

Property Management Service Guide

"Experience Red Lodge from the comfort of your own home away from home"

406.446.3603 | reservations@redlodgereservations.com | www.redlodgereservations.com

Welcome to Red Lodge



Red Lodge, Montana is a special place. Nestled at the base of the mountains of the Custer National Forest, it truly is the "Base camp for the Beartooths."

Red Lodge features something for everyone. Hiking trails, rivers, wildlife, climbing, skiing, and many more outdoor activities for the adventurous at heart and a warm community with shops, restaurants, bars, galleries, and recreation for the small town soul.

Red Lodge has year round fun with skiing, snowshoeing, ice skating, and sight seeing in the winter and the Beartooth Highway, mountain adventures, and Yellowstone National Park in the summer. Not to mention year round events!

Add the small-town character and warmth from the sincere and genuine local community, there is no where else better to call your home away from home.

Summer Activities

Beartooth Highway
Whitewater Rafting
Premier Fly Fishing
Hiking
Mountain Biking
Motorcycle Trips
Photography
Horseback Riding
Yellowstone National Park
Golf

Winter Activities

Skiing at Red Lodge Mountain
Back Country Skiing
Snow Snowmobiling
Snow Shoeing
Ice Fishing
In Town Activities
Holiday Vacations
Ice Climbing
Sport Events
Ice Skating

Events

4th of July
Rodeo of Champions
Harley Rodeo/Iron Horse Rodeo
Red Lodge Car Show and Cruisen
Destination Weddings
Christmas Stroll
Winter Fest
Festival of Nations
Car Club Rallies
Songwriters Festival
Halloween Pub Crawl
Turkey Trot
Fun Run for Charities
Destination Races
Ski Joring
Arts Fair
Concerts
Oktoberfest

4.5 MILLION

In 2023, there were approx. 4.5 million visitors to Yellowstone National Park. Red Lodge is 1 of 5 gateway communities to Yellowstone.

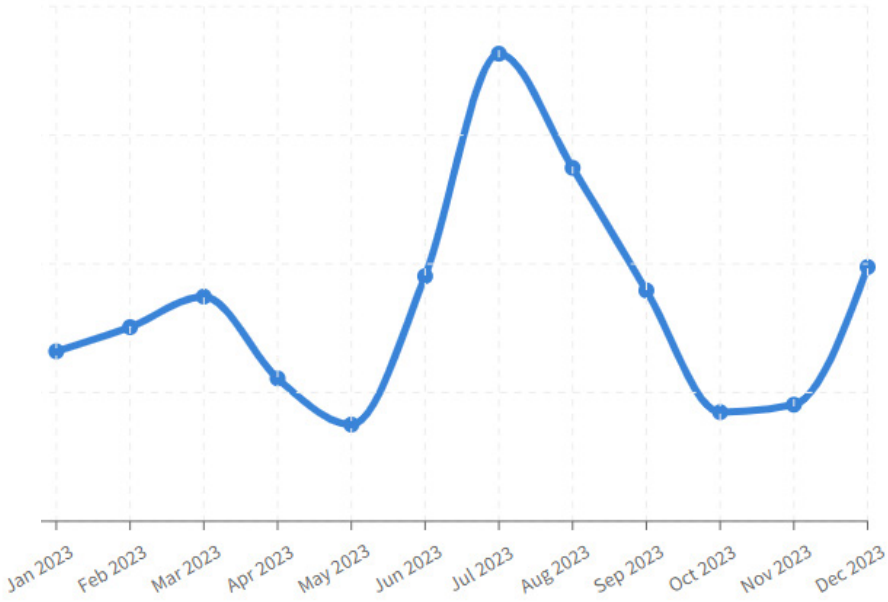


Demographics

Who Are Our Guests

A large majority of our guests come from Montana, North Dakota, South Dakota, and Minnesota though we do get guests from all over the country. Red Lodge is quickly becoming one of the most popular tourist destinations in Montana. With so many beautiful and unique attractions around us, Red Lodge has gotten the attention of all sorts of travelers. A large reason for our mid-western visitors is we are one of the first mountain towns out West. This means lots of skiers and snowboarders in the winter as well as lots of intrigued adventurers in the summer. A large amount of summer traffic is due to Red Lodge's road trippers, Yellowstone adventures, and a destination wedding crowd, which is starting extend our peak seasons.

2023 Booking Seasons By Revenue



Peak Season-Summer
June - September
Once the Beartooth Pass opens it is game on for this bustling little town. Among many other attractions, the Beartooth Pass is truly one of our premier tourism draws.

Peak Season-Winter
November - March
The ski area is our primary source of visitors in the Winter months. There are many reasons to visit Red Lodge in the winter but this is by far the most popular reason. The holiday breaks and the month of March in particular.

Shoulder Seasons
October - Mid November
April - Mid May
Spring and fall slows down as we wait for the pass to open after the ski season comes to a close and vis versa. There are still travelers, but we use this time for maintenance and cleaning.

Why Rent Your Home?



Investment and Enjoyment

There are lots of reasons to invest in Real Estate. Building equity and diversifying your funds is a great way to invest in your future and Red Lodge's Real Estate market is seeing substantial growth with no signs of decline. Many people are investing in Red Lodge because after looking in other tourism markets, we are far more affordable and there is a unique quality of life that you won't find in other resort towns.

The other key factor in investing in Red Lodge is purely for the enjoyment of the area and having a second home that you can adventure to. Red Lodge has so many offerings and it is hard not to fall in love with this town. We encourage our owners to come and visit as much as they can and take in everything this area has to offer.

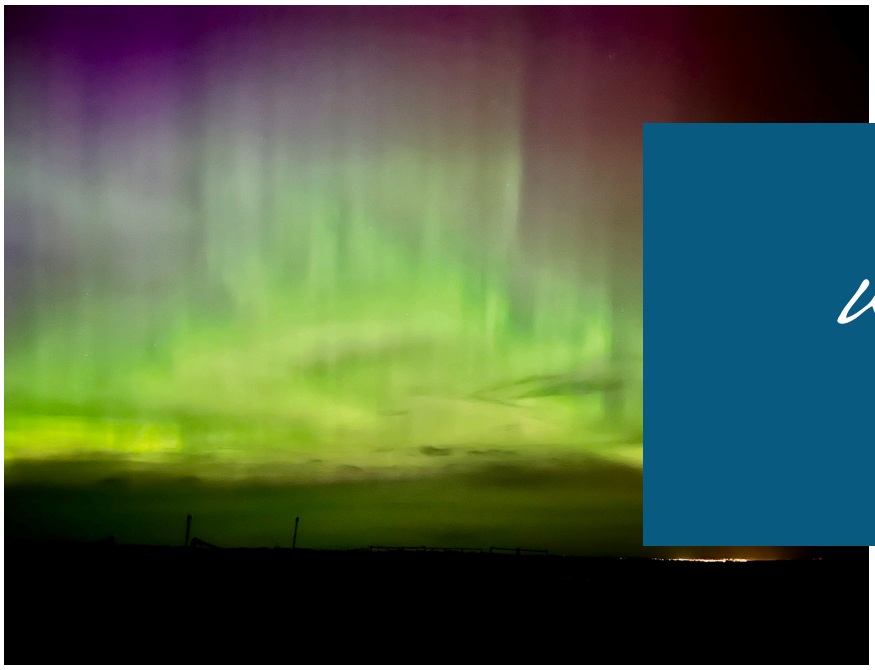
Additional Income: By renting your home you can generate additional income from your property. Rental income will help offset the costs of owning a home while still being able to utilize your property.

Property's Health: Like with most things in life, your home will fair much better with regular use of services, equipment, and fixtures. Having regular use, though you may see some wear and tear, your home will be using crucial equipment and services to keep it functioning properly. Also having a set of eyes on the home at all times will ensure that any problems are being addressed right away and preventative action is being taken as soon as possible.

Long-Term Investment: Real estate is great investment for the future. Over time, your equity in the home grows and the property values rise in the area, you will have a great financial option in your portfolio.

Your Own Getaway: Buying a property in Red Lodge means you have your very own slice of heaven ready for you to come visit. One big perk of having your own place is you no longer have to book a place, pack all the little extras, or deal with hotels or other properties. You now have a place all of your own equipped with everything you need and love right here!

Long Term Goals: Thinking about retirement? Leaving a home for generations to come? Relocating later in life? Buying now and renting helps secure your plans for later down the road.



Why Choose Us?

Hosts with Your Best Interest in Mind

There are many reasons to choose a property manager vs trying to manage the property yourself. Most people think to themselves "This will be a fun side project!" But the truth is, it is a lot of work. Having someone who can manage every aspect of your home allows for you to have a vacation home worry free. Let us handle everything from cleaning the home, checking the temps, fixing loose ends, handle all of the customer interactions, and be there when someone needs to check the home. On top of that there are many rules and regulations that need to be followed and trying to do that remotely can be a challenge and in some cases illegal.

Property Care:
Take the stress out of not being able to be at the home whenever something needs to be addressed. We are regularly in and out of the home checking all the utilities and property needs and more frequently when needed due to weather.

Customer Care:
We are available 24/7 for guests for emergency needs or just customer service needs. Anything involving their transaction or just wanting to know a good place to eat, we offer friendly service at all times for our guests.

Financial Management:
Everything from Trust accounting, tax remittance, refunds, processing, account management, expenses, local fees, and service charges, we are sure that everything is done for you and done accurately.

Inspections:
We perform annual and one-time inspections in accordance with county codes including fire marshal inspections and sanitation inspections. We also perform our own regular home inspections to verify everything is up to standards.

City Regulations:
We insure your home is compliant with city zoning codes and requirements including licenses, noise ordinances, safety, reporting, 24/7 emergency contacts, regular inspections, and requirements for our guests.

Transparency:
We will always be honest and transparent with our business practices, your home's condition, and guest interactions within your home. Be reassured that you have a friend in Red Lodge looking out for your best interests.

Management Services



What's Included

Property Care

- Property care and supervision
- Preventative action during extreme weather conditions
- Property inspections before and after guest stays
- Basic property maintenance
- Cleaning before and after guests
- Condition monitoring and preventative maintenance

Guest Services

- Customer management and correspondence
- Booking and acquiring guests for your property
- 24 hour emergency assistance for guests
- Basic essentials for guests including toilet paper, laundry detergent, dish soap, shampoo, conditioner, body wash, hand soap, trash bags, paper towels, and coffee
- Expertise in the area's services and offerings

Owner Services

- Transparency and best business practices
- Property owner correspondence of the condition of your property
- Owner bookings and preparation
- Monthly statements and payouts
- Tax remittance and monitoring for local and state taxes as well as local tourism fees.
- Annual inspections and coordinating required annual fire inspections

Marketing and Listing Management

- Booking and acquiring customers for your property
- Research of the local rental market and owner updates to stay competitive
- Listing management on multiple integrations including direct bookings through our website
- Pricing and monitoring through third party analytics
- Marketing services including social media, website, promotions, print ads, digital ads, email campaigns
- Property promotions and materials including copy editing, pictures, and presentation



Additional Owner Services

Benefits for Owners

Owner Stays

We encourage all of the homeowners we partner with to come and enjoy their property as much as they like! We understand that though this property is an investment, it is also your home. We want you to enjoy Red Lodge for all it has to offer and love your home.

You are provided access to book your property whenever you choose or give us a call and we will be sure you are taken care of.

This can include your family and friends. If you would like to share your home with your loved ones we are happy to accommodate that.

We will be sure it is as accommodating as it would be for any customer when you or your guests come to visit!

Want something extra special for your stay. Maybe your favorite local beer, a selection of charcuterie from a local shop, or maybe a gift for a friend. Let us know! We love to spoil you!

Reporting

Every owner is provided with a monthly statement that details reservations from the month, revenue, expenses, and payout. These are available to you at the beginning of each month. This makes tracking your property easy!

Owner's Portal

We have an online portal with a login for each owner. In this portal you can review your property's booking calendar. This makes it easy for you to keep on an eye on your property's success and also book reservations for yourself.

Nonprofit Opportunities

We also get asked to donate rentals for nonprofit use, events, and raffles. We will be sure to provide all the details about the opportunity and execute it as you see fit. In many cases this is a tax deductible opportunity and we are sure to provide you with tax receipts for your accounting. This is absolutely optional, but a wonderful way to give back.

Let's Get To Know Eachother

We genuinely want to have a great professional and friendly relationship with our homeowner partners. We don't expect to be able to meet up every time you pay a visit, but we are always happy to get together!

Some of Our Properties



Unique Properties for Unique Vacations

We manage a variety of different properties. Some of which are small cottages for a couples retreat, others are large cabin's exuding "Montana Luxury." There is a place for all sorts of homes in Red Lodge to suit many different travelers' needs. Some out of town by the river, some downtown close to shops, some on the Golf Course with amazing views, we help connect guests to your home!



Premiere Homes

- High-end amenities throughout the home
- Sleeps larger parties of people.
- Show stopper locations.
- Modern luxuries.
- High-end pricing for nightly stays
- Well appointed, luxurious beds and bedding, fully equipped throughout, top tier finishes, and additional offerings like hot tubs or pool tables, etc.



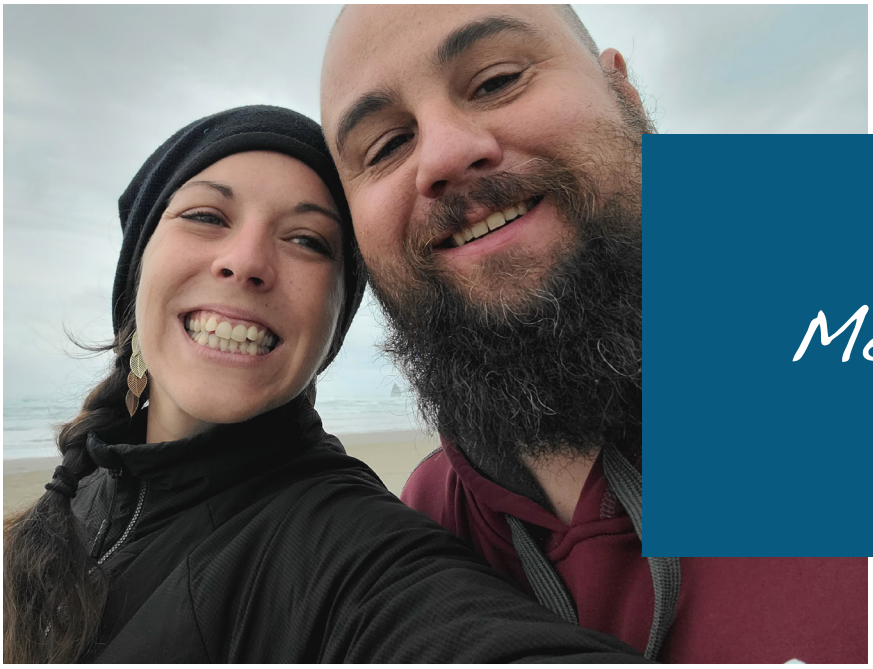
Deluxe Homes

- Nice amenities throughout the home
- Sleeps a mid-sized parties of people
- Easily accessible locations
- Services you would expect from your own home
- Mid-range pricing
- Well appointed, tastefully decorated, comfortable beds, fun additions, and equipped with basic needs.



Comfort Homes

- Standard amenities
- Sleeps smaller parties of people
- Easily accessible locations
- Services you would expect from your own home
- Affordable pricing
- Well appointed with comfortable spaces, quaint decorations and character, and basic needs for weary travelers.



Meet the Team

Owner's Tony and Chelsea Toupin

Who's Tony

"I am the boots on the ground for Red Lodge Reservations. I am the primary contact and manager of all the properties as well the business. From checking on the homes to working with customers, I handle most aspects of the operations.

I was the previously Food and Beverage Manager at Red Lodge Mountain and have had a long work history of Food and Beverage and customer service including Radisson Hotels and Mt Hood Ski Bowl. I have also managed vacation and long-term rentals over the years. I grew up in Minnesota and came from a real estate family in the Minneapolis suburbs. I moved to Mt Hood Oregon to live the mountain life and snowboard. That is where I met Chelsea. We moved to Red Lodge together in 2014 and have made it our home with two bulldogs."

Who's Chelsea

"I am the person behind the scenes at Red Lodge Reservations. My primary role is assisting with some of the technological developments, marketing, and accounting, as well as odds and ends that Tony needs extra hands on.

I grew up in the small mountain towns of Oregon. But when Tony asked if I wanted to move to Montana with him, I was ready for a new adventure. My work experience is diverse to say the least. I have a background in marketing, administration, nonprofits, and customer service. The careers I have worked in Red Lodge allowed for me to develop a special understanding of selling the Red Lodge lifestyle. After years of gaining experience in the area and other skills, I decided to become a Realtor. Though Real Estate is my primary career, I am also actively involved in this business."

Getting Started



Checklist for Renting Your Home

- **Consultation**

We will go to the property and review the home, amenities, special characteristics, location, and check for needed supplies or improvements. Then provide an analysis of the home, our pricing suggestions, guest requirements, and property listing info.

- **Contracts and Required Services**

All parties will review and sign management contracts for the property, review any additional services that need to be included such as utilities and hot tub maintenance.

- **Inspections**

Provide all items on our checklist of needed items for the home including linens, fire extinguishers, fire escape requirements. We will create an emergency safety card and instructions for guests. Once the home has been equipped inspections will take place with county officials as required. Your property will be added to our portfolio with the city to ensure that taxes and TBID fees are being paid for your property.

- **Property Preparation**

Once we have the requirements with city and county completed, we will go to the property, prepare it for guests and take pictures for its online listing.

- **Create the Property Listing**

Once we have the marketing materials and property info we need, we will build the property listing on our website and other integrations for bookings. This will include all property instructions, pictures, copy, and amenities.

- **Finalize and Book!**

Once all the details are in place, we will finalize the listing and make it active on all of our channels. We will also provide a quick training on the owners portals, process for owner stays, and ensure that any question you have is answered.



F.A.Q

How Much Can We Charge for Nightly Rate?

Nightly rates vary for every property throughout the year. We create a price plan utilizing dynamic pricing tools and comprehensive analytics for each property based on traffic in the area, amenities at the home, amount of people the house can occupy, and special characteristics.

What is TBID?

TBID stands for Tourism Business Improvement District. This is a common fee that is charged in tourist destinations. This fee is paid to the city and a board manages where the money is distributed. These funds are used for marketing materials for the area, grants for events, and improvements that benefits travelers. This $2/night fee is charged directly to guests, not the owners.

How Many Nights a Year Can I Expect to Book My Home?

Again this can vary. There are many factors that will need to be taken into consideration for your property. Property size, reviews, price, quality, and availability will directly effect your rental and can be addressed by home owners and RLR. There are other factors that we can not control such as weather conditions including adverse traveling conditions or a bad snow year at the Mountain. Our top producing properties will rent up to 80% of the year, but on average properties rent between 30%-60% of the year.

How Do I Get Paid?

We pay our owners through direct deposit the 5th business day each month. You will receive an itemized statement for your property including income and expenses.

What Happens if Someone Breaks Something?

For each guest we purchase Damage and Injury insurance to cover incidental, negligent, or malicious damages or accidents. This fee is charged to the guest and gives us the ability to file claims without having to contact the guest. Damage insurance is $5,000-$10,000 in coverage and injury is $500,000-$1 million in coverage.

What Constitutes Wear and Tear?

Wear and Tear will happen in every home. This can include deterioration of moving parts, aging devices and utilities, rips and tears in sheets and towels, or bedding or furniture wearing down over time. We don't extend charges to guests for breakages due to wear and tear. The most common replacements you will see are sheets, blankets, pillows, and towels.

What Amenities Should I Have?

Adding some simple amenities will go a long way. Tasteful decor, extra towels, comfortable bedding and furniture, AC, well-appointed kitchen supplies, ROKUs, and WIFI are the most common we receive comments on. The bigger amenities like Hot Tubs or additional games or activities can also increase your nightly rates. It doesn't take much but people can tell the difference in quality.

What is Perceived Cleanliness

There are some things that can effect how a guest perceives the cleanliness of the home. It could be completely sanitized, scrubbed, washed, and polished, but when people see cracks in the bathtub, markings in sinks, worn appliances and fixtures, out dated hand me downs, all of these can appear cheap or in a guest's mind "dirty."

Fee Schedule

65% Owners 35% Management from the Nightly Rate

Commission Covers: The 35% covers all the services listed under "Management Services" along with peace of mind that your property is cared for while you are away. We genuinely have the owner's best interest at heart.

Additional Charges

Additional Property Maintenance
$30/hour

This would include maintenance outside of basic property care. If there is a failure at the property such as a broken water valve, repair to property due to weather damage, or replacement of items due damage or age. We charge $30/hour for our team to tackle additional maintenance at properties.

Advance Property Maintenance and Vendor Services
$15 or 15% Handling Fee

For any service outside of our expertise that requires more qualified vendors or contractors, we will notify you of the issue and then organize and coordinate services with your preferred provider. We are more than happy to help connect you with our local service professionals for tasks such as trash service, plowing, pest control, electrical, plumbing, construction, or other services.

Owner Cleaning
$35/hour

When you, your family, or your friends stay at the property without paying our regular booking charges, we do pay our cleaning crew for cleaning your home. You are welcome to clean the property yourself to avoid any additional charges as long as you do so to company standards.

Property Supplies, Licenses, Inspections and Required Maintenance
Cost of Goods + Labor

If there is a need supply at the home that is not covered as basic essentials for guests we do charge the owner for required items. Examples would be smoke detectors, carbon monoxide detectors, fire extinguishers, or similar required items. You will be notified about these charges with as much notice as possible and it will be recorded on monthly statements.

Hot Tub Service $85/month

This includes regular drain and refills, costs for chemicals, regular chemical checks, cleaning, cleaning of filters, and other standard services all provided by a certified Pool Specialist.
*Filter replacement due to owner

Owner Laundry
$15.00/load, $1.50/lb

Again, you are welcome to do your own laundry prior to check out which would include wash and fold, but for your convenience we offer this service to you and your friends and family. Price varies depending on services used, if we use Rock Creek Laundromat's services its $1.50/lb, if we do it ourselves $15.00 for a loads.

Supporting Documents

Take the Deep Dive

If you decide that you're ready to take next steps, we will provide the following supporting documents to get started.

Red Lodge Reservations Services and Policies

The services and policies for Red Lodge Reservations property management. This includes owner requirements, state and city requirements to be aware of, fees for service, and rules for all parties.

Red Lodge Reservations Terms and Conditions

Our companies terms and conditions for guests and customers. All guests are required to accept these terms and conditions prior to booking.

Example Property Management Contract

Legal management contract that will be signed to designate us as your property managers, terms and conditions for both parties, and all agreements for services. This is legally binding.

Standards of Clean

Outlines the standards of clean that we will uphold for your property as well as for any owners that choose to clean their own property after a stay.

Property Checklist

Items and amenities that should be included in every property for best possible guest experience.

New Owner Inspection Info

For each new property homes will need to be inspected by the County Sanitarian and the Fire Marshall to ensure safety and health of our guests.

Thank you for Considering Red Lodge Reservations for managing your home!

We look forward to doing business with you!

Sincerely,
Tony and Chelsea Toupin

Please feel free to reach out with any questions about our services and we would be happy to help.

Reservations@redlodgereservations.com
406-426-5505 | 406-446-3603