



Ocean
Atlantic

Sotheby's
INTERNATIONAL REALTY



Why Choose Ocean Atlantic Sotheby's INTERNATIONAL REALTY?

Artfully uniting extraordinary properties with extraordinary lives...

Effectively marketing your property to guests' vacationing in the Quiet Resorts is our #1 goal. Choosing the right real estate company is essential to generate the maximum return possible on your investment. In order to achieve "our" goal we must *exceed* our owners' and guests' expectations by listening and responding to the desired needs. There are many reasons why you should choose Ocean Atlantic Sotheby's INTERNATIONAL REALTY as we will do the following to prepare your property for a successful rental season:

- **Establishing Your Rental Rates** for your property is imperative. Everyone loves a bargain, so when marketing your vacation home it's important to communicate the "value" your vacation rental guests are getting for their money. It's not all about giving discounts to get your property booked. It is about setting realistic rental rates that are competitive with the market you are in. We will research the comparable properties and determine the best possible rental rates for your property.
- **Description of the Property, Amenities, and Nearby Activities** is very critical to provide potential guests with accurate information regarding your property. We will put together a descriptive paragraph or two regarding the property, a list of the amenities & activities, and room/bed layout. This information will be used to market your property.
- **High Quality Pictures of the Property and Surrounding Area** is extremely important. Photos speak volumes for your property and will make the difference between a successful vacation rental property and unsuccessful one.
- **Responding to Guests' Inquiries** quickly is extremely important as it enables us to get the guests' reservation booked while they are "hot". This is also the reason we accept credit cards.
- **Responding to the Needs of Our Guests'** while they are staying in your property is very important in maintaining and growing our vacation rental business. There is always a way for our guests to reach us in the event an issue or concern occurs. We want our guests' to book your property for the following year when they are checking out. This enables us to generate maximum rental income for your property.
- **Check-in and Check-out Policies** are strict which allow our company to run smoothly. If we don't allow enough time in between each rental, the housekeeper may get overwhelmed and guests could arrive to a messy home.

- **Security Deposits** We offer a mandatory Security Deposit Protection Plan to rental guests at a flat fee specific to the property. CSA's Security Deposit Protection plan helps property managers simplify their business while offering guests up to \$3,000 in accidental property damage coverage. The Security Deposit Protection plan helps property managers reduce administration time due to refund checks and credit card charge-backs after checkout. In addition, guests have less incentive to avoid reporting accidental damage which in turn protects our owner's investments. The plan is fully insured, underwritten by Stonebridge Casualty Insurance Company.
- **Travel Insurance** We offer optional Travel Insurance to rental guests. CSA takes pride in exceeding their customers' expectations by offering value-driven travel insurance and emergency assistance services backed by excellent customer service, claims handling, and the financial strength of their underwriter. CSA insures millions of travelers each year, with the right no-hassle coverage and services before, during and after their trip. This will provide value to our owners and Ocean Atlantic Sotheby's by relieving the stress of having to handle unforeseen emergencies from our guests, such as good-will refunds.
- **Accounting** We provide you with monthly and year end owner statements showing your rental income and any charges to your account, such as maintenance and housekeeping expenses. Direct deposit to your account assures proceeds are in your account as soon as processed and available. All rental proceeds are collected and placed in federally insured trust accounts. We handle the required collection, reporting and disbursement of local rental taxes. We also accept credit cards, e-checks, and personal checks as payment from guests.
- **Quality, Ethical, Courteous and Professional Staff.**
- **Housekeeping Services** to ensure efficiency and accountability.
- **Three Prime Locations** - Prime downtown Rehoboth Beach office location ensures maximum public visibility and convenience. Our Bethany Beach location is located on Coastal Highway and cannot be missed as people drive into town. The downtown Lewes location is located in the heart of the shopping and historic area.
- **Maintains Extensive Client** Database with information on nearly 20,000 prospective sellers, buyers, investors, owners, and tenants well as a vast database of past guests and vacationers that have joined our mailing list.
- **Local Exposure for Your Property** through Cape Gazette; Coastal Point; Delaware Beach Life Magazine; Brandywine Signature Magazine; and various other magazines, special inserts and travel guides. Our print ads are designed to draw visitors to our web site, where they can view and reserve your home.
- **An Invitation to Pre-Reserve Your Home** for the coming year is included in every check-in package.
- **Our Website** is the most effective marketing tool we have. Our web services team is the best in the business! The exposure on **www.oasothebysrealty.com** with more than a dozen partner internet sites keeps Ocean Atlantic Sotheby's ranking top consistently in Google and other search engine keywords and phrases relating to Rehoboth Beach and Bethany Beach vacation rentals. Our site receives high traffic volume each month, with unique and returning visitors, as well as a significant number of conversions to reservations.

Extensive SEO (Search Engine Optimization) by expert professionals and purchase and placement of banners and links on prime Rehoboth Beach and Bethany Beach sites ensures that Ocean Atlantic Sotheby's will remain in the top ranking of relevant keywords and phrases.

Constant Site Upgrades and the addition of new information and regular data updates ensure our site is accurate and user-friendly. Ocean Atlantic Sotheby's is not only intended to drive reservations; it is also a wealth of Rehoboth Beach & Bethany Beach information for our guests and prospective visitors.

- **Email Marketing** to an extensive list of opt-in members and web visitors who have added their names to our email contact list. Our regularly scheduled e-newsletters go out each month.
- **Staying Connected** through social media is becoming a vital part of communication. Our dedicated marketing professionals manage our presence on the following social medias: Blogs, Facebook, Twitter, and You Tube.
- **Sotheby's International Realty®** network was designed to connect only the *finest* independent real estate companies. Affiliations are granted only to select real estate firms meeting strict qualifications (e.g., history, reputation, location-facilities, marketing, services, sales, finances, support staff, etc.) and are committed to the highest standards that define and differentiate the distinctive qualities (e.g., refined, savvy, discreet, inviting, etc.) of the Sotheby's International Realty® brand.
- **International Media Plan** through Sotheby's International Realty® driving recognition to the Sotheby's International Realty Brand and, ultimately, the local **Ocean Atlantic Sotheby's INTERNATIONAL REALTY** office.
- **Co-operative Advertising** in international publications such as The Wall Street Journal, New York Times, International Herald Tribune, Boston Globe, Country Life, Sotheby's Preview, Sotheby's Reside, Robb Report, and more.
- **Exposure** through a network of nearly 11,000 sales associates in 500+ affiliate offices located in 36 States, 40 countries and territories worldwide. Your home will be featured on Home Away reaching millions of online vacationers at the click of a mouse.
- **We Support and Participate in Many Local Opportunities.** You will find us in The Rehoboth Beach Art League, Children's Beach House, Rehoboth Beach Main Street, Rehoboth Beach Chamber of Commerce, Bethany Beach Chamber of Commerce, Sussex County Land Trust, Positive Growth Alliance, American Heart Association, Cystic Fibrosis Foundation, Beebe Medical Foundations, Habitat for Humanity, Extreme-Home Makeover, Believe In Tomorrow Children's Foundation, and Lower Delaware Autism Foundation.

Creating synergy between our print and online marketing yields the highest return on investment and the best possible results for your vacation home.

Choose The Best . . .

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