

Red Rock

VACATION RENTALS

Owner Guide





OUR VACATION RENTAL TEAM



Redefining

THE VACATION RENTAL EXPERIENCE

Red Rock Vacation Rentals is redefining the vacation rental experience for both our owners and guests. We have separated ourselves from our competitors by focusing on generating our owners more monthly revenue, creating a stress-free management experience, and paying attention to all the details involved with managing and maintaining a successful vacation rental. We are confident you will feel the Red Rock difference as we partner together creating an incredible experience for each of your guests.

Dear Potential Owner,

Red Rock Vacation Rentals is the fastest-growing property manager in Southern Utah for a reason. With a 4.9 Google rating and an incredible local team committed to the highest level of customer service, we take great pride in caring for your property and want nothing more than to see your investment succeed! As your partner, we will apply our years of experience in the vacation rental industry to the success of your account.

We do this by:

- Understanding the seasonality and trends of the market
- Creating a marketing plan and budget to maximize those trends
- Assessing pricing daily through our dynamic pricing software
- Regularly auditing your listing for ways to strengthen it
- Staying on top of the condition of your rental to ensure a great guest experience

The success of your vacation rental is our number one priority. We are constantly innovating our processes and growing with the market to achieve your vacation rental goals. Through our highly trafficked website, extensive 3rd party channel listings, active social media pages, full-time dedicated Revenue Manager, and growing email distribution list, we will ensure your rental gets in front of as many prospective guests as possible.

If you are considering purchasing a home with the intention of turning it into a vacation rental, we'd love the chance to visit with you. Please call us at 435-703-9944 ext. 174. To view our website, social media pages, or Google reviews, please scan the code on the back cover.

We look forward to hearing from you!

Red Rock
VACATION RENTALS



SERVICES WE PROVIDE

Every department within Red Rock Vacation Rentals is staffed with highly competent and passionate team members who are here to serve you.



ONBOARDING

We provide you an onboarding specialist dedicated to helping you every step of the way in getting your rental ready.

Onboarding booklet provided that walks you through every step to get your listing live quickly, plus practical resources like inventory lists and amenity suggestions to help set your home up for the most success from day one.

High-quality Linen & Towel packages are offered to outfit your home.



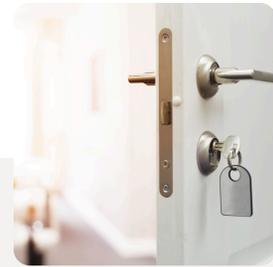
MARKETING

All vacation rentals are listed on our direct site as well as 3rd party channels such as Airbnb, Vrbo, Expedia, Booking.com, Hotels.com, Google, Homes & Villas by Marriott International and more.

Active social media pages on Facebook, Instagram, and TikTok that drive bookings daily.

Email campaigns to 70,000 past guests to convert bookings and solidify loyal guests.

SEO, AI, Google, Meta, and Bing Ads budget to drive more visitors to our website.



RESERVATIONS

A knowledgeable team that will take care of every guest with unparalleled customer service 7 days a week.

24/7 Emergency Call Line available to every guest and owner.

Text communication capabilities for quick responses from our team.

Ability to reserve your rental for personal use as much as you like.

Owner Portal provided that notifies you of new bookings, and allows you to make your own personal reservations.

4.9



Google

Rating (2,300 + Reviews)

"Red Rock management has been fantastic to work with to say the least. I have properties all over the US and Red Rock has been by far the best manager I've ever dealt with. From getting many bookings, to making sure the property is ready and clean, and providing a fantastic experience for the renters. Red Rock also goes above and beyond with fixing the property if there is an issue. If I could give them a higher than 5 rating I would. I'd recommend them to anyone!"

-Steve H. Vacation Rental Owner



HOUSEKEEPING

Specifically assigned cleaning team to your vacation rental who knows your property inside and out.

Attention to detail and focus on your guests' first impression.

Regular reporting back to our maintenance department of issues needing attention or follow-up.

Guest pre-checks and property inspections as often as possible.



MAINTENANCE

Proactive care for the condition of your rental through frequent inspections including tech checks, air filter changes, battery replacements, etc.

Quick and efficient troubleshooting on any repairs that need to be sourced out.

Consistent communication and timely updates regarding the condition of your rental..



INVENTORY

Our team will ensure your property has everything needed to maximize the guest experience.

Tips & Tricks document provided for onboarding suggestions and setting up your rental for success.

Process guest damage claims as needed.

Offer inventory recommendations to increase property occupancy.

THE RED ROCK DIFFERENCE

REVENUE MANAGEMENT & DYNAMIC PRICING

The vacation rental industry and market are evolving and changing regularly. Red Rock utilizes software that allows us to see the current trends and consumer behavior to make data-driven decisions relating to the pricing of your rental. Reports are run daily to ensure we can take quick action on any new emerging trends. Your rates will be set to fluctuate with these nuances and seasonal trends to maximize your booking potential.

OUR CORE VALUES

INTEGRITY

WE DO THE RIGHT THING 100% OF THE TIME.

Conducting ourselves with the highest level of integrity is fundamental to who we are.

LEADERSHIP

WE DREAM. WE CREATE. WE TRIUMPH.

We are visionaries and create opportunities in our relentless pursuit of greatness.

CULTURE

WE OBSESS OVER OUR PEOPLE.

Those who boldly accept the challenge of our vision are valued and protected by the team.

GRIT

WHAT OTHERS FEAR, WE EMBRACE.

We do what it takes to succeed and we don't back down from challenges.

VICTORY

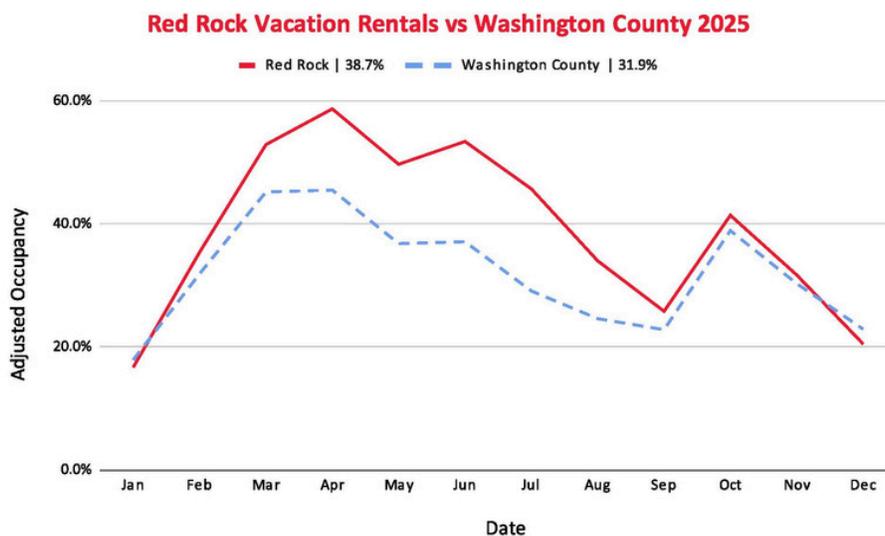
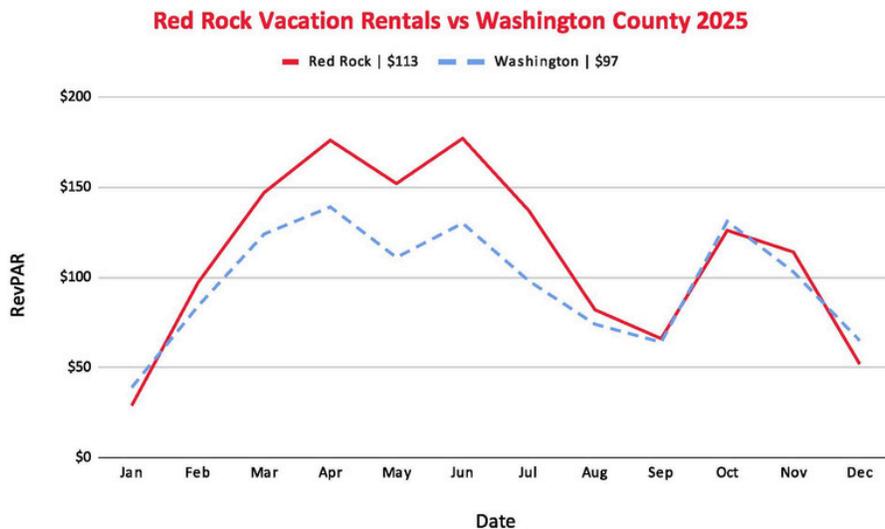
**WE ARE COMMITTED TO WINNING AND
WE REJECT DEFEAT.**

As a united team, success becomes our reality.

HOW RED ROCK COMPARES TO THE MARKET

The graphs below show how Red Rock continues to outperform the Southern Utah market by achieving the right balance between ADR (Average Daily Rate) and occupancy, which together drive your RevPAR (Revenue Per Available Night). As more inventory enters the market and pricing becomes increasingly competitive, we stay ahead by actively adjusting to changing conditions.

We're constantly monitoring trends, fine-tuning pricing strategies, and leveraging our strong community and industry partnerships to keep your property visible across multiple platforms. **The goal is simple: maximize exposure, increase bookings, and drive the strongest possible returns for your rental.**



**Source Key Data 2/7/2025*



FREQUENTLY ASKED QUESTIONS

Q: Who pays the credit card fees?

A: Red Rock Vacation Rentals covers all credit card fees on guest reservations, regardless of whether the reservation is procured by Red Rock Vacation Rentals or the property owner.

Q: How are vacation rentals accessed by owners and guests?

A: To create a secure and seamless experience for our owners and guests, Red Rock Vacation Rentals has partnered with Lynx to assist with keyless entry and thermostat control. For complete control at just \$25 monthly, this system provides increased asset protection, awareness, and ROI (return on investment). Vacation rental owners will be required to have the smart lock system installed and have the option to purchase the thermostat.

Q: What if I or a guest of mine wants to stay in my vacation rental?

A: Our owner portal makes it easy for you to reserve your property for yourself and your guests. Owners wanting to allow a guest to stay rent-free will make an "Owner Guest" reservation. Owners who wish to send a guest referral to Red Rock Vacation Rentals will have the management fees cut in half for that reservation.

Q: What fees do guests pay?

A: Along with the rental rates, guests will pay a cleaning fee, a damage protection fee, and a possible resort fee depending on the community. Additionally, guests are offered optional trip protection if they choose to purchase it.

Q: What am I required to have in my vacation rental?

A: Our Required Inventory List includes all the required and recommended items for your rental. We have found that compliance to this inventory list increases positive guest reviews and experiences. It is required that owners purchase a linen package through Red Rock Vacation Rentals in order for our operations team to easily replace items as needed.

Q: Can I leave personal/valuable items in my vacation rental?

A: While we can appreciate that you may want to display valuable or sentimental items within the property, we have found it best NOT to display these items of value that could possibly be damaged or lost. These items are better kept in a locked owner's closet for you to enjoy when you visit.

Q: What kind of reporting do I get on my vacation rental?

A: Owners will receive detailed monthly statements and an annual report with a 1099 tax document.

Q: Do I need to handle sales tax for my vacation rental?

A: No. Red Rock Vacation Rentals collects and remits all required sales and lodging taxes on your behalf. These taxes are automatically included in the guest's booking total, and we ensure they are paid directly to the appropriate state and local agencies.

Q: Can an owner monitor rental activity online?

A: Yes. Our owner portal allows owners to view and make reservations, monitor work orders, and view monthly statements online.

Q: When is our rental income sent to us?

A: Income is dispersed via direct deposit by the 15th of every month. Due to bank processing times, it may be a couple of days before or after depending on how the banking business days fall.

Q: Can I clean my vacation rental after I check out from an Owner Stay reservation?

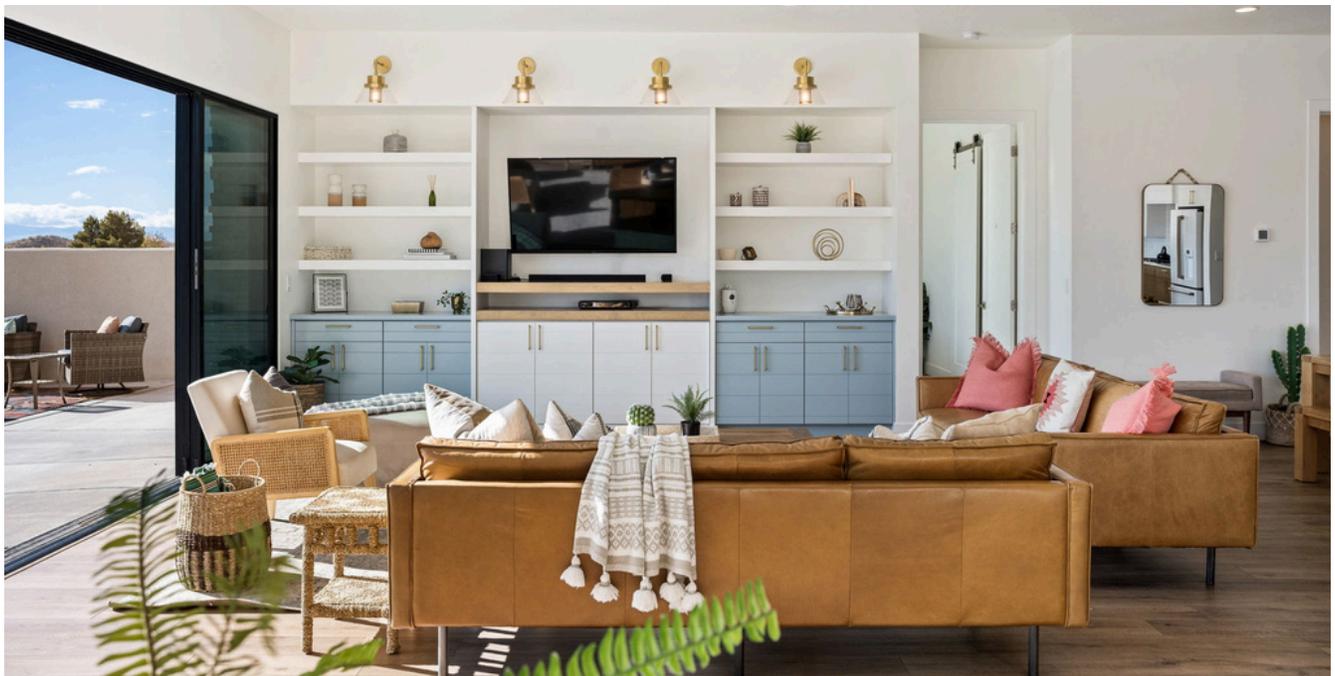
A: Yes! We are happy to provide you with more information about our Owner Cleaning Program that allows owners to book reservations with the owner performing the check-out clean.

Q: Am I required to have deep cleaning done at my vacation rental?

A: Yes, in order to maintain the condition of your property and prevent poor reviews, deep cleans are required annually. As an owner, you can choose to do some of the deep clean tasks yourself, or have us outsource all of it for you to our trusted vendors.

Q: What are check-in and check-out times for owners or owner guests?

A: Owners and owner guests are expected to abide by the same check-in and check-out times as guests. Check-in is at 4pm and check-out is at 11am. Owners performing an "Owner Clean" on their reservation will have until 2pm to finish the cleaning and check out.



The Guest Experience

At Red Rock Vacation Rentals, we focus on the big and little things so that your guests have an exceptional experience. We truly value our customers, and that is reflected in our commitment to provide the highest quality of service. We support your guests every step of the way during trip planning, throughout their stay, and even after they've safely returned home.

- **Guest communication via text** for their convenience. Our average response time getting back to guests is less than 6 minutes, including nights and weekends.
- **24/7 emergency line support**, staffed by our local team.
- **Guest pre-checks** & property inspections that happen after the clean but before guest arrival as often as possible.
- **Routine maintenance inspections** that include changing filters, light bulbs, batteries, touching up wall marks, making sure TV apps are signed in correctly, etc.
- Unique **welcome gifts** for guests paying higher nightly rents.
- **Technicians** who offer assistance with TVs and other tricky items in the homes upon arrival.
- **Guest instructional videos** on how to operate such things as a hot tub or theater room.
- **Genuinely caring employees** who live locally and are familiar with your home and community to be able to assist guests in the most efficient way.
- **Listing optimization audits** performed regularly to make sure your property is being marketed in the best possible way and accurately for the guest.
- Ongoing **customer service training** for our entire team.

*"Amazing stay! **Red Rock Vacation Rentals** nailed exactly how a vacation should be! They are the standard that I will compare all other stays to. Can't say enough good things about the house and their systems!" -Alicia*



*"Beautiful place!
I have used **Red Rock** rentals in the past. They have the best customer service. Incredible place. So clean and the view was stunning!"
-Jerry*





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