

SPRING NEWSLETTER

Great Ocean Condos and Homes

Owner Newsletter | Spring 2018

Hello Homeowners!

March madness at Great Ocean Condos and Homes was a huge success, with Easter week closing out this very busy vacation season at nearly 100% occupancy!

As the Spring Season winds down, GOC headquarters is actively gearing up for a jam-packed Summer. Over the next 3 weeks we are putting major efforts into marketing your property, implementing initiatives to increase guest satisfaction, and much more.

We also want to take this time to thank you for your continued trust and confidence in managing your amazing vacation home.

What's New

- **Last Minute Deals on GreatOceanCondos.com**
To grab those guests looking for a last-minute getaway, and to feature properties that are in need of filling, we created a special web page that promotes properties at a reduced rate, as well as a call-to-action button on the homepage.
- **All GOC Properties are on TripAdvisor**
In March we launched all GOC properties on TripAdvisor. Additional visibility of your property on this major Online Booking Engine has resulted in an increase of bookings.
- **Implemented SEM (Search Engine Marketing) Campaigns**
GOC is committed to getting your property in front of as many people as possible who want to book a vacation in the New Smyrna Beach area. Besides Online Booking Engines, the majority of travelers use Google Search to research their next vacation destination. At Great Ocean Condos and Homes we invest thousands of dollars on a monthly basis towards paid Google ads and organic search optimization, ensuring we are on the first page on Google search. Search 'New Smyrna Beach condo rentals' on Google and you will find GOC multiple times!



IMPORTANT UPDATES AND REMINDERS FROM THE GREAT OCEAN TEAM



Busy Season Communication: The best way to communicate with our staff is via email, as our phones are ringing off the hook with prospective guests, current guests, cleaners and vendors. Anyone on our staff can be reached by emailing info@GreatOceanCondos.com.



Owner Blocks: Please be sure to block out the time that you would like to use your property, and if you would like our cleaning staff to handle your cleaning. We work very hard to coordinate with all of our vendors and want to ensure we keep your property looking perfect for the next guests.



Owner Check-In/Check-Out: Please be reminded that check-in time for our owners is 4:00 pm and check out is before 10:00 am. This is to help us best serve your arriving guests and work around the busy schedules of our cleaners.



Please notify us of any construction. If your complex, unit or home is undergoing construction or renovations, please notify our office via email as soon as possible so that we can block out your calendar. Because our website is so advanced, guests are able to book online 24/7 and we want to avoid booking your home during major renovations that would disrupt a guest's stay.



Headed to the beach? Share your photos and experiences with us on our Facebook page, and don't forget to write a review about our company and the services we provide! Pass this along to your personal guests as well, so they can join in on the fun this summer. [Great Ocean Condos Facebook](#)



Tips to Get Top Rental Rates for Your Property

With the month of May comes a little down time to assess if your property is in need of some much-needed love and care. Below are some ways to help generate more revenue for your property. As always, we are here to offer additional suggestions to help increase your property's value!

- Replace broken or worn furnishings (Even if it is still functional, replace it before the influx of summer vacationers)
- Purchase stylish balcony/porch furniture
- Replace pillows, both sleeping and decorative. Consider pillow protectors.
- Buy comfortable mattresses, guests always ask about the beds!
- Replace or deep clean the carpet
- Steam clean tile surfaces
- Update the bathrooms with new fixtures, new shower curtains
- Consider putting a fresh coat of paint on the living and bedroom walls

Checklist of Summer Must-Have Items

As we enter the Summer season we want to make sure your property is not only looking perfect but is well stocked for your guests. Please review the checklist below and let us know if you would like our cleaners to pick up and deliver these necessary items. We are here to make renting your property effortless.

- 4+ air filters for cleaners to change out monthly
- Extra light bulbs for every lamp and fixture
- Restock cleaning materials and toilet paper
- 2nd set of sheets for every bed and sleeper sofa
- Additional bath linens
- Large beach towels for the maximum number of guests allowed
- Nice beach chairs and additional beach equipment
- Well-supplied kitchen e.g. nice pots and pans; assortment of glassware, dishes and utensils



4 Maintenance Timelines for Your Property

As you know vacation rentals require different maintenance needs than your primary home. We have created an easy to follow maintenance checklist below to help ensure your property looks fresh and in great working order.

Quarterly

Interior

- Clean microwave exhaust
- Oil door locks and hinges
- Check for termites or pest infestation
- Check attics for signs of moisture
- Inspect fire extinguisher
- Clean blinds, wash curtains
- Wash windows

Plumbing

- Check sprinkler system
- Check and fix leaky faucets and toilets
- Look at water bill for signs of water leaks

Exterior

- Check automatic garage door opener
- Check roofs, eaves, gutters
- Do a pool chemical analysis
- Check all decks for loose boards
- Check window screens
- Check fences and gates
- Check outside walls for termite tubes and damaged wood

Every 6 Months

Interior

- Flip and rotate mattresses
- HVAC inspected and serviced
- Wash curtains
- Replace refrigerator filter
- Touch up paint
- Check and fix leaky faucets
- Replace batteries in your smoke detectors

Plumbing

- Have plumbing inspected and serviced

Exterior

- Wash windows
- Check storm shutters and windows
- Check main electrical panel for rust and/or water marks

Annually

Interior

- Deep cleaning
- Replace batteries in smoke alarms
- Replace batteries in remote controls
- Clean and seal tile and grout
- Make sure toilets are properly secured to the floor

Exterior

- Check window and door sills for leaks and caulk if necessary
- Clean a/c unit
- Inspect doorframes
- Test circuit breakers
- Check exterior paint
- Pressure wash wood siding to prevent mold

Every 2+ Years

- Check foundation
- Exterior siding and decks bleached, power washed and stained
- Inspect and replace exterior caulk

TECHNOLOGY OVERLOAD

Some of the most frequent calls we receive from guests are about how to operate the TV's and accessing the cable and internet. To continue to offer our guests the best experience while staying in your property, we are urging every owner to send us specific instructions for use of these features. We will then laminate and place in your unit. Help us help your guests!



BASIC MOLD PREVENTION

Mold spores are invisible to the naked eye and exist in both indoor and outdoor air. Eliminating mold spores is not really possible, so prevention of mold growth is pivotal. The key to mold prevention is moisture control as mold spores cannot grow without water.

Moisture in our homes comes from sources such as breathing, cooking, dishwashing, showering, and doing laundry. Outdoor moisture enters through doors, windows, and cracks.

To prevent mold from growing, keep your property clean and dry and follow these expert tips...

1. Use fans to circulate air.
2. Keep the air conditioning on when you leave.
3. Keep closet doors open so the air can circulate.
4. If you start noticing the condo is stuffy, feel free to open the window. Just remember to close them when finished as the salt can damage furniture.
5. Watch for condensation and wet spots and call us immediately if you notice mold starting to form.

Mold is considered an emergency and Great Ocean Condos will need to take care of these situations immediately. You will be notified as soon as we are made aware of a mold problem and we will rectify the issue promptly.

Turtle Season is Around the Corner

Although Turtle season runs May 1- October 31, April is the prepping month for our little friends. Each year the Marine Science Center in Ponce Inlet holds Turtle Day. At this event you will find educational booths, children activities, and a beach gathering to watch the release of sea turtles and birds which have been healed successfully at the rehabilitation clinic. According to the Volusia County Coastal Wildlife Calendar.

"Gopher Tortoises are mating April through June. These terrestrial turtles use the dune ecosystem to forage and dig their magnificent burrows. Sea Turtle nesting season is from May 1st to October 31st. During this time, females which hatched off of nearby beaches, as babies, are returning, more than 20 years later, as adults, to lay their own nests. If you see a sea turtle nesting on the beach, please do not disturb her. Observe all nesting activity from a distance of at least 50 feet away and speak quietly. Sea turtles can be scared back into the water by the presence of people or artificial lights, so make sure to keep your flashlight turned off! If a sea turtle washes ashore or appears to need help, contact Beach Patrol staff. Female Gopher Tortoise lay their eggs in May and June."

During the busy season your property will surely see its share of guests. It is important that your property stays in superior condition as your guests are paying top dollar to stay in your ocean home and they expect a property that is kept up to the highest standard. Therefore, it is imperative that GreatOceanCondos.com make necessary repairs up to \$200 as is outlined in our Owner's Agreement (Section 3.F.4).

GreatOceanCondos.com shall perform all minor tasks and repairs that are necessary to maintain the unit in a rentable state, including but not limited to: replacing light bulbs, changing air filters, and replacing damaged or no longer usable items. The replaced items will be billed to the Owner on an as needed basis with owner approval for any such replacement or repair over \$200.

Maintenance of your property is extremely important when having a vacation rental property and we want to make sure this process is stress-free. A charging system has now been put in place to have your maintenance needs handled by GOC. A fee will be charged based on the amount of time, labor, and gas required to perform the service. We charge \$40.00 per hour to have any maintenance setup for your property. There is a \$20 minimum and billing will be done in 15 minute increments.

Our Property Services Manager and our cleaning vendors will be able to purchase and deliver items to your property as well as handle minor maintenance. The charge will be \$35.00 plus the cost of any materials. Please take advantage of this fantastic service we provide to assist our owners and guests.

Please remember that we are unable to provide estimates for any repair or service provided by one of our approved vendors. To receive an estimate, it is best to contact the service provider directly.

WHAT'S HAPPENING IN NSB?

As Summer approaches, New Smyrna Beach will be buzzing with festivals, music events, and much more. To keep your guests updated on what's happening around town while on vacay, we will be sharing all the fun things to do while at the beach on our Facebook page, as well as highlight the great restaurants, bars and local activities on our website.