

KINGSCLIFF HOLIDAY HOMES APPRAISAL

10/25 Saltwater cres Kingscliff

*Let Kingscliff Holiday Homes maximize the
income from your holiday rental property*

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Thank you for the opportunity to provide you with information on our Holiday Management services.

Over the past 17 years we have watched Kingscliff and the surrounding suburbs transform and mature into the popular holiday location it is today.

Kingscliff Holiday Homes is a small boutique family agency managing both Holiday and Permanent rentals from Coolangatta to Hastings Point. Our business is built on a combined 40+ years of holiday management experience and we pride ourselves in understanding your needs as a property investor and understanding the needs of the holiday market.

Kingscliff Holiday Homes are locally based, and only focus and service the southern end of the gold coast and northern rivers.

Our Team



Lauren Kitchell (owner)

Lauren has vast experience in the holiday industry, with several rolls covering all operations in this field. Lauren spends her time solely focusing on the development and growth of Kingscliff Holiday Homes . Lauren thrives on being able to assist property investors and guests with all their property and accommodation requirements.

E: info@kingscliffholidayhomes.com.au

M: 0421 082 921



Leanne Taylor (Accounts)

Leanne has over 20 years experience in the tourism industry from Training clients all over Australia in trust accounting management to managing large hotels on the Gold Coast . Leanne is extremely knowledgeable and brings a wealth of experience. Leanne's roll focuses more on the accounts and legal side of Kingscliff Holiday Homes.

E: accounts@kingscliffholidayhomes.com.au



Management

Whether you are local or interstate, Kingscliff Holiday Homes handles all bookings, arrivals and departures and all matters pertaining to the property to ensure your investment property is maintained to an optimum level and importantly to the satisfaction of the guests.

Core management functions include:

- Formulation of full inventory list of your property at take over
- Regular routine maintenance and inventory checks
- Arrangement of cleaning, spring cleaning, maintenance and Pools and Gardens as required
- Preparing and maintaining of compliant features such as pools, spas and smoke alarm testing
- Meet and Greet service for all guests staying at your property, during and post occupancy to ensure a high level of customer service
- Kingscliff Holiday Homes management is locally based in Palm Beach and Casuarina and operate 7 days a week
- Regular review of tariffs in accordance with market conditions to ensure you receive optimum return
- Thorough updating of your property, inventory and tariffs on all online channels i.e. **Stayz, Home-Away, AirBNB (Rated 96% response rate) Facebook, Instagram and Kingscliff Holiday Homes website** etc

- Secure online CC facilities for guests
- Professional PMS (property management system) that handles all bookings, accounts and distributes Marketing & Occupancy reports for each owner
- Strict **NO party policy** on all Kingscliff Holiday Homes property's- Guest are to sign a registration form which outlines house rules, customized T&Cs that relate to your specific property, additional charges along with copies of their drivers license.
- Thorough screening on all booking enquiries that enquire on your property
- Security Deposits are held in Kingscliff Holiday Homes Trust account until the guest checkout and the property is thoroughly checked over by one of the principles and the housekeeper.

Exposure

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If you wish to achieve an optimum level and convert majority of enquiry's into confirmed bookings, your property must be marketed to the highest of levels, being displayed on as many websites, featuring in newsletters and property listings is highly recommend.

Let KHH give your property the edge over your nearby competitors.

Marketing can include;

- Glossy well maintained personalized compendium (included)
- Website listings on several of the leading internet sites and Kingscliff Holiday Homes website
- We have a inhouse Social Media marketing manager (included)
- Professional photography and video (fees apply)
- Great relationships with many local restaurants and tour company's offering our guest exclusive discounts

Appraisal

The Gold Coast and Tweed Coast has proven to be a popular holiday destination for young families, because of the proximity to patrolled beaches, fantastic restaurant's and the laid back relaxed atmosphere.

Holiday Home Appraisal's may vary depending on the supply and demand of holiday makers, it is important for the landlord to understand that holiday rental income can fluctuate during the year and are predominantly determined by each individual season.

When appraising the property, we take into consideration the following:

- Comparison with similar apartments in the area
- Features or benefits of the property (i.e. pool, views and aspects and proximity to beach and shops,
- Condition and presentation of the property
- Location of the property (beachfront, waterfront)
- Overall condition of the holiday rental market at this time (i.e. vacancy rates, supply and demand)




What we Offer

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- We only manage a small portfolio so you can be assured your property will be looked after at a high personalised level
- Free online social media advertising for your property
- Honest, reliable tradesman and housekeeping, your property is cleaned, repaired and maintained by quality local tradesman this ensures that all properties are kept in top condition- our staff have been with us since 2014
- Kingscliff Holiday Homes guests gain exclusive discounts to restaurants and local attractions.
- Hire Linen is included and beds are made up for EVERY booking- (Linen is paid additional to the tariff and by the guest not the owner)
- Personalised welcome cards and gifts for each booking welcoming them to your property (Peak Season and VIPS)
- Security deposits are held in trust until guests vacate and the property has been inspected by one of our principles
- Guests pay departure cleaning & Linen fees (huge saving of revenue for owners)
- Formal Meet and Greet service at the property when applicable
- We provide full end of month statement via our PMS system, Trust account disbursements are paid to the owner 1-2 business days after the last day of the month. An EOM statement is sent along with invoices

Services and Fees

	<p>Management Fee</p> <p>16% management fee incl GST (holiday Letting)</p>
	<p>Service Fees</p> <p>\$25 per month incl GST</p>
	<p>Setup Fee</p> <p>One off setup fee of \$299 incl of GST</p>

Current Holiday Rental Rates

In todays current holiday rental market I think 10/25 Saltwater cres Kingscliff can achieve the below rates; (based on sleeping 6 guest staying and modern furnishings)

\$5K per week- Peak Season- 7-night min (from 19th Dec-16th Jan)
 \$2800+ per week – School holiday rates (Min 5-7 nights pending on time of the year and actual holiday season)(school holiday dates servicing both QLD and NSW :
 from 16th Jan, April school holidays, June/July and Sep/Oct)
 \$1750K+ per week (min 3 night stay applies) all off peaks dates

Guests pays departure clean and linen hire on top of the above tariff not the owner – so a huge saving for an owner.

What happens next?

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- Should you wish to appoint Kingscliff Holiday Homes as your managing agent we will forward a to Management Agreement for you to sign, then we can legally start setting up and advertising your home.
- Next step is to arrange photography (if you don't have any images) and start setting you home up on all third party websites. (you already have this)
- Ensure all the legal requirements are in place (smoke alarm compliance, Pool compliance, registered with STRA, Fire Evac signs are all in place too) – Please see attached owner's checklist for more info in this
- Lastly handover 3 sets of keys (2 sets for guests and 1 set for KHH)

Testimonial's

I have utilised Kingscliff Holiday Homes to Holiday Let my home in Casuarina for the last 3 years. I have had great success with bookings and gaining good prices for my home during this time.

My home was always maintained very well throughout the letting process which is always a concern with high end finishing sand furniture.

The company is very easy to deal with and all communications are great. I would definitely recommend Kingscliff Holiday Homes if you are considering letting your beloved house!!

Sarah – Owner

Thank you for the support and the financial return that I experienced for my property at 9 She-Oak Lane Casuarina.

I compared all other service providers prior to trusting someone with my investment.

The experience was fantastic and very professional at all times.

Should the opportunity arise again I would put my investment with you again, and I have referred others along the way.

All the best for your future.

Craig Chapman – Owner

Lauren Taylor from Kingscliff Holiday Homes and her team have been great to work with over the past 2 years.

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From the beginning, their innovative and pro-active marketing strategies have definitely made a positive difference to the occupancy of my Salt Holiday Rental property. KHH have always been quick to follow up enquiries, negotiating the deal always in my best interests and are highly professional in

tying up any loose ends during the booking confirmation process.

Lauren regularly thinks ahead and is very good at anticipating the need for special promotion or extra marketing push during quiet times.

KHH's attention to detail with property maintenance and presentation is consistent and thorough and I have found Lauren's consultative style and transparent business operation to be without fault.

Thank you Lauren, the management of my Salt Holiday property has been made simple and stress free by you and Kingscliff Holiday Homes.

Alan Frost – Owner

Our property situated in She Oak Lane is under management with Kingscliff Holiday Homes, the licensee is extremely professional and we have had great occupancy in our home since changing agents.

Our end of Month payments are always in our account either on the 1st of each month or a few days prior to the end of the existing month, maintenance and any problems are dealt with by Kingscliff Holiday Homes in a swift manner and we have always been consulted by the agent prior to any maintenance being carried out. I highly recommend Kingscliff Holiday Homes for any prospective investment properties.

Kerry- Owner

It is with great pleasure that we provide this letter of endorsement for the management services of Kingscliff Holiday Homes. Lauren and the team have managed our holiday home since January 2015 and we could not be happier with the attention to detail, customer service and quality of management that Lauren offers.

Lauren is a local resident and her response to any property issues is second to none. Lauren successfully nurtures long term, repeat customers to our beach house and through the thorough tenant interview process we have never had a problem with the quality of the tenants or the security of income. The customers also love Lauren's approach to the handover, providing positive feedback

on the house and the whole experience, including the friendly warm welcome and "no problem" attitude from the management team.

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Without hesitation we offer this recommendation to any landlord considering using the services of Lauren and the Kingscliff Holiday Homes team.

Regards

Scott and Penny Douglas

Lauren and the team at Kingscliff Holiday Homes are outstanding property managers. We have owned both holiday and permanent rentals for the past 10 years. Lauren is by far the best property manager we have had in that time.

We are continually impressed with her ability to look after the needs of guests while still providing optimum profits for owners. The occupancy rate increased immediately from when she took over and continued to do so. She undertakes repairs and maintenance in an efficient and cost-effective manner.

Lauren and the team at Kingscliff Holiday Homes provide a personalised service to all guests. They meet and greet each guest on arrival explaining the different aspects of the house and the local area. We have had several repeat bookings through Kingscliff Holiday Homes.

Amanda & Michael Lane

Lauren and Leanne from Kingscliff holiday homes made everything easy for us as tenants. They were always quick to sort out any issues that came up during our 1 year stay and were always very pleasant to deal with.

We would highly recommend them for long or short stay accommodation.

Jason and Amanda Pickering (Tenants)

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P: Leanne Taylor – 0414 610 277

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