



## **Reservation Booking Services**

### **Who are we?**

Diana Young and Peter Bruckmann were the founding owners of Silver Star Stays. They have owned a condo at Silver Star since 2001. In 2006 they bought another condo in Creekside. Prior to beginning Silver Star Stays they owned a successful internet travel agency in Abbotsford for 20 years. This experience has been brought to bear at Silver Star Stays, where we currently manage reservations for over 70 properties. With this growing family business, they brought on Lindsay Brennan 18 months ago to train and mentor her to take over the business as Diana and Peter are nearing retirement. Lindsay is now the owner/operator of Silver Star Stays effective September 2018. She lives full time at Silver Star as the mountain host for all guests. Peter & Diana are continuing to work with Silver Star Stays. Additionally, Tara Wilton, an original family team member remains an integral part of the company. Tara is located in Toronto, which provides us with extended service hours. We are open seven days a week from 7:00 – 7:00 PST.

### **Why us?**

When Peter and Diana first started renting out their condo in 2001 they were disappointed by the very few bookings they received. At that time they were busy with their travel agency, so didn't take an active role in reservations for their condo. Once they moved to Silver Star, Diana took over the renting of their rental condo and was pleasantly surprised to create a huge increase in bookings. This sparked the interest of their neighbor condo owner who asked if they could help to rent their condo., as they had experienced the same "low bookings" scenario. That began Silver Star Stays which now provides personal service and active marketing of the select properties that we handle.

We are also fully licenced as a wholesaler/travel agent with the B.C. Consumer Protection Department. All of our revenues that come in from guests are kept in a trust account and the revenue disbursed to the owners once a month. We are highly regulated and have to submit financial reports once a year and pay annually for our Consumer Protection licence . Guests have that added peace of mind as they are covered in the event of a dispute or loss of services. We also are licensed insurance agents so we are able to offer our guests insurance protection since the deposits are fully non-refundable as are the final balances which are due one month prior to arrival.

## **What do we do?**

To take on another client, we would meet either personally or via email to ensure there is a match in philosophy and expectations. We have been successful with our clients because of the trust developed between both parties and the flexibility that is extended to us to obtain bookings, including last minute bookings and extending bookings.

Once we begin working together, we would prepare a “Welcome package” that we would provide to each guest via email as well as in a binder within the unit. We will have your property added to our website and our other online booking engines with pictures supplied by the client (or we will take if preferred).

Our goal is to help property owners maximize their revenue, while reducing the time and energy required to proactively market themselves, while achieving greater results for them.

## **How does it work?**

Our booking fee is 15% of the rental revenue. For this fee, we provide all the marketing and we maintain all contact with the guest; including answering all questions at the inquiry stage, and sending them the “Welcome package” that provides driving instruction, door access codes, common room codes and wi-fi codes, as well as other helpful hints. We send welcome emails upon their arrival and also follow up thank you emails. We accept payment via credit card from the guest. Another bonus is that the client pays the credit card processing fee rather than you, which is a big savings. By the 15<sup>th</sup> of each month we forward you via direct bank deposit any deposits/full payments or final payments that were received in the month prior.

## **How do we market?**

Silver Star Stays is actively marketed on all social media platforms including Facebook, Twitter, LinkedIn, Google+ and Pinterest. In addition we utilize online classifieds and other creative marketing ideas. Once a month we do an email marketing to all of our past/current/potential guests with specials, info on activities, advising of new properties, etc.. This email reaches over 3,000 recipients.

In addition we add each property to Owner Direct which is a well-known site for people searching on the internet to come to Silver Star.

We are very successful with Owner Direct as we maintain a great relationship with the staff by keeping the calendars updated and having a response time to bookings of less than 2 hours – which is why they like to send business our way. The easier we make life for them, the more bookings we get. This is also one of the reasons our owners are happy with our service. They enjoy not having to worry about anything – simply having bookings made and payment sent to them.

We also utilize other websites such as FlipKey, Home Away, VRBO, Trip Advisor, Air BnB and booking.com to name a few others.

We were proud to receive the Award of Excellence from booking.com for 2014, 2015, 2016 and 2017. We achieved an average of 8.6 out of 10 based on a minimum of 10 guest reviews. This is especially impressive since one of the categories is “front desk” and since we don’t have one, the high score is indeed an accomplishment.

Our goal, as mentioned is to help you maximize revenue, while handling all the work regarding fielding inquiries, making bookings, invoicing guests, etc. We do this in a variety of ways – in addition to the proactive marketing we do, we also maximize revenues by offering your guests bonus days if there are gaps between bookings. We are constantly monitoring bookings and have a high success rate in “upselling” extra nights closer to arrival date. We also promote early or late check in/check out for an additional fee if availability permits. This way the guests get a discount on extra nights or early/late check in/outs and you benefit from additional revenue. The goal is to put heads in beds for all the nights you wish to have rented out.

You are free to make direct bookings for your friends/family. Often our owners ask us to handle those as well since friends and family tend to want a super-duper deal that defeats the purpose of renting the condo out. This is your call though. The only requirement is that when you make an owner booking (for personal use or for renters) that you contact us immediately so that we can update the rental calendar.

**Important Caveat: Once we have accepted a booking, you are not able to “decline it” as we take a non-refundable deposit so it is important that you provide us with your personal dates in advance so we can block them off and you will avoid disappointment. This is a critical part of our success as we accept bookings immediately, if the space is open.**

We require availability on an ongoing 12 months basis. If you are unsure of your availability, you can simply block off and open up later. This way we can start actively marketing the dates that are available for rentals, including repeat Christmas/New Year’s guests.

We also arrange for the housekeeping for all bookings at your property and schedule them. You are able to do your own cleaning, if you prefer.

With Silver Star Stays we will assign you one of our approved housekeeping companies. We manage three different housekeeping companies to ensure they aren’t spread too thin, and have a back up in the event of an emergency.

We do all the scheduling so that we make the management of your rental investment as easy as possible for you.

Using one of our cleaning services you are able to have all your personal linens/towels, etc. as all laundry is done separately in a private laundry.

Our guarantee with our cleaning services is that they will clean your unit on the day of departure – unlike other services who only clean on the day of the next arrival. This is why we are able to take last minute bookings and also book so many same day turnarounds. Some services will not accept bookings within two days of arrival as they have not cleaned from the last guest – even if it was a week prior. This means significant lost revenue.

The other advantage of the peace of mind with our cleaning services is that we provide them with the dates of cleanings on an ongoing basis. If you choose to use your own choice of housekeeping service, that is fine, but you would be responsible for scheduling them and maintaining the high standard of cleaning and maintenance (and list of supplies) that we require to effectively manage your rentals.

To streamline this process our cleaning services will invoice you directly via email and accept email payment for their services. You can also communicate with them directly if there are any special

requests you have.

### **What maintenance services are provided?**

We are basically your eyes and ears on the mountain through our cleaning companies. We use a number of different maintenance companies for minor repairs. This allows us to obtain immediate service in the event something needs attention during a guests' stay.

In addition to small repairs, they are qualified and available to offer you upgrading, renovations, painting and replacing light bulbs, broken or outdated appliances, for example.

If requested, they will also shop for and replace needed items (i.e. if you need a new shower curtain, towels, etc.) They can also arrange for fireplace cleaning, carpet cleaning, etc. In the case of any maintenance or renovations requested, we would communicate directly with you and then have them provide a quote in advance, prior to any undertaking.

Silver Star Stays provides off Season Security Checks. It is very important that you check with your insurance policy to see how often security checks need to be done to maintain insurance coverage. This is usually a weekly service, but the frequency is up to you. The rate per security check is \$12.00 plus GST which provides important peace of mind for you.

### **What other services can the housekeeping companies provide?**

Deep cleans are recommended twice a year - at the beginning of the winter and the summer seasons.

### **What is the cost of the housekeeping service?**

You will be given a quote from the company that we recommend based on the size of your property. We can give you a ballpark, but the firm quote will be confirmed after personally inspecting it. The quote will be an hourly fee plus laundry.

#### ***Requirements for a client to be considered by Silver Star Stays:***

- The door needs to have an electronic keyless entry
- The unit needs to have free wi-fi access & cable T.V.
- The T.V. needs to be flat screen with a high definition cable box with each T.V.
- A second set of linens, duvet covers and towels, so that a same day turnaround can be facilitated.
- Each Silver Star Stays has a minimum standard of providing for guests an initial supply of paper towels, toilet paper, shampoo, conditioner, liquid shower gel, hand dish soap, hand soap, dishwashing liquid, Kleenex, blue recycling bags and recycling box, green garbage bags, white kitchen catchers and small garbage bags. Also salt/pepper coffee filters. See complete list attached. Many of our owners purchase a large supply at the beginning of each season, so that the cleaning company can top up as necessary for new guests. If you would prefer the cleaning company to do this bulk shop there will be a small shopping/stocking fee. Throughout the year, you will be invoiced for additional supplies if needed.
- Minimum of one hair dryer per property, but preferred to have one hair dryer per full washroom.
- Garbage/recycling is picked up every 3 days on stays of 5 days or longer. Additional charge of 15.00 per pick up will be invoiced.

There are no startup fees to sign up with Silver Star Stays. The only additional cost at the time of signing the agreement (that can be terminated at any time) is having Silver Star Stays arrange professional photos of your property for our marketing/websites.

### **What do our owner clients have to say?**

*Thank you Silver Star Stays! This group takes the lead as Property 'Managers'. Shortly after our transition to the company we had a flood. They kept an eye on the progress of repairs, then filled us to almost capacity over the winter even though we were uncertain of our opening date because of the renovation progress. They have helped prepare comparative lost income statements for our insurance and jumped to action picking up and installing appliances at the last minute so our guests could have the best of mountain experiences. Decisions have been made quickly to work with other contractors to ensure seamless repairs and services when necessary. This team is professional, prompt, personable and efficient and I regret we didn't make the decision to work with them sooner. Thank you Diana, Peter and team!*

**Mary Jane Abbott, Vancouver BC**

*Thanks for all these amazing bookings again this year! Wow! Thank you and the SSS great team for the hard work involved in all of these great bookings!*

**Marcy Fortin, Vernon BC**

*Thank you so much for all the bookings for our condo. I am very surprised with the number of bookings as our previous management company never booked this many. We are so thankful and appreciative of all your hard work. All of you have a wonderful holiday season. Merry Christmas.*

**Larry and Kathy Ahl, Edmonton AB**

*Just a thank you for the amazing job you are doing in renting our unit. You have, this year, provided us more rentals than we've seen in total rentals over the past ten years dealing with the folks in the village. Super job, thanks.*

**Wayne Fraser, Vernon BC**

*"Thanks for the bookings, the season looks great again. We're so happy to have you renting out the house for us."*

**Richard Beales and Julia Mart, New York**

*"It's just such a treat to work with professionals that enjoy their working relationships. I've enjoyed that with hot tub services, snow clearing, R&M and housekeeping but you guys complete a very good team for us at long last."*

**Chris Algeo, Calgary AB**

*We purchased a Silver Star Condo last year and hired the services of Diana Young, owner of Silver Star Stays (SSS). Since we were new to this recreational rental business, we met with Diana to discuss how best to maximize rentals. We then hired her to actively market our property and to keep an eye on the condo as she lives right at Creekside at Silver Star, so this made it easy for her to check on things. Living*

*at Silver Star she is also able to accept last minute bookings and ensure everything is ready for the guests. We have been very pleased with the amount of rentals Diana obtained for us, not only during the busy winter months, but for the summer season. Their information package that is emailed to the guests covers everything that they need. We receive our rental payments via email in a very timely manner. We feel our condo is in good hands and would recommend Diana and her team.*

**Margo Syme, Vernon, B.C.**

*Diana Young, owner of Silver Star Stays (SSS) is amazing to work with. As Silver Star mountain property owners living in Ottawa, we depended on SSS to prepare for guests' arrival and clean up and do laundry after they leave. Diana goes beyond this, however. She takes the initiative to send notes about minor repairs she spots, or items missing from stock. If we receive a note from guests with suggestions for an item, we need only ask Diana to make it happen. She happily replenishes required items and shops for us on a regular basis. Our two beautiful mountain homes are well-cared for and meticulously clean, without having to worry about being on-site ourselves. We highly recommend Diana Young and SSS for both her property management and housekeeping services. You get more than simply house cleaning."*

**-Johannes Ziebarth, ZDI, Ottawa, Ontario**

*Silver Star Stays took over management of our condo, we received just a couple of bookings a season during the busiest times on the mountain. Now, Diana and Peter have increased our bookings substantially throughout the season, and they have even obtained several off-season bookings for us. In addition, they have made very helpful suggestions on how we can improve the appeal of our condo to guests, and have often helped us facilitate those improvements. Most importantly, we simply enjoy working with them. They take the hassle out of owning the condo so that we can enjoy it more.*

**T. Conrad, Seattle, Washington**

*We can't say enough good things about Diana and Peter and the services they offer through Silver Star Stays. We were completely new to the ins and outs of the condo rental business but they provided the proper guidance and support we needed to make our holiday getaway a great success. They have exceeded our expectations for holiday bookings both in winter and summer and have managed to creatively work around our own holiday schedule. And, just as important importantly, Diana always provides an immediate response to our questions and concerns while being fun to work with. Thanks so much!*

**P Cadman, Saskatoon SK**

*We have used Silver Star Stays to rent our Creekside townhouse for the past four years. Since then, our ski and off season bookings have at least doubled. We find Diana & Peter very easy to deal with. We enjoy prompt communication, prompt payment and they have offered helpful suggestions that have worked to increase our guest traffic. They have, in fact, exceeded our expectations in regards to bookings throughout the year. We are very pleased that we have contracted with Silver Star Stays and we would recommend their service to anyone who needs a reliable, trustworthy agency to manage their condo or home at Silver Star.*

**Maura & Jeff Whittaker, West Vancouver, BC**

*Your team has been great to work with! Silver Star was completely hands off for us, which made it possible to keep our condo for a few more years while life was getting busy.*

**Cher Chapman - Abbotsford**