



**Arizona**  
VACATION RENTALS



Owner's *Guide*

WELCOME TO ARIZONA  
**VACATION RENTALS**

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## Welcome to *Arizona Vacation Rentals!*

It's important to work with professionals who will value your investment as much as you, and who also know the local market thoroughly. Whether you are looking to set up a new vacation rental or if you're looking to improve the return on your currently operating vacation rental, entrusting your home to a professional team is an important decision. The marketing and sales team at Arizona Vacation Rentals will help you formulate the best plan to make the most of your vacation home's earnings potential.

This informational guidebook is intended to be the first step in providing all the details on the policies and procedures we recommend to optimize the financial performance and overall success of your rental property. Your AZVR local marketing and sales representative is available to handle any concerns you might have. Or, you can always contact us through our Client Support phone line at **(888) 711-8105** or email us at [support@azvr.com](mailto:support@azvr.com)

At AZVR we recognize that each homeowner is unique and we strive to build strong relationships based in transparency, trust, and open communications. We look forward to building an open, communicative relationship with you!

When you're choosing a company to do vacation rental marketing and sales, it is important to make sure the company has the experience necessary to excel in today's internet age. AZVR maintains the most advanced international marketing distribution channels in existence. AZVR is also intimately familiar with the Phoenix metropolitan marketplace, combining the extensive resources of a large company with the in-depth local knowledge which is vital to your success in the Arizona Vacation Rental marketplace.

Our sophisticated software, dynamic pricing model, and simple user processes make Arizona Vacation Rentals an innovative alternative in the vacation rental industry.

## Sophisticated *Software*

AZVR has created powerful customized software that allows us to track and analyze data in unique ways. Our database provides extensive information that helps us predict how the industry functions, so we can deliver the best possible return on your investment.

We leverage rates to stay current and competitive, manage an in-house call tracking and email system, record extensive renter history, deduce sophisticated review averages and statistics, observe unit performance metrics, and use strategic testing to gauge marketing success. Ultimately, our software allows us to better serve homeowners and renters in all respects.

## Dynamic *Pricing*

Unlike management companies that typically just set Seasonal Rates, the pricing team at Arizona Vacation Rentals maximizes revenues using a complex set of metrics and marketplace variables. Our dedicated analytics team works to customize each home's pricing patterns to maximize profitability. We adjust rates based on many variables: season; holidays and special events; property-specific features or amenities; group size; length of stay, and last minute stays, and most importantly the demand for specific marketing areas and dates. Our rate strategies also adjust for the timing of bookings, accounting for advance booking potential, and marketplace occupancy-vacancy metrics.

## Simplified *Experience*

It's our goal to make the vacation rental process simple for renters and homeowners alike.

We have found that many travelers make vacation plans in the evening and on weekends. We have a reservations team available from 7am-9pm every day of the week to handle all renter relations and sales inquiries.

We require all contracted renters to verify their identity to provide the highest quality, most secure renter transaction in the industry. Our proprietary software is also designed to detect fraudulent renter transactions and to detect potential problems with rental transactions in advance, before issues arise. AZVR has the software tools to do all the heavy lifting, leaving you to enjoy the benefits of your investment.





## No Party *Policy*

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The maximum occupancy refers to the number of people who are allowed to be on the property at any time, not just for the night. Renters are warned that parties at the home are not permitted. Both neighbors and local marketing agents reserve the right to inform necessary authorities if there is a noise violation after 10pm. Local marketing agents are vigilant when discerning the difference between appropriate renter celebration and misuse of the premises.

## Property *Deposit*

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In order to maintain the highest quality homeowner experience, we suggest that all homeowners require a cash-equivalent deposit of **\$250.00** plus **\$50.00** per person for all authorized occupants listed in the traveling group.

This formula results in larger groups paying slightly more in the required property deposit. We have found that this policy has been generally well accepted and perceived as reasonable and fair in the market place.

## Insurance *Liability*

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We want to protect the safety of your investment as much as we want to protect the safety of the renters and occupants who enjoy it. So we can be certain that the homes we market are adequately insured, we require all owners to present a declaration of their homeowners' insurance for our records. We ask that all owners maintain a comprehensive liability insurance policy in a minimum amount of **\$500,000** that specifies AZVR, LLC as an additional insured. In the case of rare and extraordinary events, we refer to your insurance policy, as it is intended to protect you from these unusual instances.

## Reviews

After any renter departs, we request that they complete a satisfaction survey to help gauge what aspects were particularly enjoyed and where improvements can be made. Our survey asks guests to provide ratings for the following categories:

- Overall satisfaction
- Renter Relations
- Cleanliness
- Location
- Property condition



We use insights from these surveys to increase future bookings and deliver a higher level of service to our future renters and occupants.

In addition to surveys, we encourage all renters to write a full review of their experiences. Reviews are an essential part of our marketing strategy! People are much more likely to book stays in homes with superb reviews.

We take our reviews seriously. Our dedicated Reviews Manager works with our local marketing management team to develop suggestions for how to improve renter experiences. Keeping a close eye on tenant experiences helps us continually improve so that we can earn more revenue for every homeowner.

## Discounts

In order to encourage bookings for your home, particularly during seasons of lower demand, we offer a series of discount options.

\*If a renter inquires within seven days of the requested start date, we may offer a “Last Minute Discount” to help secure the booking. This discount may be as much as 40% off the standard rental rate. We encourage these discounts because we prefer to book homes at “last minute” for a lesser amount rather than leave the home empty. This is one of the ways we are able to keep our homes booked year-round.





## Your *Payments*

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You have the option of receiving a physical check via mail for each rental, or you may sign up for direct deposit. Depending on your bank, it may take up to five business days to arrive or be deposited.

## Owner *Support*

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In order to deliver the best possible service to you as a homeowner, AZVR employs a team of local marketing and sales experts: a Local Area Operations Manager who is familiar with all aspects of what it takes to make your home successful. You also have toll-free access to our local office at **(888) 711-8105**. This department is staffed from 9am-5pm daily. You may also email [support@azvr.com](mailto:support@azvr.com) with non-urgent questions.

Please save this information as your primary contact number and email for AZVR. This will ensure that your inquiries are handled in the most efficient manner possible by a member of our staff.



“The **Casa Divina** house was excellent. We had a great time. I don’t even have one complaint. It was a great time, we enjoyed it. I cannot think of one thing I would change. Very clean. We spent 90% of time in the backyard. The pool was great. We loved the location, the grocery store was right down the street. It was a guy’s getaway for a weekend of professional football. There five of us and everybody had their own room.”



**Jeffrey Weeks - Nebraska**  
September 2012



I came to visit family and friends in Arizona. I come out as frequently as I can. The **McCormick Ranch** house was excellent. I had a good time. It was very comfortable. Normally when I come out and I stay at a hotel but renting a house this time felt homey. I would recommend it to anybody coming out here. Very preferable to stay a rental instead of a hotel. There are more amenities. The pool was great. Everything was in perfect condition, it felt like a brand new house. Perfect location. When I visit Arizona again I will be using this company again.



**Janet DeLeon - Georgia**  
November 2016



“The **Palo Verde** was great. It worked fine for us. We surprised our son for his 40th birthday. It was very very nice. The house was perfect for us and was very comfortable. Everything was convenient. The location was convenient. It was setup nice and we had a lot of space. We enjoyed it.”



**Sharon Johnson - Nebraska**  
August 2012



We loved the location. The house was far enough away from the city so that you didn’t feel you were there, but close enough for easy access. The exterior of the **Via Del Sol** house was terrifically landscaped. The front porch as really really neat. We had breakfast on the back porch. It felt 10 degrees cooler when we were underneath that shade by the porch. It’s a wonderful place to sit and relax. I came to Arizona for a working vacation. I would go back again!



**John Mason - Washington**  
October 2014





## Homeowner Reviews

“Our experience with Arizona Vacation Rentals (AZVR) started when we rented a property from them on our own vacation. We had such a positive and wonderful experience, we decided to purchase a home and rent it through AZVR and have had it in their marketing program for almost two years. The amount of cash flow we have received from our property has significantly surpassed our expectations. It has been such a mutually beneficial relationship that we recently purchased a second home.

The staff is friendly, responsive, and professional and I would recommend it to anyone looking for a wonderful vacation home to rent or for a homeowner looking to place their property for rent.”

**Michele & Brian Simpson - Bettendorf, Iowa**

07 August - 2014

“I have now had my home marketed through AZVR for one year. They have been very professional, courteous and friendly throughout the entire process. I have been very impressed with how they have marketed my home. It was well rented... throughout the entire busy season. **Thank You, AZVR!!!**”

**Scott & Selena Turnbrook - British Columbia, Canada**

23 July - 2009

“ We have been very pleased with the quantity and quality of our bookings with Arizona Vacation Rentals. AZVR has lived up to our expectations and we are very happy we choose them as our vacation rental company.”

**Shryl & John Dewit - Alberta, Canada**

05 January - 2015

“John and I are new to the AZVR experience... Members since November, 2012... but we could not be happier with the results thus far!

From the beginning, the staff was right there to advise us not only on how to get our unit “Rental Ready”... and was always there to answer any questions or to address our concerns along the way.”

**Janet & John Greene - Puerto Penasco, Mexico**

10 April - 2013

“ This is our first year with AZVR, we are happy our home is well looked after and we can see the potential of working with AZVR. We’ve had positive response from the clients who have stayed in our home this past year, and we look forward to working with AZVR!”

**Jasu & Rohit Patel - Leicester, United Kingdom**

23 November - 2015



## Homeowner Reviews

"I have teamed up with Arizona Vacation Rentals almost four years ago. As a seasoned rental owner, I am confident that the revenues generated from my investment, have remained consistently above average with AZVR.

Their efficient business model and professional staff has made the business of owning a vacation rental as close to a worry-free endeavor as possible. I look forward to working with AZVR in the years to come!"

**Bob Parker - Paradise Valley, Arizona**

10 April - 2013





# Arizona

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