



STAYMARQUIS

WHERE HOME MEETS HOSPITALITY



855-589-8728
www.staymarquis.com
owners@staymarquis.com

Owner
HANDBOOK

The Turnkey

vacation rental solution

For Premier Homes



STAYMARQUIS

is a full-service vacation rental company providing best-in-class marketing, booking, concierge and rental management services for homeowners.

We are committed to providing a seamless rental experience for both owners and guests each and every stay, allowing them to

RENT WITHOUT RESERVATION



MARKETING SERVICES



BOOKING SERVICES



CONCIERGE SERVICES



RENTAL MANAGEMENT



VRBO[®]
Part of the HomeAway Family

HOMES & VILLAS
BY MARRIOTT INTERNATIONAL



No out-of-pocket costs
(commission-based)



No term commitment



No Exclusivity



Intensive vetting process

owners@staymarquis.com • 855-589-8728 • www.staymarquis.com

The Premier Full-Service

vacation rental solution

Where Home Meets Hospitality

MARKETING PROGRAM



MARKETING SERVICES

LISTING CREATION

Captures new content and writes professional description

LISTING DISTRIBUTION

Advertises listing on StayMarquis.com, Airbnb, VRBO, Homes & Villas by Marriott International, +20 others
Promotes listing to wide network of travel agents and via social media



BOOKING SERVICES

INQUIRY MANAGEMENT

Manages all inbound inquiries from all channels answering any questions about your home or neighborhood

REVENUE MANAGEMENT

Suggests and monitors pricing based on bookings for competitive properties

PAYMENT AND CONTRACT COLLECTIONS

Collects payment and contracts digitally



CONCIERGE SERVICES

GUEST COMMUNICATION

Handles all guest inquiries leading up to their stay

ITINERARY PLANNING

Assists guests with booking activities, transportation, reservations and other concierge-related services



RENTAL MANAGEMENT

HOUSE PREPARATION

Ensures property is clean and ready for guest use prior to their arrival
Stocks property with household essentials including shampoo, conditioner, body wash, toilet paper and paper towels

MEET AND GREET

Checks the guest in upon their arrival ensuring proper knowledge of house rules and guest satisfaction

CLEANING

Cleans the property after guest departs
Uses your team or one of our professional and fully-insured cleaning teams

CHECK-OUT/WALKTHROUGH

Examines property after the guest departs noting any damages or missing items

FULL-SERVICE PROGRAM



STAYMARQUIS PROGRAMS



ELITE



MARQUIS

Marketing Services



- Create a property listing with professional photos and copywriting
- Showcase property on StayMarquis website
- Advertise property on over two dozen partner websites
- Build property's online reputation by sourcing reviews from guests
- Take high-definition video of property (including drone footage)
- Advertise property on our social media accounts and email campaigns

- | | |
|---|---|
| ● | ● |
| ● | ● |
| ● | ● |
| ● | ● |
| ✗ | ● |
| ✗ | ● |

Booking Execution



- Respond to guest inquiries in a timely and professional manner
- Process bookings electronically and deposit funds directly into bank account
- Suggest pricing based on historical performance of competitive properties
- Monitor and adjust pricing regularly to adjust for shifting supply/demand dynamics

- | | |
|---|---|
| ● | ● |
| ● | ● |
| ● | ● |
| ● | ● |

Concierge Services



- Provide 24/7 concierge service to assist owners and guests
- Plan half-day and full-day excursions

- | | |
|---|---|
| ● | ● |
| ● | ● |

Rental Management



- Prepare property prior to guest arrival
- Greet guest upon arrival
- Maintain communication with guest before, during and after their stay
- Clean the property after guest departs
- Perform walkthrough of property after guest departs

- | | |
|---|---|
| ✗ | ● |
| ✗ | ● |
| ✗ | ● |
| ✗ | ● |
| ✗ | ● |

PER BOOKING FEE

10%-15%

20%-25%

ONBOARDING PROCESS



CREATE ACCOUNT

Visit www.staymarquis.com/signup to create an account.

1



COMPLETE ONBOARDING FORM

Enter property details and other information needed to build out your property listing.

2



MEET RENTAL MANAGEMENT SPECIALIST

A Rental Management Specialist will visit your home to perform a quality assessment and to verify property-specific details.

3



CAPTURE PHOTOGRAPHY

Marquis' photographer will visit your property to capture new content for your property listing.

4



APPROVE LISTING, AVAILABILITY, PRICING AND FEES

Confirm that the information displayed in your listing is accurate, availability and pricing is correct, and all fees and security deposits are set.

5



COMPLETE WELCOME BOOK

Complete informational materials that will be made available to your guests including access instructions, house rules, check-out instructions, and other information pertaining to your property.

6

GO LIVE



BOOKING PROCESS



RENTER “REQUESTS” TO BOOK

When a renter is interested in booking a home, they will select their dates, enter their credit card information, agree to the Booking Agreement, and “Request” to book.

1



MARQUIS VETS RENTER

Marquis will thoroughly vet the renter, gathering pertinent information including their group make-up, number of people, age range, if they plan to bring pets, among others. Marquis will also perform a Google and social media search checking for any red flags. Background checks may be ordered upon request.

2



MARQUIS SENDS OWNER DETAILS OF BOOKING

Marquis will relay to the owner information as it pertains to the renter, along with the economics of the rental opportunity, at which point the owner can “Approve”, “Decline” or request for more information.

3



OWNER “APPROVES” BOOKING

If the owner chooses to “Approve” the booking, the renter’s credit card is charged, the Booking Agreement is automatically countersigned (digitally), and the corresponding dates for the property become unavailable. The renter and owner will receive a confirmation email summarizing the details.

4



MARQUIS TRANSFERS FUNDS TO OWNER

At the time the renter pays in full (which is always prior to their check-in), Marquis will disburse funds owed to the owner holding back Marquis’ commission.

5



COMMUNICA- TION WITH THE RENTER

In the “Elite” program, Marquis introduces the owner to the renter at the time the renter pays in full. In the “Marquis” program, Marquis maintains communication with the renter before, during and after their stay so the owner never has to get involved.

6

**BOOKING
COMPLETE**





STAYMARQUIS

OWNER OBLIGATIONS

Because of these following policies:



NO EXCLUSIVITY

You are free to use local brokers. We only require exclusivity on the online booking channels where we advertise your property.



NO TERM COMMITMENT

You can remove your property from Marquis' platform at any time, without consequences.



NO UPFRONT COST

Our commission-based model means that we only make money when we book your property.

we are pretty easy to work with.

However, we do need you to adhere to the following

OWNER OBLIGATIONS:

#1

ALWAYS COMMUNICATE YOUR PROPERTY'S AVAILABILITY

Alert us as soon as your property becomes unavailable for any reason so that we can update your property's calendar accordingly. For example, let us know when you plan to use it for personal use, receive a booking outside of our efforts, plan to make renovations, etc.

#2

REMOVE EXISTING LISTINGS

Having duplicate listings on any one website can confuse renters and can result in double bookings. Please remove or pause all existing listings on VRBO and Airbnb.

#3

HONOR ALL BOOKINGS THAT HAVE BEEN ACCEPTED

It will be very detrimental to your listing score if you cancel an already accepted booking and you will still be obligated to pay Marquis' marketing fee.

#4

BE RESPONSIVE

Respond in a timely fashion to any questions we have about your property. Slow responses translate to missed opportunities.

#5

KEEP A CLEAN, SAFE, AND ACCURATELY MARKETED PROPERTY

Let us know of any changes that may affect your property's listing, specifically bed configurations. We understand homes experience normal wear-and-tear, but you must properly maintain your home such that it is in the same condition, or better, than what is being advertised.

#6

SET UP ON-THE-GROUND SUPPORT

It is a huge help if you have someone on-the-ground who we can contact in case of emergency or other urgent matters. If you want that person to be us, we have a program for that too.

Security Deposits

StayMarquis allows owners to collect a security deposit for each booking. The security deposit collected must be a fixed amount and can be determined by the owner for each booking. The guest's credit card remains open and on file and can be charged for any costs that exceed the security deposit collected.

*Note: some platforms do not support the collection of security deposits

StayProtected Insurance

In partnership with Safely, the StayProtected Insurance program responds with first dollar repair or replacement cost protection against physical loss or damage to owner's real and personal property when caused by a renter, with a \$5,000 limit per rental subject to a minimum claim of \$50 and a maximum of \$5,000 for any one item.

Utilities

StayMarquis allows owners to collect for utilities. Owners can choose their collection method, which are as follows:

INCLUDE IN RENTAL RATE

Owner includes utilities in the rental amount charged to guest

PROS:

- Most attractive to guest
- Easy - owner doesn't have to spend time calculating cost of utilities

CONS:

- Leaves owner exposed to neglect/over usage

COLLECT FIXED NIGHTLY RATE

Owner collects a nightly utility fee at the time of booking

PROS:

- Cut and dry – no question of cost

CONS:

- May leave owner exposed to neglect/over usage
- Deterrent to guests as guests prefer to see an all-inclusive price

BASED ON USAGE

Owner determines the utilities the guest is responsible for prior to booking and charges the guest after their stay based on actual utility costs

PROS:

- Most fair methodology
- Cost is variable, giving owner proper protection

CONS:

- Requires work to calculate utility cost
- Need to have proper documentation otherwise guest will likely dispute charge
- Deterrent to guests as guests prefer to see an all-inclusive price

*Note: Some platforms do not support the collection of utilities

Collections & Payouts

Collections

Each guest pays a non-refundable deposit at the time of booking. The non-refundable deposit ranges from 10% to 50% depending on the platform on which it was booked. The final payment is due anywhere from 3 days to 6 weeks later, depending on when it was booked and the size of the initial deposit. If the time the reservation is made is within a certain period of the check-in date, the entire payment will be due upon booking. All payments are collected prior to check-in.

Payouts

StayMarquis will disburse payment to the owner once the guest has paid-in-full, holding back StayMarquis' commission. A payout may take 1-7 business days to arrive in the owner's account, depending on the method of transfer. When a payout is made, the owner will receive an email notification with the details of the payout. Security deposits are either disbursed to the owner or returned to the guest after the guest's reservation has ended.

FAQ

Onboarding Process

To create a listing on StayMarquis, an owner needs to create an account, complete the Onboarding Form and then schedule a time for our photographer to take new photos

Pricing

We have developed an industry-leading pricing tool that allows owners to set pricing for months or week-long periods, which then translates into nightly pricing, taking into account premiums for weekends, holidays and special events

Availability

There is no minimum number of nights that the owner needs to make available to list with us

Settings / Strategy

Owners can set minimum night stay restrictions so that a renter would not be able to book for less than a pre-defined period of time (these restrictions can vary by month)

Utilities

Owners can charge utility fees and can collect them upfront or at the end of the term

Ancillary Fees

Owners can charge other fees that can be collected upfront including cleaning fees, pet fees, additional guest fees, among others

Security Deposit

Owners can charge a refundable security deposit, the amount of which is at the owner's discretion and can be modified on a per booking basis

Insurance

Every booking comes with property damage and liability insurance to provide owners with extra protection

Booking Process

When a renter requests to book a property through StayMarquis, we send all relevant information to the owner including details about the group along with the economics of the deal, at which point the owner can "Approve", "Decline" or request more information

Vetting Process

We run a social media and google search on each renter, searching for red flags, and will collect information such as who they are, where they're coming from, number of people, age range, if there are pets and if they are celebrating any special occasion

Collections

We collect a large non-refundable deposit from the renter at the time of booking and the remainder 30-45 days later (payment is always collected in full before the arrival date)

Booking Agreement

Booking Agreement between the renter and owner gets digitally executed and stored

Owner Payments

We deposit funds directly into the owner's bank account at the time the renter has paid-in-full, holding back our fee

Marketing Fees

Our "Elite" program (marketing program) is 10% and our "Marquis" (full-service program) is 20% of rental revenue

Broker and Owner Portal

Brokers and owners can access a dashboard that shows important information in regards to the property's performance, upcoming bookings and historical bookings

Rental Management

We have boots-on-the-ground to provide rental management services which include preparing each house prior to guest arrival, checking the guest in, acting as their point-of-contact during their stay, cleaning the property after they depart, and performing a full walkthrough documenting any damages

Cleaning

We coordinate end of stay cleanings using your preferred team or one of our fully-insured teams

Concierge

We have a premier concierge team that can assist guests with any request including grocery shopping, making reservations, babysitting, among others

Showings

While the majority of rentals are booked sight-unseen, showings are typically not necessary though we can accommodate them if need be

Exclusivity

We only require exclusivity on the channels where we advertise each property

Partner Channels

We create and manage listings for each property on our site (StayMarquis), Airbnb, Homes & Villas by Marriott International, VRBO, TripAdvisor, Booking.com and 20 other websites

Promotion Agreement

At sign up, the owner agrees to our Promotion Agreement, which affords us the right to market the property on our site and channel partner sites (there is no term commitment)



STAYMARQUIS

RENTAL MANAGEMENT

What is Rental Management?

Rental Management Services are only offered to members of our "Marquis" and "Luxe" programs and include:



PREVENTIVE MAINTENANCE

- Ensuring adequacy of home accessories (i.e. propane, linens, towels, etc.)
 - Cost to refill the propane is borne by the owner
- Ensuring proper condition of home amenities (i.e. BBQ, pool, tennis court, hot tub, etc.)
- Tidying and ensuring operability of appliances
- General maintenance (i.e. making sure beds are made, refrigerators and ovens are empty, etc.)

Time spent addressing issues is billable



PROVISION AND PLACEMENT OF SUPPLIES

- Stocking owner's home with essentials prior to guest arrival (See 'Essentials Checklist' for full list of items)
 - Owner pays a per booking fee



CHECK-IN

- Greeting each guest (either in-person or telephonically) to ensure the guest's knowledge and satisfaction of owner's home



POINT-OF-CONTACT (POC)

- Maintaining all guest communication during their stay and working to resolve issues as they arise
 - Most of the time we can resolve issues without the need to get the owner involved, however, we contact the owner if there is a property maintenance-related issue
 - All guest communication is included in Rental Management, but the time spent resolving any property maintenance issues is billable



HOUSEKEEPING

- Cleaning the property after the guest departs (we prefer to coordinate with the owner's existing house cleaner but can provide one of our cleaning teams if needed)



CHECK-OUT

- Performing a full walk-through of the home upon guest departure, documenting any issues or damages
 - We provide the owner with a report of our findings if damages are discovered



STAYMARQUIS

WHERE HOME MEETS HOSPITALITY

225 Broadhollow Rd, suite 405

Melville, NY 11747

855-589-8728

owners@staymarquis.com

www.staymarquis.com