



Vacation Rental Management Program Overview

Lakeland Rental Management, formerly Northwoods Property Management, has proudly served the community for over 26 years, as the premiere vacation rental business in the Minocqua area.



Northwoods Navigator Vacations

A Division of Lakeland Rental Management

OVERVIEW

For over 26 years, Lakeland Rental Management (formerly Northwoods Property Management) has been a trusted partner for property owners across the Northwoods. As a brokerage owned and operated by a licensed real estate broker, we combine industry expertise with a deep love for the area—helping owners maximize their investment while creating exceptional guest experiences.

We pride ourselves on being responsive, easy to work with, and fully invested in the success of your property.

Marketing & Booking

Your property deserves maximum visibility—and that's exactly what we deliver.

Our advanced property management software seamlessly integrates with top booking platforms including Vrbo, Airbnb, HomeToGo, Booking.com, and Expedia. We continuously refine our marketing strategy to ensure your home reaches the widest possible audience.

In addition, we:

- Offer instant booking directly through our website
- Promote listings through ResortsandLodges.com and Travel Wisconsin
- Actively participate in local events to increase exposure

- Partner with local businesses to create unique guest experiences, such as curated stays and interactive activities

From inquiry to checkout, our team is here to support every guest. We provide clear communication, automated updates, and personalized touches—like custom property binders—so guests feel confident, informed, and excited about their stay.

Owner Access & Communication

We believe in transparency and keeping you connected.

As an owner, you'll have secure access to an online portal where you can:

- View your booking calendar in real time
- Reserve time for personal stays
- Access detailed financial statements

You'll also receive notifications for all bookings and cancellations, so you're always in the loop.

Cleaning Services

We coordinate professional, reliable cleaning services to ensure your property is guest-ready for every stay.

Cleaning fees are paid directly by guests, and we work exclusively with experienced housekeeping professionals who meet our high standards for quality and consistency.

Linens & Laundry

We take care of the details that elevate the guest experience.

Each stay includes:

- Fresh bed linens
- Bath towels, hand towels, washcloths, and bath mats
- Kitchen towels

All linens are professionally laundered between stays. A straightforward linen and laundry fee is applied per reservation based on the size of your property.

Taxes & Compliance

Leave the paperwork to us.

We collect and remit all required sales, county, and lodging taxes on your behalf. We also assist with licensing and inspections, working directly with:

- County zoning offices
- Health departments
- Local municipalities

Our goal is to keep your property fully compliant and stress-free.

Maintenance & Property Services

We help protect your investment year-round.

Our team manages maintenance issues promptly during guest stays, minimizing disruptions and preserving your property's condition. We can also coordinate additional services such as lawn care, snow removal, and special projects.

Twice a year, we provide seasonal service request forms to help you plan ahead and keep your property in top shape.

Owner Payments

Getting paid is simple and reliable.

Owners receive rental income via direct deposit within 15 days after the close of each month, along with clear and detailed reporting.

Let's Work Together

At Lakeland Rental Management, we're more than a service—we're your partner in maximizing your vacation rental's success.

If you have questions or are ready to take the next step, we'd love to connect.

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