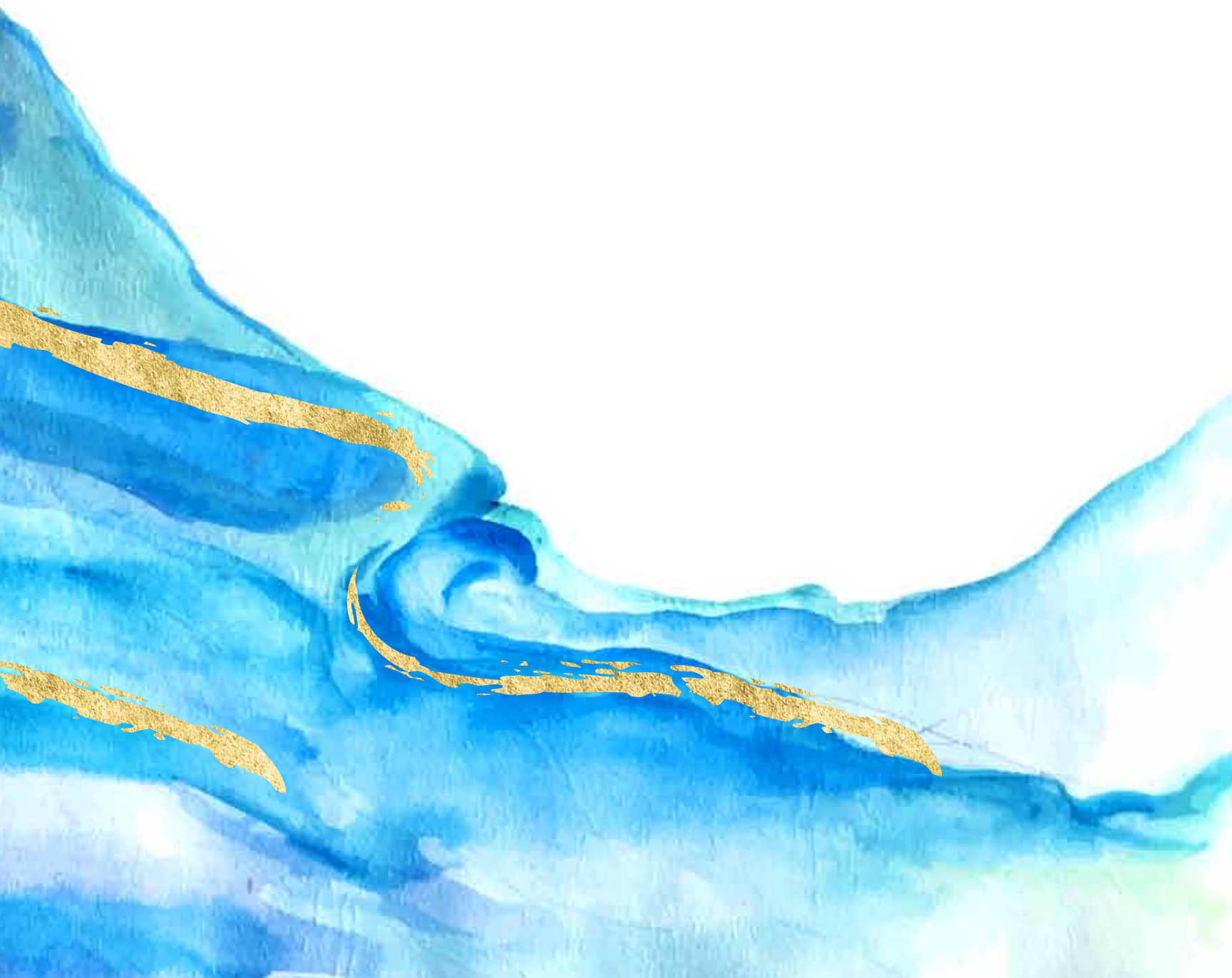




itripvacations

LOCALLY MANAGED, GLOBALLY MARKETED



GULF SHORES, ORANGE BEACH, FORT MORGAN

What *really* matters?

At **itrip**vacations, our approach to rental management begins with YOU in mind.

What are your expectations? What do you need from an organization you depend upon to manage your property? How or in what ways would the people at **itrip**vacations serve your interests more closely than the myriad of other companies from which you may choose or have used in the past?

Our enthusiasm drives us to provide an exceptional, industry-envied performance standard.

We've earned a reputation for delivering outstanding revenues for our clients/friends.

We've developed, and continue to strive toward, a goal that thrives within a culture of old fashioned people-first service while incorporating the latest technological tools available.

At **itrip**vacations, YOU are what matters most. Where would we be without you!

Business today is tough. Expectations are high. Competition is stout, but we remain convinced that as we stay the course by dedicating ourselves and our organization to a genuine devotion to our owners, vacationers and associates, we will not only prevail, we will continue to excel! We remain 100% focused on doing our utmost to help you achieve the best results possible. Period.



Meet the *record-setting* duo . . .

In 1996, Kristy Doggett and Lynn Humphries forged a relationship that would ultimately create an unbeatable team in hospitality management. Both are natives of the region and began a career path on the Alabama Gulf Coast at the same fast paced real estate sales and rentals organization.

Kristy, a University of South Alabama accounting graduate, and Lynn, an exceptionally bright overachiever, rapidly learned the complex intricacies of an industry experiencing meteoric growth. Kristy focused primarily on accounting and other “back of the house” functions. Lynn focused on vacation reservations and management of other “front of the house” duties. The two rapidly became significant contributors within their respective disciplines. They also formed a friendship through which they shared core values relative to exceptionally honest and genuinely empathetic service.

The achievers did not go unnoticed in the community at large. After a few years refining their skills and contributing to the success of the organization, both Kristy and Lynn were hired by the owner’s of Beach Club, one of the region’s largest

developers. Having acquired a host of industry certifications, real estate licenses and admirable achievements, the two earned distinction as exceptional managers. Later, Kristy affiliated with Caribe Resort, assuming a significant managerial role during the development of the property, while Lynn chose to accept a management position at Gulf Shores Rentals, Inc. another noteworthy area company.

In 2010, the two enjoyed an epiphany. Since both shared similar visions with respect to personal integrity and both exhibited an uncanny work ethic, the decision was made to once again bring their talents together. This time they were forming their own enterprise. An **itripvacations** franchise opportunity would provide the perfect venue for them to implement shared philosophies, live their dreams, and put into practice aspirations and methodologies to which both were devoted. The rest is history, or rather, they’re continuing to make history thanks to an ever increasing host of friends who have placed their trust in two truly exceptional industry professionals!

We believe that
exceptional effort produces
exceptional *results.*



itripvacations clients enjoy a level of commitment most property management companies quite frankly struggle to deliver. We're focused, smart, experienced, undeterred and totally dedicated toward the business of optimizing your revenue potential.

Our team of rental management experts share a common vision: be the best! We take pride in our ability to do it right, and we work diligently to do the best possible job.

Whether we're orchestrating a remarkably comprehensive marketing plan in tandem with our **itrip**vacations franchise team, patiently communicating with a prospective vacationer, cleaning your property in advance of the arrival of our next guest, or preparing an essential paper trail for your tax reporting, we exert a level of expertise that consistently exceeds customary expectations. It's working! Our bookings are exemplary. Our owner retention rate is excellent.

*"We bought a condominium in Gulf Shores in 2012 and our real estate agent suggested we use **itripvacations** as our rental agents. What a great recommendation! Kristy and Lynn and the whole office have been there for everything we needed! From helping us redecorate to reminding me what the entry code was at 10 pm when I had forgotten it. When we sold that condo and bought another, there was no question as to who would handle it! We turned it over to them immediately and feel comfortable that it's like having family take care of things. Their decorating and marketing ideas are spot on. Commissions are fair and they keep it rented! We would highly recommend **itripvacations** for owners as well as renters looking for quality rentals at reasonable rates!"*

Evelyn and Stephen S., Gardendale AL



We are *grateful* for our continually growing community of owners, guests & associates.

How do we generate more *revenue* than most?

Everyone is connected. So are we... Big time! Oftentimes, we see fatal flaws in a property owner's and manager's online exposure. At **itrip**vacations, your property is promoted across the broadest spectrum of relevant websites and social media channels. It is hugely important! Therefore, we expend enormous effort listing and optimizing your property's online presence on dozens of the most visited travel related sites on the internet; places such as:



 FLIPKEY®

 VRBO

 HomeAway®

VacationRentals.com®
Part of the HomeAway Family

 tripadvisor

"itrip.net is a wonderful agency and has been taking care of our "investment" for over two years now. itripvacations takes care of the booking, cleaning and watching over our unit as tenants visit Gulf Shores. They have made our unit available through their marketing and website offerings, and they keep our unit rented throughout the year. itripvacations' personnel are great to work with. They are accessible and willing to help when issues arise, such as severe or inclement weather or when working with our condo association. I endorse itripvacations and believe their services would be an asset to all property owners."

Bobby L., Hodgenville, KY

Of course, our tactical marketing plan includes other valuable mechanisms such as e-mail marketing, e-newsletters, blogging, social media posts, traditional advertising, personal note cards and comprehensive search strategies.

We believe our overall marketing strategies are second to none. Remarkable results prove our point. The power of an **itripvacations** franchise that invests more than a million dollars annually to enhance the brand and our personal commitment to old fashioned person-to-person service, seamlessly combine to make a big difference! We pay attention to the minuscule details that challenge us daily, while enjoying a robust franchise association that bolsters our exposure in the global marketplace. Few of our competitors enjoy that type of local and global commitment to excellence.

SATURATE the travel portals

We engage an audience of more than 150 million prospective renters. Our franchise advertising team promotes your property by providing direct access on sixty targeted search engines.

We place your property on our interactive website, incorporating geo-target technology to identify and potentially engage likely renters/vacationers.

We optimize off-season revenue by promoting discounted opportunities to 30 million autumn-winter prospective visitors.

We aggressively showcase your property within **itripvacations'** robust \$1 million+ annual advertising, internet marketing and branding budget.

We network among our friends in sports, education, civic associations and retail businesses, seeking referrals for our bookings.

SERVICE second to none

Our professional team is optimally available, on call for owners and visitors 24/7/365.

Our exclusive instant response e-mail quoting engine through VRBO.com, HomeAway.com, VacationRentals.com, FlipKey.com and **itrip.net** doesn't miss an opportunity.

Our leading edge e-mail re-marketing system assures consistent high level communication between **itripvacations** team members and rental guests.

Our owner's portal provides up-to-the-minute renter's reservations, maintenance scheduling, owner's statements and owner's use booking.

Our point of purchase mechanism accepts all major credit cards.

Our secure lock system provides Kaba key access changes instantaneously.

Our accounting system processes local lodging taxes monthly.

SAVINGS our clients enjoy

Our commission is only 15% of gross rentals once we confirm a guest reservation; substantially less than many of our competitors.

Our commission is only 7.5% when our owners refer a guest.

Our maintenance team provides FREE light maintenance.

Our marketing team provides an initial free professional photography shoot and posting of your property.

Our policy provides that we accept a maximum of 15% of units in a complex.

Our local business community connections serve as an invaluable reference for you with respect to savings, quality products, and services.

We *start* with the *finish* line in mind.



We shoot **CAPTIVATING IMAGERY OF YOUR PROPERTY** and **EXPERTLY CRAFT DESCRIPTIVE WORDS** that set your property apart, thus representing to our target audiences the most enticing invitation to come stay.



We **SATURATE THE INTERNET** by placing your property on the industry's most robust travel related sites, incorporating sophisticated search tactics to insure that your invitation to reserve a stay optimally reaches qualified prospective audiences.



We **MONITOR AND MANAGE YOUR PROPERTY'S ONLINE PERFORMANCE**, constantly analyzing metrics, adjusting parameters to suit seasonal, event-centric and competitive offers.



We immediately generate an **AUTOMATIC RESPONSE TO EVERY INQUIRY**, providing up-to-the-minute pricing and link to the reservations page of your property.



We **CONFIRM A RESERVATION** by obtaining a signed rental agreement, payment from the renter and manage key and lock code procedures for easy check-in and check out.



We **SCHEDULE AN AFTER-VISIT CLEANING** and any maintenance that may be needed in advance of next reservation.



We follow through by **THANKING RENTERS** and we **SOLICIT THEIR OPINIONS** regarding their experience with us.



*"We would like to recommend the rental management services provided by **itripvacations** - Beaches of Alabama to anyone interested in either renting from them or having them manage their properties. We have two beach properties in Gulf Shores and have enjoyed a great business relationship with Lynn, Kristy and the team at 'Beaches of Alabama.' We feel like our properties are taken care of and trust the decisions made in renting to tenants and managing any issues that may arise. We have recommended **itripvacations** to friends and family and have always had good feedback on positive experiences in renting from **itripvacations**."*

Wade & Bunny S., Franklin, TN

*"The girls at **itripvacations** have been great to work with. They are really on top of their business and handle everything concerning the property management. All we do is cash the checks. It's really a pleasure to work with their team."*

Ken & Pam F., Mandeville, LA

*"For years, I have enjoyed a successful association with **itripvacations** -Beaches of Alabama. As a property owner and client, I have witnessed and enjoyed the highest level of property management skills by Lynn and her team of professionals. They have exceeded my expectations by managing multiple properties for me with positive results."*

Brady B., Abbeville, LA

The best
compliments are *earned* . . .
and we earn them frequently!

*"**itripvacations** has been my management company from their inception and has done a wonderful job. Having the ability to know the agents personally makes for an enjoyable experience, and their attention to detail and prompt response to issues is exceptional. **itripvacations** is small enough to make sure every situation is properly resolved and large enough to provide top-of-the-line service and technology."*

Eric E., Auburn, AL

Answers to our most frequently asked questions.

How does **itripvacations** promote and market your property?

Each property has its own customized web site on VRBO.com, HomeAway.com, VacationRentals.com, FlipKey.com and **itrip.net**. All inquiries are property specific ensuring the owner that they receive all intended bookings. If a requested property is booked, alternate similar properties will be offered using unit-specific criteria such as availability, pricing, location and number of bedrooms/bathrooms. **itripvacations** utilizes the most searched Internet vacation rental sites available. Utilizing weekly updated statistical analysis of daily visits, we contract with the most searched web sites.

Guests are encouraged to leave feedback on the rental sites. **itripvacations** keeps a detailed database on renters so they can be contacted periodically to encourage repeat bookings.

How are rates established?

itripvacations considers our owners the lifeblood of our business. We know it is in our best interest to maximize YOUR rental income and ensure that your property rents for the maximum amount. A Comparable Market Analysis (CMA) is performed just as if you were selling your property to determine competitive rental rates. Due to competitive market conditions, tourist fluctuations and demand, **itripvacations** reserves the right to alter rates and terms and make special rates and terms at its discretion to maximize YOUR rental income and occupancy percentage.

What are some of the normal expenses for the rental program?

itripvacations tries to keep expenses to a minimum. There are no nitpicky or hidden charges to property owners. The only fees charged are: a management fee of 15%, credit card fees (average 2.5%) and rental maintenance fees.

Can I promote and rent my own property?

Yes, we encourage you to rent your own property! **itripvacations** offers a 50% commission discount on bookings that you refer. That's only 7.5% in commission!

What about cleaning services?

Repeat business is based on happy customers. Everyday maintenance of your property prolongs its life and increases its value. **itripvacations** employs exceptional cleaning services that are second to none. Our cleaning staffs inspect each property as they clean (a great way to notice damage or substandard maintenance) and inspect the entire unit after cleaning. The rental guest is billed for cleaning services as an additional charge.