



Sandy Feet VR *Owner's Portfolio*



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About the Owners



Sandy Feet Vacation Rentals is owned and operated by Emil and Angie Baltic and Corbin and Audrey Schlatter. The Baltics have lived in Clearwater, Florida since 2004, and have purchased and restored many homes in Pinellas County. Emil works at St Petersburg Fire Rescue as a firefighter/medic and owns Baltic Remodeling, specializing in remodeling kitchens and bathrooms. Angie has been a licensed realtor and home stager/interior designer for over 15 years in Florida and loves everything about the vacation rental business. We love working with owners and guests, and are dedicated to excellence in all we do. You can check us out on Facebook or Instagram at “Sandy Feet VR”.

Corbin and Audrey live in Columbus, Ohio and have 5 kids, 2 son-in-laws, and 2 grandkids! They have run a lawn care business in Ohio (known as Weed Man) since 2003. Audrey is head of the Sandy Feet VR accounting department, and Corbin is currently behind the scenes as our go-to business consultant. Corbin and Audrey also co-own 3 vacation rentals with Emil and Angie - Sandy Feet Retreat, Salty Air Retreat, and Paradise Palms.

All in all, they love working with owners and guests, and are dedicated to excellence in all they do!

What We Do - Part 1

Remodeling and Renovation

Owning our own construction company gives us the ability to remodel and maintain your home as you desire. We are able to complete projects in a timely manner due to our hard working staff. We are able to provide valuable feedback and opinions in regards to enhancements or remodeling that will maximize your revenue. Our experience in construction, remodeling, and real estate has given us the skills needed to master various markets, such as staging, flipping, and renovations. Consultations are free and there is no obligation. We pride ourselves in a job well done and document our process along the way. Feel free to view our work at www.balticduo.com.

New Unit Set Up

The one thing we have learned through starting this endeavor is preparing the unit for your first guest! This is an a la carte service we offer that makes your life hassle-free. We can offer your own design consultant that will purchase, pick-up, and set up all items needed for opening day! We give you the ability to participate or just sit back, relax and wait for pictures!

Answer Phone Calls

Communication. A vital aspect of any business. While most companies struggle with customer service, at SFVR, we answer our phones faithfully, at any time, from guests and owners alike. We strive to make communication and customer service the key element to our success in current and future business interactions.

Automated Locks

Sandy Feet VR will provide and install your property with a keyless entry lock. These smart locks allow us to provide access, at specific times, to the guest, maintenance, cleaners, etc. Sandy Feet VR will provide each guest with their virtual key. As the owner, you will have a virtual key (code) that gives unlimited and unrestricted access. To guarantee reliability, these locks operate off cell towers and not Wi-Fi.

What We Do - Part 2

Coordinating Cleaners

When it comes to making first impressions, the visual is the most important of all the senses. Not only do we schedule and coordinate the cleaners, but we pay them as invoices are submitted. We verify their work is completed at a high standard, with scheduled inspections at no charge to you. This hassle-free service for you is managed closely to verify cleanings are completed on the correct day in a timely manner. Our goal is to avoid mistakes and issues, but in the event something happens, we provide immediate customer service. You never get a second chance to make a first impression!

Guest Services and Communication

Good Old-Fashioned Customer Service." Our slogan represents who we are and what we aim to do! We handle ALL guest relations from inquiries to bookings to hosting! In the space of guest inquiry and booking, it is known that if a response is not given quickly the guest has moved on. Our goal is to respond in a time frame that ensures bookings and more revenue for you. We aim to know the ins and outs of your property to be able to respond with accurate answers to the guests' questions. Accurate, dependable, and timely communication is KEY!

Maintenance

Short term vacation rental maintenance is crucial and impacts everything from preventing disasters to excellent guest reviews. Caring for your second home can be more work than your primary home! We will take this off your plate as we manage all your maintenance needs from changing out light bulbs to defrosting refrigerators. Imagine it's Friday night and the guest is calling to say the refrigerator is not cool and all their food is going to spoil! We've gone the length of taking another refrigerator until we resolve the issue. With our regular inspections we aim to defer maintenance issues by checking filters, light bulbs, appliances, and much more. Our response is immediate and solution is time oriented. There are times where the maintenance becomes a repair. These issues will be addressed with you, the owner, and we will create a plan together. While these situations are not ideal-they will arise, but we are prepared and have wonderful vendors we partner with.

What We Do - Part 3

Professional Photos and Marketing Descriptions

The first impression of your home are the photos that display it! Photos draw the guest to the home while the description keeps their interest. Over the last 15 years, working as a realtor, Angie has learned how terminology in the write ups and picture-perfect photos lead to increased interest and revenue. Because we strongly believe this will impact your listing, we cover the cost of professional pictures at the time of onboarding. If your property changes, we encourage you to allow us to keep the photos up to date!

We Are Local!

We don't just know the area; the area knows us! We have lived and worked in this community for most of our adult lives and value our reputation. We are known as hardworking, fair, and honest and we will work diligently to maintain this reputation. We know the best places to eat, the best beaches, activities, shopping centers, parks, and many other attractions. Being local means we make in-person property visits and respond quickly to issues that need immediate attention. We understand the ebbs and flow of activities in this area and can adjust pricing accordingly. We know and work with local contractors and repair companies that we can partner with to see any project through. Your guest are our guests and your homes our homes!

Our Software

We utilize [Streamline](#) as our property management software system. This platform seamlessly integrates with various applications and software solutions, bolstering efficiency and organization across our operations. Additionally, we use [Beyond Pricing](#), which analyzes current and future trends for dynamic pricing that maximizes your revenue and occupancy rates! [AirDna](#) provides endless data and analytics for the short term rental industry that helps us make recommendations and provide estimated revenue for our clients. [Point Central](#) is our automated lock software that works off cellular towers instead of WiFi, increasing its reliability and speed. Its security allows us to have complete control over the access times and deactivation times for each guest, providing a unique virtual key specific to each guest and their stay.

Marketing Platforms

Social Platforms, Listing Platforms & Email Campaigns

As just one part of a more extensive digital marketing landscape, social media is a must-have for promoting your vacation rental! At SFVR, we utilize multiple social platforms and advanced social strategies to market your property. During onboarding, our team will take both photo/video footage in addition to our professional photography to use on social media. Our social pages are updated daily, so make sure to follow along @sandyfeetvr. We take the hard work of social media marketing off of your plate and encourage you to simply share what we post. (We have had owners repost our content and get bookings from friends!)

We list on multiple sites including Airbnb, VRBO, sandyfeetvr.com and others!

Email campaigns increase bookings through specials and last minute deals! It also nurtures long-lasting relationships so they will rebook with us in the future!

Our Service Costs & Protecting Your Property

When and What do I pay for your service?

- Commissions are taken out of your rental revenue. Maintenance items that are performed during that month, will also be deducted. Our goal is to not have you write checks to us!

When will I receive my rental revenue?

- Around the 15th of each month your payout will be electronically deposited to your bank for the previous month's stays (using arrival date). You will receive an owner statement that will list each booking with revenue and expenses. Our goal is to have all owner statements completed and sent to you for review, by the 10th of each month. Additionally, all of this information can also be easily accessed anytime through the owner's portal on Streamline.

How is SFVR Protecting my rental revenue?

- With every booking we collect a \$75 damage waiver, so if the guest has accidental damage up to a certain dollar amount, it will be covered by the waiver.
- We have a no refund policy, so we recommend to every guest that they purchase travel insurance in case of last minute emergencies or cancellations.