



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 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.



Guest Reviews | Contact Us     

Foundation Built on Knowledge and Trust for Owners and Guests

Home

Vacation Rentals

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Book Online

☐ Availability ☐ Compare ☐ Calendars

Search By Travel Dates

Arriving:


12/27/2012



Departing:


1/3/2014



Guests 

Check Availability

Select Unit

View Rental 

Owner Tools

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

Owner Portal



Access your Owner Account

- View your Monthly Statements
- Access your Future or Past Reservations
- Make New reservations
- View home Occupancy Calendars

Owners Login

Username:

Password:

[forgot Password or Username](#)

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

Owners Portal > Shelby Schuler

My Reservations by Arrival Date:

[Welcome](#) [View My Reservations](#) [Add Reservation](#) [Property Calendars](#) [Statements](#) [Log Off](#)

Russell Vacation Rentals Owner Administration:

Shelby Schuler

Welcome to the Property Owner's Administration Page. From here are able to make a booking for your property, see your property's availability calendar, and view statements we have published for you.

Please contact us if you need any help navigating the site or making a booking.



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

Owner Reservations

Owner Reservations > Jett Jackson

My Reservations by Arrival Date: All Properties September 2011 Show

Welcome View My Reservations Add Reservation Property Calendars Statements

Sort By: Transaction ID | Date Entered | Property Code | Check In | Check Out

Approved Reservations		Cancelled Reservations	
Trans ID	Property	Trans ID	Property
1 497981	Chalet_3	1 363486	
Reservation: 7/25/2011 - 8/1/2011		Reservation: 3/7/2011 - 3/11/2011	
Processed: 7/25/2011 10:57:26 AM		Processed: 2/18/2011 2:24:14 PM	
2 363481	Cottage_1	Cancelled: 2/18/2011 2:25:44 PM	
Reservation: 3/1/2011 - 3/4/2011		2 336927	
Processed: 2/18/2011 2:21:34 PM		Reservation: 5/25/2011 - 6/1/2011	
3 285469	Cottage_1	Processed: 1/17/2011 2:28:42 PM	
Reservation: 11/26/2010 - 12/3/2010		Cancelled: 1/17/2011 2:29:42 PM	
Processed: 10/11/2010 1:16:18 PM		3 168117	
4 273668	Cottage_1	Reservation: 3/15/2010 - 3/22/2010	
Reservation: 10/22/2010 - 10/29/2010		Processed: 3/15/2010 2:43:45 PM	
Processed: 9/28/2010 12:11:00 PM		Cancelled: 5/3/2010 1:27:36 PM	
5 264190	Cottage_1		
Reservation: 9/20/2010 - 9/22/2010			

Owner Reservations > Jett Jackson

My Reservations by Arrival Date: All Properties September 2011 Show

Welcome View My Reservations Add Reservation Property Calendars Statements


Check Availability of Property

Arrival	Departure	Select Property
10/27/2011	11/3/2011	Cottage_1 - 2665 Canada rd

Check Availability

Dates Searched: 10/27/2011 - 11/3/2011

Cottage_1 Is Available for These Dates:

 Beds: 2 | Max Occupancy: 5 | Baths: 1.5

Total Nights: 7

Adults 0 Children (Under 16) 0

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

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

Owner Statements

The screenshot shows a web application for 'Liverez Demo'. The navigation bar includes links: Welcome, View My Reservations, Add Reservation, Property Calendars, **Statements** (highlighted with a red box and arrow labeled 'A'), Owners Sales Cycle, and Log Off. Below the navigation bar, there's a section for 'Owner Statements' with filters for Month (April), Year (2011), and Properties (All Properties), and a 'Show Statements' button. The main content area displays property information for 'Chalet_3' and a table of recurring costs. Below this are three summary tables: 'Cleaning Summary', 'Maintenance Summary', and 'Reservation Summary'. At the bottom, there's an 'Additional Documents' section with a table showing 'Owner Income', 'Owner Expenses', and 'Statement Balance'.

Owner Statements: April 2011 All Properties [Show Statements](#)

Liverez Demo
625 E. State Street
Boise ID 83616
800-343-2891
208-578-0921

Owner: Jett Jackson **Property:** Chalet_3
2885 N Wheeler ct
83616

Statements Property: Chalet_3 **Month/Year:** 4 / 2011

Monthly Recurring Costs / Charges

Item	Description	Expense	Income
Sallys Lawn Service		\$40.00	\$0.00
Weekly Pool Clean	POOL CLEANING	\$50.00	\$0.00
Vonage		\$24.99	\$0.00
Replace Light Bulb	Replaced Light Bulb in Master Bath	\$5.00	\$0.00
Totals		\$119.99	\$0.00

Cleaning Summary

Item	Description	Expense	Income
Res: 396475	Cleaning Charge to owner	\$65.00	\$0.00
Res: 363354	Cleaning Charge to owner	\$65.00	\$0.00
Totals		\$130.00	\$0.00

Maintenance Summary

Item	Completed	Description	Expense	Income
New Tile for Bathroom	4/1/2011		\$165.00	\$0.00
Labor for Tile Install	4/8/2011		\$380.00	\$0.00
FIX AC	4/11/2011		\$65.00	\$0.00
WATER HOSE	4/11/2011		\$14.00	\$0.00
WATER HOSE	4/11/2011		\$14.00	\$0.00
Totals		\$638.00	\$0.00	

Reservation Summary

Res #	Type	Dates	Guest	Gross	Net/Rate	Net Income
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

Additional Documents

Owner Income	\$1,460.25
Owner Expenses	\$887.99
Statement Balance	\$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

My Reservations by Arrival Date: All Properties September 2011 Show

Welcome View My Reservations Add Reservation Property Calendars Statements **Owners Sales Cycle** Log Off

Owner Sales Cycle Report:

Printable Starting 02/09/2011 Ending 09/02/2011 All Active Properties Generate Report

Short Term Rentals Date Processed

Sales Cycle Report From: 2/9/2011 - 9/2/2011 Total: 23 [Print Report](#)

	Trans #	Type	Submitted	Processed	Arrive	Depart	Property Code	Nights	Days To Arrival	Average Daily Rate	Rental Amount
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

- Owners can view sales reports based upon the date ranges they choose.



RUSSELL VACATION RENTALS

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