



# Rental Agents

## Training *And* Reservation Guidelines



# 2004

*NOTE: All the information contained in this packet is confidential. It may only be shown to a potential Elite Choice Homes rental agent. If you know someone who is interested in becoming a Rental Agent, please have him or her call 407 997 3038 for a similar introductory kit.*

*Revised March 2<sup>nd</sup> 2004*



## Greetings and Welcome!

You have chosen to consider a great business opportunity!

But first, there are some things you need to know. It will take some time to learn and along the way you will probably have many points of frustration. That's normal.

Fortunately, you can reach me any time. I have included several contact numbers inside. Please don't hesitate to approach me with any questions you may have.

I want you to view this as YOUR business. Feel free to do whatever it takes to bring customers to you—As long as it is done with honesty and integrity. I will give you all the help and support I can.

Before you begin, you may want to check out our website at [www.EliteChoiceHomes.Com](http://www.EliteChoiceHomes.Com)





## Getting Started

Like any business, you need to advertise your product. That's where the start-up capital comes in. Fortunately, in this business, it is easy and inexpensive. To begin, all you do is place a few ads on the internet—which cost from \$25 to \$150 each per year. Additionally, you can set up your own web site. We can set up a 5-page website for you for \$500 – including 6 months free hosting on our server. We can obtain your domain name for you to for just \$20 per year. We will also provide all the photographs of our homes the attractions that you need from our archive.

There are several places on the internet that specialize in helping people rent vacation homes.

### **The leaders in the industry are:**

[www.vrbo.com](http://www.vrbo.com)

[www.vacationrentals.com](http://www.vacationrentals.com)

[www.yahoo.com](http://www.yahoo.com)

Just type the addresses into your browser and check them out. You'll notice there are ads for vacation homes all over the world. Check out the Florida/Orlando/Kissimmee/Disney area. These internet sites also offer a way for you to place your own ads. There are a lot of pages to look at—Why would prospective visitors choose yours? It's all down to the headline of the advert. Ask yourself, "What would encourage me to look at this particular advert?" Remember, our main selling points are: We have the closest rental homes to Disney; on average our prices are lower than, or right in line with, the competition; the locations in which we have our properties are the most central of any and all within 10 minutes' drive of Disney. Finally, as a Rental Agent you will of course be offering the best personal service! The internet site will give you step by step instructions to add a listing. Once you've listed, the e-mails and phone calls will start coming in.

With two web page ads, you can expect some business. But don't get complacent! The more web page ads you put out, the more business you will do. Once you've created your first one or two pages, check out [vrr.com](http://vrr.com), [bestlodgings.com](http://bestlodgings.com), [A1vacations.com](http://A1vacations.com), [cyberrentals.com](http://cyberrentals.com), [vpe.com](http://vpe.com) as well as doing a search for others. It is your decision as to where and how many pages you want.

After you've taken a few reservations and have some experience, you could visit some travel agents. Do they ever book a family going on vacation to Disney? If so, would they be willing to book your homes? Raise your price to cover their commission or else split some of your commission with them and make sure they book through you.

Other ideas—There are hundreds—Place a small two-line ad in a periodical or newspaper "Vacation home available in Florida, right beside Disney World, call me for details." Put up flyers in shops and supermarkets that allow it. Talk to people you know. Every person is a potential customer for you. What's more, you have a product you can offer them with pride. They will thank you and tell all of their friends about their great vacation. Word of mouth will become your best advertisement.

More Ideas? I'm sure you have some of your own.



## Contact Information

Contact me at Elite Choice Homes – open 7 days a week 9am till late:

Telephone: +1 407 997 3038  
Fax: +1 407 997 3039  
E-Mail: [Sasha@EliteChoiceHomes.Com](mailto:Sasha@EliteChoiceHomes.Com)

## Rental Rates and Commission

**RETAIL RATES:** Check out the **RATES** page (*See at the end of this document*)

Your commission, for which you bill us monthly, is simple. For every night you fill any one of our homes you will receive \$10. Alternatively, you could take a down payment from your client that is equal to the commission you will earn and allow the guests to pay just the balance on arrival. We do not allow agents to take full payment in advance, only a deposit up to the amount of the commission.

NB: We do not except rentals for only one or two night.

## How to make your reservations

When placing a reservation, you will need to supply Elite with the following information,

- ◆ Guest's name
- ◆ Arrival Date
- ◆ Departure Date
- ◆ Number of nights they are staying
- ◆ Type of home or condo required: (3, 4, 5, or 6 bedrooms, 2, 3 or 4 bathrooms)
- ◆ Total sales price quoted, broken down by rental amount plus supplements (pool heating/cleaning fee/crib etc) and 12% tax amount on the total.



## Cleaning

Homes are cleaned after each guest checks out (before the new guests arrive)  
On a stay of five or more nights, there is no charge for this to the guest.

**On a stay of three or four nights there is a charge, as follows:**

**\$55 + tax on a 3-bedroom home or 2 or 3-bedroom condo**

**\$65 + tax on a 4-bedroom home**

**\$75 + tax on a 5-bedroom home**

**\$90 + tax on a 6-bedroom home**

A daily refresh (making beds, cleaning bathroom & kitchen + general tidying) is available at \$30 + tax per day

Also available is a “*mid-stay clean*,” which is charged at the same rate as a full clean.

A mid-stay clean includes washing and changing all the linens and cleaning the house throughout as would happen with a normal changeover.

## Pool Heating

**\$25 + tax per night.** Some homes have electric pool heaters and some have gas pool heaters. A gas heater is very effective and quickly warms up the pool water to 85 degrees Fahrenheit (28 degrees Centigrade). An electric heater will reach the same temperature but does not operate when the air temperature is less than 55 degrees F. Pool heating must be booked at the time of the reservation as not all our homes have the facility to heat the pools. Please let the guests know that this temperature takes the chill off the water but it will not feel “warm” like a spa (Jacuzzi). Spa heating usually runs off the pool heating and is charged as pool heating. A home with a spa can be requested at no extra cost or else locked down at a supplement of \$15 per day.

## Miscellaneous Information

- ◆ **No pets or smoking** allowed in the homes. Guests may smoke on the screened patio.
- ◆ Personal checks are accepted as payment in advance, but not at check-in.
- ◆ **At check-in** we accept cash, traveler’s check, money order, Master Card, Visa, and American Express.
- ◆ Check in after **4:00pm**, Check out is by **10:00am**.



## **Holiday Seasons**

The Thanksgiving rates are applicable from November 20<sup>th</sup> to November 27<sup>th</sup> 2004.  
The Christmas/New Years rates are applicable from December 19<sup>th</sup> 2004 to January 3<sup>rd</sup> 2005.  
The Easter rates are applicable from April 3<sup>rd</sup> to April 17<sup>th</sup> 2004.

## **Discounts**

Occasionally, a guest will inquire if you offer discounts. As a response, you would need to say something like, "We do everything we can to keep our rates as low as possible for all of our guests and, therefore, have no available room for additional discounting."

## **Guarantees**

This isn't something we publish or offer unless asked, but here are some general guidelines: We will do our best to make the guest happy. If there is something wrong within the home, we will attempt to repair it by the next business day. (Emergencies such as no air conditioning, plumbing leaks, etc. will be dealt with immediately). If we are unable to resolve the situation to the satisfaction of the guest, we will offer an alternative property. If any of the available properties are unacceptable, we will offer the guests the opportunity to leave and only hold them accountable for the nights they have stayed.

## **Cancellation Policy**

Cancellations can be made with us without penalty at any time up until 7 days prior to arrival. Canceling within 7 days of arrival or just not showing up on the arrival day incurs a penalty of the cost of one night's stay.

Exceptions – Christmas/Easter Stays and Group reservations. In these cases a deposit will be taken and is fully refundable up until one calendar month before arrival. If they cancel within a month of arrival the deposit is not refunded.

## **Which Property will be allocated?**

We do not generally lock reservations into a specific home until the day the guest arrives. This arrangement allows us to be flexible with our bookings, keeps our occupancy rate high and keeps our rates as low as possible. However, some guests will insist on knowing exactly where they are staying. We do offer a selection of properties in which bookings can be confirmed into and availability at these homes has to be checked with the office before confirming the reservation.

## **Special Requests**

If a guest has a special request with regard to the home wanted, i.e. "overlooking a lake or environmental area," "south facing pool," "two master bedrooms," etc. the request should be added to



the booking. These requests are exactly that – requests – and are subject to availability and cannot be guaranteed. I will do my very best to accommodate them.

## **Monthly Rates & Long-Stay Bookings**

Anyone wanting to stay 3 weeks or more may be eligible for a special rate depending upon the season and availability. Contact the office with details of the booking and obtain a quote.

## **Attraction Tickets**

We offer discounted attraction tickets to all the major destinations in the area. You or your guests may call in advance to have their tickets ready and waiting for them on arrival. E-Mail us directly and we will take care of it. In addition to being an added service for your guests we will pay you 50% of the commission we make.



## **Check-In – 4pm**

Check-in is always at the 'Elite Homes' office at 5505 West Irlo Bronson Highway (Fortune Park), Kissimmee, we will supply you with a map and driving directions from how to find our office. Homes are not generally available until 4pm although guests may check with the office on the arrival day to see if a home is available any earlier. If the guest arrives within office hours, they make their payment in full and receive the keys and directions to the allocated property. If they arrive outside of office hours (we are open daily from 9am till 6pm), they collect their arrival packs from a lock box outside the office door. In this case, the guests must stop by the office the next day to pay and hand in their registration form.



## Information About The Homes



### Types of Homes

We offer 2 and 3 bedroom condos and townhouses, each with 2 bathrooms. We offer 3, 4, 5 & 6 bedroom homes. The 3 bedroom homes always have 2 bathrooms. The 4 bedroom homes have 2, 3 or 4 bathrooms (see rental rates for different size 4 bedroom homes). The 5 and 6 bedroom homes have 3 or 4 bathrooms.

Our 3 bedroom homes are between 1100 and 1500 sq. feet in size. Our 4 bedroom homes are between 1600 and 2000 sq. feet. The 5 and 6 bedroom homes are between 2000 and 2500 square feet. Each bedroom sleeps 2 people. In addition the homes have either a queen-size sleeper (sofa-bed) or else spare Z-beds (put-u-ups). Each master bedroom has a larger bed (King or Queen-size bed). The 2<sup>nd</sup> bedroom in a home generally has a double bed of some form. The 3<sup>rd</sup> and 4<sup>th</sup> bedrooms generally have two twins in each. Homes with a 5<sup>th</sup> and 6<sup>th</sup> bedroom have these fitted with either sets of twins or else double, depending on the owner's wishes. If you guest has a special requirement add it as a 'request' to their booking.



Every home comes equipped with a screened private pool, full service kitchen including all dishes, pots & pans, stove, microwave, refrigerator, and dishwasher, washer & dryer, iron, vacuum cleaner, hair dryer, two car garage, TV, VCR, and music system. All homes are fully licensed and registered with the State of Florida. Each home has smoke alarms and fire extinguishers. Our oldest home was built in 1991. Most of our homes, however, are less than 3 years old.





## Locations

We have homes in only the prime, central subdivisions just west or just east of Disney, namely:

### West of Disney

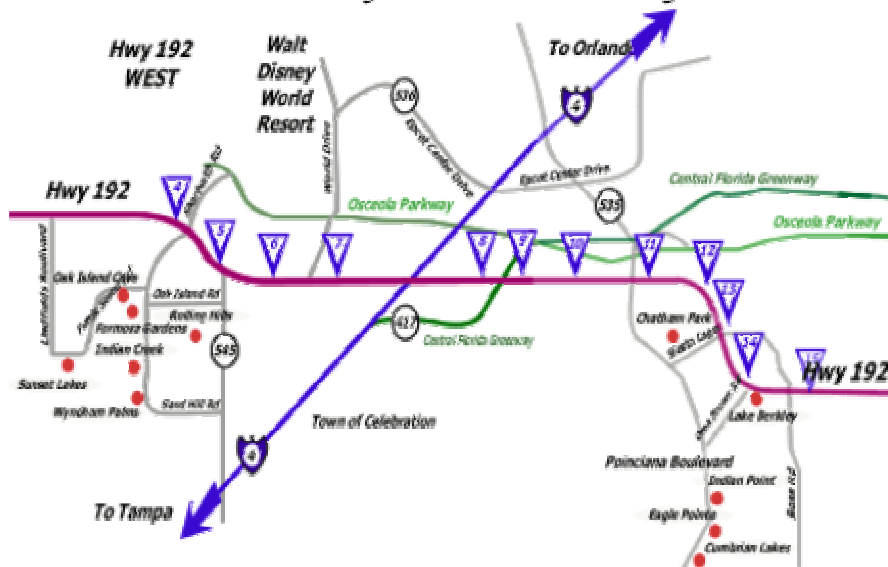
Lindfields, Rolling Hills, Indian Creek, Windsor Palms, Indian Ridge, Indian Ridge Oaks, Woodridge, Emerald Island, Formosa Gardens, Westridge, Key Palm, Davenport Lakes, Sunset Lakes.

### East of Disney

Chatham Park, Eagle Pointe, Indian Point, Crescent Lakes, Cumbrian Lakes, Lake Berkley, Creekside, Windward Cay, Country Creek, and Liberty Village

There are about 30 subdivisions around the Disney World area that allow short-term vacation rentals. All our homes are in the 12 that are the closest possible to Disney property — this is, by far, our biggest selling point. We are also the closest homes to Universal Studios, Sea World, International Drive, and Orange County Convention Center.

*The map shows the sub-divisions that we have available. They are all so close to Disney!*





## **Consumables not supplied**

Unlike a hotel, we do not have a supply closet full of little, everyday items. These need to be provided by the guest and include things like soap, shampoo, spices, laundry detergent, dishwashing detergent, washing-up liquid, toilet roll etc. Most times, the previous guest has left some. Of course, there is always a store just down the road where these can be picked up.



## **Minimum Stay Lengths**

We have the following minimum stay requirements:

2 and 3 bedroom condos:	3 nights minimum
3 and 4 bedroom pool homes:	3 nights minimum
5 and 6 bedroom pool homes:	5 nights minimum
Any size homes during Christmas/Easter:	7 nights minimum and a \$150 deposit.

## **Availability**

If you need to check availability for any reservation (and to double check the price), please visit our website ([www.elitechoicetohomes.com](http://www.elitechoicetohomes.com)) and click on 'Reservations'. Here you can enter the desired dates and house size (and extras) and it will let you know if there is availability and give you a complete price.

## **Minimum Age**

We require that there is at least one person over the age of 25 years (except married couples) in each house reserved. Guests found breaking this condition will be required to leave the property and no refund of any sort will be given.



*Sample Letter of:*

## Reservation Confirmation

1<sup>st</sup> Jan 2003

Your Guest Name  
123 Main Street  
Hometown, USA 123456

Dear XXXXX

Thank you very much for your reservation for a vacation home with private screened pool in Kissimmee. We confirm your reservation details as follows:

<b>Required Property:</b>	<b>House size</b>
<b>Check in Date:</b>	<b>Date</b>
<b>Check out Date:</b>	<b>Date</b>
<b>Number of Nights:</b>	<b>X</b>
<b>Rental Rate per Night:</b>	<b>\$</b>
<b>Additional Requests:</b>	
<b>Total Cost Including 12% Tax:</b>	<b>\$</b>

Check in is after 4 pm at *Elite Homes*, 5505 West Highway 192 (Fortune Park), Kissimmee, Florida 34746.

If you have any questions please feel free to call us on 407-997-3038.

Check out on departure day must be by 10 am.

Payment is due on arrival by traveler's checks, cash or credit card. Your credit card will only be debited (for one night's stay) if you cancel within 7 days of your arrival date.

If you arrive after office hours, there is a lock box on the outside of the office. Please enter the code below and you will find an envelop with your key, property information and check-in details enclosed.

LATE ARRIVAL LOCK BOX CODE: X – X – X – X. (*We will give you the code that you should give to your guests*).

For information on Discount Attraction Tickets - Please call our office or visit our website.

Have a safe trip and we look forward to meeting you.

Best regards,

*Your Name*



***Please Check-in at:***

Elite Homes  
5505 W. Irlo Bronson Hwy  
Kissimmee  
Florida 34746

Tel: 407 997 3038  
Fax: 407 997 3039

5505 W. Irlo Bronson Hwy is situated in Fortune Park. This location is just west of the Poinciana Boulevard/Hwy 192 intersection (directly East of Marker Post 10) in Kissimmee.

Our office hours are generally 9am until 6pm. If you arrive outside of office hours, your key (with directions to your rental home) will be in the ELITE lock-box by our entrance door.

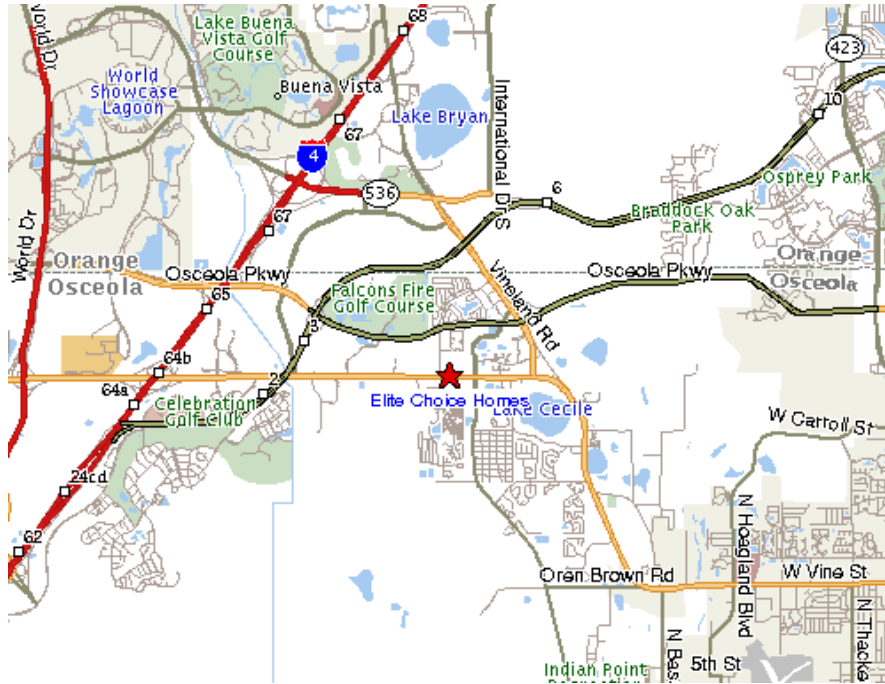
To open the lock-box:

1. Press the "C" button.
2. Press the buttons X - X - X - X (in that order).
3. Press the "key" symbol.
4. After removing the envelope with your name on, close the box again and ensure that the box is locked again.

Note: If you enter the wrong code 3 times, there is a 5-minute delay before you can start the procedure again.

In the unlikely event of there being no envelope in the lock-box with your name on, please call 407 997 3038.

**PLEASE DO NOT UNDER ANY CIRCUMSTANCES REMOVE ANY ENVELOPE OTHER THAN THE ONE THAT HAS BEEN PREPARED FOR YOU!**



### **Directions from the North**

Take Interstate 75 South until the junction with Florida's Turnpike just after Wildwood AND Take Florida's Turnpike South (Direction Miami) until the junction with Interstate 4.

**OR**

Take Interstate 95 South until the junction with Interstate 4 near Daytona.

**THEN**

Take Interstate 4 West (Direction Tampa) until Exit No. 68 and follow sign to Kissimmee, traveling South on State Road 535.

After about 4 miles, turn right at the dead-end (T-Junction) onto Hwy 192

After turning, stay in the right hand lane. At 18.4 miles cross Poinciana Blvd, look for the big Orange on the right.

Soon after the big Orange and directly before mile marker 10, on the right, is Fortune Park.

Turn in and look for Unit/Ste 5505, Elite Homes/Pinnacle Homes.

### **Directions From Orlando International Airport**

Take the SOUTH EXIT out of OIA and follow signs towards "Kissimmee and the 417 (South).

As you exit the airport and go under the twin underpass, set your trip-meter to zero miles.



After 3.8 miles, turn right onto the 417 (the Greenway) heading South (sign reads: "Tampa/Disney Attractions.")

At 5.3 miles pay \$1 toll. Continue on 417 – DO NOT EXIT AT EXIT 11 (Kissimmee). At 13.4 miles on 417 pay another \$1 toll. Exit 417 at Exit No 6

At 15.7 miles turn left onto 535 South (by the Best Western Buena Vista Suites). After turning left, stay in the right hand lane.

At 17.7 miles (4<sup>th</sup> light) turn right at the dead end (T-Junction) onto Hwy 192.

### **Directions from The South**

Take Florida's Turnpike North to the junction of the 192 at Kissimmee.

Travel approximately 10 miles West on the 192 towards Disney World.

On the right, just after the Orange and directly before mile marker 10 is Fortune Park.

Turn right and look for Unit/Ste 5505 (Elite Homes/Pinnacle Homes)

TO OUR FORTUNE PARK CHECK-IN CENTER from THE WEST

Take Interstate 4 East until Junction 64a and exit onto the 192 East, direction Kissimmee.

On the left, just before the Orange and directly before mile marker 10 is Fortune Park.

Turn right and look for unit 5505

### **Directions from Port Canaveral**

Turn onto Hwy 528 (The Beeline Expressway) and go WEST towards Orlando & Tampa.

After the tollgate, join the 417 Green Way towards Tampa & Disney World.

Leave the 417 at Exit No. 6 following signs "535-South" and "Tampa & Disney". Then keep in the left-hand lane.

By the Best Western Buena Vista Suites, turn left at the lights onto the 535, going south.

At the dead-end (T-Junction) turn right, onto Hwy 192. Cross Poinciana Blvd and look for the big Orange on the right.

Soon after the big Orange and directly before mile marker 10, on the right, is Fortune Park.

Turn in and look for Unit/Ste 5505, Elite Homes/Pinnacle Homes.



Sign over office reads “**Elite Homes**”

When you arrive at the office, if no one is there, the keys to your home will be located in a lock box. The combination to the lock box is: **X-X-X-X**. Don't hesitate to call if you encounter any problems.

**Please Drive Safely.** If you are unsure of where to proceed, feel free to call Elite Choice Homes on 407 997 3038. If you are getting a rental car from an off-airport location, please check with the rental agent as to the best way to get to the starting point of these directions. We look forward to serving you!



Prices are subject to change – please check current prices on our website – [www.elitechoiceways.com](http://www.elitechoiceways.com)

Add 12% Sales Tax	Nightly Condo Rates		Nightly Pool Home Rates					
	All subject to Availability	2 Bed Condo	3 Bed Condo	3 Bed 2 Bath	4 Bed 2 Bath	4 Bed 3 Bath	4 Bed 4 Bath	5 Bed 3 Bath
	<b>January</b>							
<b>1-6 Nights</b>	\$63	\$73	\$88	\$98	\$113	\$128	\$133	\$158
<b>7+ Nights</b>	\$58	\$63	\$83	\$93	\$108	\$123	\$123	\$148
	<b>February / March</b>							
<b>1-6 Nights</b>	\$78	\$88	\$108	\$128	\$143	\$158	\$163	\$188
<b>7+ Nights</b>	\$73	\$83	\$103	\$123	\$138	\$153	\$153	\$178
	<b>Easter (April 12th to 26th)</b>							
<b>1-6 Nights</b>	\$123	\$133	\$153	\$173	\$188	\$203	\$208	\$238
<b>7+ Nights</b>	\$118	\$128	\$148	\$168	\$183	\$198	\$198	\$228
	<b>April / May</b>							
<b>1-6 Nights</b>	\$69	\$78	\$83	\$103	\$118	\$133	\$138	\$168
<b>7+ Nights</b>	\$63	\$73	\$78	\$98	\$113	\$128	\$133	\$163
	<b>June</b>							
<b>1-6 Nights</b>	\$83	\$93	\$108	\$128	\$143	\$158	\$163	\$188
<b>7+ Nights</b>	\$78	\$88	\$103	\$123	\$138	\$153	\$153	\$178
	<b>July / August</b>							
<b>1-6 Nights</b>	\$93	\$108	\$133	\$143	\$158	\$173	\$183	\$208
<b>7+ Nights</b>	\$88	\$103	\$128	\$138	\$153	\$168	\$173	\$198
	<b>September</b>							
<b>1-6 Nights</b>	\$63	\$73	\$88	\$98	\$123	\$138	\$143	\$168
<b>7+ Nights</b>	\$58	\$63	\$83	\$93	\$118	\$133	\$133	\$158





	<b>October / November</b>							
<b>1-6 Nights</b>	\$83	\$93	\$108	\$128	\$143	\$158	\$163	\$188
<b>7+ Nights</b>	\$78	\$88	\$103	\$123	\$138	\$153	\$153	\$178
	<b>Thanksgiving (November 23rd to 30th)</b>							
<b>1-6 Nights</b>	\$93	\$103	\$133	\$143	\$158	\$173	\$183	\$208
<b>7+ Nights</b>	\$88	\$98	\$128	\$138	\$153	\$168	\$173	\$198
	<b>December</b>							
<b>1-6 Nights</b>	\$78	\$68	\$83	\$93	\$108	\$123	\$128	\$153
<b>7+ Nights</b>	\$53	\$63	\$78	\$88	\$103	\$118	\$118	\$143
	<b>Christmas / New Year (December 21st to Jan 6th)</b>							
<b>7+ Nights</b>	\$118	\$128	\$148	\$168	\$183	\$198	\$198	\$228
	<b>Extras and Supplements</b>							
	<b>End of stay cleaning fee for stays of less than 5 nights</b>							
<b>Clean Fee</b>	\$55	\$55	\$55	\$65	\$65	\$75	\$75	\$90
	<b>Lake / Pond View</b>							
<b>Lake / Pond</b>	N/A	N/A	\$15	\$15	\$15	\$15	\$15	\$15
	<b>Pool Heat to 83°</b>							
<b>Pool Heat</b>	N/A	N/A	\$25	\$25	\$25	\$25	\$25	\$25
	<b>Mid Stay Clean</b>							
	\$55	\$55	\$55	\$65	\$65	\$75	\$75	\$75
	<b>Crib / High Chair</b>							
<b>1-6 Nights</b>	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5
<b>7+ Nights</b>	\$3	\$3	\$3	\$3	\$3	\$3	\$3	\$3
	<b>Airport Meet and Greet</b>							
	Orlando Intl. Airport - \$70				Sanford Airport - \$90			