

*The most trusted name in the  
Panhandle for 30+ years.*



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# Marketing

## THERE ARE NO START-UP COSTS TO MARKET YOUR HOME.

Unmatched marketing expertise and comprehensive revenue management are designed to produce the highest return on your investment. With proven revenue growth for our owners, our goal is to maximize your revenue and put more money in your pocket at the end of the year.

- We list your home with Airbnb, VRBO, Booking.com, Expedia, and hundreds of other affiliate sites and do not pass costs associated with these listings to you.
- Your home will be professionally photographed at no cost to you.
- Our team has 30+ years of revenue management experience, more than any other company in the area.
- Digital ads, comprehensive SEO, and social media integration help to create a successful marketing strategy before, during, and after primary booking seasons.
- Panhandle Getaways consistently has #1 Google search rankings for all related vacation rental terms in our area.
- We have 1,500+ Google reviews with 4.7 average rating, higher than all our competitors.

**Booking.com**

**Expedia**

**HOMES & VILLAS**  
by MARRIOTT BONVOY

**Vrbo**  
**PremierHost**

rentals united  
**TOP 50**  
Voted one of the World's  
Top 50 Property Managers  
in 2021 and 2022

**airbnb**

# Guest Services

With local customer service agents on duty 24/7, our reservations team is second to none. By listening to each guest, we help create the perfect stay for them based on their needs and wish list. We are on hand to facilitate Xplorie activities, along with various resort and community amenities like parking, pool codes, and more. As locals in the area, we offer the best insights and always strive to create a memorable vacation for our guests.

Each guest is given access to our hospitality portal, Welcome Home, which has access codes and other important information about their stay.



## Vacation Rental Insurance



We know how important it is to protect your investment. That's why we have Safely® vacation rental insurance and guest screening attached to every reservation for damage protection and peace of mind. **A guest damage fee covers this cost**, and every guest night is covered.

The Safely policy provides up to \$10,000 for accidental and intentional damage caused by the guest. It also provides up to \$100,000 of liability coverage and \$100,000 for structural damage and guest bodily injury as it relates to the rental of your home. This includes bed bug coverage and damage to golf carts. When no guest is in your home, your homeowner's insurance takes over coverage.

## Bonus Extras



Panhandle Getaways guests and owners receive free admission to a full slate of Xplorie experiences. This includes free rounds of golf, dolphin and sunset cruises, Skywheel tickets and more.



Studies have shown that updated vacation rental homes bring in more revenue. Our owners receive 10% discounts on full-priced furniture and accessories plus complimentary interior design services from our sister company 13 Hub Lane Design Studio.



CondoCierge provides an impressive variety of convenience services for guests and owners. Services include pre-arrival grocery delivery and set-up in the unit. Other popular services are black car transport service to and from the airport, luggage storage, baby gear rentals and delivery, and beach essential rentals and delivery.

CondoCierge



We care about you  
**and your home**

The Safely Protection Policy and the insurance information in this brochure are provided exclusively by On Demand Insurance Agency, LLC.

# \$100,000

of liability coverage for bodily injury and damage to your home

## Primary Coverage

so we are your first line of protection

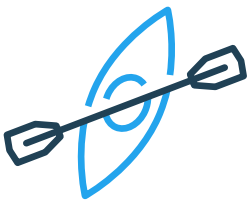
# \$10,000

of contents coverage, including bed bug remediation!

## Commercial Insurance

is active when you have paying guests in your home

### Example claims



**Damaged kayak**

\$350



**Wild party**

\$13,811



**Bed bug remediation**

\$1,750



**Broken glass, stained carpets**

\$356



**Fireworks launched from a dock**

\$12,112



**Broken back**

\$100,000

**Exclusions:** Force majeure, uninsured periods, loss that cannot be tied to an insured rental, damage not caused by the guest. Damage caused by: weather, normal wear and tear, formal events. Liability related to: use of recreational equipment (ATVs, golf cart, bikes, kayaks), pets (including bites), viruses, bacteria, invasion of privacy, injuries a guest causes to another guest, damages a guest causes to neighbors, or property not maintained by the named insured.

**Limitations:** Covered up to \$200: money, banknote, bullion, gold other than goldware, silver other than silverware, platinum other than platinum-ware, coins, medals, smart cards. Covered up to \$2500: securities, accounts, deeds, evidences of debt, letters of credit, notes other than bank notes, manuscripts, personal records, passports, tickets and stamps, watercraft, trailers, theft or damage of jewelry, watches, furs precious and semiprecious stones, art work, firearms, silverware, goldware, platinum-ware.

Safely's insurance is underwritten by Lloyd's of London Syndicate 3456. Coverage, exclusions, and limitations shown above are examples of coverage and not intended to represent all coverages, exclusions, and limitations. See policy for complete details.



As an industry leader along the Emerald Coast of Florida for 30+ years, Panhandle Getaways is able to yield top rental revenue while also maintaining and enhancing property values, and providing an unparalleled guest experience.

### BRIEF TIMELINE FOR NEW OWNERS

1. Once your contract is signed, your unit is built into our system. Photography is scheduled. KABA lock is installed. Your linens are put in place.

2. Your Welcome Email is sent with Owner Portal information and your Property Manager contact info. Your unit goes live on our website and marketing channels.

3. YOU ARE READY FOR RENTALS!

**ANY ONBOARDING COSTS WILL BE TAKEN FROM YOUR RENTAL INCOME.  
THERE IS NOTHING DUE UP FRONT.**

- KABA Lock cost: \$635 installed *or* \$130 for transfer of existing lock;  
\$13.95 monthly charge
- All-Inclusive Bedding: \$300 per bed, billed annually; plus mattress encasements
- Marketing costs: No marketing costs are passed to our owners.
- Photography costs: Your home will be professionally photographed at no cost to you.

Other options for linen costs include creating an additional reservation fee paid for by the guest. Contact Peter Shank (850-890-1520) or Colby LaDuke (850-771-6820) for full details.



## Kaba Lock

KABA LOCK is approximately \$635 installed, and you own the lock forever. The lock is integrated with our software, so the codes are not usable after the guest leaves or prior to check in. If you own a KABA lock from a previous home and want to transfer it to us and your new home, there is a one-time \$130 transfer fee. There is a \$13.95 per month charge to access KABA to retrieve codes, billed monthly.

## The Linen-Revenue Connection

The most successful homes and condos on our program utilize hotel-type bedding in all bedrooms. This is a bedding package that is all white and denotes a clean, consistent, and welcoming stay. Homes with all-white bedding photograph better and therefore book more online. This, of course, means more revenue for you.

Guests have overwhelmingly given us positive feedback on all-white bedding, and we have seen a dramatic drop in bad reviews due to unattractive comforters or other bedding materials. In this modern rental climate, reviews relate directly to revenue.

### ALL-INCLUSIVE LINENS, BEDDING

- \$300 per bed, per year. Sofa beds are no charge.
- Additionally, each mattress and box spring is required to have a zippered encasement installed as an additional layer of protection. Sofa beds must also have encasements. Prices for these range from \$39-\$54 each, depending on size.

Your annual linen cost provides a white comforter and top sheet for each bed that must be dressed prior to guest arrival. **This is a shared cost with our owners as we lose 3+ sets per year.** The linen fee includes the following: sheets, towels, pillowcases, pillow protectors, bathmats, and kitchen towel sets.

Per bed cost provides for the purchase, replacement, and laundering of bedding. To meet best practice standards, comforters must be washed at 180 degrees to properly sanitize bedding.

Linen costs are billed to your owner statement annually within the month which you joined our program.

# Taxes and Owner Payments

Panhandle Getaways will register your unit and pay Florida State Sales and Use Tax, Applicable County & Tourist Tax and any other applicable taxes such as PCB License Fees under our Tax ID on a monthly basis. Rental income is deposited on the 10th of each month via Direct Deposit.

## OWNER PORTAL

You have access to our online owner portal 24/7. Here you can access information about your unit and block out your owner vacation dates. You can also see future bookings and view past and current owner statements. Your login information is sent in the Welcome email along with a copy of your signed contract. *\*Note: the login credentials will access information for all of your properties should you own more than one property.*



## Maintenance

Maintenance is billed at \$50 per hour. Anything that takes 10 minutes or less and can be done by one of our inspectors while on the property, there is no charge. If you provide light bulbs and air filters in the property, we will change them at no charge. For major appliances or other large repair, we will contract with a local vendor on your behalf, and you will be billed from the vendor. **No work will be done on major issues over \$250 without your approval.** Our team also prepares and sends annual condition reports on your home, noting any issues we find.

## Housekeeping

Our housekeeping standards are based on hotel-rated concepts that elevate your property to its highest potential and protect your investment. Panhandle Getaways takes pride in our local teams and their dedication to leave your home in top condition before and after each guest. Deep cleans are performed annually and are mandatory. Upon contacting your property manager, owners may perform their own deep cleans.

The same cleaning team and inspectors are assigned to your home. This keeps them familiar with the layout, décor, and overall health of the house, and they are more likely to notice if anything is damaged or missing. We are open 24/7 to address any issues that guests may have during their stay. Owner Cleans are discounted from the guest rates.





Panhandle Getaways owners enjoy the benefits of the Xplorie activities at no charge--the same activities our guests receive when they book with us.

- Owners stay/reservation must be a short term stay (less than 27 days)
- With owner approval, Xplorie activities may be used by a family member other than the owner.
- A few activities are available year round with the majority being available March - October.
- We strongly recommend reserving golf tee times prior to your arrival for best availability.



## Free Activities Our Owners Can Enjoy:

### PANAMA CITY BEACH

- Bay Point Golf (One free round of golf per day)
- Dave & Busters Power Card (one per stay)
- Island Time Sunset Cruise & Dolphin Watch (One free adult admission per day)
- Island Time Snorkel & Shell Island Cruise (One free adult admission per day)
- SkyWheel PCB & Golf (One free adult admission per day)

### 30A

- 4 Complimentary Bikes at each home. Condos have 2 bikes.
- Sea Blaster Dolphin Cruise (One free adult admission per day)
- Sea Blaster Snorkel (One free adult admission per day)
- Southern Star Dolphin Cruise (One free adult admission per day)
- One free round of golf per day at any of these courses: Bluewater Bay Golf; Emerald Bay Golf Club; Regatta Bay; Windswept Dunes Golf Club

### DESTIN

- Sea Blaster Dolphin Cruise & Snorkel (One free adult admission per day)
- Southern Star Dolphin Cruise (One free adult admission per day)
- Big Kahuna's Water Park (One free adult admission per day)
- One free round of golf per day at any of these courses: Bluewater Bay Golf Club; Emerald Bay Golf Club; Regatta Bay; Windswept Dunes Golf Club; The Golf Garden of Destin

\*activities subject to change

# About Our Owner



Ann Shank started her first retail business at 25 years old with only \$700, creating a thriving clothing boutique in Buckhead, Georgia. She soon realized her passion for building successful companies would not end there.

In the early 90s with a little extra cash in the bank, Ann bought a condo in Destin and parlayed her first vacation rental into two more, then three. When fellow owners voiced frustration with their rental experience, Ann took them on as clients, and Panhandle Getaways was born. Positive word of mouth grew, due in no small part to Ann's unique owner perspective and successful management style.

Today, Panhandle Getaways has grown into one of the most respected hospitality companies in northwest Florida with more than 900 rental properties from Panama City Beach to Scenic 30A to Destin/Ft. Walton. The company's reputation for providing outstanding service and consistent revenue to owners continues to lead the competition. Ann is extremely proud that four of her children now work full-time for Panhandle Getaways, making it a true family business.

In 2016, she created and opened furniture and design boutique 13 Hub Lane as a place to help her owners update and furnish their homes. Following that, she opened multiple locations of The General Store to serve as a go-to place for vacationers to get all their beach essentials.

740-424-3250 | [ann@panhandlegetaways.com](mailto:ann@panhandlegetaways.com)



*We sold our last rental property, however we cannot let the moment pass without telling you how much we have appreciated the exceptional service delivered by Panhandle Getaways for so many years. We consistently experienced top notch, professional service in all areas.*

*One very important aspect of your service is the way you manage the financial side of the business, never were our payments late, reports and tax reporting very timely, understandable and fair. In addition we always felt the staff was professional, accommodating and responsive.*

*We would not hesitate to recommend Panhandle Getaways as a cut above in the property management arena. We will miss the relationships developed and experienced over the past many years that we did business with you."*

*-Marlene*