Property Owner's

Handbook









Southern Shores Realty℠

Welcome

Dear Homeowner,

Thank you for your interest in the Southern Shores Realty rental program. This guide offers a concise overview of our program and highlights key aspects for property owners to help you choose the best option for managing your home.

Southern Shores Realty is one of the oldest and most respected real estate firms on the Outer Banks. We have been managing rental properties for over 70 years. This experience combined with our commitment to developing new and more efficient business strategies provides you with the best representation on the Outer Banks.

We are happy to assist you with all of the details necessary to attract vacationers and maximize rentals for your property.

Again, we thank you for your interest in Southern Shores Realty, and look forward to assisting you with your vacation property.

Patrina Falacco Chappelle
Rental Manager



With a passion for both hospitality and North Carolina's stunning coastline, Patrina brings a wealth of experience to the table as a seasoned Vacation Rental Manager and licensed real estate broker. With over 20 years of experience at Southern Shores Realty Patrina has earned the trust and respect of many property owners. Patrina prioritizes clear communication, attention to detail, a commitment to exceeding expectations, and ensures a smooth and stress-free experience for both owners and vacationers. Representing your Outer Banks vacation rental home with the highest standards and filling your weeks at the best possible rate is an obtainable goal Patrina will help you achieve year after year!

Why **Southern Shores Realty?**

Protecting Your Investment

Southern Shores Realty protects your investment by properly managing your home to the highest standards and filling your available weeks at the best possible rates with satisfied guests that return year after year.

Accounting

Southern Shores Realty is one of the only companies on the Outer Banks to offer a free bill pay service. Our Accounting department, which includes a full time CPA, is fully automated, and staffed with experienced personnel.

Outstanding Property Services

Our maintenance staff is available seven days a week, with 24 hour service available in emergency situations.

Each year, Southern Shores Realty cleaners and inspectors are required to attend a Cleaning Information and Training session. Many of our housekeepers have been working with us for years and know the importance of paying attention to the details of your property.

Marketing

With Southern Shores Realty, you have the advantage of a full service marketing team to make sure your property is seen by Outer Banks visitors around the world. We employ digital and conventional print media to attract both new and return visitors. We also offer distribution services through online travel agent sites like VRBO, and FindRentals.

Meeting Your Goals

Put our experience in the industry to use in managing your bottom line. Let us know what your goals are and give us the ability to help you reach those goals with our Dynamic Pricing program.

"After 27 years of owning rental property in Duck we are selling our last property with mixed emotions. Of the 4 rental agencies we have used over the years, Southern Shores is by far the BEST! Prompt, considerate service, great employees, and they treat owners with dignity. Thank you Southern Shores Realty for everything you did to make our rental experience so nice."

- Chris M., Georgia

Reservations Department

Our knowledgeable reservations staff is available year-round to provide the excellent customer service we are known for:

Managing Reservations
Processing and managing bookings via phone, email, website chat, and in-person requests

Answering Guest Questions
Providing information about their stay, addressing guest inquiries, concerns, and special requests

Handling Payments
Managing payment transactions, including deposits and pre-authorizations, and processing refunds when necessary

Coordinating with Other Departments
Communicating with housekeeping, maintenance, and other relevant departments to ensure a seamless guest experience

Addressing Complaints
Resolving any issues or complaints related to reservations to maintain guest satisfaction and loyalty

Off Season Property Evaluations
Familiarizing the staff with inventory, and evaluating homes to offer owners suggestions relating to guest needs

"The team is always friendly and ready to assist even when renters may have a problem with the home. They manage to make me feel special and that they care about me. Thank you for providing such a great service. We look forward to another year!"

– Helene M., Maryland

Lori Payne
Reservations Manager



Lori Payne is an experienced Reservations Manager with over 20 years of experience. Lori, along with her staff of reservationists, provides customer service and guest satisfaction – before, during, and after their stay with Southern Shores Realty. She fosters strong relationships with guests, her staff, and homeowners. For Lori's first 10 years with us, she focused on the ins and outs of all things reservations; learning the needs of vacationers, and exploring the area and all that the Outer Banks has to offer. Working with guests to help them find the perfect vacation location has always been the highlight of her working day. For the past 10 years, Lori has overseen the reservations department, managing her team and teaching them how to connect and build a working relationship with every potential guest who calls, emails, or walks in the office. Working with guests and owners as part of the Guest Relations team, she looks to solve issues should they arise. Outside of work, she enjoys traveling, cooking, spending time with her dog Wasabi and her granddaughter, and enjoying living on the Outer Banks.

Marketing Your Home

With a company like Southern Shores Realty managing your rental property, you have the advantage of our years of experience and access to the latest travel trend data working for you.

Included as part of your commission:

- Free property photography, updated every 3 years
- Free listing in our printed rental catalog
- Free website listing featuring a full description, and photographs of your property and available community amenities.
- Optional Dynamic Pricing program that adjusts rates based on booking window and demand
- Listing on Online Travel Agent (OTA) and multiple listing websites
  - Vrbo
  - FindRentals.com
  - OuterBanks.com
  - bnbfinder.com
  - HomeToGo.com
  - Booking.com

Additional Services available for an added fee:

- Upgraded rental catalog listing
- TruPlace Floor Plan presentation
- Aerial photography of your property

Southern Shores Realty markets the homes in our program with timely email blasts to our list of over 50,000 subscribers, as well as a full lineup of social media:

- Facebook
- Instagram
- Pinterest
- Google
- Youtube



Karen Haley
Marketing Supervisor

In her 30+ years with Southern Shores Realty, Karen Haley has been a guiding force in our marketing evolution, navigating the shift from traditional print advertising to a primarily digital landscape. As a licensed real estate broker, Karen boasts an intimate understanding of the Outer Banks rental market, having weathered both prosperous and challenging years. Her expertise now extends to managing our dynamic pricing program, empowering property owners to navigate fluctuating market conditions with confidence. Her strategic guidance and unwavering dedication have consistently helped our clients achieve their goals, even in the most challenging of times. Karen's dedication and innovation continue to drive Southern Shores Realty forward, making her an invaluable asset to the team. When not creating marketing materials or analyzing data, you will find Karen gardening, playing with clay in her pottery studio, or exploring the Outer Banks with her dogs.

Accounting Services

What you can expect from our Accounting department:

- Rent, fees and applicable taxes collected from tenants in accordance with North Carolina Real Estate Commission Laws
- Remitting of all sales and occupancy taxes, as well as the required related government reporting
- Refunds that may be due to guests appropriately processed
- Detailed and accurate record keeping
- Prompt vendor payments
- Detailed records and proof of Workmen's Compensation and General Liability Insurance for contractor bills paid out of the Owner's Trust Fund kept on file
- Compliance with IRS 1099 reporting for vendors paid out of Owner's Trust account
- Preparation and distribution of monthly rental proceeds to Owner's Trust account(s)
- Bill paying service for all related expenses from the Owner's Trust account(s), including but not limited to:
  - Mortgage
  - Utilities
  - Contractor's bills
- Detailed monthly statements of your Owner's Trust account(s), including:
  - Copies of invoices paid from the account
  - Detail of booked reservations
- Direct deposit of funds directly to your bank account
- Detailed end-of-year statement supporting your Form 1099 with summary of expenses for reporting on your tax return



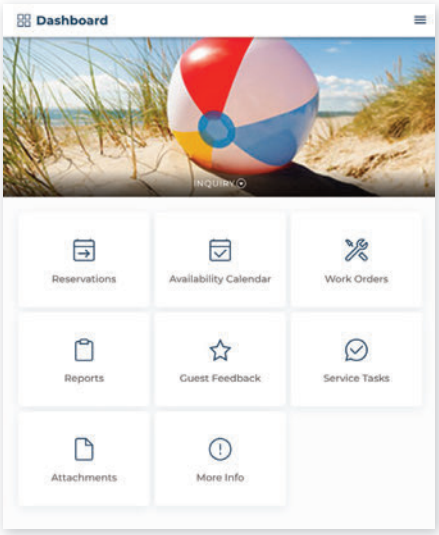
Marcie Warner, CPA
Controller

Most of Marcie Warner's childhood was spent in Vermont. She pursued her college education in Burlington, Vermont, attending her mother's alma mater, a source of great pride for her family. Following in her father's footsteps, Marcie achieved her CPA certification in 1992 in the State of North Carolina. For the first two decades of her career, Marcie dedicated herself to public accounting, steadily rising to the position of Partner in a local CPA firm. During her time there she provided invaluable consultation to many Outer Banks property management clients on trust account matters, internal controls, tax compliance, and occasionally served as a controller for these companies. In 2007, Marcie seized an opportunity to join what she considers the finest real estate company on the Outer Banks. Taking on the role of Controller at Southern Shores Realty, she used her extensive experience in public accounting to excel in her new position. Marcie finds fulfillment in analyzing data and market trends within the vacation rental industry. She considers it a privilege to contribute to the success of the company and looks forward to continued growth and collaboration with her team. In her free time, Marcie loves to travel the world with her family.

Online Owner Portal

The online Owner Portal allows owners flexibility and real time access to:

- Profit & Loss Summary report with customizable date range
- Make a payment to your Owner Trust Account if funds are needed
- Make Owner reservations
- Review guest ratings of your property
- Review open and closed work orders including supporting invoices



"As a rental property owner, I highly recommend SSR. Our property had not been in a rental program for years when we purchased it 6 years ago. SSR filled our summer weeks each year. They checked on our property regularly during the off season and were super responsive every time we had a question."

– Cindy G., Virginia



Kaitlin O'Dell
Accounting Rental Manager

Katie O'Dell is a proud resident of the Outer Banks, and earned her degree in Psychology from Meredith College. In 2019, Katie joined Southern Shores Realty. Starting as a member of the Reservations team, Katie wasted no time in proving herself as a valuable asset to the company. Her proactive approach and dedication caught the attention of her colleagues and management. In 2021, Katie demonstrated her commitment to professional growth by obtaining her North Carolina Broker's license. Armed with this new qualification, she transitioned into the Accounting department at Southern Shores Realty. In her current role, Katie oversees the accounting operations for both long-term and weekly rental properties. She excels in teaching her coworkers new procedures and troubleshooting any challenges that may arise. Her patience, adaptability, and problem-solving skills make her an indispensable member of the team. When Katie is not at the office, she likes knitting and crocheting, and she loves to spoil her dogs Oreo and Scarlett and her cat Bob with attention and treats.

Property Service With A Goal:
Happy Guests, Satisfied Owners

Exceptional housekeeping and maintenance is the number one priority of the Property Services Team at Southern Shores Realty. Our rental management program has raised the bar for how vacation properties are cleaned and maintained. We've learned over the past sixty years that a clean, well-maintained home is the single most important thing to our property owners and their guests.

Our housekeeping team offers:

- Unparalleled attention to detail
- Adherence to Standard Property Appearance guidelines
- Annual cleaner/inspector training
- Spring clean and mid-season clean service.

Our Standard Maintenance plan takes care of many routine tasks for a single annual fee. Air filter changes, smoke detector checks, and off-season security checks are all included.

"Southern Shores Realty has been a dream to work with. We have been kept updated in regard to our home and the rentals. Southern Shores Realty handled any issues with the house in a timely and professional manner."

– Fran K., Tennessee

Betsy Taylor
Property Services Manager



Betsy Taylor is the Property Services Manager at Southern Shores Realty, managing Maintenance, Housekeeping and Linen departments. Her background in Property Management began in 1986 in, what was, the small village of Duck. While our area has grown substantially since then, her commitment to providing exceptional service has not changed. She has been involved with VRMA (Vacation Rental Management Association), and VRHP (Vacation Rental Housekeeping Professionals) since its inception, attending many conferences, leading panel discussions, and serving on education committees. On a state level, she was chosen by Emmit Wood of the North Carolina Real Estate Commission as one of six members to form the current guidelines for NC Trust Accounting. Her family roots run deep going back generations to when her fifth great-grandfather received a 300-acre land grant in Harbinger in the early 1700s. Her family still retains more than 10 original acres where she and her siblings have all built homes. In her downtime you will find her spoiling her grandchildren on the beach, in the kitchen, or digging in the dirt.

Standard Maintenance Plan

Annual Cost	Starting at $500/year Annual price based on bedroom count
Air Filter Change	No Charge - Included monthly (May-September) - Filters included (additional charges if ladder or vendor is required during paid tenancy)
Security Checks	No Charge - Included monthly (October-March)
Verify Maintenance Issues (during paid tenancy)	No charge (charges apply when labor, repairs, or products are provided)
Light Bulb Replacement	Cost of Bulb, (additional charges if ladder or vendor is required during paid tenancy)
Vendor Processing Fee	No Charge
Work Order Processing Fee	No Charge
Detector Check Smoke/Carbon Monoxide	No Charge Batteries included
Detector Replacement Smoke/Carbon Monoxide	Hourly Rate (minimum charge applies) + cost of materials
Maintenance Labor/Trip Charge	Hourly Rate (minimum charge applies) + cost of materials
Pre/Post Storm/Winter Freeze Inspection	Hourly Rate (minimum charge applies) + cost of materials
Fireplace Turned On/Off	Hourly Rate (minimum charge applies) + cost of materials
WiFi/Utility troubleshooting (or vendor requires presence of staff at property while vendor is on site, i.e. cable company)	Hourly Rate (minimum charge applies) + cost of materials
After Hours Calls	Hourly Rate (minimum charge applies) + cost of materials
External Winterization/Dewinterization	Flat Rate + cost of materials

TAX- will be charged on all labor & materials (In accordance with State and Federal Laws)
(Labor rates are subject to change)

Long-Term & Winter Rentals

With the continued growth and changes on the Outer Banks, the need for year-round and seasonal housing has become critical to the area. Southern Shores Realty is committed to filling that need by representing selected homes and providing the best customer service on the beach. At the same time, we strive to maximize the return on the owners' investment.

When you employ Southern Shores Realty to manage your home in our long-term rental program, we provide the following:

- Marketing
- Tenant Screening
- Property Inspections
- Security Checks
- Collection Services
- Accounting Services
- Maintenance and Housekeeping Services

Weekly vacation rental owners:

Be sure to ask about our Winter Rental program to extend your normal booking season.

"I went through Southern Shores Realty for my long-term rental. They were great! Super responsive and I have had a continued positive relationship with them during the rental. Robyn Beasley was incredible during the process - I highly recommend her."

- Allison D., Virginia

Robyn Beasley
Long Term Rental Manager



As an Outer Banks native, Robyn Beasley brings a wealth of local knowledge and over 10 years of experience at Southern Shores Realty to assist you in navigating the long-term rental market. Whether working with seasoned locals or those relocating to the Outer Banks, Robyn is passionate about finding the perfect rental to fit tenants' needs. With a proven track record of success in filling vacancies and maximizing rental income, Robyn ensures that your investment thrives. She takes pride in building a strong reputation for trust and expertise among property owners and tenants. Outside of work, Robyn enjoys soaking up the beauty of the Outer Banks at the beach, coaching her kids' sports teams, and exploring the trails on her four-wheeler. Her active lifestyle enhances her deep understanding of the vibrant Outer Banks community. Leveraging her expertise as a licensed real estate broker and long-term rental manager, Robyn provides a comprehensive solution to meet your investment goals.

FAQs From Our Homeowners

Should I allow dogs at my property? Do dogs lead to more wear and tear?

Guests looking to bring their 4-legged family members on vacation has always been popular. The demand has increased for dog friendly properties. In general, we have not found that there is a huge increase in wear and tear due to allowing dogs. We recommend having a dog crate available to guests to keep pets secure if they need to leave them unattended. You can choose to allow 1-3 dogs at your property. Guests pay a per-week pet fee to assist with any extra cleaning or extermination that may need to be done throughout the season.

What are the benefits of the Dynamic Pricing Program?

Our Dynamic Pricing Program allows us to react quickly to changes in the market from year to year. Led by Karen Haley, our dynamic pricing team studies current market data and trends and adjusts rates, both up and down, to get you the best possible rate for your property.

How do Partial Week rentals work? Should I allow them?

Allowing Partial Week bookings opens your property up to a much larger audience. Partial Week bookings use Length of Stay pricing technology to maximize your income when a full week rental is unlikely. Guests are often willing to pay a higher nightly rate in exchange for flexible dates. There is always a 3-night minimum for partial week reservations.

Is there a minimum number of weeks that I need to make available to rent?

We do not require a minimum number of weeks to be released for potential renters. You may use your property as much as you like and leave the rest to us.

Will my property be listed on sites like Vrbo and Booking.com?

Southern Shores Realty has been promoting Outer Banks vacation rentals online since 1995. Our dedication to optimizing our website for search engines, combined with our continuous efforts to enhance the user experience, means we rely minimally on distributing our properties through OTAs (online travel agencies). About 95% of our reservations are made through our site or directly with our reservations team.

However, we do list properties on OTAs when we believe the additional exposure would be advantageous for a property. In assessing these opportunities, we consider factors such as booking commission rates, guest cancellation policies, and fund disbursement procedures. Vrbo, with its long-standing presence, aligns better with our standard policies compared to some of the newer OTAs and remains our preferred platform for distribution.

As part of our optimization strategy, we also utilize multiple listing websites (i.e.OuterBanks.com, FindRentals.com, BNBFinder.com, etc.). For a monthly fee, these sites list all the weekly rental properties under our management and provide a direct link to the Property Details/Booking page for each property.



Carol Mercer
Broker-in-Charge

Working in real estate has always been a career aspiration for Carol Mercer. She acquired her Virginia real estate license in 2000, kickstarting her journey as an Executive Assistant at a reputable commercial firm. However, Carol's true passion lies in residential real estate where she finds fulfillment in assisting clients in finding their perfect homes. Carol and her husband moved to the Outer Banks in 2005 and Carol soon joined the Southern Shores Realty team. Carol's dedication to professional growth is evident in her achievements, including earning her NC Broker's license in 2006, adding the GRI designation in 2016, and being appointed Broker-in-Charge in 2022. She takes immense pride in her role within the Southern Shores team, eagerly embracing the ever-evolving landscape of the real estate industry. For Carol, honesty and integrity are non-negotiable virtues. She believes that by upholding these values in every endeavor, any challenge can be overcome. In her free time Carol loves to spend time with her family, especially her grandchildren.



The entire staff of Southern Shores Realty looks forward to helping make your vacation home ownership experience successful and stress free.

Let's Keep In Touch!

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Southern Shores Realty℠

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