

**Vacation Rentals On-Line, LLC
Property Marketing Agreement**

Property Marketing Agreement between Vacation Rentals On-Line, LLC (VROL) and _____,
owner of property _____, entered into effect on the date of _____.

VROL will provide the following services for the Annual Fee:

1. **Property Review** and specific recommendations for property enhancement
2. **Photography Services**, including one free shoot of at least 16 digitally optimized photographs
3. **Listings on HomeAway** (includes Homeaway, CyberRentals, GreatRentals), **VRBO Premium listing**, **Vacation Rentals**, and **HolidayRentals.co.uk** (includes UK, Germany, Spain, Sweden, Finland, Netherlands, Denmark, Norway, Italy and Portugal website listings, translated into local languages)
4. **Timely responses to inquiries** from these sites, via email, and by telephone where possible
5. **Periodic promotions** to potential guests, via email, Craig's List, and other channels selected by VROL
6. **Annual analysis** of property performance, and **periodic progress reporting**

VROL will provide the following services for an hourly fee of \$65 / hr (or the prevailing rate):

1. Interior updating and shopping services
2. General contracting liaison (for coordination of property upgrades with local contractors)
3. Rental marketing advisory services (for owners who wish to do additional marketing on their own)
4. Additional photography shoots beyond once / year

Owner expected to provide: (Owner to initial to confirm understanding of items below: _____)

1. Annual fee of \$1,795, or prevailing rate if renewing, with \$0 commission on each rental provided through VROL
2. The annual renewal fee 2 weeks prior to the effective date each year, or notice of intent to cancel services
3. Access to the property, when not rented, for purposes of property review, photo shoot, and enhancement services
4. Guidelines on promotional pricing, and minimum pricing
5. Five year history of annual rentals, for use in the annual analysis and goal setting process
6. Authorization for property manager to release booking information periodically to VROL for analysis purposes
7. Owner agrees to adhere to guidelines and commission structures in their property management agreement(s)

Photography & Listing Content:

The photography remains the property of VROL after conclusion of this agreement. The wording contained within the listings is proprietary to VROL, and may not be used directly (verbatim) after conclusion of this agreement. Should owner develop their own ads on these same or similar services at some point in the future, reasonable efforts should be applied to arrive at unique wording for the new ads. Owner may purchase rights to the photos and ad text for \$500 / property.

Guarantee:

VROL guarantees additional bookings for owner property that will at least offset the cost of VROL services. Should VROL fail to deliver sufficient bookings to offset the cost of the annual subscription within the subscription period, VROL will refund the difference between the subscription cost and the additional rental income VROL generated.

Customer Ownership:

VROL reserves the right to market and promote to any customer who has inquired or booked through VROL listings. At property owner's request, VROL will supply all contact information for those inquiries generated by the owner's property.

Annual VROL Performance Analysis:

VROL will work with owner to determine how many bookings were generated within the year. This can take place in one of two ways: 1) Owner supplies VROL with a statement containing prior 12 months of bookings, along with names of the guests, or 2) VROL supplies owner will full list of inquiries. In either case, the list of inquiries can be matched against the actual bookings to determine conversions. A conversion rate of 5-10% of all inquiries received is considered average.

Property Representation:

VROL will provide best efforts to present the property accurately. VROL is not responsible for renter grievances or complaints about misrepresentations of the property, but will provide best efforts to rectify any situations that arise.

Property Damage:

VROL is not responsible for any damage renters may cause to owner's property.

Transferable:

This agreement is transferable to a new buyer of the property, and will remain in effect for remainder of annual subscription. This agreement may be cancelled at any time, but is non-refundable. In the case of a sales transaction or cancellation of service, all prior bookings should be honored in accordance with the owner's property manager policies.

Signed: (Owner) _____ (date) _____ (VROL) _____ (date) _____

Vacation Rentals On-Line, LLC
Supplemental Questionnaire

Price Discounting (VROL recommends both “a” and “b”)

- a) Maintain parity with the property manager (when property manager runs a special, try to match it)
- b) List at 10% off regular price on selected websites

Decision: _____

Minimum rental period and Valid Check-in Days (VROL recommends “a”, and “b” whenever possible)

- a) Maintain parity with the property manager (often 7 days in season, 3 days out of season)
- b) Saturday-only check-ins during season

Decision: _____

Owner Related

- a) When did you purchase?
- b) What are your favorite aspects about your property?

- c) What are your favorite aspects about Sanibel?

Other Notes:

