



Red Rock

VACATION RENTALS

Owner Guide



OUR VACATION RENTAL TEAM



Redefining

THE VACATION RENTAL EXPERIENCE

Red Rock Vacation Rentals is redefining the 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 deep 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 prosperity 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, 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. 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.

Kitchen, Home, and Bathroom packages are available to be purchased and installed to make the onboarding process easier.

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



MARKETING

All vacation rentals are listed on 3rd party channels (Airbnb-Superhost, Vrbo-Premier Partner, Expedia, Booking.com, Hotels.com, Google, Homes & Villas by Marriott International).

Active social media pages on Facebook and Instagram.

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

SEO and Google Ad 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 (1,300 + Reviews)

“As a vacation rental owner, Red Rock has been outstanding. They provide guests an excellent experience so we felt confident using Red Rock as our property manager. They have been proactive, collaborative, and conscientious.”

-Michael H.

Vacation Rental Owner



HOUSEKEEPING

Specifically assigned cleaning team to your vacation rental who know 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 feedback and updates to you 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 is 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.

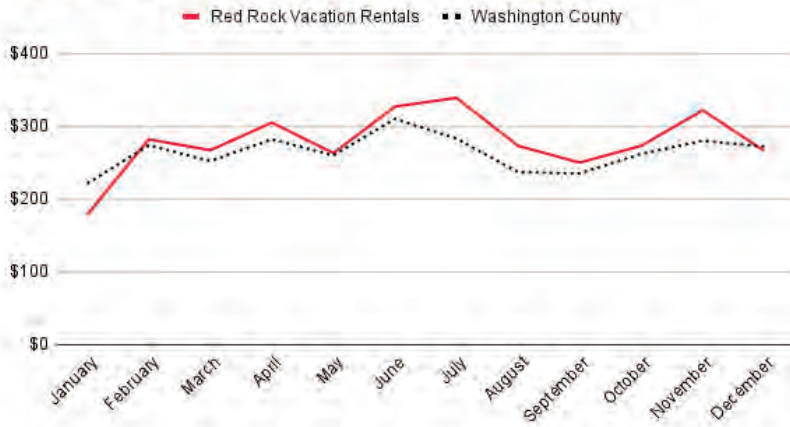
As a united team, success becomes our reality.

How Red Rock Compares to the Market

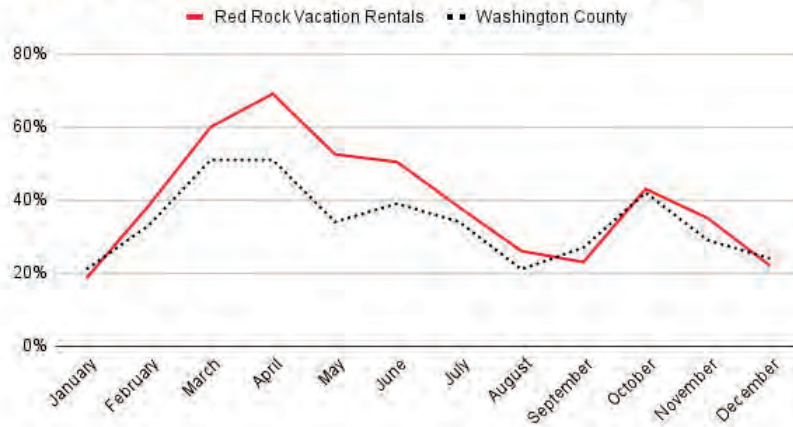
The graphs below show how Red Rock has positioned itself to outperform the Southern Utah market in both ADR (averaged daily rate) and occupancy. As we see the market adjust to the heightened inventory and competitive pricing strategies in the region, Red Rock proactively recognizes and acts on evolving market conditions. We continue to leverage all of our partnerships in the community and industry and connect to a wide variety of platforms to enhance the visibility of your rental to potential guests.



RRVR vs. Washington County ADR for 2023



RRVR vs. Washington County Occupancy for 2023



*Source Key Data 1/5/2024



Our goal will always be to optimize your income while minimizing the impact on your rental.

”

Red Rock has outperformed even the high bar they set for themselves. Just over three years into our experience, we couldn't be happier. Through the challenges of explosive growth that they have faced in the greater St. George market, they have been professional, attentive, personal, and detail-oriented-- both with us as owners and with our guests. They have truly linked arms with us to provide the best experience possible to our guests, and as a result the revenues generated have far surpassed our expectations.

-Craig C.

Vacation Rental Owner



FREQUENTLY ASKED QUESTIONS

Q: Who pays the credit card and booking fees?

A: Red Rock Vacation Rentals covers all credit card and booking fees on guest reservations regardless if 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 want 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 recommended that owners purchase a linen package through Red Rock Vacation Rentals in order for our operations team to easily replace items as needed. To help with furnishing your vacation rental, we also offer an optional Home Essentials package that will contain most of the items needed per the Required Inventory List.

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: 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.

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.



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 will be there every step of the way as your guests plan their stay, experience their vacation, and even after traveling 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** that offer assistance with TV's 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** that 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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