



40<sup>TH</sup>  
ANNIVERSARY

*park city lodging*<sup>TM</sup>  
DEER VALLEY • PARK CITY • CANYONS

Vacation Rental Management Services  
**FROM YOUR POINT OF VIEW**







## A Message From The President



*"Thank you! For the past 20+ years you have always gone the extra mile. That's why you are so referable."*

- BOB S.

Dear Park City Homeowner,

Thank you for considering Park City Lodging, Inc. to care for your mountain vacation home. As the owner and founder of one of the longest operating property management companies in Park City, I understand the significance of your decision and I'm grateful for this opportunity. I have perfected my approach to vacation home management with a carefully handpicked team who have a personal connection to Park City. We are passionate supporters of our community; we all live, play and raise our families here.

When I founded the company in 1984, my intention was to establish an owner-focused management company, truly managing from the homeowner's point of view. Being a vacation homeowner myself, I understood it would require a personalized approach. Over my many years in business, I have worked methodically to instill this intrinsic quality into the heart of this organization. I am proud to be the founder of the most trusted property management company in town.

Our commitment to provide superior service to help you feel confident while you're away is unwavering. We take sincere pride in being tenacious stewards of this beautiful town, which we love sharing with the rest of the world. This is the foundation of our brand and how we live every single day.

Our highest priority is offering you the experience every second homeowner deserves; enjoying peace of mind so that when you arrive you can simply be on vacation. We are excited for you to join the Park City Lodging family and look forward to a successful partnership.

Best Regards,

Rhonda C. Sideris  
President & Founder - Park City Lodging, Inc.

# Choosing Park City Lodging™

## HOW YOU'LL BENEFIT

Park City Lodging was founded in 1984 and rapidly built a well-respected reputation through commitment to service in the property management and vacation rental industries. The goal has always been to operate from the homeowner's point of view; knowing that the prerequisites necessary for creating highly satisfied customers are hard work and thoughtful attention to detail. Park City Lodging's team of professional staff has decades of property management experience and is **dedicated to providing exceptional management and vacation rental services** to homeowners and guests.

Park City Lodging manages nearly 300 vacation rental homes and condominiums throughout the Park City area. We employ 70 year-round employees and increase to 100 employees during peak season. **Each one of us is directly responsible for ensuring your experience with Park City Lodging is exactly as you would have it.** Not only do we have decades of expertise in our field, but we are reputedly the most knowledgeable and trusted management company in Park City today.

### OWNER-FOCUSED PROPERTY MANAGEMENT

We are owner-focused and **treat your home as if it were our own**



We have **NEVER** been late on an **owner payment**



We have the staffing, knowledge and expertise in the industry to get **the job done right**

All departments are housed under the same roof to ensure **efficient and cohesive service**



We operate our management services with **thoughtfulness, consideration and purpose**

We are **locally owned and operated** and have been with the same Founder for over 40 years



We are the **most experienced** management company in Park City

Our sole business is Property Management with **100% of our efforts** concentrated in Park City and your home

The vitality of our company is directly connected to the well-being of the greater community and that's why we love giving back



*"My husband, Tony, and I joined my daughter's family after Christmas at one of your properties. We were **THRILLED** to arrive and find our skis and boot bag, which had been shipped to your office via FedEx, sitting in the living room of the property! Your level of service is superb." - WENDY R.*





# Getting You Revenue Nights

## HOW IT HAPPENS

### COMPETITIVE AND PROGRESSIVE MARKETING

We focus competitively and progressively by responding to the changing landscape, regularly attending industry conferences and contracting with top industry leaders for web design, search engine optimization (SEO), search engine marketing (SEM), listing sites, etc.

Our partnerships and relationships in both Park City and the vacation rental industry allow us to leverage resources and stay current on emerging trends and favorable opportunities.



**Web** Property listings on prominent vacation rental and ski industry websites and a thoughtfully budgeted ad placement plan gives us the capability to maintain a broad and relevant scope of interest and reach. Our promotional ads are strategically placed to reach a qualifying audience while searching with Google and Facebook.



**Email** We utilize various strategies and maintain an email list with thousands of qualified leads. Our robust email marketing tools allow us to track engagement and effectively target messages to different customers at opportune times. Whether it be for an anniversary, holiday vacation, school break, a local event or general news, we consistently stay engaged through email marketing initiatives.



**Social** Social media is a tool for discovery as much as it is a method to target and track the relevancy of our web content. We actively engage a growing audience with daily activity using a number of social media platforms including Facebook, Instagram, Twitter, Google+, LinkedIn, and Pinterest.



**Reservations** Our on-site reservations team has first-hand knowledge of every single one of our properties. They are experts at matching our guests with your home, ensuring that the accommodations are tailored for their preferences. From the time of the booking until our guests depart, we work to provide first-class service—just as we will do for you.



**Dynamic Pricing** Park City Lodging sets and manages home rates based on dynamic algorithms that track supply and demand for every night of the year, as well as comparable market factors particular to a home (special event, seasonality, day of the week, competitor's rates, location, etc.). This allows us to be more efficient on how we price properties to maximize revenue and occupancy.



## Getting You Revenue Nights

# HOW IT HAPPENS

### PARTNERSHIPS

Maximizing reach and maintaining a competitive edge requires qualified and thoughtful partnerships throughout the industry. We participate in cooperative advertising, which spreads cost amongst its members, providing premium exposure on key platforms. Park City Lodging strategically aligns marketing efforts with the greater Park City tourism and resort communities to help leverage funds and resources. Beyond our community, collaborating with national and international travel intermediaries provides access to a niche sector of travelers. Your property will also be listed on multiple booking websites such as AirBnB, VRBO, HomeAway and Booking.com to increase exposure and revenue.

### Membership and Partnership Organizations

Airbnb  
Booking.com  
Deer Valley Resort  
Expedia  
Heli  
Historic Park City Alliance  
Inspired Summit Adventures  
Jans Mountain Outfitters  
Park City Area Lodging Association  
Park City Chamber & Visitors Bureau  
RootRez  
Rocky Mountain Getaways  
Ski.com  
Ski Utah  
Sundance Institute  
The Travel Whisperer  
Tours De Sport  
US Bobsled and Skeleton Team  
Utah.com  
Utah Office of Tourism  
Vacation Rental Management Association  
Vail Resorts  
VRBO







*“When we surveyed companies in 2009 for a new manager, one of the most impressive parts of Park City Lodging was their financial stability. Obviously, because of the economic situation, we placed a premium on their attention to building a financially sound company that we could trust would not leave us unexpectedly. We are thrilled that we signed a contract with Park City Lodging and strongly recommend them to those looking for professional property management.”*

**- JON G.**





## Enhancing Your Park City Experience

# WHAT IT TAKES

### A PERSONALIZED CONCIERGE ...

You can count on us to help make your Park City experience carefree, enjoyable and memorable for all the right reasons. **We offer a full range of concierge services** with savvy, personal attention to your specific needs and requests. We have cultivated solid relationships with trusted partners to provide our owners and guests with great advice, added value and discounted pricing on a wide variety of services and activities.



Dining Reservations



Ski & Snowboard Rentals



Luggage Portage



Mail Receipt & Delivery



Grocery Delivery



Private Chef & Catering



Guided Recreation Service



Spa Services



Lift Tickets



Transportation

### ... AND OWNER SERVICES REPRESENTATIVES

Your dedicated owner services representative will ensure that your property is inspected and secured after each departure and prior to each arrival. Inspecting your home allows us to contact you immediately to address any issues that require attention. The owner services team will ensure all work orders for your home are completed and keep you informed of any outstanding issues. If any work lies outside the scope of Park City Lodging your owner representative will coordinate with you on assigning specialty vendors or contractors. We will continually monitor your property reservations and offer suggestions to help maximize revenue.

You will be contacted prior to your arrival to organize any details to help make your trip hassle free. As we welcome you into the Park City Lodging family, we want to ensure that **you always have a point of contact to answer any and all questions**. Our owner services team is attentive, detail oriented, and has one simple priority: YOU.

- Secure online owner forum for access to statements, owner reservations and HOA information
- Professional guest services personnel represent your property and handle all guest logistics
- Property evaluations and consulting services using proprietary and esteemed rating criteria
- A dedicated owner services team responsible for ensuring that your needs are met and your questions answered in a timely and efficient fashion

ACCESSIBLE • HONESTY • INTEGRITY • EXPERTISE • RELIABILITY • KNOWLEDGE • EXPERIENCE • EXCEPTIONAL • REPUTABILITY • TRANSPARENCY





# Protecting Your PROPERTY

In an effort to provide you with the most efficient response time, superior cost control and peak security, **we employ in-house maintenance, housekeeping and laundry operations all under one roof.** You can feel confident that your property is in great hands and that we are taking care of your investment as though it were our own.



## A FEW OF OUR SERVICES TO PUT YOU AT EASE

- 24-hour emergency response
- Year-round housekeeping and maintenance staff with an intimate knowledge of your property
- Qualified, trained and certified maintenance and hot tub technicians with years of experience in the vacation rental industry
- Electronic locks allow us to monitor your property remotely and keep a vigilant watch on who enters your property at all times
- Electronic monitoring affords an additional preventative measure for excessive temperatures and floods
- Our maintenance software assures effective documentation and timely and efficient work order dissemination
- Maintenance and appliance plans to enhance cost-control and efficiency
- Monthly statements keeping you apprised of all future reservations, housekeeping, and maintenance activity at your home
- Security checks after each departure and additional security inspections twice a month
- Annual preventative maintenance inspections
- Quality linens and towels furnished by us at no cost to you
- Annual inventory of kitchenware and electronics
- Yearly deep cleaning service
- Two complimentary owner departure cleans per year
- Use of environmentally friendly and non-caustic cleaning supplies
- Background checks performed on all company employees

## Community & Sustainably Minded

# HOW WE GET INVOLVED

We have been proud stewards of environmental and social responsibility in the Park City community since our founding in 1984. Park City Lodging continually adopts sustainable practices, such as gifting reusable grocery bags to rental guests upon check-in. We also use environmentally friendly toiletries and amenities in each of our vacation rental homes. We are pleased to introduce a bulk amenity program to significantly reduce waste from single-use packaging. In addition, we have been a supporter of Summit Land Conservancy's Living for Open Space since its inception, participate in Park City's community clean-up days, and support numerous local non-profits through our Gift of Giving initiative. We truly believe in cultivating a conscious attitude toward sustainability practices, while also bettering the community and the environment in which we live, work and play.

In 2016, after years of planning, our President and Founder constructed a green building to house all of Park City Lodging's operations. Included in the

new building are 52 solar panels, a green organic rooftop, employee housing, and an innovative ozonating system within the laundry operation to save water and energy.

Park City Lodging and Rhonda Sideris have received numerous accolades for their sustainability efforts. In 2021, Park City Lodging received the Shortyz award for environmental sustainability in the international short term rental sector. In 2016, received the prestigious Conservationist of the Year award for efforts in sustainability from Summit Land Conservancy. In 2017, the Park City Board of REALTORS® named Rhonda the Affiliate of the Year for her commitment to excellence in service. Also in 2017, Park City Lodging was honored to receive Recycle Utah's Green Business of the Year award. We received multiple awards in 2018: Utah Business honored us as the Utah Green Leadership Business of the Year and the Recycling Coalition of Utah named us the Recycler of the Year.

**- 2018 -**  
Recycling Coalition  
of Utah "THOMAS A  
MARTIN AWARD"  
RECYCLER OF THE YEAR

**- 2016 -**  
Summit Land Conservancy  
**CONSERVATIONIST  
OF THE YEAR AWARD**

**- 2017 -**  
Park City Board  
of Realtors  
**AFFILIATE OF THE YEAR**

**- 2021 -**  
INTERNATIONAL  
ENVIRONMENTAL  
SUSTAINABILITY  
AWARD

**- 2017 -**  
Recycle Utah  
**GREEN BUSINESS  
OF THE YEAR**

**- Multiple Years -**  
Park Record **BEST VACATION  
RENTAL AND PROPERTY  
MANAGEMENT COMPANY**

**- 2018 -**  
Utah Business  
**GREEN LEADERSHIP  
BUSINESS OF THE YEAR**

## SUPPORTING OUR COMMUNITY

Park City Lodging proudly supports a number of local non-profits through various opportunities and involvement to help make Park City an inspiring place to live and visit. Supporting our community through charitable giving is fundamental to our core values as a company and as individuals.



sundance





# Making It Happen WHO'S RESPONSIBLE



**Rhonda Sideris | President/Founder**

*"My goal is to ensure that we operate from both an owner's and a guest's point of view."*

## OUR MANAGEMENT TEAM

**Rhonda Sideris | Owner - President and Founder**

Rhonda@ParkCityLodging.com

**Heleena Sideris | General Manager**

Heleena@ParkCityLodging.com

**Jeanne Lehan | Snow Flower General Manager**

Jeanne@ParkCityLodging.com

**Connie Williams | Owner Services Manager**

Connie@ParkCityLodging.com

**Fatima Taylor | Housekeeping Director**

Fatima@ParkCityLodging.com

**Tammy Polychronis | Non-Rental Management**

Tammy@ParkCityLodging.com

**Doug Whitney | Snow Flower Project Manager**

Doug@ParkCityLodging.com

**Brenda Ripley | Controller**

Brenda@ParkCityLodging.com

**Trudy Stump | Reservations Manager**

Trudy@ParkCityLodging.com

**Jo Jones | Guest Services Manager**

Jo@ParkCityLodging.com

**Melissa Reddell | Marketing Director**

Melissa@ParkCityLodging.com

**Leo Anderson | Maintenance Manager**

Leo@ParkCityLodging.com

**Erin Whitney | Snow Flower Administration**

Erin@ParkCityLodging.com

**Maria Pineda | Snow Flower Housekeeping Director**

Maria@ParkCityLodging.com

**5X Winner Best of State**



**2019 - 2023**

## Buyer Beware

# PRODUCTS THAT WASTE YOUR MONEY

Our team has encountered first hand the frustrations and disappointments that arise from home warranties that fail to meet expectations. These shared experiences have fueled our commitment to provide you with this alert, enabling you to make informed decisions, avoid falling into the same financial traps, and navigate the consumer landscape with confidence.

### CONSUMER ALERT

## Home Warranties—Never Worth the Money

**T**he marketing goes right to your deepest fear—*what if an appliance in your home fails? How will you afford to repair or replace it? Shouldn't you have full coverage against such losses?* Don't buy into the home-warranty hype. Here's why...

**Too many exclusions.** The things most likely to break—such as refrigerator ice-makers—usually aren't covered. Home-warranty companies have reduced the number of exclusions in recent years, but they've also raised premium costs.

**Caps on payouts.** Say you buy a policy to cover your HVAC system. Payment often is capped at \$1,500, which doesn't do much toward replacing a \$7,000 heat pump, \$4,000 central-air unit or \$3,000 furnace. Still, isn't coverage for \$1,500 a decent chunk of change? Sure, but not when you consider that the policy premiums usually are \$600 to \$1,000 per year. If you carry

a policy for two years, you may have spent \$2,000 for a \$1,500 payout.

**Service fees.** You will pay a \$75 to \$125 copay whenever the warranty company sends a technician to your home...and that's just to look at the problem, not to fix it. But the average appliance repair costs only about \$150.

**No choice of contractor.** You get no say as to who does the repair work. Among the thousands of Better Business Bureau complaints filed against home-warranty companies each year, a staggering number are related to shoddy work. And if a contractor makes your problem worse, the warranty company isn't responsible for the damage even if he/she was sent by the home-warranty company.

**The numbers don't add up in your favor.** It never makes sense to insure against risks you could cover out of pocket. Insurers make sure that most policyholders pay in more than they take out, but at least with health and auto

insurance, you're covered against catastrophes. With home warranties, by the time you factor in caps and service fees, the protection you're buying is minimal.

**What to do instead:** Establish an emergency fund. Take the \$600 to \$1,000 you would have sunk into a home warranty and bank it. Then when something goes wrong, pay a contractor of your choosing out of pocket. If you don't have an emergency fund, most contractors offer payment plans or you can take out a loan if necessary.

**Caution:** When you are getting ready to buy a home, you might be pressured by the real estate agent to purchase a plan or accept one in lieu of inspection. Ask for cash instead, and never waive the inspection.

*Bottom Line Personal* interviewed Kevin Brasler, executive editor of the nonprofit online resource Consumers' Checkbook. [Checkbook.org](http://Checkbook.org)





40 YEARS

*park city lodging*™

DEER VALLEY • PARK CITY • CANYONS



LOCALLY OWNED AND OPERATED SINCE 1984

**Corporate Office:**

1915 Prospector Avenue  
Park City, Utah 84060

**Main Street Office:**

820 Park Avenue  
Park City, Utah 84060

**Snow Flower Office:**

401 Silver King Drive  
Park City, UT 84060

CONTACT US: [Owners@ParkCityLodging.com](mailto:Owners@ParkCityLodging.com) | 844.960.3867 | [ParkCityLodging.com](http://ParkCityLodging.com)