

OWNERS PACKET

SIESTA 4-RENT

VACATION RENTALS

*Celebrating 20 Years
in Business*



We offer...
Studios - 5 Bedroom
Condos and Homes
here on Beautiful
Siesta Key Beach





SIESTA 4-RENT



6555 Midnight Pass Rd., Sarasota, FL 34242

History of SIESTA 4-RENT

Siesta 4 Rent was started in 1997 by Broker David Lazeski. David started a rental company for another broker with 6 units. After putting together a rental program with Partner Brian Johnson within a year the company had grown to 25 units, with the addition of a computer and website this allowed the company to grow to 50 units the 2nd year.

In 1999 David & Brian bought the company they had created and Siesta 4 Rent was born. In the 3rd year Tera, David's Sister joined the team and the company was off to a great start. By the 4th year we were approaching 100 units. The word of our service and reputation for Nice quality units at reasonable rates through out the Realtor Community as well as Siesta Key was spreading. We were expanding our internet advertising to the Chamber Website, Verizon Super Pages, Yellow pages, All Florida .com , European Traveler websites and more. In our 5th year we had relocated to a larger office and added Jamie, Tera's Husband to the team. Jamie & David teamed up to handle all the new listings and educating prospective buyers about our services and what type of rental properties are hot and how to market them properly. By this time our units have grown to about 125 and all of which were referral business from various sources. All our listings have come to us through our reputation on the island. We had found a niche where realtors could send us their customers for rental purposes with confidence, since we do not participate in Sales. By the 6th year business was growing steadily, and our units were approaching 150 units. We needed more help and family members were eager to join the team. First David's Mother Anna joined the team, then Brian's father Jerry. It was a family affair. By year 7 & 8 we had done over 10,000 reservations in our history and were out growing our space. In 2005, we relocated to our new office at 6555 Midnight Pass. At this point the number of units are now approaching 170 units and once again we looked for the perfect addition and found Tracy (we consider her family) who joined us in the fall of 2005. Now with a larger team and office we can continue to offer better service in a more comfortable space. 2006- was a record breaking year with a 20% volume increase over 2005 and over 20,000 reservations since opening. 2007 & 2008 we added additional advertising in the Florida Travel & Leisure magazine, expanded ads on the Siesta Key Chamber website and added a new online search and booking capability to our website. Both years we experienced 15-20% volume increases. By 2009 & 2010 again increasing visibility on the internet and have had record years. 2011 & 2012 continuing our level of service and growth we have been blessed with 2 more record years. In 2012 Tracy achieved her brokers license and stepped into the manager position and we added Brian's Brother Jeff and longtime friend Perry to our team. Both have been a valuable tool to continue our growth and service goals. With this new Team, Siesta 4 Rent is better fitted for our owners and customers needs. We are entering our 19th year and surpassed 55,000 reservations to date. 2015 & 2016 have been great years. 2017 is already booking at a record pace and look forward to our continued success on Siesta Key.

SIESTA 4-RENT Services

We charge 20% for the services we provide to Owners, this is just a sample list of a few items

- * At the end of each month we payout owners any proceeds from rentals that month.
- * Organize and schedule cleanings, misc. repairs, and have reliable vendors that in most cases offering a discounted rate for services to our company, which is passed on to each owner.
- * View, take pictures, make recommendations, and post each unit on our website. siesta4rent.com
- * Book & Service Reservations take 25% dep. on rentals & \$300 sec. deposit on behalf of each reservation.
- * Siesta 4 Rent, Inc. acts as a Transaction Broker between the owners and guests.
- * Maintains and accounts monthly an escrow account for all deposits and monies for each party.
- * Siesta 4 Rent collects and pays County and State Sales tax for each reservation on behalf of owners.
- * Siesta 4 Rent also registers each owner with the proper licenses required for your type of unit. (see setup page)
- * Any Major purchases or repairs over \$300 are generally reported to owners prior to authorizing work, unless it is an emergency and the owner is unable to be reached.
- * We have a 24 hour emergency cell number to assist guests if they need help.

Rental Management/Listing Agreement

This agreement is made this _____ day of _____, by and between _____
_____ (hereafter "Owner") and **Siesta 4 Rent, Inc.** (hereafter "Broker");

WITNESSETH:

Whereas, Owner, is the owner of that certain real property located in Sarasota County, Florida, known as _____
_____ **SIESTA KEY, FL 34242.** WHEREAS,

BROKER, is a licensed Real Estate Broker in the state of Florida, and

WHEREAS, OWNER, desires to retain BROKER, to locate suitable Vacation Rental Contracts for the property. Owners may not rent property privately while under this agreement.

NOW, THEREFORE, in consideration of the sum of \$10.00 and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties hereto agree as follows:

1. The above recitals are true and correct and made a part hereof.
2. OWNER hereby retains BROKER, as OWNER'S sole and exclusive agent, to locate suitable rental prospects for the Property. BROKER shall have full authority to negotiate all terms of any lease agreement on behalf of OWNER. BROKER is acting as a Transaction Broker and Represents the Transaction.
3. If Siesta 4 Rent of Sarasota, FL locates an acceptable rental prospect during the period that this Agreement is in effect, OWNER agrees to enter into a written lease agreement regarding the Property with such rental prospect.
4. As BROKER'S Compensation for locating an acceptable rental prospect, OWNER shall pay BROKER a commission equal to 20%, said commission to be paid at the time of execution of the lease agreement. BROKER'S commission is due whether any such lease agreement is executed during the term of this Agreement, or afterwards, as long as rental prospect executing the lease agreement was located by Broker. Any rental referred to Broker by Owner will be subject to a commission equal to 10 percent of the posted rate, Excluding January 1 - April 30th.
5. **This agreement may be terminated with a 60 Day notice in writing to Siesta 4 Rent. All future reservations already booked with deposits by Siesta 4 Rent past the 60 days will be honored after the termination date, up to 1 yr.**
6. **In NO event, Even sale of the property, shall this Agreement be terminated in advance of the termination clause above or Rental Agreements in place, for which Siesta 4 Rent, was the "procuring cause" then in effect.**
7. OWNER agrees to provide BROKER and prospective renters access to the Property for inspection and to cooperate with BROKER to the fullest extent possible in the rental of said property.
8. OWNER agrees to maintain all utilities at owners expense for Seasonal Guests.
Including: Electric, Cable Water/Sewer, Local phone service & Condo Dues
For Private Homes: Pool, Lawn care and Backdoor Trash Service

9. BROKER is authorized to accept, receive and hold, any and all monies paid or deposited as a security deposit and monthly rental payments under the terms of any lease to be executed by third party renters for the Property on behalf of OWNER.

10. OWNER'S represent and warrant to BROKER that owners are the fee simple and absolute owners of the Property and that owner shall procure and maintain in effect at all times relevant hereto, insurance for subject premises, for liability as a result of any injury sustained on the subject premises.

11. The prevailing party shall have the right to recover all damages, interest at the highest lawful contract rate and attorney's fees in the case of a breach or violation of this agreement.

12. Broker shall not be liable for any dangerous or defective conditions existing on the subject premises.

IN WITNESS WHEREOF, the parties have signed this agreement on the date first above written.

WITNESSES:

OWNER(S):

BROKER: SIESTA 4 RENT, INC.
6555 MIDNIGHT PASS RD.
SARASOTA, FL 34243
PHONE (941) 349-5500
FAX (941) 349-5527

By: _____
as its: Broker/Owner of SIESTA 4 RENT, INC.

**Lease Agreement Reviewed and approved
by Law office of Jefferson Riddell**

Request for Taxpayer Identification Number and Certification

Give form to the
requester. Do not
send to the IRS.

Print or type
See Specific Instructions on page 2.

Name (as shown on your income tax return)

Business name, if different from above

Check appropriate box: ☐ Individual/Sole proprietor ☐ Corporation ☐ Partnership
☐ Limited liability company. Enter the tax classification (D=disregarded entity, C=corporation, P=partnership) ▶
☐ Other (see instructions) ▶

☐ Exempt
payee

Address (number, street, and apt. or suite no.)

Requester's name and address (optional)

City, state, and ZIP code

List account number(s) here (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on Line 1 to avoid backup withholding. For individuals, this is your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Note. If the account is in more than one name, see the chart on page 4 for guidelines on whose number to enter.

Social security number

or

Employer identification number

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me), and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding, and
3. I am a U.S. citizen or other U.S. person (defined below).

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the Certification, but you must provide your correct TIN. See the instructions on page 4.

Sign
Here

Signature of
U.S. person ▶

Date ▶

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Purpose of Form

A person who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) to report, for example, income paid to you, real estate transactions, mortgage interest you paid, acquisition or abandonment of secured property, cancellation of debt, or contributions you made to an IRA.

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN to the person requesting it (the requester) and, when applicable, to:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
2. Certify that you are not subject to backup withholding, or
3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income.

Note. If a requester gives you a form other than Form W-9 to request your TIN, you must use the requester's form if it is substantially similar to this Form W-9.

Definition of a U.S. person. For federal tax purposes, you are considered a U.S. person if you are:

- An individual who is a U.S. citizen or U.S. resident alien,
- A partnership, corporation, company, or association created or organized in the United States or under the laws of the United States,
- An estate (other than a foreign estate), or
- A domestic trust (as defined in Regulations section 301.7701-7).

Special rules for partnerships. Partnerships that conduct a trade or business in the United States are generally required to pay a withholding tax on any foreign partners' share of income from such business. Further, in certain cases where a Form W-9 has not been received, a partnership is required to presume that a partner is a foreign person, and pay the withholding tax. Therefore, if you are a U.S. person that is a partner in a partnership conducting a trade or business in the United States, provide Form W-9 to the partnership to establish your U.S. status and avoid withholding on your share of partnership income.

The person who gives Form W-9 to the partnership for purposes of establishing its U.S. status and avoiding withholding on its allocable share of net income from the partnership conducting a trade or business in the United States is in the following cases:

- The U.S. owner of a disregarded entity and not the entity,

Property Information Sheet

Owner Information:

Name: _____

Home Phone: _____

Street: _____

Cell Phone: _____

Apt: _____

Work Phone: _____

City: _____

Fax: _____

State: _____ Zip: _____

Email: _____

Owner Credit Card Info: Owner agrees to allow Siesta 4 Rent, Inc. to charge outstanding management expenses incurred due to billing cycle at the end of a month in order to balance their account to zero.

Visa/MasterCard or Discover _____ Exp. _____ CVC Code _____

Signature _____ Date _____ Zip _____

Property Information:

Property Address: _____

Property Phone: _____

Condominium: _____

Unit: _____

Number of Bedrooms # _____ Type of Bedding King _____ Queen _____ Twin _____ Full _____ Bunks _____

Number of Bathrooms # _____ Sofa Sleeper _____ Roll-away _____

Property Information:

___ Pets Accepted

___ NO Smoking

___ Central Air/Heat

___ Phone

___ Wall AC/Heat

___ # of TV's

___ Dishwasher

___ # of DVD's

___ Private Washer/Dryer

___ Stereo

___ Community Washer/Dryer

___ Stereo w/CD

___ Ground Floor Unit

___ Garage

___ Private Pool

___ Working Fireplace

___ Community Pool

___ Handicapped Access

___ Heated Pool

___ Tennis

___ Gas Grill

___ Internet

___ Charcoal Grill

___ Wireless

___ Hot Tub

___ Wireless Codes

Kitchen

___ Microwave

___ Toaster

___ Coffee Maker

___ Blender

Special Amenities _____

Seasonal Rates: office use only

Daily

Weekly

Monthly

December 15 - April 30 _____

May 1 - August 31 _____

September 1 - Dec. 14 _____

Notice to Provide Insurance

(To be completed by Owner and Insurance Provider)

Insurance Agents Name _____

Insurance Company Name _____

Insurance Company Address _____

Insurance Agents Phone _____ Fax _____

We have entered into a rental management agreement with Siesta 4 Rent, Inc. under which the company will lease the following property _____

In accordance to our obligations, please provide:

Siesta 4 Rent, Inc.
6555 Midnight Pass Rd.
Sarasota, FL 34242
941-349-5500
941-349-5527 fax

With evidence of insurance including:

A. A copy of your declaration page as an endorsement showing Public Liability with a single limit of not less than \$300,000 per occurrence, per unit.

B. A standard 10 day notice of cancellation or revision in coverage. Shall be sent to Siesta 4 Rent, Inc.

C. Owner agrees to add Siesta 4 Rent as additional insured to homeowners policy.

Owner agrees to deliver to Siesta 4 Rent proof of required insurance as provided above, with an effective date below or earlier.

Failure to Provide Insurance: Owner acknowledges and agrees that if Owner fails to provide required insurance or fails to continue such insurance in force while in contract with Siesta 4 Rent, Inc., then Siesta 4 Rent, Inc. may no longer allow renters to occupy the subject property. Owner acknowledges Siesta Rent, Inc. provides no liability insurance for individual properties.

Date: _____

Owner:: _____

Print name: _____

Dear Owners,

We will be updating our files and request that you either fax (941-349-5527) or mail back this form (6555 Midnight Pass Rd., Sarasota, FL 34242).

If you don't have a specific vendor we will call the companies we have always used.

Many of you have service contracts for air conditioning and other appliances Please let us know if there are specific companies we should call in the event of a problem. Please realize in an emergency if we don't have access to your records (after office hours for example) we may have to call our usual vendors but we will try to make every attempt to use the ones you have indicated. Also, if you can include a copy of the service contract or warranty, it will help us expedite service in case of a problem. When it comes to guest satisfaction we all know the faster a problem gets resolved the better off we all are. If there are any new numbers we can reach you at in an emergency please include those as well.

We also strongly suggest adding inside wire maintenance to your local phone service. It not only saves you money if you have a problem, but also gets the **telephone company** out faster. We also suggest adding Siesta 4-Rent as authorized to order repairs to your phone service you don't have wire maintenance. The phone company will not even deal with us about a problem unless the owner calls in or we are authorized on the account. The toll free number of Verizon is 1-800-483-3000.

If you can add us to your **cable account** this would also help us quickly deal with any problems that may arise. Also, we tell all the guests that preferred basic cable is provided which includes CNN, The Weather Channel and others. Basically channels 1 thru 70 (no movie channels). If your unit just has the very basic service please call Comcast cable and upgrade (941-371-6700).

Owner Name _____ Property _____

Emergency phone number to contact you at _____

Condo Association phone number _____

If you have a service contract or warranty please fill in vendor name, phone number and expiration date

Dishwasher _____

Refrigerator _____

A/C service _____

Plumbing _____

Pool service _____

Electrician _____

Handyman _____

Lawn service _____

Pest Control _____

Inside wire maintenance for phone Yes _____ No _____

No cable boxes if possible (if needed please provide instructions for guests)

Inventory / Set-Up

Setting up a unit to be a vacation rental can be a difficult task. Siesta 4-Rent has tried to help in this matter and comprised a list of items that should be provided for a smooth transition. Keep in mind, the list provided is for a standard 2 bedroom/2 bath unit and you may have to adjust the quantity of items (i.e. kitchenware, glasses, towels, etc.) to fit the size of your property.

KITCHEN (service for eight)

Dinnerware, 45 pc.
Flatware, 45 pc..
Glasses, 24 pc.
Wine Glasses, 8 pc.
Coffee Maker
Blender
Electric Hand Mixer
Wide Slot Toaster
Electric Can Opener
Tea Kettle
Cutlery/Steak Knife Set, 12 pc.
Cutting Board
Covered Pitcher
Corkscrew
Coaster Set, 8 pc
Utensil Set, 6 pc. Stainless Steel
Salt & Pepper Shakers
Pool/Plastic Glasses, 8 pc.
Vegetable Peeler
Cookware, 9 pc., stainless Steel
Bake ware, 5 pc.
Casserole Dishes, 3 pc.
Mixing Bowl Set, 3 pc
Mixing Spoon Set
Liquid Measure
Dry Measuring Set
Measuring Spool Set
Colander
Pastry Brush
Spatula Set
Wire Whisk
Grater/Shredder

KITCHEN (continued)

Garlic Press
Flatware Tray
Kitchen Trash Can
Paper Towel Holder
Dish Drainer
Oven Gloves, 2
Pot Holders, 2
Dish Cloths, 6
Dish Towels, 6
Salad Bowl Set, 9 pc.
Salad Tongs
Scissors
Serving Tray

UTILITY

Small Tool Kit w/Screwdrivers, etc.
Bagless Vacuum
Spare Vacuum Bags
Self Clean Steam Iron
Ironing Board & Pad
Mop/Bucket
Broom/Dust Pan & Brush
Small Tool Set
Laundry Basket
Plunger
Rechargeable Flashlight
Outside Door Mat
Light Bulbs/Batteries
A/C Filters
*Specialty lightbulb supply for **all** your fixtures

MASTER BEDROOM (King or Queen)

Pillows, 2
 Mattress Pad, 1
 Blanket, 1
 Fitted Sheets, 1
 Flat Sheets, 1
 Pillow Cases, 4
 Clock Radio
 Clothes Hangers, 24 (Plastic)

GUEST BEDROOM (2x Twins)

Pillows, 2
 Mattress Pad, 2
 Blanket, 2
 Fitted Sheets, 2
 Flat Sheets, 2
 Pillow Cases, 4
 Clock Radio
 Clothes Hangers, 24 (Plastic)

OTHER RECOMMENDED ITEMS

Bug Covers for all Mattresses &
 Boxsprings & Sleepers
 Coverlets for bedding/
 instead of heavy comforters
 TV in all bedrooms
 DVD in bedrooms
 Leather Furniture
 Wireless Internet Service

MASTER BATHROOM

Bath Towels, 6
 Hand Towels, 6
 Wash Cloths, 6
 Washable Bath Mat
 Soap Dishes, 1
 Toothbrush Holder
 Bowl Brush Set
 Vanity Waste Basket
 Shower Liner/Curtain

GUEST BATHROOM

Bath Towels, 6
 Hand Towels, 6
 Wash Cloths, 6
 Washable Bath Mat
 Soap Dishes, 1
 Toothbrush Holder
 Bowl Brush Set
 Vanity Waste Basket
 Shower Liner/Curtain

REQUIRED ITEMS

Hardwired Smoke Detectors

Homes/Duplexes - Require 1 in each bedroom and 1 in hallway between kitchens & bedrooms.

Condos - Require 1 in each unit.

5 lb. Fire Extinguisher

Must be certified and serviced each year

Backdoor Service Trash Pickup for Homes & Duplexes (941) 924-1254

All homes/duplexes must call Waste Management to provide trash removal from side of house.

Licenses: Siesta 4 Rent will register your home or condo with the required state and local agencies that apply to your property.

FL Dept . of Revenue - Approx. fee \$5 one time fee

Sarasota Co. Occ. Lic. - Approx. fee \$15.75 per year

Hotel/Motel Lic. - Approx. fee \$15 per year

Fire & Safety Insp. - Approx. Fee \$15-\$40 per year

Great News...Siesta 4-Rent Partners with



SIESTA 4-RENT PACKAGE

\$235
Per Property

3D Tour w/Contact Info & Room Measurements (Matterport)

At Least 25 HDR Photos

Landing Page (LP)

Photo Slideshow on LP

3D Tour on LP

Google Map on LP

Request Info Button on LP

**1 Year of Free Hosting
(additional years only \$25/per)**

3D TOUR (24-HR OPEN HOUSE)



PROFESSIONAL HDR PHOTOS

VIDEO ADD-ON: FEATURING 3D WALKTHROUGH & PHOTOS

\$99
Video Add-On

**3D Tour & Photos Put into an Amazing Video
w/music! (Video 2-5 Minutes in Length)**

Will be Added to LP, Easily Share via Email, etc.



Marketing

Siesta 4 Rent is the largest vacation rental company on Siesta Key.
Offering the Largest selection of Homes and condos in our portfolio.

Siesta 4 Rent surpasses our competitors maximizing revenue for our owners.
We are all licensed Real Estate Brokers and agents.

We have detailed some of our marketing avenues.

- *The most powerful marketing is word-of-mouth,
and satisfied owners and guests tell everyone.
- *Signage and a mobile vehicle advertises throughout the key
- *Network of Sarasota/Siesta Key Realtors wanting rental services for their clients.

Internet Exposure:

- *We are one of the first names that appears for “siesta key vacation rentals”
search on Yahoo and Google.
- *Our on-line booking process helps guests search and book online 24 hours a day.
- *Multiple banner ads throughout the Siesta Key chamber website
 - *Superpages.com
 - *ObserverOnline.com
 - *SiestaKeySarasotaVacation.com
 - *SiestaKeyChamber.com
 - *Siesta4Rent.com
 - *EdibleSarasota.com

We also have advertisements in magazines and print media

- *Official Siesta Key Chamber Visitors Guide
 - *Siesta Key Visitors Guide
 - *Siesta Key Island Visitor Newspaper
 - *Yellow Pages
- *Links from many of our Vendors websites
- *Brochure cards in prime locations throughout the Island & Mainland

SIESTA 4-RENT vs. Rent by Owner



10 reasons to hire Siesta 4 Rent vs. Renting by Owner

1. Siesta 4 Rent specializes on Siesta Key and focuses strictly on vacation rentals. We do not do annual rentals or sales.
2. We are family run and operated.
3. We have 20+ years of customers and a long standing return guests.
4. Realtors refer guests to us since we do not do sales, rather than others that are their competitors.
5. We have continually brought the most income possible to owners
6. Many potential renters contacting owners are looking for odd dates and deep discounts. Sometimes this causes owners to lose income and costs you bookings by not doing Saturday-Saturday
7. Our office is here on Siesta Key and easy access for checking in and out, handling emergencies and needs of guests very quickly and professionally
8. We do have vendors available to us 24 hours a day should we need their services.
9. We have extensive exposure and marketing that is not usually feasible for owners marketing 1 unit.
10. **Best of all** No late night or weekend calls or situations you cannot handle when you are located in another town.

As a company and a family, we all strive for the best possible experience for every Owner and Guest.

We believe in Honesty, Integrity and will do our best to deliver you a professional, reliable company.

We thank you for considering our company to handle the rental of your property.



SIESTA 4-RENT