear overview of income, expenses, and any relevant financial transactions related to their properties. This transparency allows property owners to stay informed and make data-driven decisions about their investments.
- **Trust Accounting Principles:** We adhere to trust accounting principles in our financial management processes. Trust accounting is a fundamental aspect of property management, and we recognize its importance in maintaining the integrity and security of our clients' funds. Our financial team follows industry best practices and legal standards to ensure that all funds are handled with the utmost care, separating owner and guest funds appropriately.
- **Revenue Optimization:** Our financial management approach includes revenue optimization strategies. We leverage cutting-edge technology and employ a data-driven approach to maximize both revenue and occupancy for our property owner partners. Our revenue management team constantly monitors market trends, adjusts pricing strategies, and implements marketing initiatives to enhance the financial performance of each property.
- **Timely Disbursements:** We understand the importance of timely disbursements for property owners. Funds are disbursed on a regular and agreed-upon schedule, ensuring that our property owner partners receive their income promptly.

We are dedicated to providing peace of mind to our property owner partners through transparent and secure financial practices.

Tanya B | 2 Bedroom 2 Bath Condo

We have been with Perdido Key Resort Management for a little over a year. We have found them very easy to work with, reliable, responsive, and great at managing and reporting our financials. They keep us well informed on the status of the property and we love being able to access our records and rental calendars online.



PKRM MANAGEMENT TEAM

TECHNOLOGY: WHAT KIND OF TECHNOLOGY DO YOU EMPLOY AND HOW DOES THIS TECHNOLOGY PROVIDE BENEFITS TO BOTH HOMEOWNERS AND GUESTS?

At PKRM, we take pride in our commitment to innovation, as reflected in our cutting-edge technology stack. From Alexa smart home devices and a texting platform to custom websites, keyless entry, and advanced property management software, our tech tools are designed to enhance the overall experience for both homeowners and guests.

- **Robust Tech Stack:** Our tech stack is as robust and modern as any in the property management industry.
- **Integration of Technology:** While our tech stack is cutting-edge, we emphasize that technology is not a substitute for great service. In the hospitality industry, where our primary focus lies, we recognize that providing exceptional service is paramount.
- **Tech as an Enhancement:** Our approach to technology is one of integration, where these tools streamline processes, increase efficiency, and offer modern conveniences without compromising the core of our service philosophy.
- **Service Philosophy:** We understand that we are not in the technology industry but the hospitality industry. Therefore, our first and foremost priority is delivering outstanding service to our customers.
- **Commitment to Great Service:** Our commitment to great service goes beyond the capabilities of our tech stack. In the ever-evolving landscape of property management, we remain steadfast in our dedication to providing unparalleled service.
- **Human Connection in Hospitality:** We view technology as an enhancement to our operations, not a substitute for the human connection and warmth that define hospitality.

Rest assured that, with PKRM, your experience will be characterized by both the convenience of modern technology and the timeless excellence of genuine, customer-centric service. Whether it's leveraging the latest tech tools or ensuring a personal touch, we are here to create memorable experiences for our guests and support the success of our property owner partners.

Chad D | 1 Bedroom 1.5 Baths Condo

I have been using PKRM for over two years now. They have helped me in several ways over this time. I live out of state and have been able to get several jobs completed on our condo. All the many small things that they keep up is too much to list. They have differently made it possible for me to be a successful owner.



PKRM MANAGEMENT TEAM

GUEST DAMAGE: WHAT IS YOUR APPROACH TO MANAGING DAMAGES CAUSED BY GUESTS? DO YOU REQUIRE A SECURITY DEPOSIT OR OFFER DAMAGE INSURANCE? IF YOU OPT FOR INSURANCE, HOW DO YOU ESTABLISH THE COVERAGE DETAILS?

At PKRM, we have a deliberate approach to managing damages caused by guests, and we do not require a security deposit on most bookings. This decision is in line with the standards of our market and industry, and it is intended to positively impact the revenue-generating performance of our properties.

- **Damage Coverage Details:** Our coverage details are clearly outlined in the guests' rental agreement. According to this agreement, accidental damages reported to our office before checkout will be promptly remedied at no additional cost to both the guest and the property owner. It's important to note that this coverage does not extend to intentional damages, damages not reported before checkout, or normal wear and tear that naturally occurs during the operation of a vacation rental property. This transparent communication ensures that both homeowners and guests are aware of the scope of coverage and any limitations associated with our damage management approach.
- **Market and Industry Standards:** Our decision not to require a security deposit is strategic and considers the standards of our market and industry. By not implementing a security deposit on most bookings, we aim to enhance the overall booking experience for guests, making our properties more appealing and competitive.
- **Efficient Resolution Process:** In the uncommon event of damage, our team facilitates an efficient resolution process. Accidental damages reported in accordance with the rental agreement are promptly addressed, maintaining a hassle-free experience for both homeowners and guests.

If you have any specific inquiries about our damage management approach or the guest's coverage details, or if you would like additional information, please feel free to reach out. We are committed to providing transparent and effective solutions that benefit both homeowners and guests while aligning with the unique dynamics of our market and industry.



PKRM MANAGEMENT TEAM

DIFFERENTIATORS: WHAT UNIQUE ASPECTS SET YOUR COMPANY APART FROM OTHER PROPERTY MANAGEMENT COMPANIES, ESPECIALLY IN TERMS OF ADVANTAGES TO HOMEOWNERS?

At PKRM, we pride ourselves on several unique aspects that set us apart from other property management companies, providing distinct advantages to our homeowners:



Family-Owned & Community Roots: As a family-owned company deeply rooted in our local community, we bring a unique and intimate understanding of the area. Our commitment to creating memorable experiences extends beyond managing properties; it's about preserving and enhancing the essence of our community. This connection is woven into our mission, as we take pride in curating experiences that contribute to the rich tapestry of our local culture. This familial approach ensures that our homeowners not only benefit from our professional expertise but also become integral contributors to the community's growth and prosperity.



Comprehensive Technology Stack: Our cutting-edge technology stack, featuring Alexa smart home devices, a texting platform, custom websites, and advanced property management software, is unparalleled in the industry. This tech integration not only enhances the guest experience but also ensures efficient operations and maximum exposure for homeowners' properties.



Personalized Owner Relations Team: We have a dedicated Owner Relations team that conducts routine inspections, serves as the main point of contact for our property owner partners, and acts as a liaison between owners and operations staff. This personalized approach ensures transparent communication, timely updates, and a strong partnership.



Strategic Marketing: Our marketing strategies go beyond conventional methods. With listings on major marketplace websites and submission for inclusion to HVMi by Marriott, along with our company website and robust SEO efforts, we ensure maximum visibility for our properties. This, coupled with our commitment to customer-centric decision-making, sets us apart.



Human-Centric Approach: While we leverage technology for convenience, we firmly believe in a human-centric approach to hospitality. Our primary focus is on providing exceptional service to our customers. Technology is viewed as an enhancement, not a replacement, for the personal touch and warmth that define hospitality.



Focus on Creating Memories: Our mission is not just about managing properties but creating unforgettable moments for our guests. We view ourselves as memory makers, committed to curating experiences that go beyond mere stays. Every home we manage is a canvas for families to bond, relax, and create lasting memories.

In summary, our unique combination of advanced technology, personalized service, strategic marketing, and a human-centric approach positions us as a property management company that goes beyond industry standards. We are dedicated to ensuring the success and satisfaction of our homeowners through innovative solutions and unwavering commitment to excellence.

PKRM MANAGEMENT TEAM

COMMUNITY INVOLVEMENT AND REPUTATION: ARE YOU INVOLVED IN THE LOCAL COMMUNITY AND DO YOU SUPPORT LOCAL INITIATIVES?

At PKRM, our commitment to the local community goes beyond property management; it's ingrained in our identity. We take pride in actively participating in and supporting various local initiatives that contribute to the well-being and vibrancy of our community. Here are some aspects of our community involvement:

- **Youth Sports Sponsorship & Volunteerism:** We proudly sponsor local youth sports and actively volunteer our time with youth organizations. By investing in the development and well-being of young individuals, we aim to contribute to a healthier and more active community.



- **Leadership in Destination Marketing:** For many years our GM served as a board member for the county's destination marketing organization as the representative for the Perdido Key market. This leadership role allows us to contribute to the strategic promotion and growth of our local area as a desirable destination.
- **Active Realtor Engagement:** Our General Manager is a member of the local association of realtors, demonstrating our commitment to staying informed about real estate trends and fostering positive relationships within the industry.
- **Chamber of Commerce Membership:** We are proud members of both the Perdido Key Chamber of Commerce and the Pensacola Chamber of Commerce. These memberships reflect our dedication to collaboration and partnership with local businesses, contributing to the economic development of our region.
- **Accreditation with BBB:** PKRM is accredited with the Better Business Bureau (BBB) and maintains an A+ rating. This accreditation speaks to our commitment to ethical business practices and customer satisfaction, reinforcing our reputation as a trustworthy and reliable property management company.
- **Community-Building Team Activities:** In addition to financial support, we engage in community-building team activities. These activities, including team-building exercises and initiatives to provide much-needed items to local charities, reflect our commitment to making a positive impact beyond our business operations.

Our ties to the local community run deep, and we are proud to contribute to its growth and prosperity. The relationships we've built and the initiatives we support are a testament to our belief that a thriving community is the foundation of our success. If you have any specific questions about our community involvement or would like more information, please feel free to reach out. We are dedicated to being active and responsible members of the community we call home.

PKRM MANAGEMENT TEAM

WHAT OUR PROPERTY OWNER PARTNERS ARE SAYING...

Kathleen H | 1 Bedroom 1.5 Baths Condo

I have owned my condo for 10 years. JD Hallam and Perdido Key Resort Management (PKRM) has been my property manager since day one. They are always available to help and answer questions, they work our rental issues directly and diplomatically with the renters while providing the best customer service they can, no matter what the circumstances. My property is one of the top-performing rentals in the complex, my calendar is quite full every year, with at least 270 renter-occupied days a year! If I ever need anything done at the condo, such as furniture repair or replacement or maintenance issues, they coordinate it all and I never need to get involved other than being notified that they need to do something and the cost.

Suzanne B | 3 Bedroom 2 Baths Condo

I don't have to worry about the place falling apart like I did with my last rental manager. I always had to fuss at my old rental management company about the condition of my property. Now, I get a call when it needs something and I know that when I get there it will be in good condition.

Dan B | 1 Bedroom 1 Baths Condo

I really like working with PKRM. JD understands the Perdido Key vacation rental market and that helps me know that our property is in good hands.



CALL Kim at 850-792-1352 to learn the specifics on how your property can maximize its potential.



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PKRM MANAGEMENT TEAM