



Management the RVR Way A Foundation Built on Knowledge and Trust

Working for You

Russell Vacation Rentals was created by Scott Russell and John Russell to realize their vision of a vacation rental management company that combines a high degree of hospitality expertise and personalized service to both homeowner and the vacation renter. As in the case of most vacation rental markets, the choice for owners of rental properties in northwest Florida is a either a large, corporate style rental operation or a small, single operator, primarily led by individuals with real estate backgrounds.

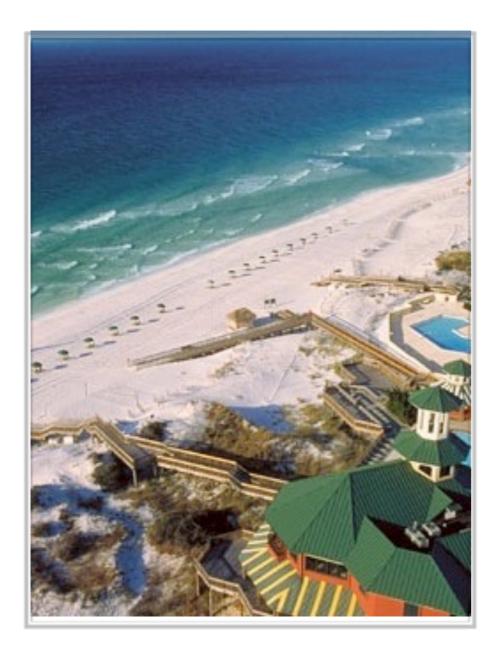
The large companies have advanced systems, large budgets and thousands of properties. In exchange for access to these resources, the property owner surrenders any chance for a personal relationship with senior management and accepts that their property is one of thousands.

Conversely, the smaller vacation rental operators provide a high level of personal connection and involvement but the tradeoff for the property owner is accepting the reality that their manager does not have much experience in hospitality marketing, revenue management or customer service.

Russell Vacation Rentals offers property owners a third option. Because the founding partners possess over 60 years of the highest level of hospitality experience, Russell Vacation Rentals will provide property owners access to a skill set that is unique to northwest Florida. What's more, because Russell Vacation Rentals is a boutique operation, property owners who choose Russell Vacation Rentals are valued as individual partners and gain the knowledge that their property is not a commodity but a highly valued resource for the firm.



The RVR Way



- Fully Optimized Website
- Integrated Marketing Campaign
- Property Management Specialists
- No Hidden Fees





Revenue Management

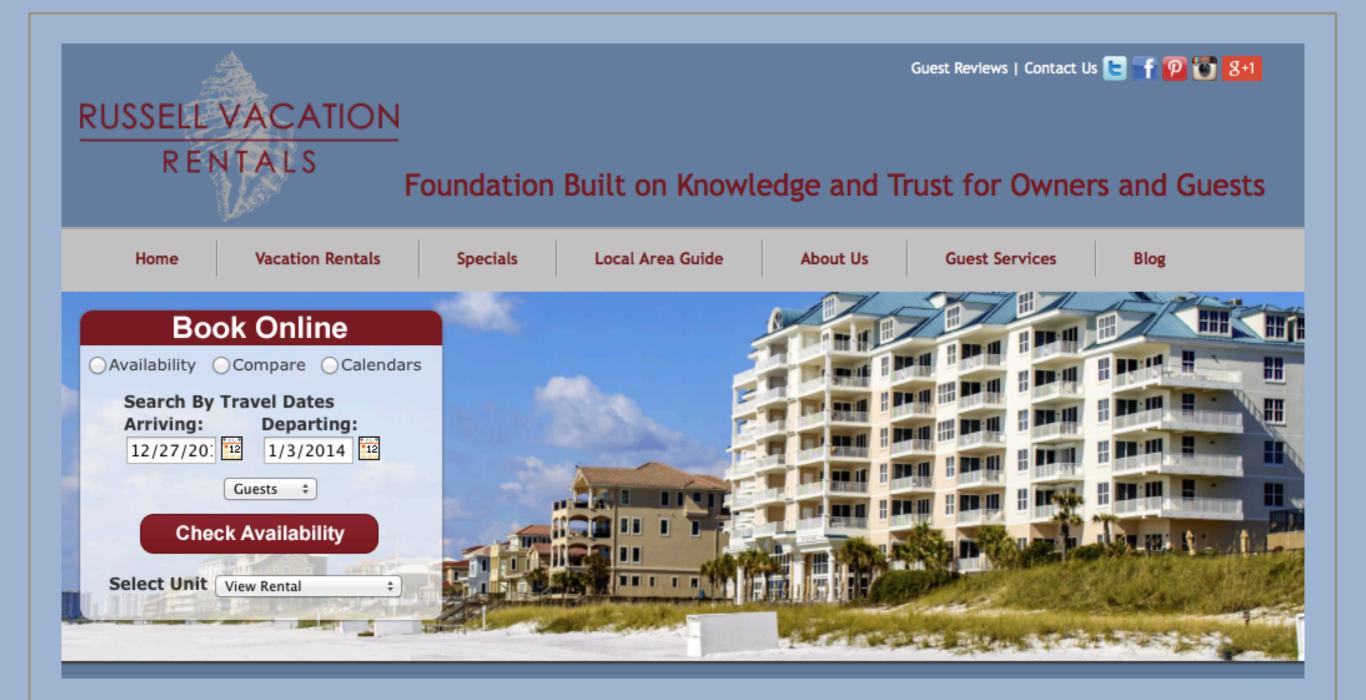
Russell Vacation Rentals shares in your goal of achieving maximum revenue for your vacation rental home. Our experienced team has a comprehensive understanding of hospitality marketing and we have invested in a best in class property management system that allows us to analyze consumer demand on a daily basis. We believe we not only have the best people, but the best tools to make informed rate decisions and effectively promote your vacation rental home so you get the most value out of your investment.





Showcasing Your Property

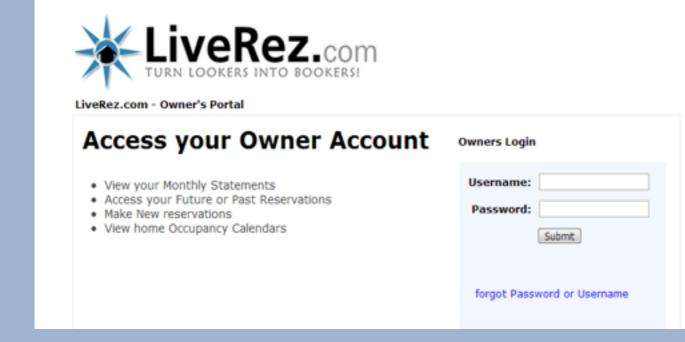
A solid marketing strategy can be the determining factor of how often your property gets rented. Our experienced team will create a strategy for marketing each property uniquely through various channels to increase your individual marketshare. Our professional services include photography and staging with detailed descriptions on each property that we feature. Russell Vacation Rentals promotes your vacation rental through our website, our partner websites, our social media outlets and through print media.



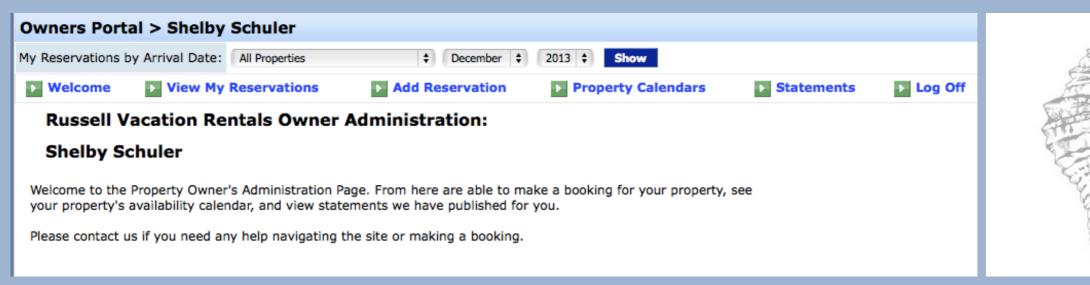
Owner Tools

- Simple-to-Use Website
- Professional Look and Feel
- Easy, Trustworthy Booking Source
- Easy Owner Logins

Owner Portal

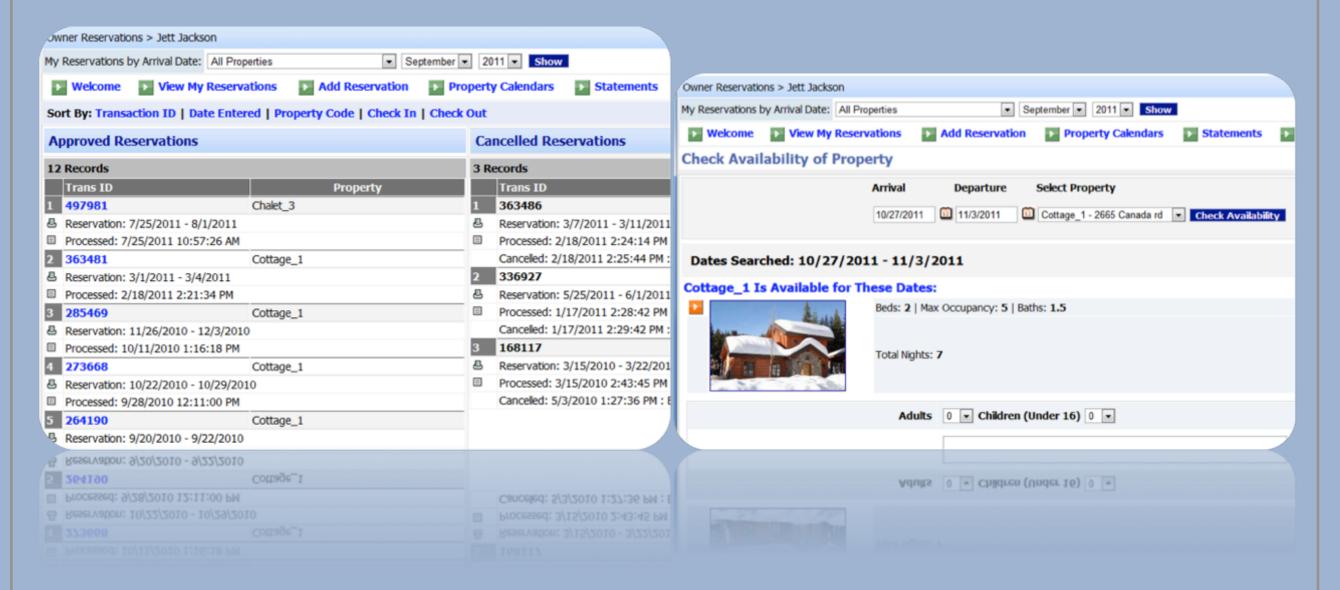


- Access Your Portal 24/7 Online
- View Reservations
- Make Reservations
- View Statements
- Generate Reports



- A Portal Personalized to You
- Get Messages from your Property Manager

Owner Reservations



- View All Reservations
- Make Your Own Reservations
- Edit Reservations You Make
- Add Your Own Reservations Based on Availability

Property Calendar

avations > Jett Jackson September
2011
Show ervations by Arrival Date: All Properties View My Reservations Add Reservation Velcome Property Calendars Statements Owners Sales Cycle LOC erty Availability Calendar: Chalet_3 Availability Calendar: September 💌 2011 💌 Chalet_3 - 2885 N Wheeler ct 💌 View Month! Oct - 2011 Dec - 2011 Sep - 2011 Nov - 2011 Calendar legend SMTWTFS SMTWTFS SMTWTFS SMTWTFS Available Unavailable / Customer Reservation 1 1 2 3 1 2 3 1 2 3 4 5 Owner Reservation 2 3 4 5 6 7 8 4 5 6 7 8 9 10 4 5 6 7 8 9 10 6 7 8 9 10 11 12 Single-Night Reservation 9 10 11 12 13 14 15 Single-Night w/ Early Check-in 11 12 13 14 15 16 17 11 12 13 14 15 16 17 13 14 15 16 17 18 19 16 17 18 19 20 21 22 Single-Night w/ Late Check-Out 18 19 20 21 22 23 24 Maintenance Reservation 18 19 20 21 22 23 24 20 21 22 23 24 25 26 23 24 25 26 27 28 29 25 26 27 28 29 30 31 24 Hour Hold 25 26 27 28 29 30 30 31 27 28 29 30 Available for Both Check In/Out Early Check In Feb - 2012 Mar - 2012 Jan - 2012 Apr - 2012 Late Check Out SMTWTFS SMTWTFS SMTWTFS SMTWTFS 1 2 3 1 2 3 4 5 6 7 1 2 3 4 5 6 7 1 2 3 4 4 5 6 7 8 9 10 5 6 7 8 9 10 11 8 9 10 11 12 13 14 8 9 10 11 12 13 14 11 12 13 14 15 16 17 12 13 14 15 16 17 18 15 16 17 18 19 20 21 15 16 17 18 19 20 21 18 19 20 21 22 23 24 19 20 21 22 23 24 25 22 23 24 25 26 27 28 22 23 24 25 26 27 28 25 26 27 28 29 30 31 26 27 28 29 29 30 31 29 30

< Previous 4 Months | Next 4 Months >

< Previous 4 Months Next 4 Months >																					
	29		31						26	27	28	29		25	26	27	28	29	31	29	
									19		21		24				21				

- View Owner Bookings
- View Guest Bookings
- View Maintenance Blocks
- View Holds

Owner Statements

	Owne	er Statements: April	2011 All Propertie	•\$	Show Statements		-
Liverez I 625 E. Sta Boise ID 8 800-343-2 208-578-0	te Street 3616 891				€	Print Statem	ent
Owner 3	lett Jackson					alet_3 85 N Wheeler ct 8616	:
Statemer	nts Property		Chalet_3		Mor	nth/Year 4 / 201	11
Monthly R Item	ecurring Cos	sts / Charges	Description			Expense Inco	
Sallys Lawn	Convico		Description			\$40.00 \$0.0	
Sailys Lawn Weekly Poo			POOL CLEANING			\$40.00 \$0.0	
vveeky Poo Vonage	CROBIT		POUL CLEANING			\$24.99 \$0.0	
vonage Replace Ligi	+ Bulb		Replaced Light Bulb in I	Jactor Bath		\$5.00 \$0.0	
Replace Light	IL BUD		Replaced Light Bulb in I	Masuer Baun	Totak		
Cleaning S	10000300/				TUCAE	\$\$119.99 \$0.0	~
Item	uninary		Description			Expense Inco	
Res: 39647:	5	Cleaning Charge				\$65.00 \$0.0	
Res: 36335		Cleaning Charge				\$65.00 \$0.0	
100.00000		crossing charge			Totak	\$ \$130.00 \$0.0	
Maintenan	ce Summary						\prec
Item		Completed	Description			Expense Inco	me
New Tile fo	r Bathroom	4/1/2011				\$165.00 \$0.0	
Labor for Ti	e Install	4/8/2011				\$380.00 \$0.0	0
FIX AC		4/11/2011				\$65.00 \$0.0	0
WATER HO	SE	4/11/2011				\$14.00 \$0.0	0
WATER HO	SE	4/11/2011				\$14.00 \$0.0	0
					Totak	\$638.00 \$0.0	0
Reservatio	n Summary						~
Res #	Type	Dates	Guest	Gross	Net/Rate	Net Incor	me
396475	Guest	3/30/2011 - 4/6/2011	jeremy lotz	\$1,155.00	80.0%	\$924.00	
363354	Guest	4/11/2011 - 4/18/2011	Tyler hurst	\$715.00	75.0%	\$536.25	
						Total \$1,460.25	
Additio	nal Documen	nts		Owner Incon	ne	\$1,460.25	
				Owner Exper	1565	\$887.99	
				Statement B	alance	\$572.26	

- A. Select Statements from any Month, Past or Present.
- B. Show Bills That Manager Paid for Owner (Expenses).
- C. Show Completed Cleanings (Expenses).
- D. Show Completed Maintenance Items (Expenses).
- E. Show a Summary of Reservations (Income).
- F. Show Totals
 - (Sum of Income and Expenses).

Sales Cycle Report

	ner Sale		· · · · · · · · · · · · · · · · · · ·								
			02/09/2011	Ending	09/02/2011	All Active Prop	verties 💌	Generate	Report		
Sho	rt Term Ren	tals	Date P	rocessed 💌							
Sale	s Cycle R	eport Fr	om: 2/9/201	1 - 9/2/20	11 Total: 23						Print Re
	Trans #	Туре	Submitted	Processed	Arrive	Depart	Property Code	Nights	Days To Arrival	Average Daily Rate	Rental Amo
1	520870	Cust	8/22/2011	8/22/2011	9/6/2011	9/13/2011	Chalet_3	7	4	165.00	1,155.00
2	516751	Cust	8/16/2011	8/16/2011	12/20/2011	12/27/2011	Chalet_3	7	109	150.00	1,050.00
3	514984	Cust	8/14/2011	8/14/2011	8/15/2011	8/22/2011	Chalet_3	7	0	71.43	500.00
4	497981	Owner	7/25/2011	7/25/2011	7/25/2011	8/1/2011	Chalet_3	7	0	0.00	0.00
5	491656	Cust	7/18/2011	7/18/2011	9/21/2011	9/28/2011	Cottage_1	7	19	128.57	900.00
6	477397	Cust	6/30/2011	6/30/2011	6/30/2011	7/7/2011	Chalet_3	7	0	150.00	1,050.00
7	476987	Cust	6/30/2011	6/30/2011	10/12/2011	10/19/2011	Cottage_1	7	40	185.71	1,300.00
8	430421	Cust	5/11/2011	5/11/2011	10/13/2011	10/20/2011	Chalet_3	7	41	160.71	1,125.00
9	417325	Cust	4/27/2011	4/27/2011	9/14/2011	9/21/2011	Cottage_1	7	12	100.00	700.00
10	414173	Cust	4/22/2011	4/22/2011	9/14/2011	9/21/2011	Chalet_3	7	12	145.00	1,015.00
11	405456	Cust	4/11/2011	4/11/2011	8/10/2011	8/17/2011	Cottage_1	7	0	121.43	850.00
12	396475	Cust	3/30/2011	3/30/2011	3/30/2011	4/6/2011	Chalet_3	7	0	165.00	1,155.00
13	385913	Cust	3/17/2011	3/17/2011	6/15/2011	6/22/2011	Cottage_1	7	0	100.00	700.00
14	384474	Cust	3/15/2011	3/15/2011	7/19/2011	7/26/2011	Cottage_1	7	0	128.57	900.00
15	375258	Cust	3/4/2011	3/4/2011	3/14/2012	3/21/2012	Chalet_3	7	194	165.00	1,155.00
16	372284	Cust	3/1/2011	3/1/2011	5/24/2011	6/1/2011	Cottage_1	8	0	122.50	980.00
17	368820	Cust	2/25/2011	2/25/2011	8/24/2011	8/31/2011	Chalet_3	7	0	125.00	875.00
18	367199	Cust	2/23/2011	2/23/2011	3/15/2011	3/22/2011	Chalet_3	7	0	82.14	575.00
19	367198	Cust	2/23/2011	2/23/2011	3/8/2011	3/15/2011	Chalet_3	7	0	65.00	455.00
20	367195	Cust	2/23/2011	2/23/2011	3/1/2011	3/8/2011	Chalet_3	7	0	65.00	455.00
21	363481	Owner	2/18/2011	2/18/2011	3/1/2011	3/4/2011	Cottage_1	3	0	0.00	0.00
22	363354	Cust	2/18/2011	2/18/2011	4/11/2011	4/18/2011	Chalet_3	7	0	102.14	715.00
23	362590	Cust	2/17/2011	2/17/2011	6/13/2011	6/20/2011	Chalet_3	7	0	125.00	875.00
											18,485.00
											18,485.00
23	362590	Cust	2/17/2011	2/17/2011	6/13/2011	6/20/2011	Chalet_3	7	0	125.00	875.00
22	363354	Cust	2/18/2011	2/18/2011	4/11/2011	4/18/2011	Chalet_3	7		102.14	715.00
21	363481		2/18/2011	2/18/2011	3/1/2011	3/4/2011	Cottage_1			ges the	

• Owners can e.



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