



## 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.



### LAKELAND RENTAL MANAGEMENT/ NORTHWOODS NAVIGATOR VACATIONS OVERVIEW

Lakeland Rental Management, formerly Northwoods Property Management, has proudly served the community for over 26 years. We are a brokerage owned and operated by a licensed real estate broker, with a focus on helping guests experience the unique beauty and character of the Northwoods. You have expressed interest in our Vacation Rental Program, and the information below provides an overview of the services we offer.

#### **Marketing & Booking**

Our property management software is integrated with multiple booking channels, including but not limited to Vrbo, Airbnb, HomeToGo, Booking.com, and Expedia. We continually expand and refine our marketing efforts to maximize exposure. In addition, we: - Offer instant booking through our website - Subscribe to Resorts and Lodges - Are listed on Travel Wisconsin - Actively participate in local events to promote our rentals and support the community

Our marketing team also collaborates with local businesses to create unique offerings, including scavenger hunts and curated “experience” vacations.

Our staff is available to answer guest questions and assist with booking the perfect property. Guests receive all necessary information related to arrival, their stay, and departure. Automated communications are sent from the time of booking through the

end of the stay. Each property also includes a customized binder with details about the home, the lake, and the surrounding area.

## **Owner Access & Communication**

Each owner receives secure access to an online portal where they can: - View their calendar - Book owner stays - Access financial statements

Owners receive email confirmations for all guest bookings and cancellations.

## **Cleaning Services**

The cleaning fee is charged directly to the guest. Cleaning services are subcontracted to experienced and trusted housekeeping professionals.

- Owners may clean the property after their own stay only if a guest is not arriving next
- If cleaning is required, the owner pays the contractor's cleaning fee
- The owner cleaning fee is the same as the guest cleaning fee and is outlined in the contract
- Back-to-back owner cleans are not offered

## **Linens & Laundry**

Lakeland Rental Management provides the following items for each guest stay:

- Bed linens
- Bath towels, hand towels, washcloths, and bath mats
- Kitchen dish and drying towels

All linens are removed and laundered between each reservation. A linen and laundry fee is charged to the owner per stay. This fee is listed in the contract and is based on the number of beds and bathrooms.

## **Taxes & Compliance**

Lakeland Rental Management collects all required sales tax, county tax, and lodging tax from guests and remits payment to the appropriate tax authorities.

We also assist owners with required licensing and inspections through:

- County zoning
- County health department
- Local town or municipality (when applicable)

## Maintenance & Property Services

Maintenance issues reported during a guest's stay are managed by our office. Upon request, we can also coordinate lawn care, snowplowing, and special projects. All other maintenance is the owner's responsibility.

Each spring and fall, owners receive a seasonal service request form outlining available services (additional charges apply).

## Owner Payments & Fees

Owners receive their rental income via direct deposit within 15 days after the close of the previous month.

Our commission fee is 28% of the nightly rental rate.

**If you have any questions or would like to discuss next steps, please feel free to contact our office at 715-356-3178. We look forward to the opportunity to work with you.**