



**CENTURY 21<sup>®</sup>**

Alliance

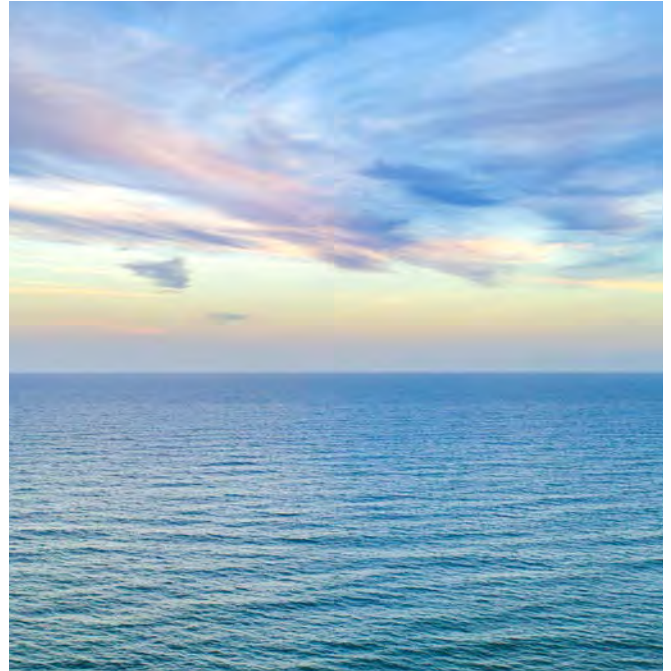
# RENTAL PROGRAM

**HOMEOWNER'S GUIDE**

# WELCOME TO CENTURY 21 ALLIANCE

Your Success is Our Success!

Your vacation home is an investment, an opportunity for revenue. Whether it's your home away from home, strictly a business venture, or somewhere in between, we understand that your property is a commitment that matters. You deserve the care, attention, and support of a team of experienced local real estate experts who can help you achieve your goals. You've come to the right place; welcome to Century 21 Alliance!



We treat each property individually - creating a marketing plan tailored specifically to your objectives. Some of our Property Owner Partners are motivated to maximize their income while others prefer to simply offset their carrying costs. Our plan will consider how often you want to reserve the property for your own private use. Your financial goals and how you plan to use the home will play a large role in how we will market your property.

Our property owners are our partners in this hospitality business. We are in this together - working toward providing fabulous vacation experiences for our guests. Our Owner Partners like the way we do business... you will like us too!

# OUR STORY

*Since the beginning, our goal has been to deliver 100% satisfaction to all of our guests and clientele.*

As the vacation rental industry grew, so did our passion for delivering the highest standards of customer service. Our passion has helped us manage hundreds of vacation rental homes and deliver unmatched hospitality, marketing, and management services. All out of our local offices from Cape May to Ocean City.



C21 Alliance understands that your vacation rental home is your investment—and investments need protecting. We consider ourselves an owner-centric company. We specialize in building one-on-one relationships with our homeowners while maximizing the long term success of their homes. We encourage open communication to ensure that vacation rental ownership is stress-free and enjoyable, no matter where you are. We take pride in being your local connection—personally handling everything related to your property from the overall marketing and presentation to maintenance repairs and accounting.



We are proud of the services we offer, and the team that delivers them every day. As a part of the Century 21 Alliance rental program, you can feel confident that your home is promoted through industry-leading marketing initiatives, maintained with the highest quality care, and that you are receiving personalized assistance from our dedicated Rental Management Team. We welcome the opportunity to help you maximize your vacation home ownership experience.

From our core businesses of Vacation Rentals and Property Sales, to our commitment to the local community, C21 Alliance is passionate about everything Jersey Shore.

# THE C21 ALLIANCE *difference*

## EXPERIENCE

We have been a leader in the local real estate market and are focused on providing superior rental performance and maximizing return on your investment; all while maintaining your home with unsurpassed customer service.

## LOCAL KNOWLEDGE

Our local offices from Cape May to Ocean City allow us to be directly in the heart of the communities we serve. Our staff are local, and work, play, and live on the Jersey Shore. Their local knowledge provides you with incomparable experience in managing your vacation home.

## INNOVATION

C21 Alliance is proud to stay ahead of the curve. Owner and Tenant property portals, online tenant payments, direct deposit for owner payments, and our state of the art website, with online booking, helps us lead the pack in cutting edge concepts.

## DEDICATED TEAM MEMBERS

Our incredible team works closely with each of our owners and guests to understand your needs so we can recommend options best suited for you. From your first point of contact, your C21 Alliance team will ensure that you are receiving the personal attention you deserve.

*Nobody Knows the Jersey Shore Better!!*



# C21 SERVICES

## ACCOUNTING

All accounting procedures comply with the NJ Real Estate Commission and are set up to protect your funds.



## INSURANCE OPTIONS

Tenants are required to purchase Rental Damage Protection. Option to purchase Vacation Travel Insurance.



## OCCUPANCY SCHEDULING

We will maintain a master rental schedule that will include all rental occupancy dates..



## CUTTING EDGE MARKETING

Innovative, modern marketing to increase visibility and occupancy. Recent upgrades in website layout will give us an even greater response from visitors, with great increases in bookings through our online system. Additional traffic is generated through partnerships with local and national websites





## THE EASIEST RENTAL PROCESS

Guest retention begins and ends with great customer service. Our goal is to create a vacation experience for your guests that will turn them into lifetime Century 21 Alliance customers. Our knowledgeable vacation specialists, friendly office staff, and proactive guest services team all take pride in creating a memorable experience.

## RESERVATIONS MADE EASY

- User friendly website with 24 hour online booking
- Credit card, e-check and personal check accepted
- Locations from Cape May to Ocean City

## PLANNING AHEAD

- Trip cancellation insurance offered to every guest to protect their vacation
- Pre-paid Rental Damage Protection Insurance for negligent damage is included with each reservation



*guest*  
**BENEFITS**

[ turning new visitors into repeat guests ]



# *C21 Alliance* HOME EXPECTATIONS

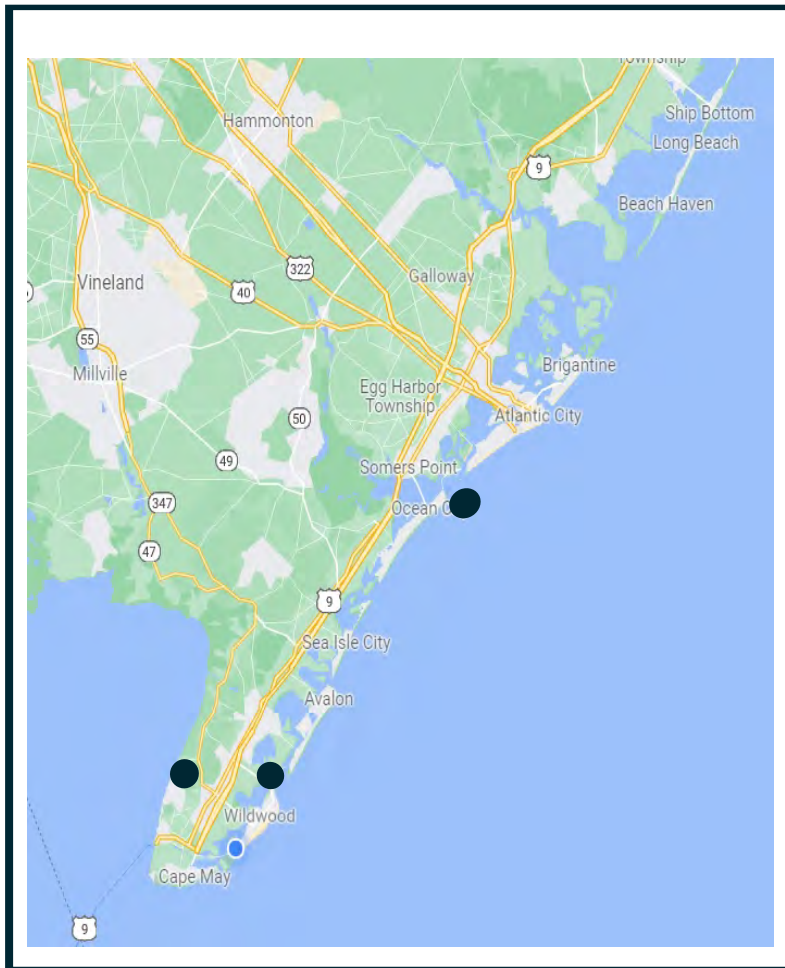
[ what we need from you as the homeowner ]

Century 21 Alliance prides ourselves in being an owner centric company, giving our owners everything they need to succeed in the vacation rental industry. However, we do need help from you as a homeowner. We have furnishing, decor, and appearance standards in order to meet and exceed guest expectations while keeping repeat renters coming back each year. All rental properties should present the appearance of having a coordinated decorating plan. As decorating styles and trends change, it's important, the appearance of your rental property keeps up to date and not appear dated.

# LOCALLY ROOTED

*For your peace of mind*

Our employees work, play, and live in the communities we serve. From Cape May to Ocean City, Century 21 is here to serve you and your home. Drop by one of our local offices or give us a call and let's discuss how we can increase your rental profits.



## **OCEAN CITY OFFICE**

909 West Avenue  
Ocean City, NJ  
609-399-5711

## **WILDWOOD CREST OFFICE**

5811 New Jersey Avenue  
Wildwood Crest, NJ 609-522-1212

## **NORTH CAPE MAY OFFICE**

3860 Bayshore Road  
North Cape May, NJ Office:  
609-889-2121

## **ONLINE**

[www.allianceshorerentals.com](http://www.allianceshorerentals.com)

## **EMAIL**

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